

MEDIA RELEASE



Centre for
Rural & Remote
Mental Health

Monday, 9 November 2015

Mentally Healthy Orange as easy as A-B-C

A new campaign is set to start in Orange at the end of the month designed to help make our community more mentally healthy.

The Act-Belong-Commit campaign offers a new take on engaging people to be more mentally healthy, focusing on shifting the language about mental health from mental illness to a focus on positive mental health and wellbeing.

The campaign is driven by a partnership of local services in Orange including Family and Community Services, Orange City Council, Housing Plus, Mental Health Department, Department of Education, Department of Sport and Recreation, Housing Plus, Headspace, Richmond PRA, OCTEC, and Orange Chamber of Commerce.

Senior Project Officer from the Centre for Rural and Remote Mental Health (CRRMH), Victoria Smyth, said the campaign will help to inform people about easy ways of becoming more mentally healthy.

“The message in the community is powerful – we all need to **Act, Belong and Commit** to being more mentally healthy.

“This can be through whatever ways or activities interest people and suit them as an individual.” Victoria said.

- **Act** refers to keeping active physically, socially and mentally - a fundamental requirement for mental health.
- **Belong** involves keeping connected to friends and family, involvement in groups, or joining in local community activities.
- **Commit** is a commitment to an interest or a cause, such as volunteering, learning a new skill, or challenging yourself and setting goals to achieve these commitments.

The Orange community was selected as a priority area to deliver the prevention campaign, which has already proven to be successful in Western Australia where it was first implemented.

“One of the unique things about this campaign is it takes a whole-of-community approach, bringing together a range of service providers and organisations in the community who can have a real impact on people’s wellbeing.

“Together we are designing a strategy that engages the community in a way that will encourage people to act, belong and commit. This often involves people starting something new or changing their behaviour so we need the support of not only the local frontline mental health services, but also the wider cohort of community organisations, schools, government bodies and businesses to reach people from all parts of the community in the places they interact.” Victoria said.



To launch the campaign Mentally Healthy Orange are partnering with the Department of Fair Trading to hold a Community Fun Day from 11am – 5pm on Friday 27th November at Robertson Park. The campaign will officially launch at 3pm, with events from 3-5pm to be focused on fun activities for families.

Before the launch, we are inviting people in the community to make a pledge to act, belong or commit to being more mentally healthy. You can make a pledge at actbelongcommitorange.org.au/pledge and go into the draw to win an iPad.

Act – Belong – Commit Orange is managed by the CRRMH with funding by the NSW Department of Families and Community Services.

Organisations and businesses that want to be involved or who are able to support the campaign are encouraged to contact Victoria Smyth victoria.smyth@newcastle.edu.au; 02 6363 8465.

Details of the Mentally Healthy Orange Launch are as follows:

WHAT: Fair Trading Community Fun Day & A-B-C Launch Party

WHEN: Friday, November 27, from 11am – 5pm with Official Launch from 3-5pm

WHERE: Robertson Park, Orange

(See Flyer attached)

Website: [www/actbelongcommitorange.com.au](http://www.actbelongcommitorange.com.au)

Facebook: Act-Belong-Commit Orange

For further information, please call Jocie Johnston on 0410549325

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