



Together We Thrive!

MENTAL HEALTH MONTH 2026

SUPPORTER TOOLKIT

**Your guide to supporting Mental
Health Month and World Mental
Health Day on 10 October**

www.worldmentalhealthday.com.au



THIS TOOLKIT CONTAINS

- About Mental Health Month and World Mental Health Day
- 2026 theme: Together We Thrive
- Ways to get involved



**Mental Health
Australia**

ABOUT

Mental Health Month & World Mental Health Day

**Mental Health Month is held in October each year,
with World Mental Health Day taking place on 10 October.**

This is an important moment to raise awareness of mental health,
reduce stigma and encourage people to seek support when they need it.

It's also an opportunity to pause, check in with ourselves and those around us,
and reflect on how we can look after our own mental health and wellbeing.

Mental Health Australia is the national peak body for the mental health sector,
and we coordinate the national Mental Health Month campaign. This year's
theme is Together We Thrive.

Whether at home, at work, at school, in the community or online, this Mental
Health Month we're encouraging everyone to start conversations, share their
stories and strengthen the connections that help us thrive.

Visit the website here: www.worldmentalhealthday.com.au



THIS YEAR'S THEME

"Together We Thrive"

The 2026 theme for Mental Health Month and World Mental Health Day is **Together we Thrive**. It recognises that while life can often feel overwhelming, connection remains one of the most powerful ways to support our mental health and wellbeing.

Right now, life feels like a lot. Global conflict and uncertainty, rising costs and constant change are leaving many people feeling overwhelmed and disconnected.

It's feeling harder to find common ground or stay connected to what we share. And it's taking a toll on our mental health.

At our core, our needs remain the same – to feel safe, to feel understood and to know we matter.

When we come together – through small, everyday moments of care, kindness, conversation and connection – we can help each other to truly thrive.



GET INVOLVED

Mental Health Month Calendars

· **Community calendar** – general mental health tips.

•**Multicultural calendar** - featuring contributions from [Embrace Multicultural Mental Health's](#) Lived Experience Group.

DOWNLOAD YOUR CALENDAR HERE



Ways to

GET INVOLVED

2. SPREAD THE WORD!

Support Mental Health Month and World Mental Health Day by sharing with your community on social media. #MentalHealthMonthAU #WMHD2026 #TogetherWeThrive

Branded photo frames – Download our free branded photo frames, customise them with your own image and message, and share them across your social media channels.

Social media assets – Download our free social media assets and post on your social media using #WMHD2026 and #TogetherWeThrive #MentalHealthMonth2026

You can also share information in your newsletter if you have one!





TAG US:

@aumentalhealth on Facebook & Instagram
@mental-health-australia on LinkedIn

HASTAGS:

#MentalHealthMonthAU
#WMHD2026 #TogetherWeThrive

POST 1

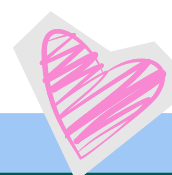
October is Mental Health Month, and this year's theme is Together We Thrive. Through everyday acts of care, kindness and connection, we can create communities where people feel supported, valued and understood. This month, let's take the opportunity to check in with ourselves, reach out to others and start conversations that matter. Learn more, get involved and download resources from Mental Health Australia here: www.worldmentalhealthday.com.au
#TogetherWeThrive #MentalHealthMonthAU #WMHD2026

POST 2

When we come together, we thrive. That's the message at the heart of Mental Health Month this October. Whether at home, at work, at school or in the community, it's a great reminder to start conversations, strengthen connections and prioritise wellbeing. Learn more, get involved and download resources from Mental Health Australia here: www.worldmentalhealthday.com.au
#TogetherWeThrive #MentalHealthMonthAU #WMHD2026

POST 3

Today is World Mental Health Day. It's an opportunity to pause, check in with ourselves and those around us, and reflect on how we can look after our own mental health and wellbeing. A simple conversation, a kind message or taking the time to listen can make a meaningful difference. This World Mental Health Day, let's help to raise awareness, reduce stigma and create a community where everyone feels safe to seek support when they need it. Learn more, get involved and download resources from Mental Health Australia here: www.worldmentalhealthday.com.au
#TogetherWeThrive #MentalHealthMonthAU #WMHD2026



SUGGESTED SOCIAL MEDIA POSTS

POST 4

Want to support Mental Health Month this year? Getting involved is easy.

- ✓ Download the Supporter Toolkit and social media assets
- ✓ Download one of our Mental Health Australia's free Mental Health Month calendars, packed with daily tips to support wellbeing
- ✓ Use photo and video frames to share your own personalised message
- ✓ Display posters in your workplace, school or community
- ✓ Attend or promote a local event.



Together, we can help raise awareness, reduce stigma and encourage meaningful conversations about mental health. Find everything you need to get involved:

www.worldmentalhealthday.com.au

#TogetherWeThrive #MentalHealthMonthAU #WMHD2026

POST 5

Looking for simple ways to support your wellbeing during Mental Health Month this October? Download one of our Mental Health Australia's free Mental Health Month calendars, packed with daily tips and ideas to help support positive wellbeing throughout the month.

Choose from:

- ✓ Community Calendar
- ✓ Youth Calendar
- ✓ Multicultural Calendar

Download your calendar today: <https://www.mentalhealthaustralia.org.au/get-involved/world-mental-health-day/calendars/>

#TogetherWeThrive #MentalHealthMonthAU #WMHD2026



POST 6

Small actions can have a big impact on wellbeing.

These free Mental Health Month calendars from Mental Health Australia feature practical daily activities designed to help you prioritise self-care, connection and positive wellbeing throughout October.

There's a calendar for communities, young people and multicultural communities.

Download your calendar today: <https://www.mentalhealthaustralia.org.au/get-involved/world-mental-health-day/calendars/>

#TogetherWeThrive #MentalHealthMonthAU #WMHD2026

Other

RESOURCES

for you

Posters

Download our free branded posters and print out to pop up in your office or community.

Email Signature

Add a Mental Health Month image to your email signature to help spread the word!

Banners

Download our branded website or social media banners.

NEWSLETTER COPY



Right now, life feels like a lot.

Global conflict and uncertainty, rising costs and constant change are leaving many of us feeling overwhelmed and disconnected.

But when we come together, we can support each other through life's challenges and help create a sense of belonging.

That's why Mental Health Australia has chosen Together We Thrive as the national theme for Mental Health Month this October.

Whether at home, at work, at school or in the community, it's a great reminder to start conversations, strengthen connections and prioritise wellbeing.

Learn more, get involved and download resources here:

www.worldmentalhealthday.com.au

#TogetherWeThrive #MentalHealthMonthAU #WMHD2026



Ways to

GET INVOLVED



3. MEET OUR AMBASSADORS!

Meet this year's Mental Health Month and World Mental Health Day Ambassadors.

Our ambassadors are passionate advocates for mental health who are sharing a message to spark conversations, reduce stigma and encourage people to prioritise their mental wellbeing. Watch out for their video messages on social media during October!



Myf Warhurst – Author, broadcaster, journalist and TV personality

Rob Mills – Performing artist

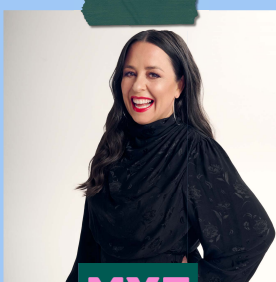
Jake Gablonski – Proud Wiradjuri man, media personality, author and speaker

Dilruk Jayasinha – Comedian, actor and broadcaster

Brooke Blurton – Proud Noongar-Yamatji woman, media personality, youth worker, speaker and author

Connie Cao – Urban permaculture gardener, author, photographer, presenter and content creator

Dr Emily Musgrove – Clinical psychologist, author, speaker and regular guest on The Imperfects podcast.



MYF



ROB



JAKE



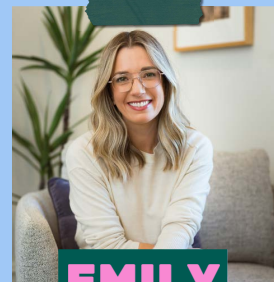
DILRUK



BROOKE



CONNIE



EMILY



GET INVOLVED

4. FIND OUT WHAT'S ON

& Share Your Event

Throughout Mental Health Month, community groups and organisations across Australia host events that bring people together, support wellbeing and raise awareness about mental health.

Visit our website to find a list of public events happening in your state. You can also promote your own event by submitting it to communications@mentalhealthaustralia.org.au

5. EXPLORE STORIES

Visit our website to explore articles, personal stories, wellbeing tips and inspiring content that can help spark conversations and support positive mental health.





NEED MENTAL HEALTH SUPPORT?



Mental Health Australia is the national peak advocacy body for the mental health sector. We don't provide clinical or support services for people in distress or crisis.

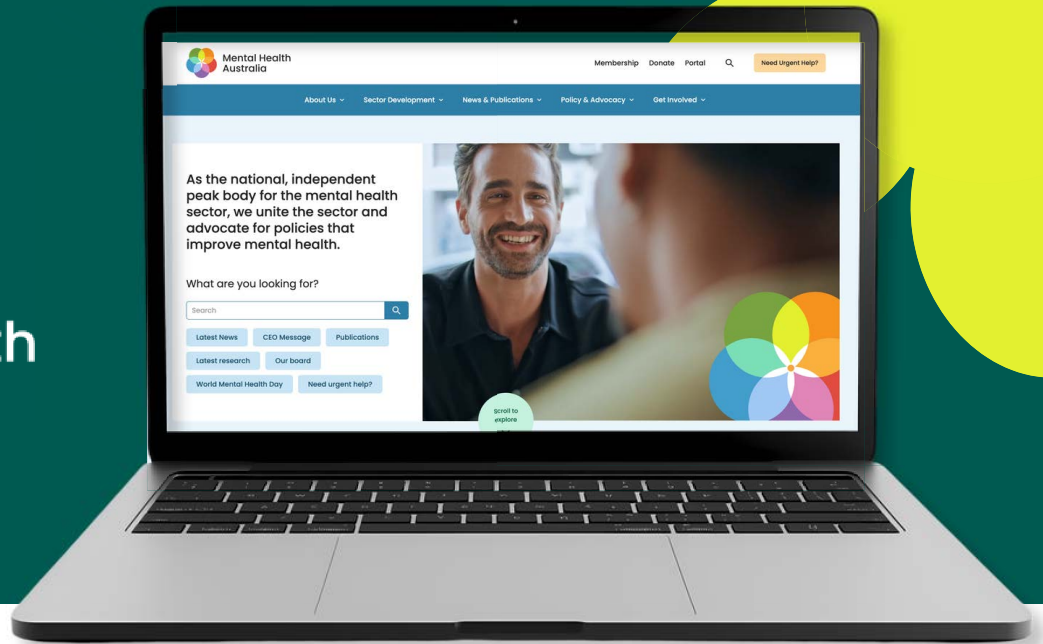
**If you, or someone you know is in immediate danger, please call 000.
If you are experiencing distress or are seeking mental health support,
please contact one of the following services:**

- **Lifeline:** [13 11 14](tel:131114) or lifeline.org.au
- **Beyond Blue:** [1300 22 46 36](tel:1300224636) or beyondblue.org.au
- **13YARN:** [13 92 76](tel:139276) or www.13yarn.org.au (for Aboriginal and Torres Strait Islander people)
- **Kids Helpline:** [1800 55 1800](tel:1800551800) or kidshelpline.com.au
- **Headspace:** [1800 650 850](tel:1800650850) or headspace.org.au
- **ReachOut:** reachout.com
- **SANE Australia:** [1800 18 SANE \(1800 187 263\)](tel:180018SANE) or sane.org
- **Suicide Call Back Service:** [1300 659 467](tel:1300659467)
- **Medicare Mental Health:** [1800 595 212](tel:1800595212) or medicarementalhealth.gov.au





Mental Health
Australia



ABOUT MENTAL HEALTH AUSTRALIA

For over 25 years Mental Health Australia has advocated for mental health reform, and we continue to drive policy changes and proactively put mental health on the agenda.

We have over 150 members, including service providers, professional bodies, organisations representing people with mental ill-health, family, carers and supporters, researchers and state and territory mental health peak bodies.



As the national peak for mental health, we unite the mental health sector to present a cohesive voice to government, and provide practical policy solutions to influence decision-making, which in turn, improves the mental health system and the mental health of people in Australia. We work to strengthen the impact and influence of the mental health sector and embed a human rights approach across the mental health system.

The views and expertise of people with lived and living experience of mental health challenges, family, carers and kin, along with our member organisations, underpins our work. We believe that by bringing together diverse perspectives across Mental Health Australia's members, the community and governments, we will create greater change and more innovative solutions, than what any of us could do working alone.

Learn more at: www.mentalhealthaustralia.org.au





THANK YOU!

Mental Health Australia's Mental Health Month and World Mental Health Day campaign is made possible through the generosity of lived experience contributors, member organisations and supporters.

A huge thank you to the team at ReachOut including youth contributors William, Anastasia, Sonia, Rebecca, Frankie, Ria, Maddie, Aleena, Rei and Raji. Also a big thank you to the Embrace Multicultural Mental Health Project Lived Experience Group.



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