

Strong Spirit Strong Mind

**STAY STRONG,  
LOOK AFTER YOU  
AND YOUR MOB**

Community tool kit



# Contents

3. About this toolkit
4. Campaign background
7. Statewide campaign schedule
8. Campaign materials
9. Resources to use locally



# About this toolkit

This toolkit provides information and campaign materials for professionals and community groups to assist Aboriginal and Torres Strait Islander peoples to increase their social and emotional wellbeing using practical culturally secure strategies.

The resources in this toolkit have been developed to assist you to extend the reach of the campaign in your community, using messages and materials consistent with the state-wide Strong Spirit Strong Mind campaign, 'Stay Strong Look After You and Your Mob'.

As a stakeholder, you may wish to use one or all of the supplied materials and strategies in this toolkit. You are in the best position to determine which activities will work best in your community.

The SSSM Style Guide provides guidance on how the brand and campaign assets should be used at a local level.

The MHC is also supportive of community groups and organisations taking advantage of local media strategies to further extend the reach of the campaign.

If you have any queries regarding the 'Stay Strong Look After You and Your Mob' campaign or require assistance promoting it within your local community, contact the Mental Health Commission's Strong Spirit Strong Mind Aboriginal Programs Team at [sssmap@mhc.wa.gov.au](mailto:sssmap@mhc.wa.gov.au)



# Campaign background

## About the campaign

The Strong Spirit Strong Mind Aboriginal Programs have developed a new social and emotional wellbeing (SEWB) promotion public health education campaign, 'Stay Strong, Look After You and Your Mob', in partnership with Cancer Council WA. The campaign aims to support Aboriginal and Torres Strait Islander peoples to gain and maintain optimal levels of SEWB care and support.

The strategies can be implemented as part of our everyday life and will support the Aboriginal and Torres Strait Islander community to gain and maintain their mental health and wellbeing.

In broad terms, SEWB is the foundation for physical and mental health for Aboriginal peoples. It is a holistic concept which results from a network of relationships between individuals, family, kin and community. It also recognises the importance of connection to land, culture, spirituality and ancestry, and how these affect the individual.

Promoting SEWB is about maximising the benefits of the protective factors that connect and support wellbeing, while minimising exposure to risk factors and particularly those that are also risk factors for mental health conditions.

The Strong Spirit Strong Mind Aboriginal Programs team acknowledges and promotes the Ngarlu Assessment Model by Roe (re-named to Aboriginal Inner Spirit Model, with permission, to ensure broader application with other Aboriginal groups) as a culturally secure approach to working with Aboriginal people experiencing alcohol and other drug problems and/or broader social and emotional well-being and mental health issues.

The Stay Strong, Look After You and Your Mob campaign has been adapted from the Aboriginal Inner Spirit Model.

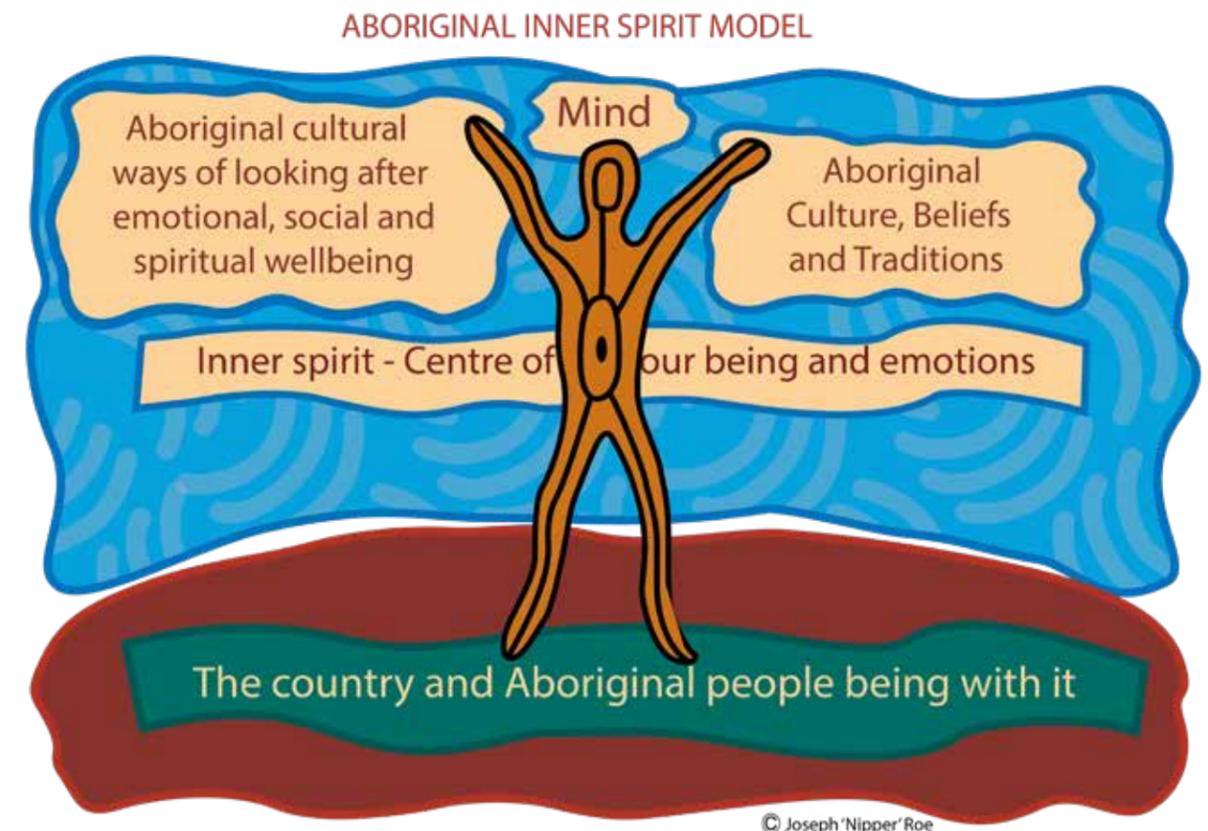
'Our inner spirit is the centre of our being and emotions.

When our spirit feels strong our mind feels strong.

When our spirit feels tangled our mind feels tangled.

Strong inner spirit is what keeps people healthy and keeps them connected together.

Strong inner spirit keeps our family strong, our community strong and our country alive'.



# Campaign background

Aboriginal people from many different language groups always have a strong sense of connectedness to their inner spirit. The importance of a strong inner spirit is part of Aboriginal peoples' concept of holistic health. This traditional understanding of 'wellness' relied on all systems being in balance with each other, one's physical, mental, social, emotional and spiritual wellbeing are all entwined.

'When people's emotional, spiritual, physical and social needs are met, then their inner spirit feels strong because they are in a good state of health. When one or more of these needs are not met, people's health deteriorates. This will affect your inner spirit and make you feel weak or no good '

(Joseph 'Nipper' Roe, 2000)

The 'Stay Strong Look After You and Your Mob' campaign will be delivered for an initial six-month period from mid-May until mid-October 2022.

The media strategy includes radio, out-of-home advertising, social media, digital advertising and paid search.

Radio will give greatest reach to Aboriginal and Torres Strait Islander peoples across WA, with the radio transcripts being adapted to several local languages across Western Australia. Paid digital advertising will provide opportunity to support Aboriginal and Torres Strait Islander people to engage with the campaign and learn more about practical and culturally secure strategies to improve their SEWB.

Campaign advertising will also encourage Aboriginal and Torres Strait Islander peoples to access the Strong Spirit Strong Mind website for additional culturally secure information regarding strategies promoted via the campaign. [The Strong Spirit Strong Mind website](#) also contains a comprehensive list of helplines and support services that can assist individuals, families and communities.

## Target group

The campaign targets Western Australians Aboriginal and Torres Strait Islander people aged 18 years and over.



# Campaign background

## Campaign objectives

The primary objective of the campaign is for Aboriginal and Torres Strait Islander peoples to gain and maintain their optimal social and emotional wellbeing.

The campaign promotes four key strategies:

### **Doing things that make you happy**

- Is being able to connect to activities that make your heart happy. This can range from listening to your favourite music, reading a good book or painting. It is being able to identify activities that you can connect to and makes you feel good.

### **Connect to country and culture**

- Is being able to attend national and local cultural events like NAIDOC week activities or being able to spend time on country. This can include going to your local language class or participating in your local dance group.

### **Yarn to someone you trust**

- Is being able to yarn to someone you trust about how you're feeling and speak to a trusted person who could be your mum, dad, nan, pop, cousin or someone in your life who can listen to you.

### **Stay active**

- Is being able to connect to your physical health and be able to feel strong and healthy and encouraged to participate as fully as possible in life. This includes eating good healthy food and being able to exercise.

There are practical SEWB strategies that can help us to manage our mental health during challenging times, including when we feel like things are happening that are out of our control.

## Key messages

This content can be used for public relations opportunities such as media statements, interviews or newspaper articles. It can also form the basis of organic social media content.

### **Do things that make you happy**

- Staying happy and healthy is all about doing what makes you feel good. So take time to enjoy yourself!

### **Yarn to someone you trust**

- Quality time with your mob is what makes life special, and it's a great way to look after yourself.
- Not feeling like yourself lately? Take some time and have a yarn with someone you trust.

### **Connect to country and culture**

- Staying in touch with Country and culture is important and a great way to look after yourself.

### **Stay active**

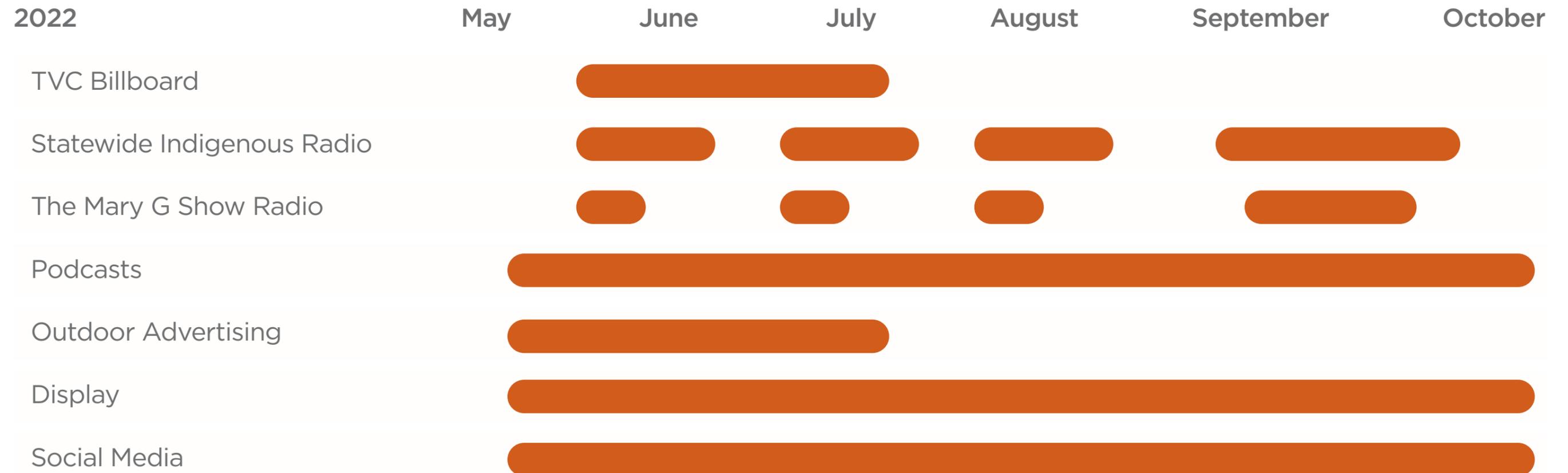
- Having a healthy body helps to keep you emotionally strong and connected, so make time to get some activity into your routine.

For more information visit

<https://strongspiritstrongmind.com.au/mental-health/>

<https://strongspiritstrongmind.com.au/resources-campaigns/stay-strong-look-after-you-and-your-mob/>

# Statewide campaign schedule



# Campaign materials

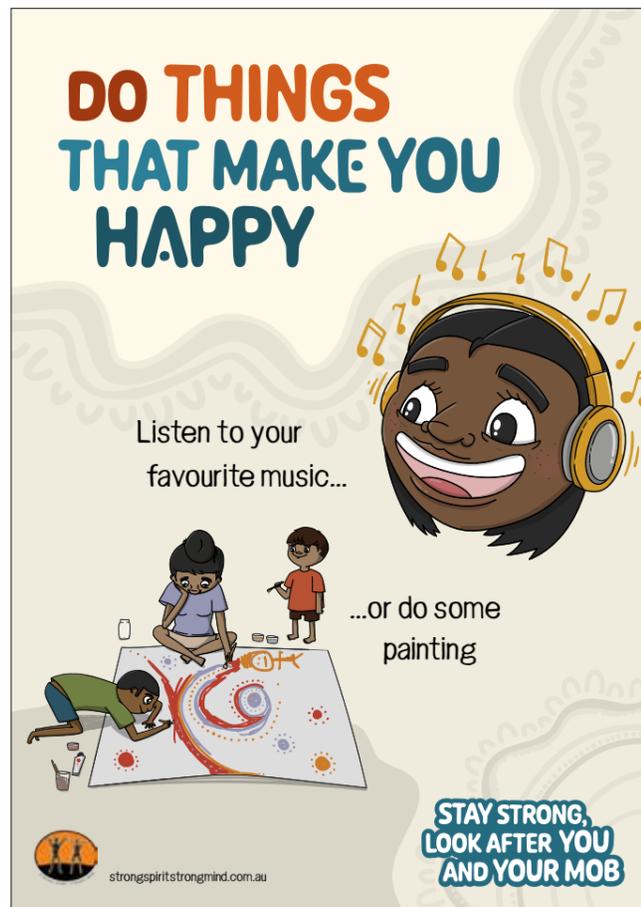
Radio Commercial | 30 Seconds

- A. Do things that make you happy
- B. Yarn to someone you trust  
Yarn to someone you trust - Kriol  
Yarn to someone you trust - Martu  
Yarn to someone you trust - Ngaanytjarra
- C. Stay active
- D. Connect to country and culture

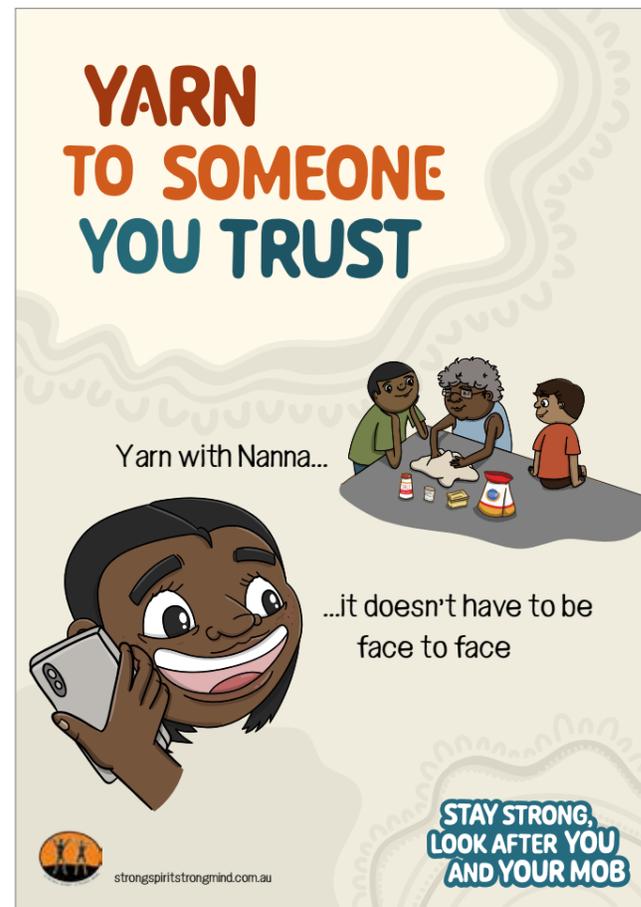


# Resources to use locally

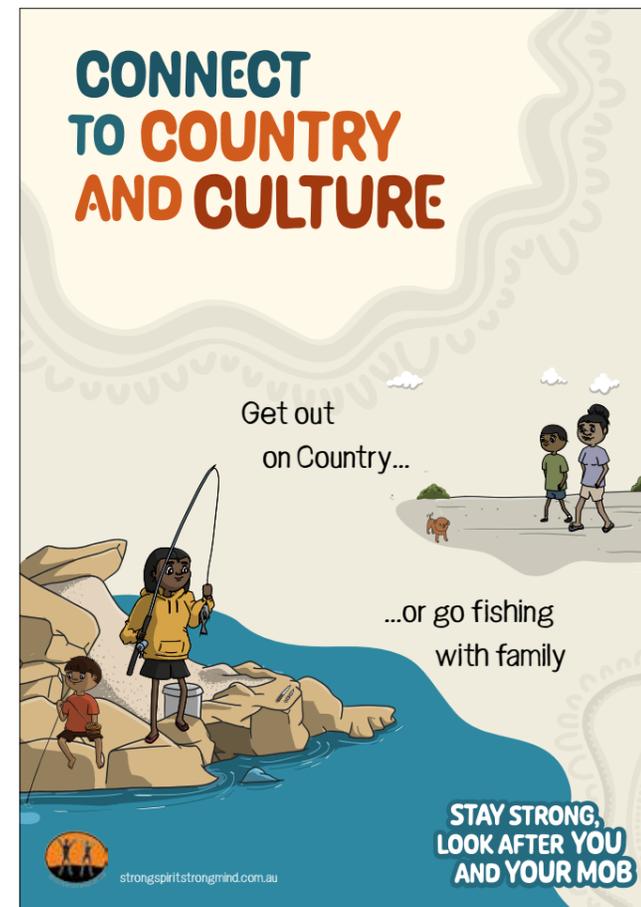
Posters A3



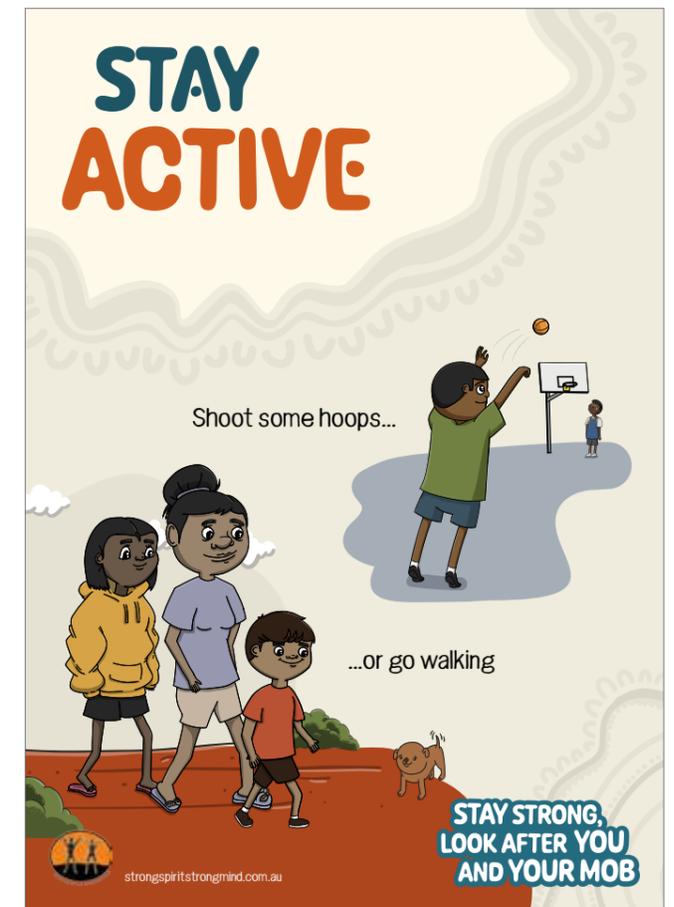
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# Resources to use locally

## Paid social

Strong Spirit Strong Mind Youth Project  
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Staying happy and healthy is all about doing what makes you feel good. So take time to enjoy yourself!

**DO THINGS THAT MAKE YOU HAPPY**

Listen to your favourite music...  
...or do some painting

STAY STRONG, LOOK AFTER YOU AND YOUR MOB

strongspiritstrongmind.com.au

Do things that make you happy [Learn More](#)

Like Comment Share

Strong Spirit Strong Mind Youth Project  
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Quality time with your mob is what makes life special, and it's a great way to look after yourself.

**YARN TO SOMEONE YOU TRUST**

Yarn with Nanna...  
...it doesn't have to be face to face

STAY STRONG, LOOK AFTER YOU AND YOUR MOB

strongspiritstrongmind.com.au

Yarn to someone you trust [Learn More](#)

Like Comment Share

**Alternative message:**

Not feeling like yourself lately? Take some time and have a yarn with someone you trust.

Strong Spirit Strong Mind Youth Project  
Sponsored

Staying in touch with country and culture is important and a great way to look after yourself.

**CONNECT TO COUNTRY AND CULTURE**

Get out on Country...  
...or go fishing with family

STAY STRONG, LOOK AFTER YOU AND YOUR MOB

strongspiritstrongmind.com.au

Connect to Country and culture [Learn More](#)

Like Comment Share

Strong Spirit Strong Mind Youth Project  
Sponsored

Having a healthy body helps to keep you emotionally strong and connected, so make time to get some activity into your routine.

**STAY ACTIVE**

Shoot some hoops...  
...or go walking

STAY STRONG, LOOK AFTER YOU AND YOUR MOB

strongspiritstrongmind.com.au

Stay active [Learn More](#)

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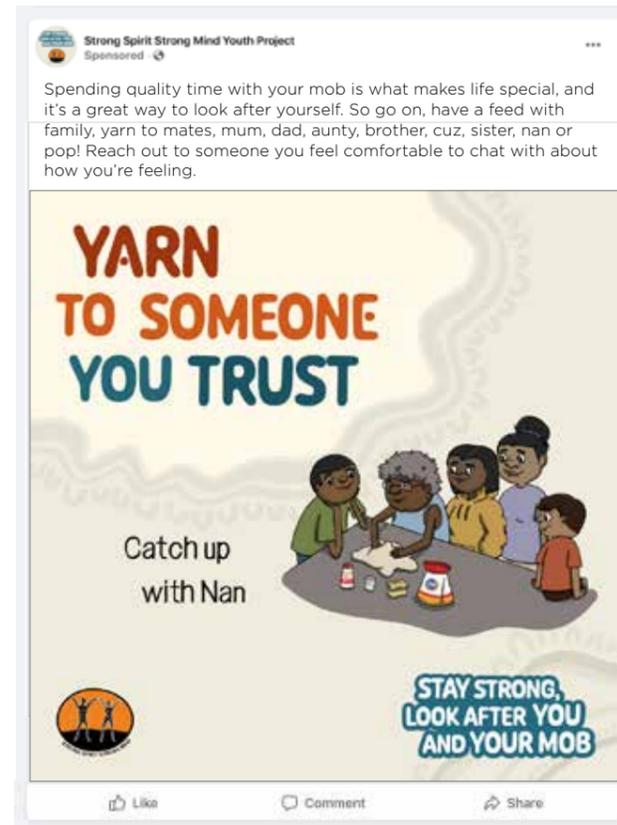
# Resources to use locally

## Organic social



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# Resources to use locally

## Organic social

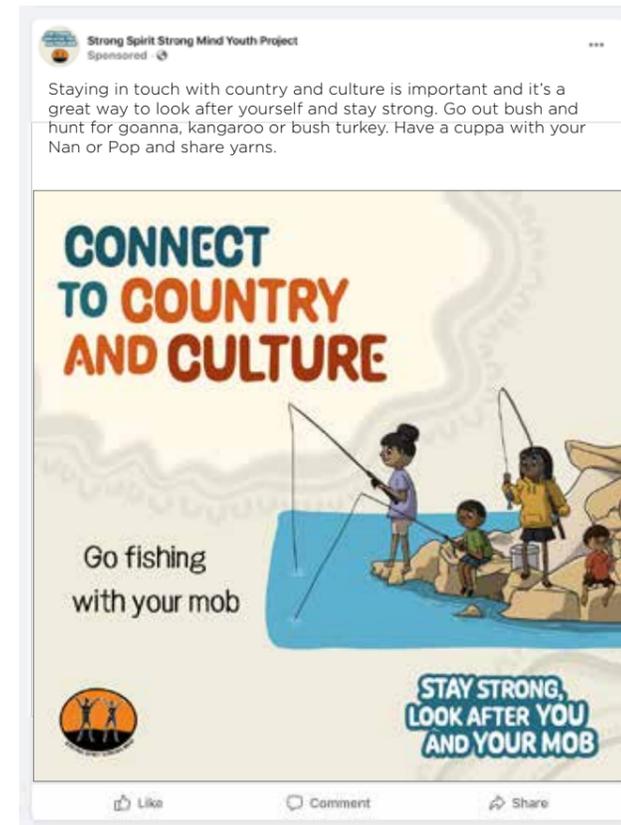


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# Our partners

The 'Stay Strong Look After You and Your Mob' campaign is a joint initiative between the Mental Health Commission and its non-government organisation partner Cancer Council WA.

All graphics belong to Nani Creative and should not be amended in any way'

## Cancer Council WA

Cancer Council Western Australia (CCWA) enables the planning and implementation of the Mental Health Commission's public education campaigns. CCWA is WA's leading cancer charity working across every aspect of every cancer. CCWA delivers work across four main pillars: advocacy; prevention; research and support. To find more about Cancer Council WA and their work please visit their [website](#).



