

TOP UP together

POIPOIA I TŌ ORANGA I TE TAHA O
ĒTAHI ATU, HEI ORANGA MŌ TE KATOA



HOW TO RUN AN EVENT this Mental Health Awareness Week

Mental Health
Awareness Week

6–12 | 20
OCT | 25

mhaw.nz


mauri ū, mauri ora
Mental Health
Foundation
OF NEW ZEALAND

KIA ORA,

Are you keen to get your community, whānau, hoamahi/colleagues and friends involved in Mental Health Awareness Week, but not sure where to start?

Ka pai, you've come to the right place! Here you'll find inspiration and activities to help you bring Mental Health Awareness Week to life.

By planning an event, you're helping the Mental Health Foundation raise awareness about the importance of taking care of our collective mental health and wellbeing.

SIGN UP FOR UPDATES

To make sure you get all the updates and inspiration to plan for Mental Health Awareness Week, sign up at mhaw.nz/register.

TOP UP TOGETHER THIS MENTAL HEALTH AWARENESS WEEK

*Poipoia i tō orange i te taha o ētahi atu, hei orange mō te katoa.
Nurture your wellbeing alongside others, for the wellbeing of all.*

Aligned with the nationwide wellbeing campaign **Top Up**, the theme for Mental Health Awareness Week 2025 is **Top Up Together** – encouraging you to connect with others as you bring the **Five Ways to Wellbeing** into your daily life.

Top Up Together focuses on simple actions you can do alongside friends, whānau and hoamahi to collectively boost your wellbeing.

THE POWER OF SOCIAL CONNECTION

Research suggests that a shared, community-based approach to wellbeing delivers the most long-lasting benefits.*

Social connection is crucial for our wellbeing. It brings purpose and belonging to our lives, helps us feel valued, and makes us happier and more secure. Evidence shows activities involving social interaction like volunteering, shared learning, physical activity, cultural practices and community events make a positive difference.

Together, let's top up our wellbeing this Mental Health Awareness Week.

* Visit our [research](#) page to find out more



THE FIVE WAYS TO WELLBEING

We all go through ups and downs in life and that's okay. There are simple things we can do to help us cope when things feel tough.

Wellbeing doesn't happen by accident; it needs nurturing and protecting. Boosting our wellbeing can make us more resilient and better equipped for when things feel tough.

The Five Ways to Wellbeing are simple, proven actions we can regularly do to help us find balance and feel our best. Introducing the Five Ways into your life is easy – and they're even more powerful when done with others.

Gather your whānau, hoamahi and friends, and kick start your Five Ways to Wellbeing this Mental Health Awareness Week.

Visit mentalhealth.org.nz/wellbeing to learn more about the Five Ways to Wellbeing.



WHAT IS MENTAL HEALTH AND WELLBEING?

We all have mental health. It's a taonga/treasure, something to look after so we can lead our most fulfilling lives.

The World Health Organisation defines wellbeing as "a state in which every individual realises their own potential; can cope with the normal stresses of life; can work productively and fruitfully; and is able to make a contribution to their community".

Put simply, wellbeing is about how we feel, and how we function day-to-day.

Almost half of us (47%) will experience mental health challenges in our lifetimes. This could be you, or someone you care about.¹

Good wellbeing doesn't happen by accident – it needs nurturing and protecting. Strong social connections are essential for our life satisfaction and overall health, which is why being part of a community can provide us with a sense of belonging, purpose and connectedness.

1. Te Rau Hinengaro, 2004

Together, let's take part in Mental Health Awareness Week

There are loads of ways you can take part and spread the word about Mental Health Awareness Week in your workplace, school or community.

RESOURCES

We have a range of resources to help you activate your event:

- Order a Mental Health Awareness Week resource pack today at shop.mhaw.nz
- Download the poster sets, bunting, email signatures, Zoom/Teams backgrounds and lots more at mhaw.nz
- Browse the Mental Health Foundation webstore for more free resources and information: shop.mentalhealth.org.nz



ACTIVITIES

Head to mhaw.nz to download the activities below and lots more:

- Get to know each other better with our [kōrero card set](#) activity.
- Test your knowledge about mental health and wellbeing with our [quiz](#).
- Display our tear-off [whakawhetai/gratitude poster](#) and encourage people to share some gratitude with others.
- Print our [colouring template](#) and encourage friends, hoamahi or whānau to take a moment and get creative with mindful colouring.

You might also like to use the event as an opportunity to **raise funds** to help lift the mental health and wellbeing of everyone in Aotearoa. It's easy to set up a fundraising page, visit: donate.mhaw.nz/fundraise

PROMOTE YOUR EVENT

Spread the word about your event by:

- Submitting your event to the [What's On](#) calendar.
- Using the [digital assets](#) such as social media tiles and email signatures.
- Sharing your event on your social media profile or to online community pages, groups or newsletters.
- Promoting your event to media. If you are running a public event, contact your local newspaper or radio station to let them know about it (include as many details as possible). They may be able to add it to their own What's On section or showcase it as part of a story. You can use the key messages on the next page to provide people with an overview of Mental Health Awareness Week.



Key messages you can include in your communications:

- Mental Health Awareness Week runs from 6 – 12 October and the theme is *Top Up Together*. Visit mhaw.nz to find out more.
- It's Mental Health Awareness Week and the theme is *Top Up Together*, focusing on simple, proven actions to collectively boost our mental health and wellbeing.
- *Top Up Together* empowers you to connect with others as you bring the Five Ways to Wellbeing into your daily life.
- The Five Ways to Wellbeing are simple actions people can do together to boost their wellbeing – like smiling at a stranger or going for a walk with a friend.
- The Five Ways to Wellbeing are: Me Whakawhanaunga / Connect. Tukua / Give. Me Kori Tonu / Be Active. Me Aro Tonu / Take Notice. Me Ako Tonu / Keep Learning.
- Social connection is important for our wellbeing. It brings purpose and belonging to our lives and makes us feel happier and more secure.
- When we nurture meaningful social connections with others, we uplift our own wellbeing.
- Evidence shows that activities involving social interaction matter for your own wellbeing and the people in your life. Actions like volunteering, shared learning, physical activity, cultural practices, and community events consistently show positive impacts on everyone's wellbeing.
- Mental Health Awareness Week is an important reminder that we all go through ups and downs in life and that's okay. There are simple things we can all do to help us when things feel tough.
- Almost half of us (47%) will experience mental health challenges in our lifetimes. This could be you, or someone you care about.
- Head to mhaw.nz for inspiration on ways to *Top Up Together*. Discover resources, activities, and tools to help you connect with others and support your wellbeing.

Extra things to consider when planning your event:

- For some people, Mental Health Awareness Week can bring up sadness or distress. If you have a kōrero with someone at the event and you think they need further tautoko/support, or if you're worried about yourself, there is help available (see helpline info below).
- Read our '[How to have a safe and supportive kōrero](#)' guide – you may like to print copies to have on display at your event.
- Events like this may prompt people to share their personal mental health story. To ensure people are sharing their stories safely, check out the '[How to share your mental health story](#)' resource and share it with those who might find it helpful.
- We know many people use Mental Health Awareness Week to shed light on suicide prevention. If this is you, we recommend using our resource '[Your guide to planning a safe suicide prevention event](#)'.



HELPLINES AND MORE INFORMATION

If you, or someone you know, is in immediate physical danger call 111.

Or:

- Go to your nearest hospital emergency department (ED)
- Phone your local Mental Health Crisis Team (CATT Team)

Visit mentalhealth.org.nz/help for more guidance.

National helplines

The following free helplines are available 24/7

- **[Need to talk?](#)** Free call or text 1737 any time of the day or night, for support from a trained counsellor
- **[Lifeline](#)** – Free call 0800 543 354 (0800 LIFELINE), or free text 4357 (HELP)
- **[Suicide Crisis Helpline](#)** – Free call 0508 828 865 (0508 TAUTOKO)
- **[Youthline](#)** – Free text 234, free call 0800 376 633, webchat at youthline.co.nz, DM on Instagram @youthlinenz, message on Whats App 09 886 56 96.

Looking for other ways to boost your wellbeing, long-term? Visit mentalhealth.org.nz for more information and free resources.