



COMMUNITY PROJECT PLAN



THE STATISTICS THAT PROMPTED THIS COMMUNITY PROJECT

Mental ill-health was the second leading cause of disease burden in Wheatbelt WA.

Wheatbelt Needs
Assessment 2022-2024
WA Primary Health Alliance

Only 11% of the Wheatbelt population have accessed a GP mental health treatment plan.

Wheatbelt Needs
Assessment 2022-2024
WA Primary Health Alliance

Only 1% of the Wheatbelt population have accessed a clinical psychologist through Medicare.

Wheatbelt Needs
Assessment 2022-2024
WA Primary Health Alliance

Of the Wheatbelt population:

- 7% have been diagnosed with anxiety
- 11% diagnosed with depression
- 12% reported psychological distress

Wheatbelt Needs
Assessment 2022-2024
WA Primary Health Alliance

Youth suicide rates in Wheatbelt WA are double that of the state of WA. Suicide is the second leading cause of death among 15 - 24 year olds in the Wheatbelt.

Wheatbelt Fast Facts
Wheatbelt Development
Commission

Between 2014 - 2018, 66 people died from suicide in the Wheatbelt.

Wheatbelt Needs
Assessment 2022-2024
WA Primary Health Alliance

Suicide and self-inflicted injuries were the leading cause of burden of disease for people aged 15-24 in the Wheatbelt.

Wheatbelt Needs
Assessment 2022-2024
WA Primary Health Alliance

KEY DETAILS

REGISTRATION DETAILS

NAME	WELL in the Wheatbelt
AS A PART OF	EJG Creative
TYPE	Community Project

CONTACT DETAILS

NAME	Elyssa Giedraitis
BUSINESS	EJG Creative
ABN	81 391 771 526
EMAIL	well@ejgcreative.com.au
ADDRESS	6 Camm Street, Wongan Hills
MOBILE	0439 937 799

ONLINE AND SOCIAL DETAILS

WEBSITE	www.wellinthewheatbelt.com.au
FACEBOOK	WELL in the Wheatbelt
INSTAGRAM	@wellinthewheatbelt
LINKEDIN	WELL in the Wheatbelt

THE PLAN

SUMMARY

PRODUCTS OR SERVICES

- Host and facilitate events throughout the Wheatbelt to encourage awareness, education and mental health help.
- Host and facilitate events throughout the Wheatbelt to donate to causes directly helping the area with mental health support.
- Online resources.

TARGET MARKET

Through different events WELL will target different markets, although all will be from the Wheatbelt. Parents, youth, the workforce, seniors, all can benefit from this community project.

UNIQUE SELLING POINT

There is no other business or organisation currently pinpointing widespread, community action for mental health in the Wheatbelt. Mental health needs to be a priority in the Wheatbelt and WELL plans to help with that.

GOALS OF THE COMMUNITY PROJECT

- Bring awareness to mental health in the Wheatbelt.
- Educate people throughout the Wheatbelt on mental health as a whole, on helping people with their mental health and on their own mental health.
- Encourage the seeking of mental health support in the Wheatbelt.
- Advocate for access to mental health support in the Wheatbelt.
- Donate to causes actively helping mental health in the Wheatbelt.

THE WHY

INSPIRATION BEHIND THE COMMUNITY PROJECT

You would have seen the statistics on the first page of this booklet- mental health is a real issue in Wheatbelt WA and I feel not enough is being done to help rectify it.

I have struggled with my own mental health for 10+ years and know first-hand how the stigma surrounding mental illness prevents people from seeking help or support. I also know of the limited access we have to mental health support in the Wheatbelt, as well as how isolating this can all be.

I spent a good deal of time hiding my mental illness and struggling alone. The mission of WELL is to prevent other people from going through that and to let them know they are not alone. As well as educating people to support those struggling.

WHY EJG CREATIVE

As I said above, I have quite a few years of experience with mental illness within myself, but also have experience being the one to support someone struggling. This provides me with a good view of what people want to know, of the mental health system and of living with a mental illness.

EJG Creative is a creative agency providing social media services to small rural and regional businesses throughout WA. As well as social media services I also run several community projects based around using social media to promote, advocate and raise awareness.

- The Introvert Archive is a media platform for women and marginalised groups that educates on current happenings in the world and has a strong focus on physical and mental health.
- Behind The Business is "your Wheatbelt small business hub" that promotes, educates and advocates for small businesses in the Wheatbelt through social media.
- AGform is a social based platform that shares resources, information and news to the Wheatbelt agriculture industry for no cost.

2023-24 PLAN

LAUNCH

By March 30, WELL in the Wheatbelt will have launched on social media including Instagram, Facebook and LinkedIn. PR promotions will also have commenced.

WEBSITE

By May 15, WELL will have an active website that includes resources, contacts for support and information about our mission.

LAUNCH EVENT

WELL in the Wheatbelt will have a launch event in May 2023 in Wongan Hills. I have contacted two speakers to speak at this event already. The event will be used to propel the awareness of WELL in the Wheatbelt, as well as give people a taste of what WELL events in the future will be like. The event will focus on mental health as a whole, as well as offer nibbles, education and a chance to catch up with friends and meet new people.

MENTAL HEALTH WEEK EVENT

Planning for event #1 is currently in process and we aim to hold the event on World Mental Health Day - 10th October 2023. This event will be a broader focus that will attract several target markets before we niche down into more focused, specific events in 2024.

STALLS

To promote the mission of WELL, and to promote mental health in the Wheatbelt as a whole we would like to hold stalls at popular events in the Wheatbelt. This may include end of year events, markets, expos etc.

2023-24 PLAN

SOCIAL MEDIA

The WELL in the Wheatbelt social media will be used to:

- Increase awareness of the project and events
- Tell stories of experiences with mental health in the Wheatbelt
- Attract and engage with the target audience
- Ask for and receive feedback on the project and on events
- Develop and grow the project
- Share education and resources
- Targetted advertising for project and events

PODCAST

In quarter three WELL in the Wheatbelt will launch the accompanying podcast to tell the stories of mental health in the Wheatbelt. I have already had quite a few people reach out and offer to tell their stories. Content for the podcast will also be repurposed on social media. People will be able to tell their stories in a safe setting, and also have the opportunity to remain anonymous.

SPEAKING AND PRESENTING

In order to promote the project I want to present it to community groups and sporting clubs within the Wheatbelt, starting immediately. This will be a short presentation where I talk about mental health in the Wheatbelt (as well as relate to the specific demographic), my experiences with mental health and explain the project.

WHEATBELT SUNDOWNER

At the end of the 2023 we would like to hold a community sundowner as a more informal event to attract harder to reach markets such as men. We would like to market this as a chance to catch up, hear from speakers and have a beer with a focus on both mental and physical health.

HOW CAN I BE INVOLVED?

DONOR

You can donate a gift to WELL in the Wheatbelt with no strings attached and we can use that money how we see fit within the project. This may include going towards hosting events, accessing resources and professionals etc.

As a donor we will add you to our mailing list to receive regular updates about the work and accomplishments of WELL. We will also feature you on our social media and website (you are able to opt out of this if you would like to not be named publicly. You will also be invited to any supporters events and thank yous.

SPONSOR

You can provide money for a specific purpose- such as a specific event or fundraiser. This may encourage you to reach out and recommend holding an event in your town.

The level of sponsorship will also determine what recognition and visibility you receive for your contribution. This can range from social media shoutouts, to listing on our website to event signage etc.

PROMOTION

Even if you cannot donate to or sponsor our events we would still love for you to be involved. Perhaps you can promote our events or mission on your social media, within your workplace or to your friends and family. We also need people to attend the events we hold, don't forget that!

AS A COMMUNITY CLUB

If you are a community or sporting club, or the like, I would love to come and present to you about WELL in the Wheatbelt.

MORE INFORMATION

ON ELYSSA AND EJG CREATIVE

More information can be found on EJG Creative via the website and social media channels. The EJG Creative website also features a page dedicated to the current community projects.



www.ejgcreative.com.au



www.theintrovertarchive.com



www.behindthebusinesswa.com
(currently under renovation)



EJG Creative



@ejgcreative



The Introvert Archive



@theintrovertarchive



Behind The Business



@btb.wa



AGform



@agformau

ON WELL IN THE WHEATBELT

Until our social media presence and website have been set up information on the project will be available by contacting Elyssa Giedraitis through well@ejgcreative.com.au