

# 2024 action plan

**WVWV**  
IN THE WHEATBELT  
**WVWV**

# Goals

In 2024, the WELL in the Wheatbelt project will be focusing on these goals:

## *Increase awareness*

Raise awareness of the importance of mental health, reducing stigma surrounding mental illness, and promoting open conversations about mental wellbeing.

## *Provide education*

Distribute and provide access to educational materials and programs that help teach individuals and groups about mental health, mental illnesses, coping strategies and available resources.

## *Promote self care*

Teach individuals and groups self-care practices, stress management techniques and strategies for maintaining good mental health.

## *Target vulnerable populations*

Provide targeted support for vulnerable groups in the Wheatbelt including children, the elderly, LGBTQ+, farmers and individuals with chronic illnesses.

## *Workplace mental health*

Educate and help establish and implement mental health initiatives in workplaces to reduce stress and promote employee well-being.

## *Community support*

Foster community-based support networks, peer support groups and mental health first aid training.

## *Promote positive environments*

Work to create supportive and stigma-free environments in schools, workplaces and communities.

## *Youth engagement*

Engage with young people to design and implement mental health initiatives that are relevant to their needs.

## *Family support*

Offer support and education to families of individuals with mental health issues to improve understanding and provide better care.

## *Collaboration*

Collaborate with mental health professionals, organisations and community leaders to create a comprehensive approach to improving mental health.

## *Long term sustainability*

Develop a sustainable plan to ensure the projects continued success beyond its initial phase.

# Strategies + Actions

To achieve these goals WELL will be implementing the following strategies and actions.

## *Public Awareness Campaigns*

- Development and implementation of targeted campaigns using various media channels to raise awareness about mental wellbeing.
- Use social media platforms to share information, personal stories and resources related to mental health.
- Activations promoting mental health and wellbeing at Wheatbelt events including markets, festivals etc.

## *Educational Programs + Speaking*

- Create educational materials and workshops that can be delivered in schools, workplaces and community centres.

## *Events*

- Host events throughout the Wheatbelt that promote different aspects of mental health and well-being. (Event ideas are discussed further in the next section)
- Bring other foundations and organisations to the Wheatbelt to share their workshops and expertise. For example mental health first aid courses and workshops.

## *Policy Advocacy*

- Advocate for policy changes at various levels of government to improve mental health services and reduce the stigma.
- Engage with policymakers and legislators to ensure mental health is a priority.

## Youth Engagement

- Involve young people in the design and implementation of mental health initiatives.
- Presentations at schools within the Wheatbelt.
- Advocate for mental health education in schools.

## Family Support

- Provide resources and access to support for families dealing with mental health issues.
- Conduct family-focused programs and events.

## Media Partnerships

- Collaborate with media outlets to feature stories and content that destigmatises mental health.
- Use media platforms to spread information and resources.

## Flexible and Adaptive Approaches

- Stay flexible and adapt strategies based on evolving community needs.
- Embrace feedback from the community and make necessary adjustments.

## Networking and Collaboration

- Build and maintain strong networks with mental health organisations, community groups and others.
- Foster collaboration to share resources and expertise.

# Events

## *Burpees + Beers*

- This will be the first series of mental health and well-being events in 2024.
- The event will target men aged 25-40 years old.
- Each event will be held at a different Wheatbelt town.
- The first part of the event will focus on using exercise and physical activity for mental well-being with a moderate exercise session run by a qualified PT.
- The second part of the event will focus on communication, community and having a support network around you, by encouraging bonding through beers and chatting.

## *Other events (currently unplanned)*

- Mental health workshops and seminars on various mental health topics.
- Wellness fair with stalls promoting mental health resources, screenings and information on local mental health services, as well as self-care aspects such as massage, aromatherapy and relaxation.
- Speaker series with mental health professionals, advocates, or individuals with lived experience to share stories and insights.
- Fundraising events such as comedy nights,
- Community art project that encourage collaboration and promotes a sense of belonging and support.

# Evaluation

Strategies that will be used to evaluate the effectiveness of the project:

## *Clearly defined objectives + outcomes*

- SMART objectives for the project.
- Identify short-term, intermediate and long-term outcomes.

## *Key Performance Indicators*

- Define quantifiable metrics that align with the projects goals.
- KPI's may include number of individuals reached, participation rates and improvements in mental health indicators.

## *Interactive Assessment*

- Use surveys, interviews and other data collection methods to gather relevant information, implement these regularly.

## *Participant Feedback*

- Gather feedback from participants to understand their experiences, satisfaction levels and perceived impact of the project.
- Use surveys, feedback forms and interviews to collect this information.

## *Adaption + Flexibility*

- Regular review and adaption of project strategies based on ongoing evaluations and feedback.
- Flexibility in adjusting approaches to better meet the needs of the community.

# Recent Media Attention

“Wongan Hills woman Elyssa Giedraitis launches WELL in the Wheatbelt.”

Written by Perri Poulsen, published in the Farm Weekly (print and online).

May 2023

Private Members Statement: Hon Shane Love

On the 17th of November 2023, Hon. Shane Love (member for Moore) used his private member's speech in parliament to talk about WELL in the Wheatbelt.

Upcoming

Elyssa is scheduled to talk about WELL in the Wheatbelt to other media outlets including ABC Wheatbelt & Midwest and podcasts.



# Connection



*WELLpod*

- An EJG Creative Pod Co. podcast
- The podcast aims to provoke thought and tell stories of all facets of health throughout rural and regional Australia.
- Available on all podcast platforms including Apple Podcasts and Spotify.



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