**COMMUNICATION TEMPLATES FOR**

**COMMUNITY LEADERS**

**Here you will find the following documents to help best communicate the event to your community leaders:**

1. Intranet and e-newsletter copy
2. Email templates to help you promote the event
3. Further background on mental health in Australia and The Push-Up Challenge you may wish to use.
4. Some ideas for social media posts

**Supporting images and social media tiles**

Supporting social media tiles, frames, posters and lots of other handy resources are available from [thepushupchallenge.com.au/get-pushin/handy-resources-1](https://www.thepushupchallenge.com.au/get-pushin/handy-resources-1)

These are regularly updated with all sorts of goodies and we’ll keep you updated as we drop new items in there.

**Any questions about communications**

We are happy to help. Please [Contact Us](https://www.thepushupchallenge.com.au/contact-us) through our website [thepushupchallenge.com.au](http://www.thepushupchallenge.com.au)

**INTRANET / E-NEWSLETTER**

**Short form**

**JOIN US AS WE PUSH FOR BETTER MENTAL HEALTH: 1-23 JUNE**

**3,144 push-ups. 23 days. Let’s do this.**

Challenge yourself and others to complete 3,144 push-ups over 23 days to help put a spotlight on mental health this June.

Rally a team of up to 10 people and get fit for this year’s challenge.

All levels of fitness are welcome and each team member can aim for half or the full daily push-up target. And if you’re not keen on push-ups, exercise alternatives are also welcome.

Push-up for the good of Australians everywhere while getting fit, having fun and learning about mental health.

Create a team as part of our Community here: <insert your Community link>

The Push-Up Challenge is proudly supporting The Push for Better Foundation, Movember and Lifeline, and you will have the choice of which of these charities you may want to support when you register. See [thepushupchallenge.com.au](http://www.thepushupchallenge.com.au) for more information.

**FIRST EMAIL OR LONG FORM ARTICLE ON INTRANET**

**REGISTER NOW FOR THE PUSH-UP CHALLENGE: 1-23 June**

Rally a team together to get fit, have fun and learn about mental health by taking part in **The Push-Up Challenge 2023**.

Commit to 3,144 push-ups across 23 days in June to represent the number of Australians who died by suicide in 2021 and help put a spotlight on mental health.

Sounds like too many push-ups? Don’t sweat it. All levels of fitness are welcome and each member of your team can aim for half or the full push-up target.

Push-ups can be done just about anywhere and you can spread them out over the day. You're also welcome to do alternative exercises if push-ups aren't for you. Think sit-ups, squats or tailored exercises – anything goes.

You can bank your push-ups and see how your teammates are going through the event app.

The daily push-up target changes each day to reflect a vital mental health statistic, so you’ll learn about mental health along the way.

Our Community is proudly supporting <insert which charity you are fundraising for here, see later in this pack for options> <If you have an affiliation with one of these charities or are dedicating your challenge to someone, you can add this here too>.

Fundraising is an optional part of the event but a great opportunity to support mental health in Australia.

Join us as we push for better mental health.

**To get involved:**

1. Go to our Community page <insert your Community page link>
2. Create or join a team of up to 10 people within our Community.
3. Spread the word and get others involved.
4. Start prepping yourself
5. Get pushin’ on 1 June!

If you have any queries, please contact the good people at The Push-Up Challenge [thepushupchallenge.com.au](http://www.thepushupchallenge.com.au)

**REMINDER TO SIGN-UP**

**ONLY 1 WEEK LEFT TO REGISTER FOR THE PUSH-UP CHALLENGE. DON’T MISS OUT.**

**Join us as we push for better mental health: 1-23 June**

The Push-Up Challenge will be kicking off on Thursday 1 June.

We’ve got <insert number> teams signed up as part of the <insert name> Community and would love to have you join us. Rally a team together (you can create a team of up to 10 people) to get fit, have fun and learn about mental health.

Commit to 3,144 push-ups across 23 days in June to represent the number of Australians who lost their lives to suicide in 2021 and help put a spotlight on mental health.

And if it sounds like too many push-ups, don’t panic, all exercise levels are welcome. Each member of your team can aim for half or the full daily target.

And if you’re not keen on push-ups, exercise alternatives such as sit-ups, squats or tailored exercises are also welcome.

The daily push-up target changes each day to reflect a vital mental health statistic, so you’ll learn about mental health along the way.

Keep track of your push-ups through the phone app or website and get virtual badges and trophies for yourself and your team throughout the challenge.

**To get involved:**

1. Go to our Community page <insert your Community page link>
2. Join an existing team or create your own team of up to 10 people within our Community.
3. Spread the word and get others involved.
4. Start prepping yourself
5. Get pushin’ on 1 June!

If you have any queries, please contact the good people at The Push-Up Challenge [thepushupchallenge.com.au](http://www.thepushupchallenge.com.au)

Let’s get pushin’

**DURING THE EVENT**

Note: Keep an eye on your Community page as well as our Leaderboards, where you can see how your Community is tracking across Australia and against others in your sector.

**KEEP PUSHIN!**

**Subject: We’ve done <insert number> push-ups and raised $X for mental health**

Congratulations push-uperers. We’re pushing for the good of Australians everywhere, so feel proud of your efforts.

What an achievement. So far, our Community has smashed out <insert number> push-ups and raised $X for mental health.

Check out our Community’s progress: <insert Community link>

You can also see how we are going against others in our sector: <insert relevant sector leaderboard link> and acknowledge your position if up the top of any leaderboard.

Shout out to <insert here, some ideas are below>

* Most engaged individual
* Any unique or creative push-up photos
* Top push-up team
* Top push-up individual
* Top team fundraiser
* Top individual fundraiser
* Unique or creative fundraising ideas

We’re hosting an event on Friday 23 June to congratulate everyone <insert details here> and would love for you to join us.

Keep up the good work as we push for better mental health together.

**EVENT WRAP-UP**

Following the close of the event, we will send all Community Leaders an event wrap-up and communication template to help you celebrate your Community’s achievements, as well as those across Australia.

Keep an eye out on your inbox!

**FURTHER BACKGROUND (YOU MAY LIKE TO INCLUDE IN YOUR COMMS)**

When you register, you can choose to support one of three charities:

**The Push for Better Foundation**

[The Push for Better Foundation](https://www.thepushupchallenge.com.au/about-us/push-for-better-foundation) aims to engage and educate people in mental health through connection, physical activity and education. The Push for Better Foundation runs The Push-Up Challenge event to bring people from different walks of life together to break down the stigma and push for better mental health. Find out more about their [founding story.](https://www.thepushupchallenge.com.au/about-us)

Through your fundraising efforts, The Push for Better Foundation can deliver on their three key foundations of education, connection, and health and wellbeing and raise awareness of the mental health issues affecting everyday Australians.

**Movember**

[Movember](https://au.movember.com/) is the leading charity changing the face of men's health on a global scale. The charity has funded more than 1,250 men’s health programs around the world, delivering innovative, breakthrough research and support programmes that help men live happier, healthier, and longer lives.

They've made epic progress in the men's health space, thanks to the hairy efforts of their Mo community, but there's still so much work to be done. Sadly, we continue to lose more than 6 men to suicide every single day in Australia, with men accounting for 3 out of 4 national suicides. It’s time for us to push for better mental health.  
  
Join Movember for this year's The Push-Up Challenge and help deliver lifesaving mental health and suicide prevention programs to men across Australia. Are you with us?

**Lifeline Australia**

Every 30 seconds, a person in Australia reaches out to [Lifeline](https://www.lifeline.org.au/) for help. For 60 years, Lifeline has been connecting with Australians in need through crisis support and suicide prevention services.

Lifeline exists to ensure that no person in Australia has to face their darkest moments alone. Lifeline is available 24 hours a day to listen, without judgement, to any person in Australia who is feeling overwhelmed, experiencing crisis or longs to be heard.

Your donation through The Push-Up Challenge will ensure Lifeline’s critical support services are accessible to anyone who needs them – anytime, anywhere.

**Mental health in Australia**

* 3,144 Australians lost their lives to suicide in 2021 (year of last available data) (1).
* Nine Australians die by suicide every day (1).
* One in five Australians will experience mental ill health this year (2).
* Less than half (47.7%) of Australians with a mental disorder saw a health professional for their mental health (3).
* 3 in 4 people with a mental illness develop symptoms before age 25 (4).
* Alarmingly, suicide is the leading cause of death for young people (5).

References

1. Australian Institute of Health and Welfare (AIHW), 2021, [*Suicide & self-harm monitoring, data, deaths by suicide Australia*](https://www.aihw.gov.au/suicide-self-harm-monitoring/data/deaths-by-suicide-in-australia/suicide-deaths-over-time)*.*
2. Australian Bureau of Statistics (ABS) 2009 [National Survey of Mental Health and Wellbeing: Summary of Results](https://www.abs.gov.au/statistics/health/mental-health/national-survey-mental-health-and-wellbeing-summary-results/latest-release), 4326.0, 2007. Canberra.
3. Australian Bureau of Statistics (ABS) 2022 [National Study of Mental Health and Wellbeing](https://www.abs.gov.au/statistics/health/mental-health/national-study-mental-health-and-wellbeing/latest-release)
4. Kessler, RD et al. (2005). [Lifetime prevalence and age-of-onset distributions of DSM-IV disorders in the National Comorbidity Survey](https://pubmed.ncbi.nlm.nih.gov/15939837/) Replication. Archives of General Psychiatry, 62: p. 593-602.
5. Australian Institute of Health and Welfare (AIHW) 2021, [*Life expectancy and death, Deaths in Australia*,](https://www.aihw.gov.au/reports/life-expectancy-death/deaths-in-australia/contents/leading-causes-of-death) web report.

**SUGGESTED SOCIAL MEDIA POSTS**

Here are just a few suggestions for posting on your social channels.

Social media tiles, frames (which you can add your own photos to), posters and lots of other handy resources are available from [thepushupchallenge.com.au/get-pushin/handy-resources-1](https://www.thepushupchallenge.com.au/get-pushin/handy-resources-1)

|  |  |
| --- | --- |
| **Social Media Tile/Frame** | **Suggested wording** |
|  | **Use the frame and insert a picture of your CEO or leader (use PowerPoint, Canva or any other design program)**  *<insert Community name> is proud to be taking part in The Push-Up Challenge in June.*  *We will be completing 3,144 push-ups over 23 days to help put a spotlight on the number of lives lost to suicide in Australia and support mental health.*  *Together, we #pushforbetter mental health @pushforbetter @movember @lifelineaustralia* |
|  | **Use this tile to share why your Community is taking part.**  *<insert Community name> is proud to be taking part in The Push-Up Challenge in June.*  *We will be completing 3,144 push-ups over 23 days in June to help put a spotlight on mental health.*  *We recognise that the mental health of our people is as important as their physical health.*  *We’re proud to be educating our people about mental health and engaging them in such an important topic.*  *Together, we #pushforbetter mental health @pushforbetter @movember @lifelineaustralia* |
|  | **Use this graphic to recruit people to join your Community!**  *<insert Community name> is proud to be taking part in The Push-Up Challenge in June.*  *We will be completing 3,144 push-ups over 23 days to help put a spotlight on the number of lives lost to suicide in Australia and to support mental health. Join or create a team in our Community.*  *Together, we #pushforbetter mental health @pushforbetter @movember @lifelineaustralia* |