**COMMUNICATION TEMPLATES FOR**

**TEAM CAPTAINS**

**Here you will find the following documents to help best communicate the event to your team captains.**

1. Intranet and e-newsletter copy
2. Four email templates to help you promote the event
3. Further background on mental health in Australia and The Push-Up Challenge
4. 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 here to help with any of your queries .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.**

Get fit, have fun and learn about mental health by taking part in **The Push-Up Challenge 2023.**

Join our team <insert team name> and challenge yourself to complete 3,144 push-ups over 23 days to shine the spotlight on mental health this June.

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.

Join our team here: <insert your team page link>

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

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**

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

**Join us as we push for better mental health**

Get fit, have fun and learn about mental health by taking part in **The Push-Up Challenge 2023**.

This June, join our team <insert team name> and challenge yourself to complete 3,144 push-ups over 23 days to help put a spotlight on 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.

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 team 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 critical mental health services across Australia.

Join us as we push for better mental health.

**To get involved:**

1. Go to our team page <insert your team page link>
2. Spread the word and get others involved.
3. Start prepping yourself
4. 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> people signed up as part of our <insert team name> team and would love to have you join us.

Join our team and 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 team page <insert your team page link>
2. Spread the word and get others involved.
3. Start prepping yourself
4. Get pushin’ 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 team page as well as our Leaderboards, where you can see how your team 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-up for the good of Australians everywhere, so feel proud of your efforts.

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

Check out our team’s progress: <insert team page 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 individual
* Top individual fundraiser
* Unique or creative fundraising ideas

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

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

**EVENT WRAP-UP**

Following the close of the event, we will be updating our Handy Resources page of the website, posting on our socials and emailing an event wrap-up to help you celebrate your team’s achievements, as well as those across Australia.

Keep an eye out!

**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 team (use PowerPoint, Canva or any other design program)**  *<insert team name> is proud to be taking part in The Push-Up Challenge in June.*  *We will each 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 team is taking part.**  *<insert team 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 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 team!**  *I’ve got a team taking part in The Push-Up Challenge this 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 me!*  *Together, we #pushforbetter mental health @pushforbetter @lifelineaustralia @movember* |