



CAMPASPE MURRAY MENTAL HEALTH AND WELLBEING EXPO

Showcasing local mental health and wellbeing services and supports

Background

The Campaspe Murray Mental Health and Wellbeing Network (CMMHWN) has been in operation for over 25 years, with a focus on promoting mental health and development of mental health services in the Campaspe and Murray River Local Government Areas.

The 2024 Campaspe Murray Mental Health and Wellbeing Expo was the CMMHWN's chosen mental health month activity, providing an opportunity to support community wellbeing and showcase the various local mental health and wellbeing services and supports available in the region.

Collaboration

Ten member organisations of the CMMHWN formed a working group to plan and deliver a place-based community event for residents of Kyabram and surrounds.

Working group members met regularly to collectively plan and deliver the event, allocating various roles and responsibilities. Some of these activities included determining a suitable event location, recruiting Expo stand holders, promoting the event, recruiting event attendees, coordinating resources for the event and delivering elements of event proceedings.

“The more we reduce stigma surrounding mental health, the more we play our part in creating a mentally healthy community”.

Approach

The Campaspe Murray Mental Health and Wellbeing Expo was held on World Mental Health Day - Thursday 10 October 2024, from 11am-1pm at Kyabram Memorial Gardens.

The event, which was held on Yorta Yorta land, supported Mental Health Australia's theme - Meaningful Connections Matter. “Connections with loved ones, connections with community, connections with colleagues, connections to supports and services, connection to Country – and connection to yourself.”

The Expo provided an opportunity to reduce mental health stigma, and for community to engage with the local services and supports available to support mental health and wellbeing.

Expo working group

- Aldara Yenara Aboriginal Corporation
- Anglicare Victoria
- Campaspe Shire Council
- Echuca Community Mental Health
- Greater Bendigo-Loddon-Campaspe Mental Health and Wellbeing Local
- headspace Echuca
- Kyabram District Health Service
- Kyabram P-12 College
- Loddon Mallee Public Health Unit
- Njernda Aboriginal Corporation



Outcomes

- The CMMHWN received major sponsorship from Community Bank Kyabram & District
- Njernda Aboriginal Corporation funded the Let's do Coffee cart
- In-kind donations were received for the BBQ from Kyabram Fitzgeralds Farm Fresh Meats and Kyabram Bakery
- Approximately 130 people attended across the event, including 30 students from Kyabram P-12 College
- There were 22 mental health and wellbeing Expo stands on display
- The Campaspe Murray Keeping Mentally Well flyer was distributed - providing contact details for local services and supports

Expo stands

1. Aldara Yenara Aboriginal Corporation
2. Ambulance Victoria
3. Anglicare Victoria
4. Bendigo Health, Carer Support Services
5. Bendigo Health, Echuca Community Mental Health
6. Boys to the Bush
7. Campaspe Shire Council
8. Crossenvale Community House
9. Echuca Neighbourhood House
10. Echuca Regional Health
11. Greater Bendigo-Loddon-Campaspe Mental Health and Wellbeing Local
12. headspace Echuca
13. Keeping in Touch Van
14. Kyabram District Health Service
15. Loddon Mallee Public Health Unit
16. Njernda Aboriginal Corporation
17. State Emergency Service
18. Stanhope Telecare Medical Centre
19. The Salvation Army
20. Victoria Police
21. VIVID Kyabram
22. Wellways - StandBy support after suicide

“A well-attended Kyabram event aimed at breaking the stigma surrounding mental health and providing outlets for assistance was received with praise from the community.”



Project learnings

- Look at additional options to attract event attendees such as more targeted marketing or recruitment
- There may be associated stigma with attending a mental health event in a small rural town

Future event suggestions

- Engage with current local events to integrate a mental health and wellbeing section
- Conduct a community survey to determine what type of activity would support mental health and wellbeing
- A peer-led workshop with sessions for service providers and community with a 'you can't ask that' style of question and answer

Expo stand survey results

- Data shows 67% of respondents were extremely satisfied with their involvement
- Over 80% of respondents advised 20-40 people engaged with their stand
- Results indicated 75% of respondents would be likely to participate in a future CMMHWN initiative
- “A great opportunity for connections and conversations and to gain an understanding on who is servicing the area.”