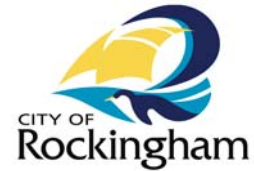


MEDIA RELEASE



3 July 2008

World First Act-Belong-Commit Campaign Launched in Rockingham

Rockingham is leading the way in mental health promotion. Act Belong Commit is a world-first health promotion campaign being implemented state-wide by Mentally Healthy WA (Curtin University) and will be implemented locally over the next three years.

In officially launching the program, Deputy Mayor Richard Smith said “The Act-Belong-Commit Campaign will encourage people to keep active, have a sense of belonging and commit to the activities they engage in, which brings meaning to life and ultimately is good for our mental wellbeing”.

The evening was a huge success with over 60 people from local health services, sporting clubs, social clubs and the general public attending the event and working together to promote positive mental health for the community.

The Launch also included a Community Forum, which asked guests to generate ideas for encouraging the Rockingham community to act, belong and commit.

Attendees at the launch were invited to get involved in the program at an individual level by incorporating the principles of A-B-C into their everyday lives and at community level by advertising their activities as a great way to stay mentally healthy.

The Act-Belong-Commit program targets the Rockingham general population and aims to prevent mental health problems occurring in the first place by encouraging everyone to do things to keep mentally healthy.

The local Act-Belong-Commit team will continue to spread the mentally healthy message and build a stronger and happier community. If you or your organisation would like to find out how you can get involved please contact the Rockingham Act-Belong-Commit Project Officer, Simone Comtesse, on 9528 0315.

Ends #####

MEDIA RELEASE

For more information log onto
www.actbelongcommit.org.au

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