



Australian Government

Comcare

Workplace Mental Health Stigma Awareness Program

A communications approach to prevention and early intervention

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Why mental health AND stigma?



➤ **Top causes** of workers' compensation claims in Comcare's jurisdiction:

- Injury (54 per cent)
- Disease (34 per cent) and
- Psychological (12 per cent)

Claims for psychological injury are on the rise and take longer to resolve

- **National Return to Work Survey 2021:** 1 in 3 injured workers experience stigma. Addressing stigma associated with having a mental health injury has the potential to increase return to work rates.
- People with depression, anxiety and other mental health conditions often experience stigma and discrimination, including in the workplace
- **Comcare Corporate Plan 2022-23**
 - Priority area 3: Prevention and early intervention across our scheme

Workplace Mental Health Stigma Awareness Program

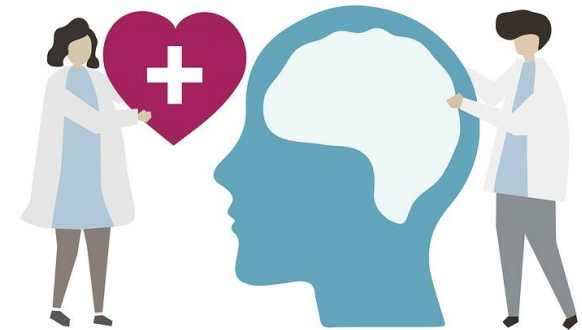


Program aims :

1. Raise awareness of mental health and stigma (awareness)
2. Provide knowledge and skills to offer support and reduce stigma (education)
3. Encourage support and help seeking behaviour early (behaviour change)

Partners:

- > Creative agency CRE8IVE Pty Ltd.
- > Market research company ENGINE group (now Big Village)

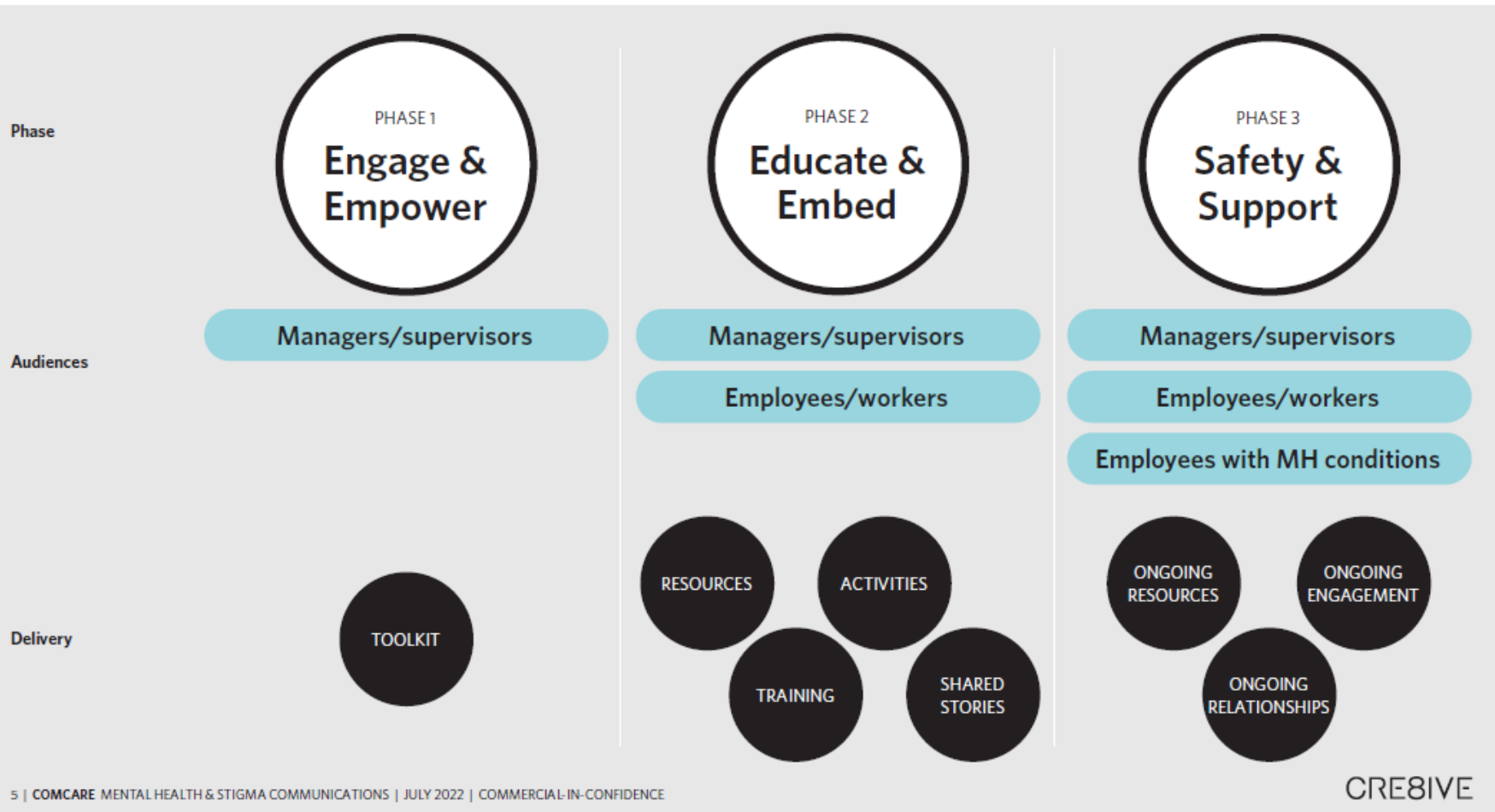


Revised program approach

Phases & Audiences

Resources and delivery channels include:

- Manager toolkit
- Guidance documents
- Factsheets
- Posters
- Website
- Webinars/presentations
- Social media
- MS Team backgrounds
- EDMs and e-signatures
- Links to training



Next steps



- **Launch on World Mental Health Day (10 Oct)**
- **Piloting with 3-4 agencies**
- **Continuous monitoring and evaluation**
- **Continuous resource development and program expansion**