



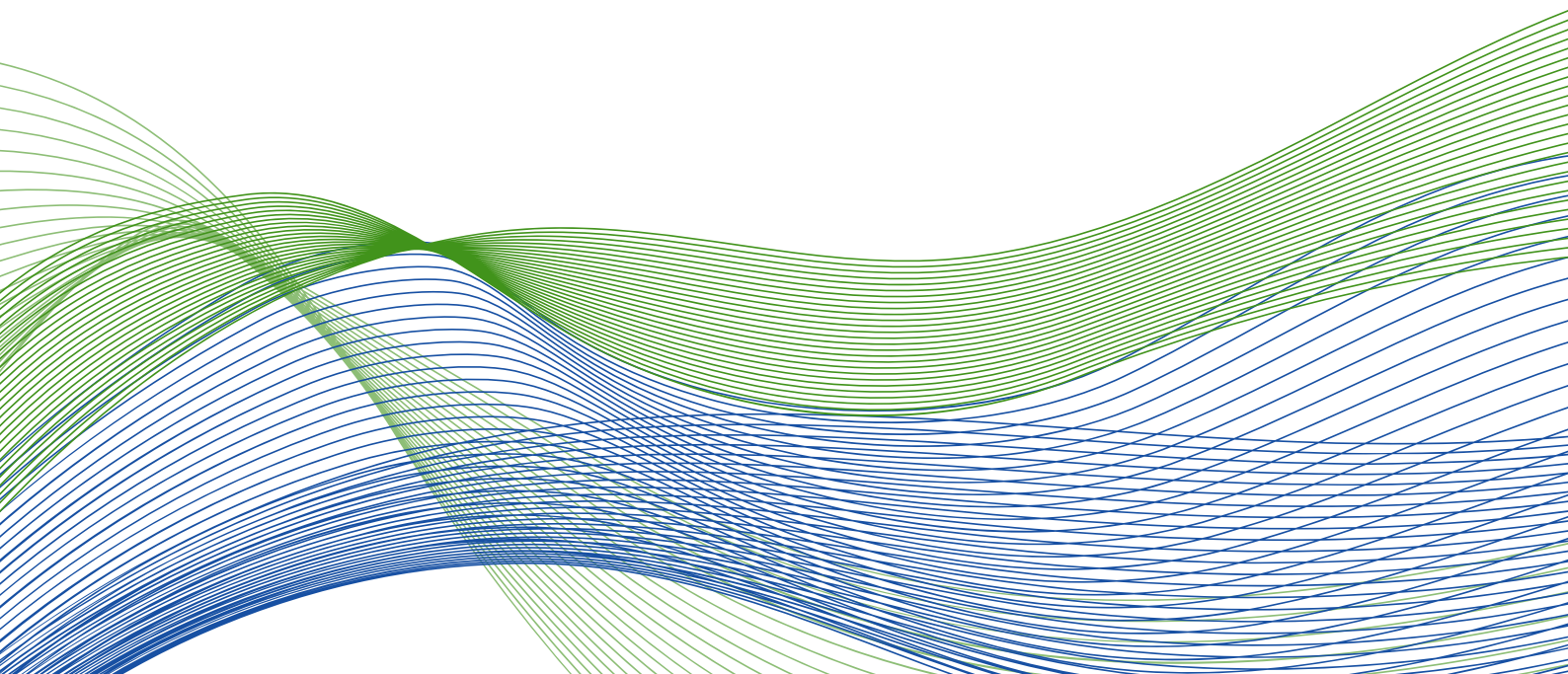
# **EQUALLYWELL**

## **Promotional Tools**

### **2024**

# Contents:

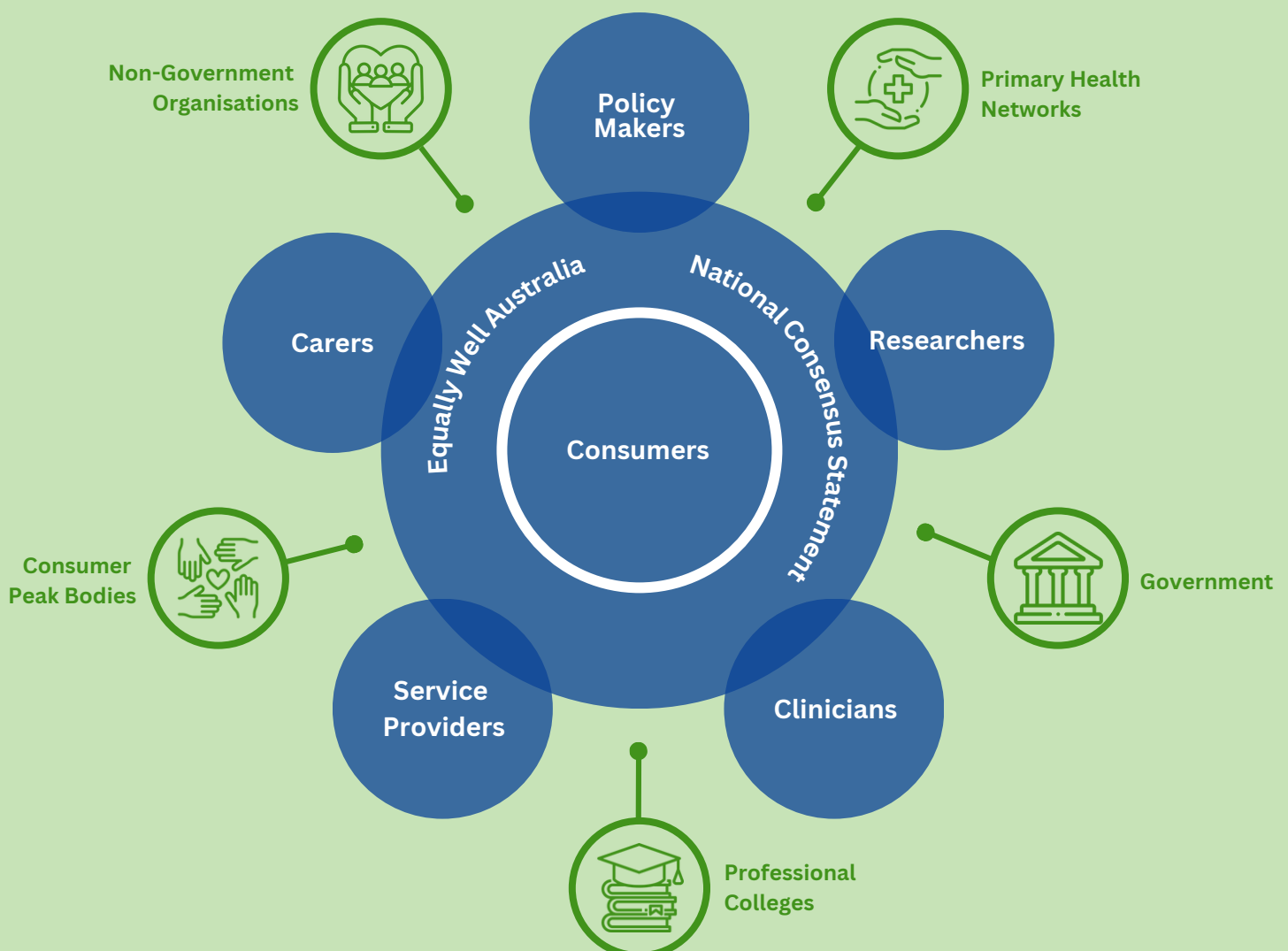
3	Who is Equally Well?
4	What is Equally Well?
5	Key Message
6	Statistics
8	Social Media
12	Presentation Slides
13	Email Signatures
14	Banners
15	Style Guide
16	Language
17	Contact Us



# Who is Equally Well?

Equally Well Australia is a diverse collective of national, state and regional organisations, working together to improve the quality of life for people living with mental illness.

Equally Well is all of us.



# What is Equally Well?

The Equally Well Project Team works to coordinate and connect organisations, sectors and system elements together, to mobilise and enable an effective response to this problem.

We identify opportunities for collaboration and partnerships to further support our goal of reducing the life expectancy gap for people living with mental illness by building connections, sharing resources and showcasing practice and policy improvements.





# Key Message

Equally Well is a movement around the shared goal of improving the physical health and wellbeing of people with a lived experience of mental health challenges, and promoting equity of access to physical health care as a basic human right.

We encourage action: at any and all levels.

**“ Do what you can,  
where you can,  
when you can. ”**

Health outcomes and life expectancy of people living with mental illness is significantly worse than the rest of the population, but it doesn't have to be this way!

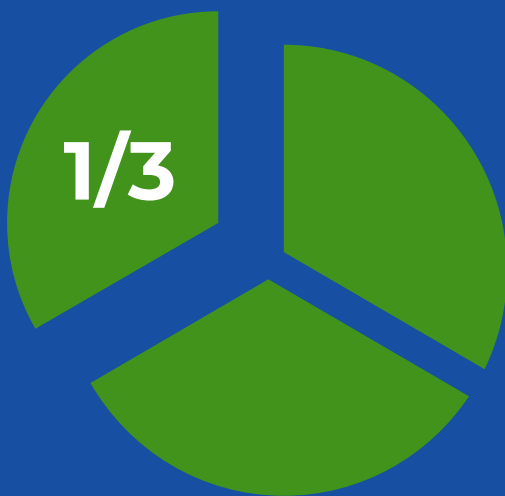


*By working together,  
we will make a difference.*

# Statistics



**Four out of every five people living with mental illness have a co-existing physical illness.**



**One third of all avoidable deaths are made up of those living with severe mental illness**

# Statistics

Compared to the general population,  
people living with mental illness are:

**2X**

more likely to have  
cardiovascular  
disease

**6X**

more likely to have  
dental problems

**2X**

more likely to  
have respiratory  
disease

**2X**

more likely to  
have osteoporosis

**2X**

more likely to  
have diabetes

**65%**

more likely to smoke

# Social Media



Equally Well Au @EquallyWell\_Au @EquallyWellAu @equally\_well\_au

**QUALITY OF LIFE - EQUALITY IN LIFE**

Supporting the mission of **EQUALLYWELL**

**BE A PART OF THE CHANGE**

#EquallyWellAU

Four out of every five people living with mental illness have a co-existing physical illness.

*Did you know...*

People living with mental illness are more likely to have poorer physical health.

**EQUALLYWELL**

Quality of Life - Equality in Life

[www.EQUALLYWELL.org.au](http://www.EQUALLYWELL.org.au)

Quality of Life - Equality in Life

[www.EQUALLYWELL.org.au](http://www.EQUALLYWELL.org.au)

**The 6 Essential Elements**

- 1 A holistic, person centred approach to physical and mental health and wellbeing
- 2 Effective promotion, prevention and early intervention
- 3 Equity of access to all services
- 4 Improving quality of health care
- 5 Care coordination and regional integration across health, mental health and other services and sectors which enable a contributing life
- 6 Monitoring of progress towards improved physical health and wellbeing

**EQUALLYWELL** >>>

**EQUALLYWELL**

Closing the life expectancy gap between people living with mental illness and the general population.

Click Here to view or download social media tiles



# Copy

*Use these examples or create your own*

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## **The purpose of Equally Well**

The vision of Equally Well Australia is to improve the quality of life of people living with mental illness by providing equity of access to quality health care, with the ultimate aim of bridging the life expectancy gap between people living with mental illness and the general population.

Is your organisation ready to pledge support to the Equally Well Consensus Statement?

Follow the link:

<https://www.equallywell.org.au/contact-us>

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## **Closing the gap**

Mental health and wellbeing is a basic human right often denied to many in our community. People living with mental illness have poorer physical health, yet they receive less and lower quality health care than the rest of the population – and die younger. Did you know, people with psychosis die between 14 and 23 years earlier than the general population?

Equally Well is on a mission to close the life expectancy gap for people living with severe mental illness.

Read the Equally Well Consensus Statement here:

<https://www.equallywell.org.au/media/>

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*Use these examples or create your own*

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## **The Six Essential Elements**

These are the Six Essential Elements of the National Consensus Statement and the values that guide the mission of all those who are part of the Equally Well movement.

Element 1: A holistic, person-centred approach to physical and mental health and wellbeing.

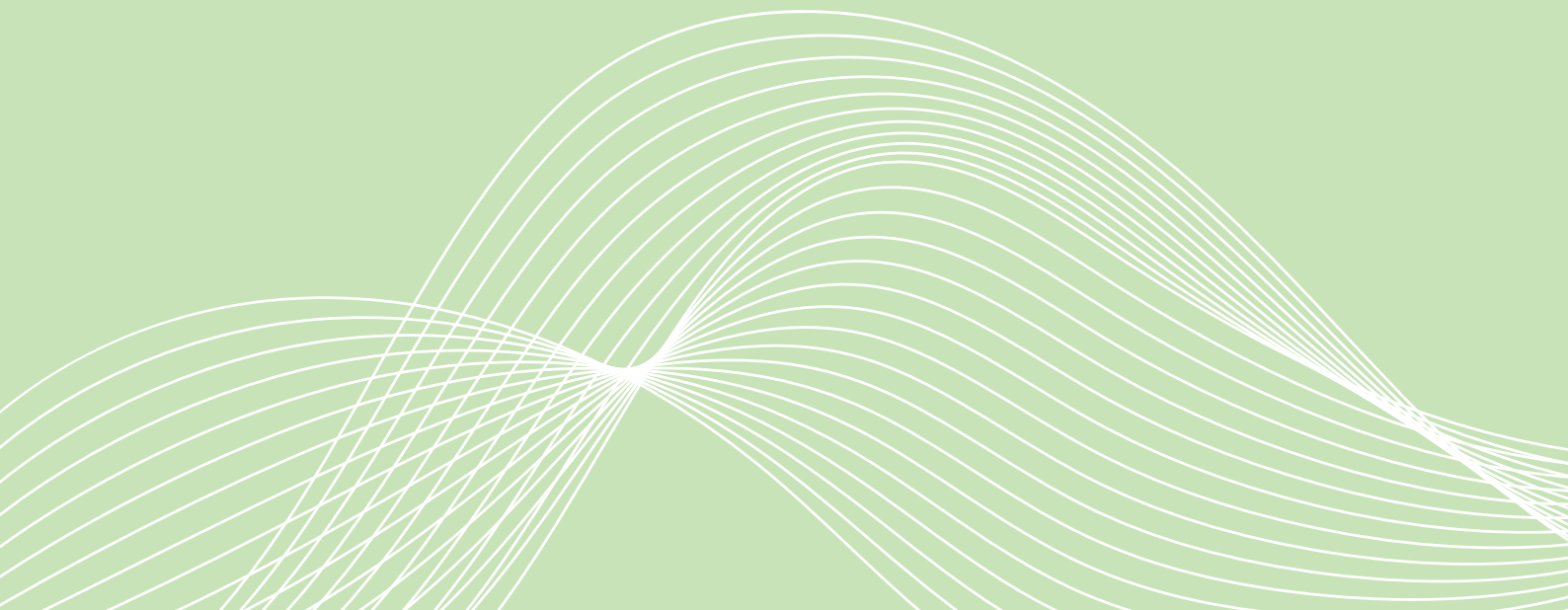
Element 2: Effective promotion, prevention and early intervention.

Element 3: Equity of access to all services.

Element 4: Improved quality of health care.

Element 5: Care coordination and regional integration across health, mental health and other services and sectors.

Element 6: The monitoring of progress towards improved physical health and wellbeing.



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## **Physical Health - A Vital Piece of the Mental Health Puzzle**

Mental health services should include physical health care checks as part of routine care, and emphasise healthy lifestyle choices.

Only 1 in 5 *consumers* reported their mental health professional asking about their physical health.

Only 1 in 4 *carers* reported mental health professionals asking about the physical health of the person they support.

Let's work together to make a change!

---

### **Did you know?**

Four out of every five people living with mental illness have a co-existing physical illness.

It's time to make the physical health of people living with mental illness a priority at all levels, and prevent the premature deaths of 20,000 people with mental illness each year, who die mostly due to preventable physical illnesses.

Join the Equally Well movement: [www.equallywell.org.au](http://www.equallywell.org.au)

# Presentation Slides



**Presentation Title**  
**Presenter Name**





**EQUALLYWELL**  
aims to improve the quality of life of people living with mental illness.



**Equally Well in Action**

Implementing strategies to improve the physical health of people living with mental illness

## Who is EQUALLYWELL?

Equally Well is a movement around the shared goal of improving the physical health and wellbeing of people with a lived experience of mental health issues and promoting equity of access to physical health care as a basic human right.

Equally Well is anyone who works together to improve physical health for people living with mental illness.



**EQUALLY WELL IS ALL OF US!**

## Did you know...

Four out of every five people living with mental illness have a co-existing physical illness.

One third of all avoidable deaths are made up of those living with severe mental illness

Statistic	Comparison
2X	more likely to have cardiovascular disease
6X	more likely to have dental problems
2X	more likely to have respiratory disease
2X	more likely to have osteoporosis
2X	more likely to have diabetes
65%	more likely to smoke



Many factors contribute to people's poorer physical health outcomes.

Mental health services should include physical health care checks as part of routine care, and emphasise healthy lifestyle choices.

**"BE A PART OF THE CHANGE"**

Figure: Nursing, Midwifery and Allied Health Professions Policy Unit, Improving the physical health of people with mental health problems: Actions for mental health nurses. Dept. of Health, Public Health England 2016.

## Why should health professionals worry about the physical health of people living with mental illness?

- Holistic care is our job
- Equity of access to health care and optimal health is a fundamental human right
- Poor physical health is associated with a 4 times increase in the incidence of psychological distress
- And associated with 47% of completed suicides
- Improved physical health results in far fewer hospitalisations, reducing pressure and costs to medical staff, services and facilities.



**"Do what you can, where you can, when you can."**



**equallywell.org.au**

Stay connected and join the Equally Well movement.

in X f o

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## Physical Health is a vital piece of the mental health puzzle



Only 1 in 5 consumers reported their mental health professional asking about their physical health.

Only 1 in 4 carers reported mental health professionals asking about the physical health of the person they support.

Click Here to view or download presentation slides

# Email Signatures



Don't forget to add a hyperlink to make your signature clickable;  
[www.equallywell.org.au/](http://www.equallywell.org.au/)

**Click Here to view or download email signatures**



# Supporter Banners



**EQUALLYWELL** supporter



**EQUALLYWELL** ambassador



**EQUALLYWELL** alliance member

[Click Here to view or download banners](#)

# Style Guide

## COLOUR PALETTE



#1750A3



#41931B



#8DBE76



#C7E3B7



#B5B5B5

## LOGOS

### PRIMARY 1



### SECONDARY 1



### PRIMARY 2



### SECONDARY 2



### SUBMARK



## KEY FONTS

**Heading 1**  
Hagrid Text  
HAGRID TEXT

*Heading 2*  
Redkits  
REDKITS

**Body**  
Montserrat  
MONTSERRAT

[Click Here to download logos](#)

# Language

Equally Well acknowledges the wide range of terms often used within the field of mental health, such as service user, consumer, patient, client, person with lived experience and psychiatric survivor. These terms reflect local contexts, historical moments, political influences and preferences. We use the terms people living with mental illness, and consumers. We also acknowledge the critique and limitations of all terms, including people living with mental illness.

The intention of our communication and use of terminology is for inclusive language that reduces stigma and discrimination, reflects the diversity of our community, and is appropriate for the context in which it is applied.



# Contact Us



enquiries@equallywell.org.au



(02) 6365 7630

**“ Do what you can,  
where you can,  
when you can. ”**



Equally Well Au



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@equally\_well\_au

SCAN ME



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*Stay connected and join the Equally Well movement.*



**EQUALLYWELL**