## ENGAGING THE COMMUNITY TO TAKE UP THEIR ROLE







## Illawarra Mercury #care2qpr campaign



July - September 2018

20+ print & online stories

200,000+
people reached



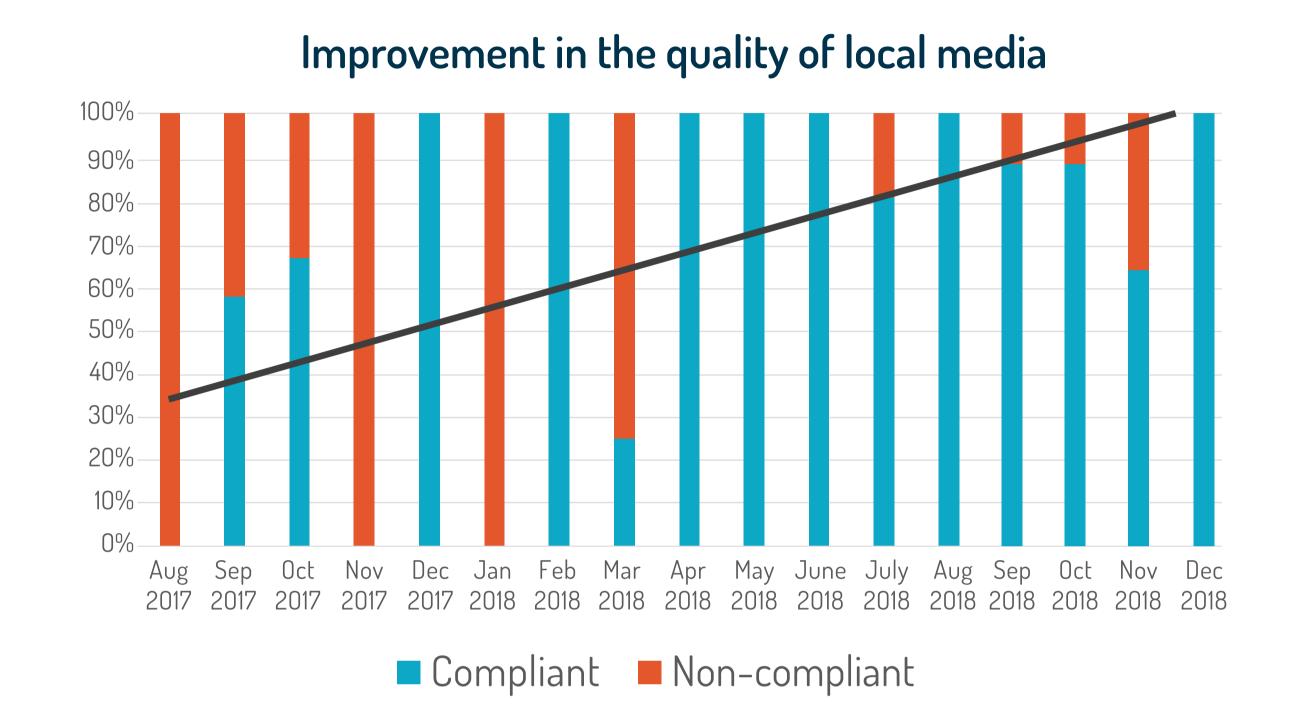
"The personal stories that have hit the local media have resonated with others in the community. People can relate to it. When they hear those things, they feel as though they're not alone. And they then know that there is support out there." - Steve



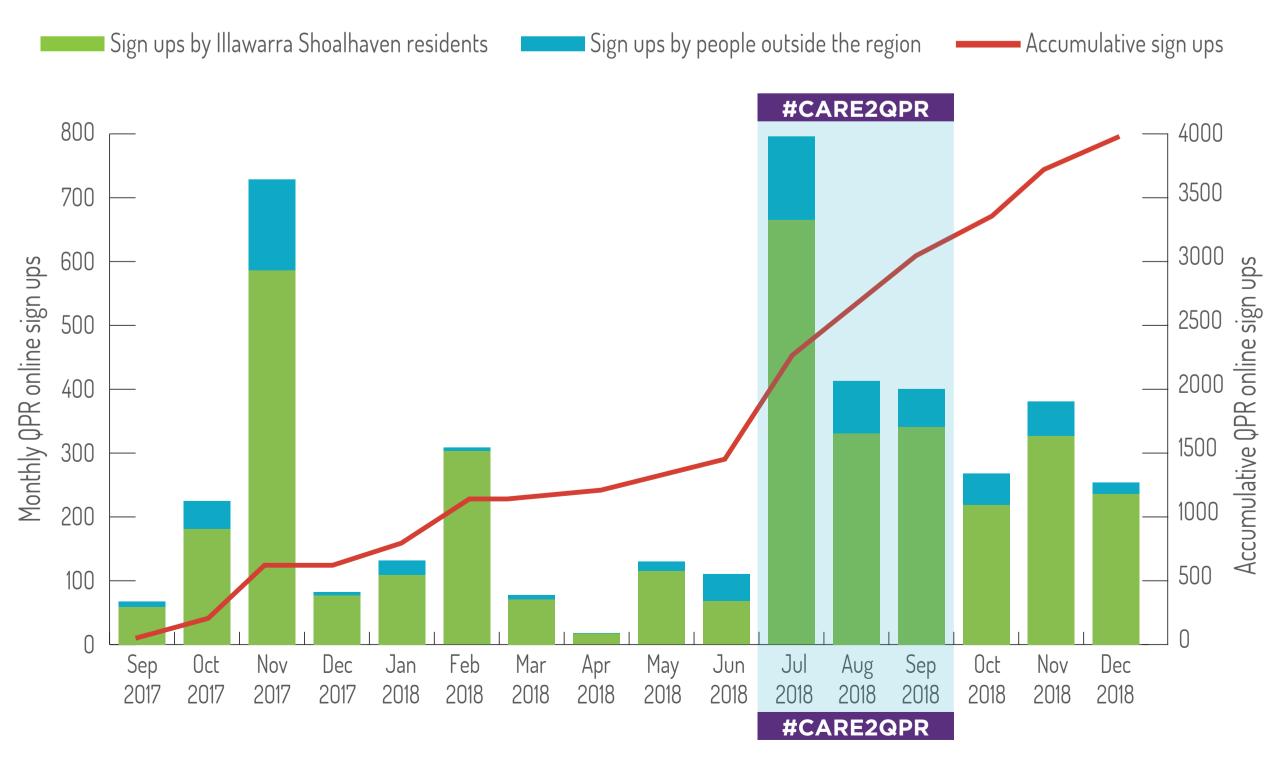
Illawarra Mercury's campaign has been recognised in the form of two major national awards:

- Suicide Prevention Australia's LiFE Award for media
- The Mental Health Services Award for text journalism

## What has been the impact of community campaigns?



people signed up to do the Question Persuade Refer (QPR) online training during the campaign



The #care2qpr campaign resulted in a marked jump in people signing up to do QPR online training.