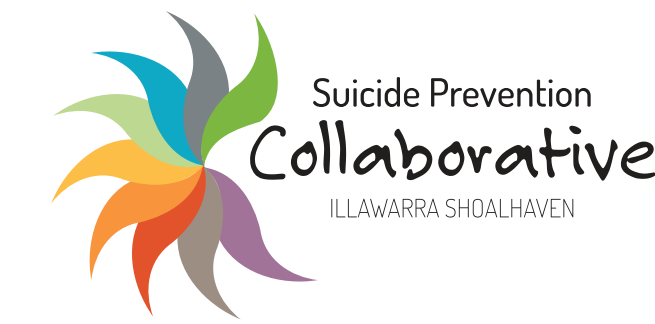


ENGAGING THE COMMUNITY TO TAKE UP THEIR ROLE



**Black Dog
Institute**



Illawarra Mercury #care2qpr campaign

July – September 2018

20+ print & online stories

200,000+
people reached

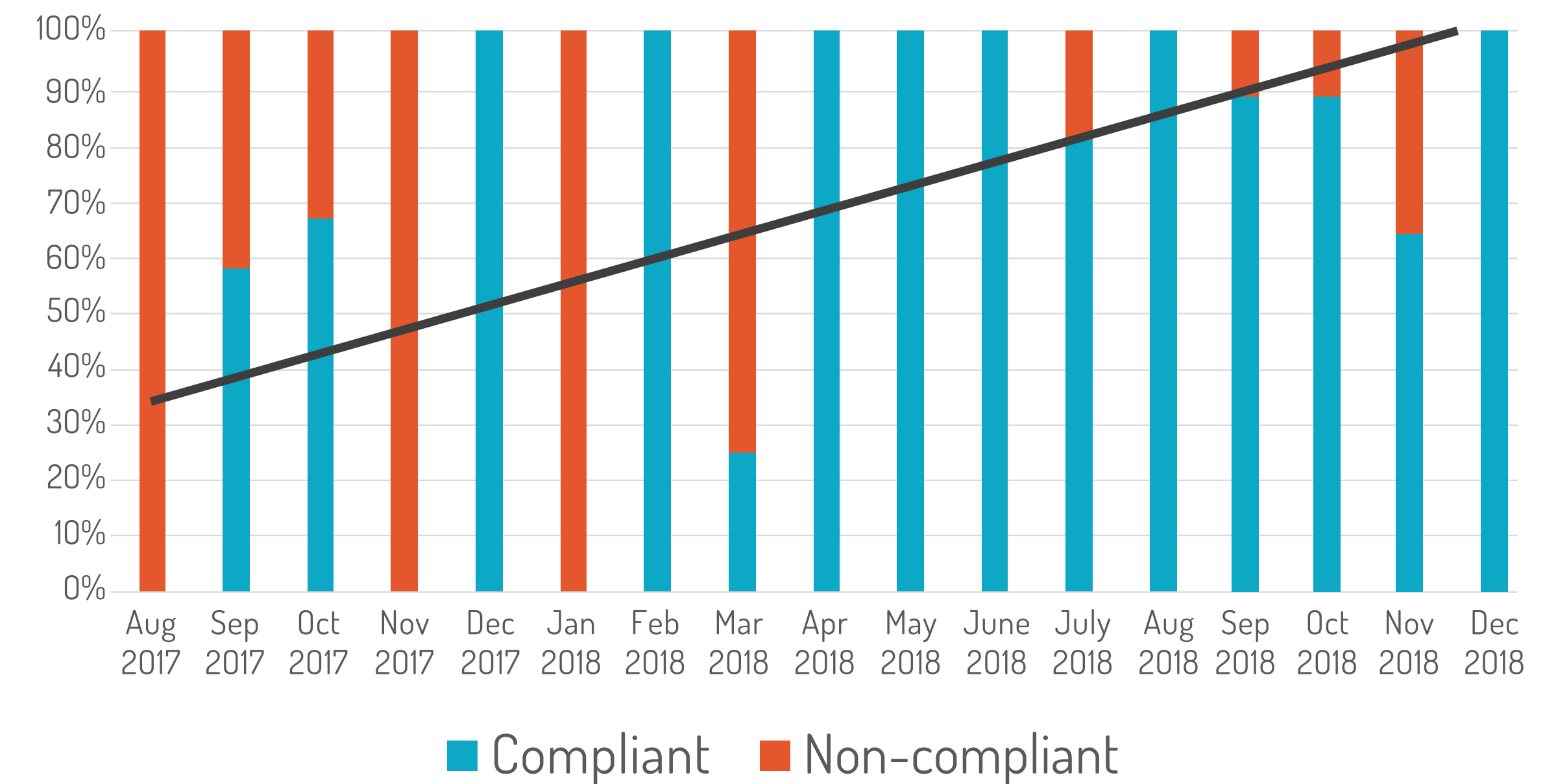


Illawarra Mercury's campaign has been recognised in the form of two major national awards:

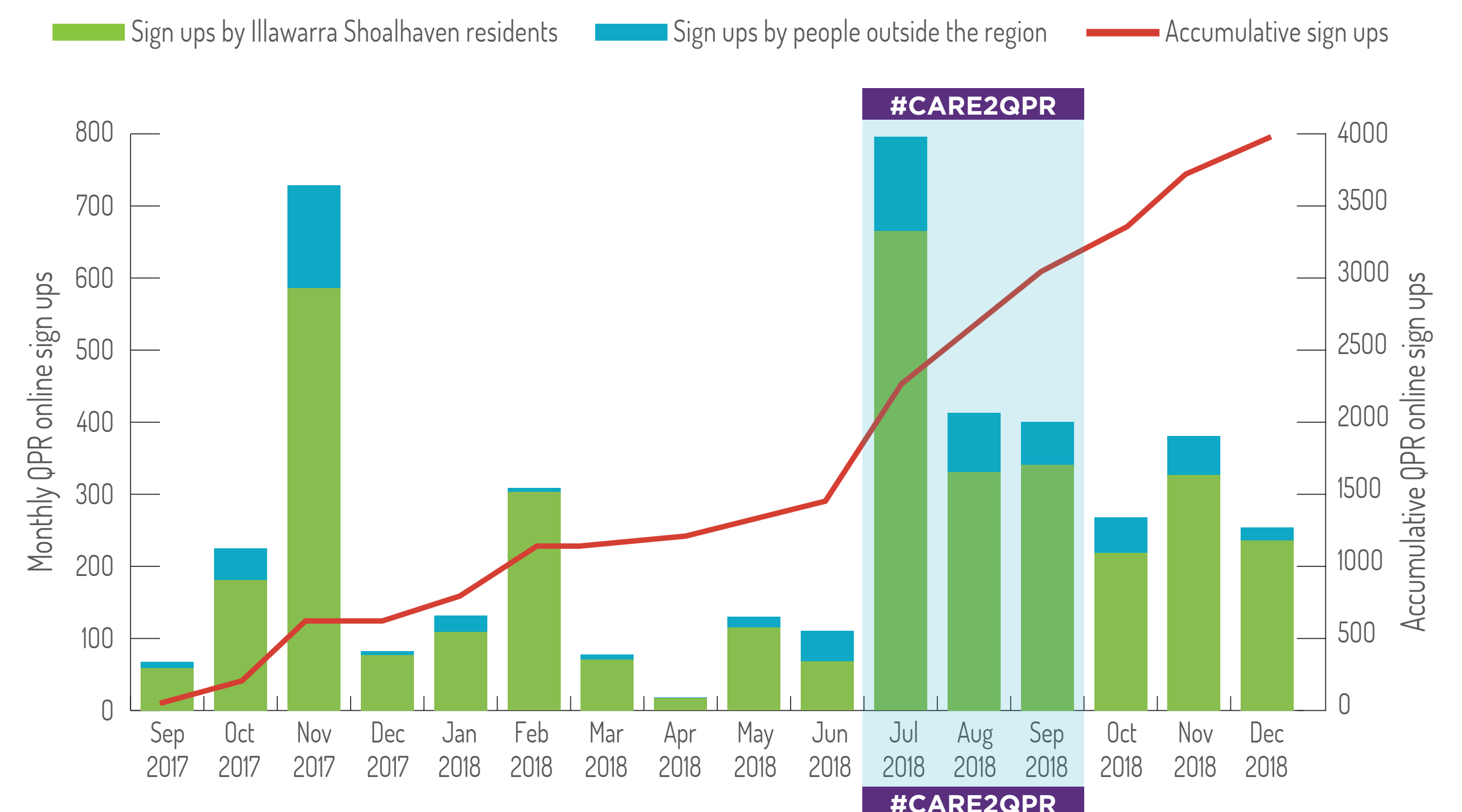
- Suicide Prevention Australia's LiFE Award for media
- The Mental Health Services Award for text journalism

What has been the impact of community campaigns?

Improvement in the quality of local media



2900+ 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.