

Mental Health First Aid[®] Day

Supporter Toolkit

19 August 2025

Make Every

Conversation

Matter 



**MENTAL HEALTH
FIRST AID[®]**

For Anyone. For Everyone.

Acknowledgement of Country

Mental Health First Aid International acknowledges the Traditional Owners and Custodians of Country throughout Australia and pays our respect to Elders past and present. We extend our respect to all Aboriginal and Torres Strait Islander peoples and recognise their continuing culture and connection to lands, waters and communities.

Recognition of Lived Experience

Mental Health First Aid International wishes to acknowledge people with lived and living experience of mental health problems and suicidality, and their loved ones who care and support them. With diverse identities, challenges and life experiences, each journey is unique and invaluable. Thank you to those who have courageously shared stories to help educate the global community.

Contents

About Mental Health First Aid Day	4
2025 Theme	4
Ways to support and get involved	5
Join the conversation (free assets and suggested copy)	6
Social media	6
Newsletter	7
Poster	8
Email signature	8
Host a conversation (ideas to start conversations)	9
Join the celebration	10

About Mental Health First Aid Day

For 25 years Mental Health First Aid® (MHFA) has been building circles of support around people facing mental health problems. Even though 8 million people worldwide and 1.5 million Australians are trained, MHFA remains one of our country's best-kept secrets - but we believe it's time to change that!

The first ever Mental Health First Aid Day (MHFA Day) is an opportunity to spotlight the global impact of MHFA, raise awareness of MHFA as an essential life skill, and encourage more life-saving conversations worldwide.

This year, MHFA Day will be held on 19 August 2025.

2025 Theme

We spend up to 80% of our day in conversation. We know with the right knowledge and skills, every conversation can be a turning point in someone's life. That's why this year's theme is **Make Every Conversation Matter**.

Hashtags for MHFA Day are:

#MakeEveryConversationMatter

#MHFADay

MHFA Day Website

www.mhfa.com.au/our-day



Ways to support and get involved

We are calling on our MHFAider community and all Australians to Make Every Conversation Matter. There are several ways you can support and get involved in MHFA Day on and leading up to 19 August 2025.



Record a short 30-60 second video

about an impactful conversation you have had since completing MHFA and share on your social media channels.



Post on your social media channels

using the free digital assets in this toolkit (Pg 6). Tag us and use #MakeEveryConversationMatter #MHFADay.



Show you're an MHFAider

by adding the koala emoji to your LinkedIn, Facebook or Instagram profile name as a nod to our mascot Algee.



Send a newsletter/EDM

to your staff, members or subscribers to your staff, members or subscribers (newsletter copy on Pg 7).



Host a conversation

Hold an event or run an MHFA course on 19 August (see more on Pg 10).



Fundraise

Help us grow circles of support for those who need it most by signing up to a fundraising event.



Buy merchandise

Show you are proudly part of the MHFA community and encourage more people to join. - **COMING SOON**



Pin a poster

Display a poster at work or in your community during the week of MHFA Day.



Download and share

the '25 ways to make conversations matter' resource - **COMING SOON**

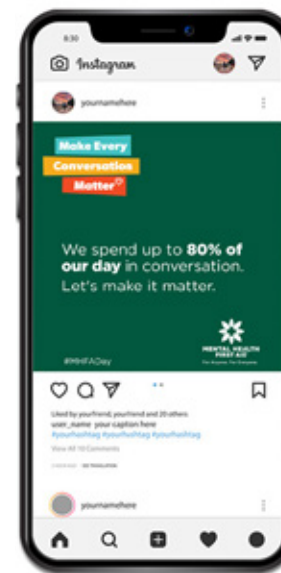
Join the conversation

You can encourage everyone to **#MakeEveryConversation** by using our digital assets and suggested channel copy on MHFA Day.

Social media

We have developed social media tiles and videos to support you sharing the message online. Some suggested captions below. Don't forget to tag Mental Health First Aid International!

- Today is Mental Health First Aid Day! With the right knowledge and skills, every conversation can be a turning point in someone's life. Learn how you can **#MakeEveryConversationMatter**: www.mhfa.com.au/our-day **#MHFADay**
- Becoming a Mental Health First Aider has helped me **#MakeEveryConversationMatter**. You can too! www.mhfa.com.au/our-day **#MHFADay**
- We're proud providers of Mental Health First Aid, making a difference one conversation at a time. **#MakeEveryConversationMatter** **#MHFADay**
- We spend up to 80% of our waking day in conversation – in person, on the phone, in virtual meetings, over text or via social media. These moments of connection are all opportunities to recognise the signs someone may be experiencing mental health problems and have a supportive conversation. Learn how you can **#MakeEveryConversationMatter**: www.mhfa.com.au/our-day **#MHFADay**
- Never underestimate the power of a conversation. **#MakeEveryConversationMatter** **#MHFADay**



DOWNLOAD SOCIAL
MEDIA ASSETS



Newsletter

Share or adapt the below message to reach staff and/or members before MHFA Day. We suggest 1-2 weeks before.

Subject:

Make Every Conversation Matter

Copy:

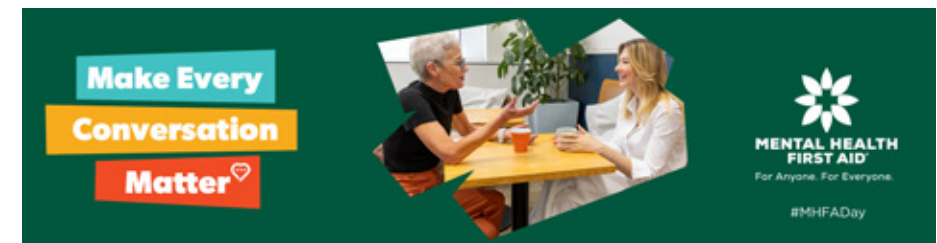
For 25 years Mental Health First Aid (MHFA) has been building circles of support around people facing mental health problems. Even though 1.5 million Australians are trained, MHFA remains one of our country's best-kept secrets.

That's why we are proud to support the first ever Mental Health First Aid Day on 19 August 2025 – to share the life-saving impact of conversation skills and encourage all Australians to #MakeEveryConversationMatter.

Whether you're an MHFAider, Instructor, provider, or someone wanting to make a difference, you can get involved: www.mhfa.com.au/our-day



DOWNLOAD
NEWSLETTER BANNER 1

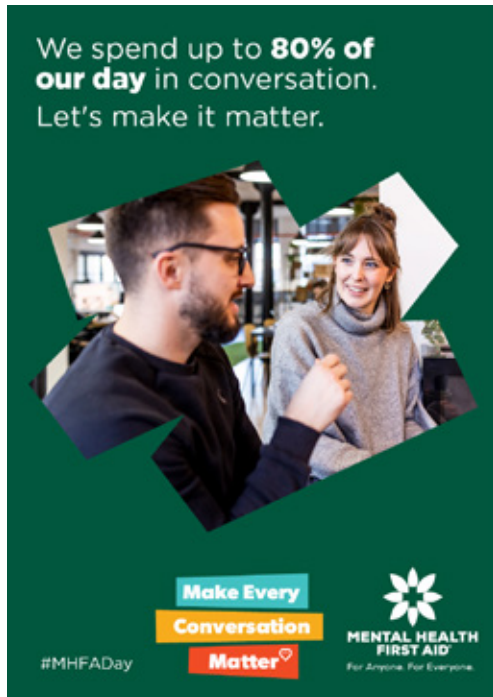


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NEWSLETTER BANNER 2

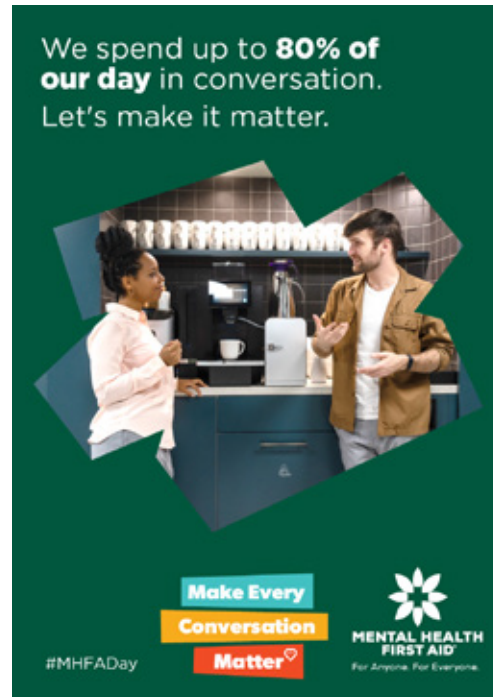


Posters

Download a poster to print and display at your workplace or community setting.



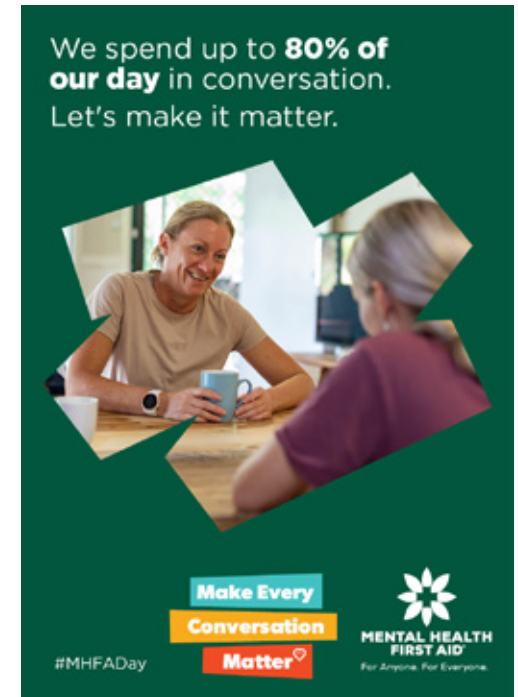
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POSTER 1



DOWNLOAD
POSTER 2



DOWNLOAD
POSTER 3

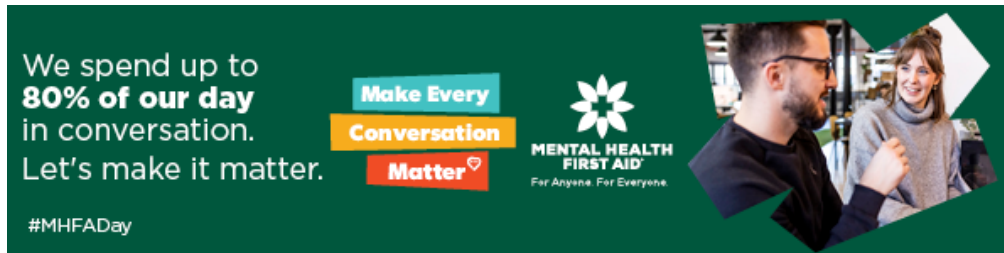


DOWNLOAD
POSTER 4



Email Signature

Download an image to add to your email signature and link to www.mhfa.com.au/our-day



DOWNLOAD
EMAIL SIGNATURE 1



DOWNLOAD
EMAIL SIGNATURE 2



Host a conversation

For MHFA Day, we're encouraging workplaces, schools and communities to come together and make every conversation matter by creating space to connect, listen and learn from one another. Explore some ideas below for how your workplace, school or community group can get involved.



Morning tea

Invite MHFAiders or Instructors in your workplace to host a casual morning tea or lunch where they:

- Share what MHFA is and why they got involved
- Share their biggest takeaways from the training
- Talk about what it's like to have a supportive mental health conversation at work
- Invite others to share a time someone showed them support (anonymity optional).



Walking conversation

Invite staff to pair up for a walk around the block and give them a topic to talk about - like how they manage stress, their favourite self-care activities, or what mental health means to them.

This is especially valuable for hybrid or remote teams to get out and about - encourage them to do a phone walk-and-talk.



Conversation wall or digital board

Create a space where people can anonymously share:

- A message of support to a colleague
- A mental health tip that works for them
- Why conversations about mental health matter.



Conversation cards or question jars

Provide conversation starter cards at lunch tables or in common areas with prompts like:

- "What does mental health mean to you?"
- "Who's someone that's had your back?"
- "What would you say to someone going through a tough time?"

Want to make an even bigger impact? Why not turn your activities into a fundraiser, raising vital funds to expand the Aboriginal and Torres Strait Islander MHFA program to train more instructors and reach more communities. Set up your fundraiser at <https://mhfa.grassrootz.com/mental-health-first-aid-aboriginal-and-torres-strait-islander-mhfa>

Join the celebration

To mark the day of action, we're hosting a night of celebration, connection and contribution with our Inaugural Mental Health First Aid Gala Dinner.

Set against the stunning backdrop of Melbourne's CBD, the Inaugural MHFA Gala Dinner will be held at The River Pavillion. This unforgettable evening will bring together MHFAiders, Instructors, leaders, advocates and supporters from across the country to reflect on 25 years of impact - and to look ahead to what's next.

Proceeds for the gala will go to supporting the growth of Aboriginal and Torres Strait Islander Mental Health First Aid - a community-led, culturally informed program that priorities the social and emotional wellbeing of Australia's First Nations Peoples.

Join us for a night of powerful stories of community impact, live entertainment, meaningful connection and a shared commitment to growing the circles of support Mental Health First Aid creates.

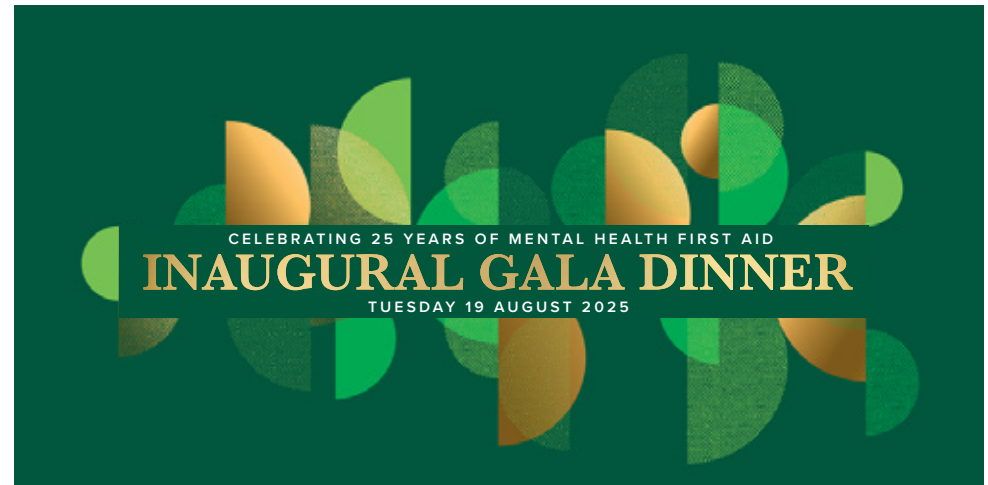
Secure a seat or table

Whether you've been a part of the MHFA movement from the beginning or only recently, this event - this day - is to celebrate you.

Join us for the stories, stay for the impact and leave inspired by what's next for Mental Health First Aid.

Secure your seat

To learn more about The Inaugural MHFA Gala Dinner, go to www.mhfa.com.au/get-involved/inaugural-mhfa-gala-dinner-2025/



Partner with us for the night

Position your organisation as a contributor to the growth of Aboriginal and Torres Strait Islander Mental Health First Aid while securing your seat - or table - to attend the Inaugural Gala Dinner.

We are offering 4 tiers of sponsorship with a range of opportunities to promote, engage and network with the mental health sector.

Download Prospectus



**MENTAL HEALTH
FIRST AID®**

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Connect with us



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