



Jai Rowell MP
Minister for Mental Health
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MEDIA RELEASE

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NSW GOVERNMENT PROUD TO SUPPORT “WHAT’S YOUR STATE OF MIND” MENTAL HEALTH AWARENESS CAMPAIGN

Minister for Mental Health Jai Rowell today announced the NSW Government’s support of the “What’s Your State of Mind?” mental health initiative as part of the 2014 State of Origin series, a program which helps to draw attention to the extensive support available for those affected by mental illness.

With the NSW Government partnering with the National Rugby League, the Queensland Government and a host of peak mental health organisations, Mr Rowell said the joint initiative sent a powerful message about the importance of addressing mental health issues within the community.

“There aren’t many things which unite Queenslanders and New South Welshmen and women at this time of year, but one thing we can all agree on is the need to help those in our community who are facing mental health issues,” Mr Rowell said.

“We like to think of the men carrying NSW and Queensland’s Origin hopes throughout this Origin series as being big tough blokes who are immune to pain.

“However it is important we realise that mental illness does not discriminate – anyone can be affected by depression at any time, which is why we are so committed to championing this cause and highlighting the range of mental health services which are available.

“This program not only offers mental health support for rugby league players past and present, but also aims to build awareness throughout the wider community of the extensive support that is available for those facing mental health issues.

“Throughout this year’s series, the NSW Government will once again be working with the NRL, our Queensland Government counterparts, the many outstanding not-for-profit mental health organisations and our Rugby League ambassadors in promoting this worthwhile cause.

“Since it was launched earlier this week, the campaign has already driven 120,000 views of the ‘What’s Your State of Mind’ YouTube promotional videos, as well as 2.5 million views through facebook.

“It’s the oft quoted mantra that State of Origin is all about ‘State versus State – mate versus mate’, but this is about the importance of mates helping mates in tough times, to ensure that they can pull through and get the help they need.”

Links to the “What’s Your State of Mind” social media promotion and further information on mental health organisations taking part in the initiative can be found at <http://www.nrlstateofmind.com.au>, with community advertising and promotional materials distributed at each game.