

## Proposal for a Promotional Campaign in Flaxmere

The Flaxmere Planning Committee is.....

In partnership with the Council we are implementing the Flaxmere Community Plan and are pleased to know that the Fusion Group for Suicide Prevention have agreed to adopt this plan.

The intention of the Promotional Campaign in Flaxmere is multi-faceted, designed to address the contributing factors that can lead to Suicide such as but not limited to alcohol harm, drug addiction, mental health and family harm. We wish to promote a community where “it is ok to ask for help”, that promotes connectedness and increases access to services. We will utilise already gathered feedback from youth and whanau to develop key messages that will be displayed through-out the community on the Welcome to Flaxmere signs, digital boards, posters and social media.

Outcome	Activity/Resources	Timeframe	Cost
<b><u>Outcome 1</u></b> <b>Promote a Community where “it is ok to ask for help”</b>	<ul style="list-style-type: none"> <li>• Test key messages with 150 youth ensuring at least 50% identify as male</li> <li>• From the testing select the three messages to be on the Welcome to Flaxmere signs.</li> <li>• Utilise the three selected messages create digital, poster and social media components</li> </ul>	Aug 2017	
<b><u>Outcome 2</u></b> <b>Promote Connectedness</b>	<ul style="list-style-type: none"> <li>• Develop insert into a quarterly community communication resource</li> </ul>	Sept 2017	
	<ul style="list-style-type: none"> <li>• Adapt above resources to connect other community groupings to this plan i.e. churches, schools, sports, streets, families etc.</li> </ul>		
	<ul style="list-style-type: none"> <li>• Source training for other community groupings as pathways to engaging with services</li> </ul>	February 2018	
<b><u>Outcome 3</u></b> <b>Promote Access to Services</b>	<ul style="list-style-type: none"> <li>• Plan an event to promote services in Flaxmere</li> </ul>	9th to 15th Oct 2017	
	<ul style="list-style-type: none"> <li>• Create opportunities to gauge participants interaction with services attending</li> </ul>	is Mental Health Awareness Week	
	<ul style="list-style-type: none"> <li>• Evaluate Promotional event</li> </ul>		
<b>Total Costs</b>			<b>\$20,000.00</b>