Congratulations! You’ve decided to take the plunge and organise a Youthbeyondblue event as a part of National Youth Week (NYW) 2012.

The Youthbeyondblue team has some tips to help you organise your NYW 2012 event or activity. Even if you’re not running a specific Youthbeyondblue-themed event, you can still use this material to show your support for Youthbeyondblue as a major partner of NYW 2012.

Please note: The info provided in this booklet is for you to promote your NYW 2012 event. To make sure it’s accurate, Youthbeyondblue requests that you don’t change words, stats or any details — if you’re unsure, please contact ybb@beyondblue.org.au and we’ll do our best to help you.

In this document you’ll find:
- loads of info about Youthbeyondblue and its involvement with NYW 2012
- quotes from beyondblue Acting CEO, Clare Shann and Chairman, The Hon. Jeff Kennett AC
- stats and facts about young people, mental health and other issues of concern to young people today, such as body image, family conflict, bullying and emotional abuse, coping with stress and depression
- instructions on how to use the Youthbeyondblue logo
- other exciting stuff!

So go on, have a squiz to find out how you can incorporate info about Youthbeyondblue into your NYW 2012 event.
Youthbeyondblue

Why not use these snippets to introduce your event and help explain what Youthbeyondblue does?

- Youthbeyondblue is the arm of beyondblue, the national depression and anxiety initiative, that has a specific focus on young people aged 12 to 25.
- Youthbeyondblue programs and projects aim to raise awareness of depression and anxiety in young people and focus on early intervention and prevention.
- Depression and anxiety are among the most common mental health conditions experienced by young people. Often, the symptoms aren’t recognised and young people don’t get the help they need. Sometimes, the signs can be ignored or passed over as “just part of growing up”.
- Youthbeyondblue’s messages are Look for the signs of depression and anxiety, Listen to your friends’ experiences, Talk about what’s going on and Seek help together!
- Youthbeyondblue aims to get the message out that it’s OK to talk about depression and anxiety, and encourages young people, their family members and friends to get help.
- Did you know that when young people are experiencing difficulties, up to 60 per cent don’t get the professional help they need?
- Up to 86 per cent of young people turn to their friends for help.
Youth beyondblue is proud to be a major partner of National Youth Week 2012.

Through partnerships with National Youth Week event organisers in all Australian states and territories, beyondblue, the national depression and anxiety initiative will raise awareness of depression, anxiety and related disorders among young people and the importance of seeking help.

Around one in four young people aged between 16 and 24 in Australia experiences depression. Of these, up to 60 per cent don’t get the professional help they need – maybe because they don’t have a regular doctor or they’re unlikely to talk to adults who aren’t family members. They are, however, talking to their mates. That’s why it’s important for young people to Look for the signs of depression and anxiety, Listen to their friend’s experiences, Talk about what’s going on and if necessary, Seek help together.

For more information on Youth beyondblue, depression and anxiety, head to www.youthbeyondblue.com or contact the info line on infoline@beyondblue.org.au or 1300 22 4636.

"beyondblue is proud to be supporting National Youth Week again in 2012. Since 2006, we’ve been getting the message out to young Australians that depression and anxiety are common and help is available. If you’re going through a tough time, there’s no need to be ashamed about the way you’re feeling or try to manage things on your own. Keeping it to yourself only makes things worse."

"Across Australia, we’re supporting 80 Youth Week events to encourage young people to Look for the signs of depression and anxiety, Listen to what their friends are saying, Talk about what’s going on and Seek help together."

"This year, the theme for National Youth Week is Imagine. Create. Inspire. I encourage all young people to take a moment to imagine the difficulties faced by people with depression and anxiety, start a conversation about it, and talk about ways to stay mentally, as well as physically healthy. By doing this, we can help break down the stigma surrounding mental illness and improve the lives of people with depression and anxiety disorders."

"We know that depression and anxiety among young people is common. About 160,000 young people living in Australia currently have depression – yet most do not seek help. National Youth Week is a good opportunity for young people to learn about the signs and symptoms of depression and anxiety, and look out for those signs in themselves, their friends and family members. We need to ensure that young people realise that good mental health is just as important as good physical health."
Stats and facts

- Around 160,000 young people (aged 16 to 24 years) live with depression.*
- Depression and anxiety can be as serious, debilitating and life-threatening as a physical illness – yet less than half of those experiencing depression seek help.*
- Adolescence is a critical time for mental health and it is estimated that 75 per cent of adult mental health disorders begin in adolescence.^
- The 2007 National Survey of Mental Health and Wellbeing found that about one in four Australians aged 16 to 24 years had a mental health disorder in the preceding 12 months.*
- The top issues of concern to young people in 2011 were school or study problems, coping with stress and body image, family conflict and bullying/emotional abuse and depression.^
- In 2011, 1 in 5 young people said they did not have anywhere to go for advice and support.^

Key messages

- beyondblue aims to raise awareness of depression and anxiety to help reduce the associated stigma and encourage people to seek help.
- Depression is an illness which can be treated. With the right treatment, most people recover.
- A range of effective treatments are available.
- People should not be afraid to talk about depression and anxiety. There is no shame in being depressed or anxious, and neither illnesses should be seen as a sign of weakness.
- If you are feeling depressed or anxious, or you know someone who is showing signs of depression or an anxiety disorder, talk about it and seek help from a General Practitioner or other health professional.
- For more information about depression and anxiety, available treatments and where to get help, visit www.youthbeyondblue.com, call the beyondblue info line on 1300 22 4636 (local call cost from a landline) or email infoline@beyondblue.org.au
- The beyondblue info line is not a counselling line, but callers can ask questions, request information and get help to find a doctor or health professional in their local area.

^ Mission Australia National Survey of Young Australians: key and emerging issues.

Do people attending your event love the free Youthbeyondblue merchandise that we’ve sent you? We can send them some too!

Want to order free stuff, like temporary tattoos, stickers and wristbands? Go to www.youthbeyondblue.com or call 1300 22 4636.
Acknowledgement of Youthbeyondblue at your event

Thanks for showing your support for Youthbeyondblue. Not only can you do MC shout-outs, distribute media releases and hand out resources — you can include our logo, name and Look, Listen, Talk, Seek help buttons on stuff you’re producing. Whether for posters, flyers, TV ads, letters, resources, publications or anything else, we would love you to use the Youthbeyondblue logo and our key messages. So to make things easier, we have included some info here on how you can use the logo — and how NOT to use it.

Why not use our logo or buttons on a poster or flyer?

The Youthbeyondblue logo looks like a butterfly at first, but take another look and you’ll see two faces!

Too small and can’t read

The perfect example

Bits of the logo are missing or cut-off

Distorted or made to look different

Used on a coloured background or directly over an image

The Youthbeyondblue ‘buttons’

Are you going to get fancy and need a special logo file (like an EPS file or something on a transparent background)? Either get in touch with your local Office for Youth or email us at ybb@beyondblue.org.au and we’ll try our best to get it sorted for you.
The Youthbeyondblue name

The Youthbeyondblue name is all one word, with the first letter in upper case and the remainder in lower case. Where the Youthbeyondblue name appears alone (not in documentation with a specific font) it is preferable (but not mandatory) that it be in Arial font size 11 or 12.

The beyondblue name is a little trickier. It should all appear in lower case and italics, and for the first mention, it should be introduced as beyondblue, the national depression and anxiety initiative. After that, you can refer to it as just beyondblue.

Approval process

The approval process is different in every state and territory. The best people to ask are those who sent this resource to you – your local Office for Youth.

Whenever you do talk about Youthbeyondblue or place our logo, the content needs to be approved. (Placing the logo literally means just sticking it somewhere on your publication.)

Why? We check the logo to make sure it represents Youthbeyondblue the way it’s supposed to, e.g. that it’s not squished, the wrong colour or put next to something we don’t want to endorse (such as an alcohol company).

As beyondblue and Youthbeyondblue are registered trademarks, we need to give you permission to use them. This is usually not a problem - you just need to ask us first.

While we do our best to respond quickly, approval can take a couple of days, particularly during the lead up to NYW, so remember to build this into your timeframes.

Acknowledgement bylines

You could include these on an event program or running sheet.

- This event is proudly supported by Youthbeyondblue.
- This event is proudly supported by Youthbeyondblue and (insert your other partners’ names here).
- Youthbeyondblue is a major partner of National Youth Week 2012 in (insert your state or territory).

The information provided in this document is to be used as a guide only. Use of this information is permitted only after your documents have been checked and approved by the Youthbeyondblue team (this needs to occur before publication). Email us at ybb@beyondblue.org.au for more info.

Good luck with your event!