

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Additional Estimates 2010-2011, 30 May 2011

Question: E11-500

OUTCOME 11: Mental Health

Topic: MENTAL HEALTH - BEYONDBLUE

Hansard Page: CA 60

Senator Siewert asked:

*{Contract with beyondblue for component of Taking action to Tackle Suicide package}*

- (a) How much of that money have you agreed with *beyondblue* will be targeted to specifically young men?
- (b) Can you take on notice whether there is a percentage set aside for young men?

Answer:

Funding of \$9 million (GST exclusive) from 2010-11 to 2013-14 is being provided to *beyondblue* for the *Targeted campaigns for men's mental health* element of the *Taking Action to Tackle Suicide* package.

While no percentage of this funding has been allocated to specifically target young men, *beyondblue* have identified this high risk group as a priority group to target with the campaign activities and recognise the need to develop messages that resonate with them.

To ensure the campaign development and roll out are informed by the best available research and consumer views, *beyondblue* are planning a summit during Mental Health Week 2011 to examine best practice and existing activities in Australia and internationally and develop an action plan for the campaign. The Department understands that *beyondblue* will use this summit to determine how to get the messaging and targeting of the campaign right and build on, rather than duplicate, other community and government efforts to reduce stigma, raise awareness and encourage help seeking by men.