
Australia Post and Beyond Blue team up for a mental health check-in

2022/08/31 15:10 στην κατηγορία INTERNATIONAL

Australia Post's popular free postcards will arrive in millions of letterboxes and at post offices around the country next week, helping Australians to check in and support one another ahead of R U OK? Day and in the lead-up to Mental Health Month.

In partnership with Beyond Blue, Australia Post will once again deliver three million free postcards, which Australians can send free of charge to show they are thinking of family and friends.

As well as a blank, prepaid postcard to send to family or friends, there's also a tear-off part that contains helpful information about the importance of connection for our mental health.

Australia Post General Manager Community and Stakeholder Engagement Nicky Tracey said the postcards were a popular way to stay in touch when first launched in 2021 during lockdowns, and she was proud to continue to partner with Beyond Blue to connect millions of Australians.

"We were thrilled with the response to this wellbeing initiative last year. It was great to hear stories of people writing postcards for the first time in years and also the joy of finding a surprise message from a loved one in their letter box."

"This year, with many Australian households under cost-of-living and other pressures, this is a really simple way people can reach out to check in on loved ones or send messages of love and support."

Beyond Blue Chief Executive Officer Georgie Harman said the partnership with Australia Post played a significant role in sharing important mental health messages with the community.

"Australia Post has delivered mental health information to more than 7 million households since our partnership began in 2020. This postcard campaign is another way to get people talking about mental health and supporting each other."

The postcards will be delivered to suburban and regional households and are also available at selected post offices around the country.

(Australia Post)