

Be Kind to Your Mind: Babum Yumal Project Queensland

Overview

History

Be Kind to your Mind (BKTYM) is a Queensland Health campaign to promote mental health on a population level. The program uses television, radio and local press advertisements to run mental health promotion messages, and to invite the community to participate in mental health activities. The program commenced in July 2006. The 6 key messages of the campaign are:

- Talk about it
- Take a break
- Make contact
- Work it out
- Stress less.

'Babum Yumal' (Healing Body) is an Indigenous project within the BKTYM initiative.

Aims

The Babum Yumal activities aim to support the health and wellbeing of Indigenous communities through promoting and supporting healthy traditional lifestyles. These activities also aim to develop connections with local services and organisations. The 6 key messages of the BKTYM project are imbedded throughout Babum Yumal's activities.

Focus

This is a mental health promotion project. Good physical health and supportive social and cultural environments are important for good mental health and wellbeing.

Target group

Aboriginal and Torres Strait Islander people in the Innisfail (Qld) region.

Project structure

Lead agency

The Mental Health Promotion Unit, Population Health Branch, Queensland Health.

Partnerships,

- Mamu Health Services,
- Active Gym,
- Police and Citizens Youth Club,
- Healthier Great Green Way and Nutrition,
- Physical Activity and Mental Health Promotion Unit, Tropical Population Health Unit, Cairns.

Funding

Funding is provided by Queensland Health.

Project description

Three eight-week programs have been developed. Activities include:

- walking groups;
- women's gym;
- men's gym; and
- 'Food we eat' and 'Healthy kids' cooking and nutrition information sessions.

Participants keep a health diary for the duration of the 8 week program. Activities utilise local people, services and organisations. The program concludes with a Family Day and Christmas Party.

Additional readings and resources

Be Kind to Your Mind website:

<http://www.health.qld.gov.au/bekindtoyourmind/>

Contact details

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