

2022 Brief
Response due by: 5pm 10th Dec
Apply to: admin@admental.com.au

TASK:

To create a script for an engaging 30-60sec video that highlights the need for understanding and support for the mental health of Australia's First Responders (Fire, Ambulance, Police). Just because they are regarded as our "strongest" does not make them invincible to a wide range of mental health issues. The best 2 scripts will be selected to be produced in association with an advertising agency with a \$1,500 production budget.

BACKGROUND:

First responders are those who are first on the scene where there is an emergency or crisis, so they are exposed to some incredibly traumatic situations. They are all trained to deal with trauma but being constantly exposed to traumatic situations without the appropriate support and the opportunity to debrief can challenge their mental health. This is however not the only reason for poor mental health. Many report it is when their personal safety or reputation is threatened that they feel their mental health has been most impacted. Burn out is also common among full time staff caused by the relentless nature of their work. For Ambos and Police, they can go without meal breaks, do overtime, and have no downtime between jobs.

Relentless exposure to trauma also contributes to a high rate of PTSD. "Even the most resilient of individuals will lose the capacity to bounce back after challenging tasks outside of their normal operational experience." But the triggers for this will come in different ways. Often the 'jobs' that seem the most unassuming will stay with a first responder well after they have left their shift.

The support network differs for each service. The SA Ambulance Service provide for their staff with on-call psychologists, the Metro Fire Service is becoming more proactive in this space and while SAPOL has the best of intentions there is still a cultural shift that needs to happen before mental health support can be widely accepted. What is concerning about that is that out of the three services, the Police Force has the highest rate of suicide.

The community perception differs for each service. Ambos and Fire are often perceived as heroes, the ones the community relies on to 'rescue us', they save lives and burning property. Police Officers are the ones we call on to protect us, against violence and crime, often misaligned as revenue raisers, they are not always seen as heroes. The work they do as first responders attending fatal and serious traffic accidents, regularly exposed to human tragedy often forgotten when a traffic infringement notice is issued. This perception and sense of value can also impact on a first responder's mental health in different ways.

To cut to the chase, there is not enough mental health support available for our First Responders to ensure they can both deal with tragedy, but also maintain a healthy mind with all the pressures and stresses they face.

KEY OBJECTIVE:

Make Mental Health support a mandatory service for all First Responders as we know that a mix of clinical and peer support is proven as the best way to support their workforce across a whole range of mental health issues.

GET: First Responder Employers and the wider community

WHO: Assume that First Responders familiarity to trauma makes them resilient to all mental health challenges.

TO: Normalise mental health conversations especially between First Responders and Employers

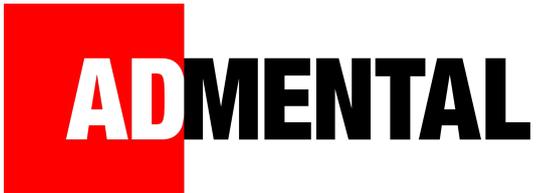
BY: Showing that our "strongest" do not currently have the program in place to support them to maintain a healthy mind.

MANDATORIES:

Call to action for employers – visit admental.com.au for guidance.

ANYTHING ELSE TO MENTION:

- No hero worshipping, first responders impacted by mental health challenges do not respond well to this.
- We need to take the onus off first responders to be responsible for mental health challenges and talk about changing a culture. The appetite is there.
- We should not assume that the mental health impact they experience is the same across all services.



2022 Brief
Response due by: 5pm 10th Dec
Apply to: admin@admental.com.au

RESPONSE FORM

Please upload your script as a word/pdf document along with the below details.

NAME:

EMAIL ADDRESS:

PHONE NUMBER:

200 WORDS TO EXPLAIN YOUR CONCEPT AND SHARE YOUR VISION:

WHERE DID YOU HEAR ABOUT THIS OPPORTUNITY?

All information will be kept confidential and contact details will only be used for AdMental communications.