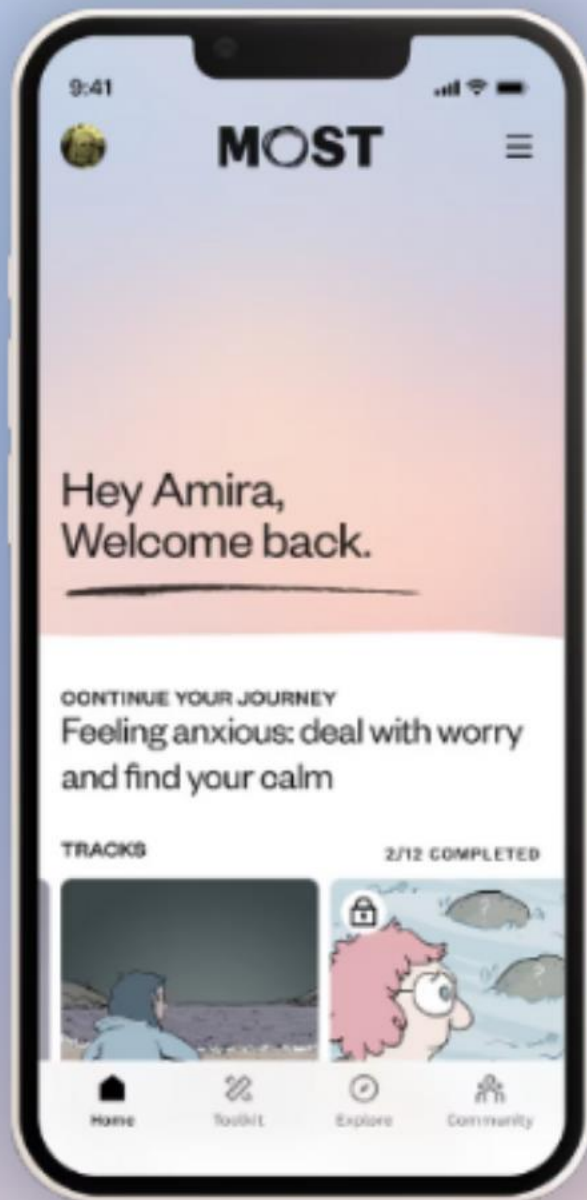


2026

MOST Promo Toolkit



MOST

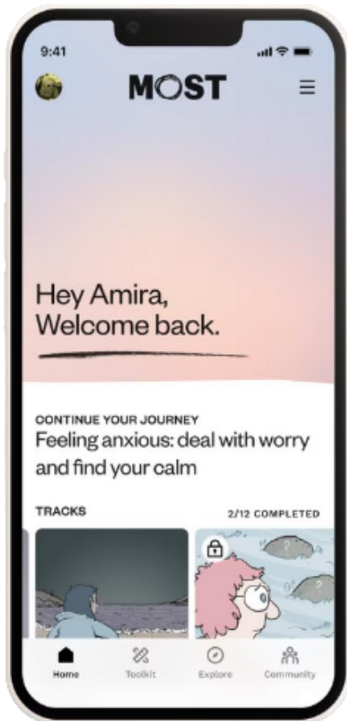
Free mental health support
for 15–25-year-olds
in Australia

MOST / *gen* Digital

MOST Promotion Toolkit

This pack has everything you need to share MOST with your community, young people, their families, and the people who support them. MOST is a place for young people aged 15–25 to find free mental health support. No referral, no Medicare card, no cost.

Whether you're a school, health service, community or corporate organisation, these resources make it easy to introduce MOST wherever you already connect with your community — in print, online, or in person.



How to talk about MOST

A place for young people to find free mental health support

Whether you're having a tough time, feeling overwhelmed or just want some extra support, MOST is there.

Explore practical tools, connect with other young people or talk one-to-one with mental health experts. Go at your own pace and come back whenever you need it.

MOST is free for 15–25-year-olds in Australia, with no referral needed. Visit most.org.au or download MOST from the Apple App Store or Google Play to get started.

What's included:



Mini-card



Flyers



Posters



Social posts



Digital screens



Email banners



Web tiles



Adult resource

MOST mini-card

Specs: size (trim) 88.9mm x 50.8mm, landscape

The MOST mini card is a pocket-sized way to introduce MOST to a young person. Use it at events, orientation weeks, welcome packs or resource centres so young people can quickly see that free mental health support is available, and know where to go when they're ready to learn more.



How to use

Hand out at events, orientation weeks, welcome packs, or resource centres — a pocket-sized way to introduce MOST to a young person

[Download PDF →](#)



MOST A5 Flyer

Specs: Size (trim): A5, 148 x 210 mm, portrait. Bleed 3mm

This A5 flyer is designed to introduce MOST as a simple, take-home resource for young people. Use it in intake settings, waiting rooms, orientation sessions or community events to help 15–25-year-olds discover free mental health support they can access at any time.



How to use

Give out at intake, waiting rooms, orientation sessions, or community events — something a young person can take away and read at their own pace.

Download PDF 1 →

Download PDF 2 →



MOST Posters

Specs: Size (trim): A3, 297 x 420 mm, portrait. Bleed 3mm

This A3 poster is designed to introduce MOST in shared spaces where young people spend time. Display it in classrooms, waiting rooms or common areas to raise awareness of free mental health support for 15–25-year-olds and help them discover MOST whenever they're ready.

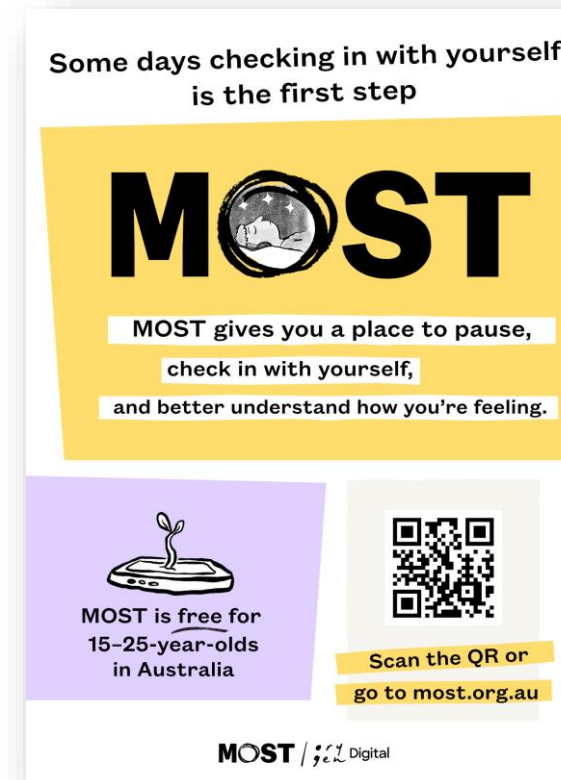
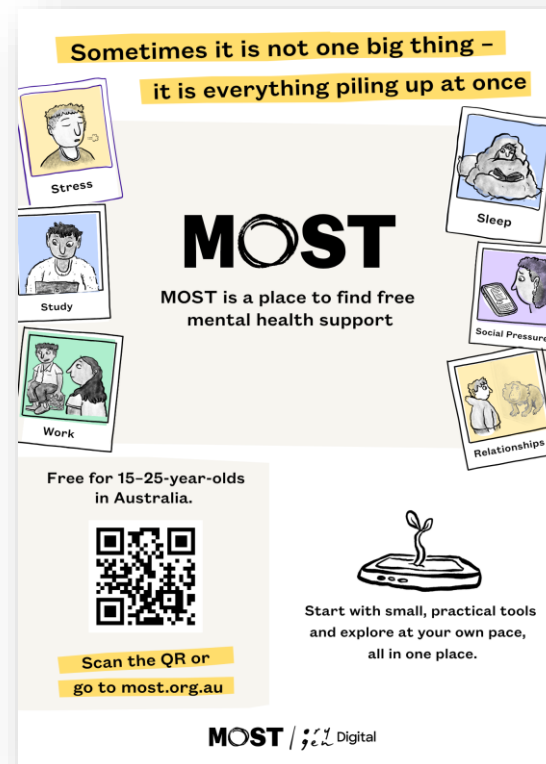


Display MOST posters in:

- Classrooms and school corridors
- Counselling offices and student wellbeing hubs
- Clinic, headspace and hospital waiting rooms
- youth centres, libraries and community noticeboards
- Campus common rooms and study spaces

[Download PDF 1 →](#)

[Download PDF 2 →](#)



Available with print marks, email ani.ingles@orygen.org.au

MOST partner social post

Specs: Size: 1080 x 1080 px (square, 1:1 ratio)

Caption:

We've partnered with MOST to give young people aged 15-25 at [Organisation] access to free mental health support.

On MOST, young people can start with practical tools, connect with other young people or talk one-to-one with mental health experts. They can explore at their own pace and come back whenever they need more support.

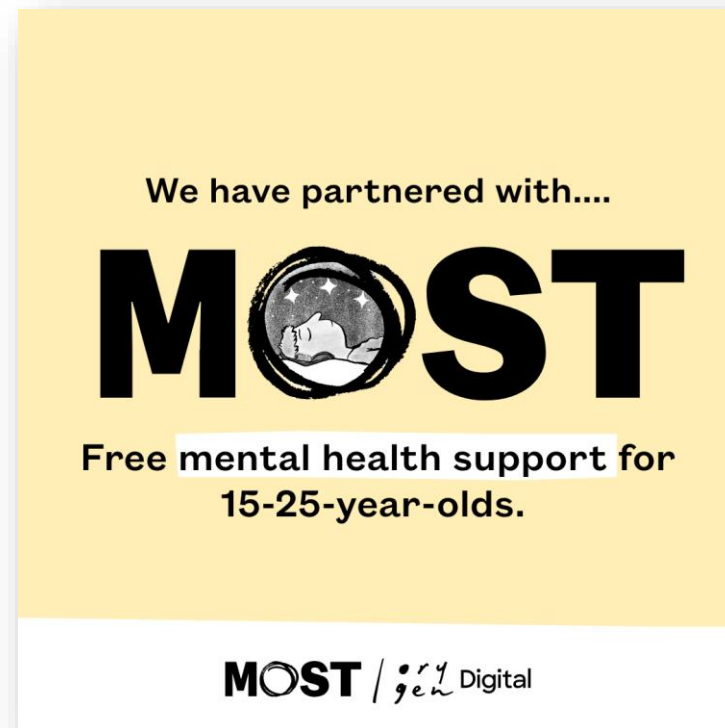
- Backed by more than 15 years of research from Orygen
- Can be used on its own or alongside other support
- 93% of young people would recommend MOST to a friend

No cost. No referral needed.
Learn more at most.org.au

How to use

Share on your organisation's social channels to introduce MOST to your community.

[Download PNG →](#)



More colours available, email ani.ingles@orygen.org.au



MOST young person social post

Specs: Size: 1080 x 1080 px (square, 1:1 ratio)

Caption:

MOST is a place for young people aged 15–25 to find free mental health support. Young people can start with practical tools, connect with other young people or talk one-to-one with mental health experts. They can explore at their own pace and come back whenever they need more support.

- Backed by more than 15 years of research from Orygen
- Can be used on its own or alongside other support
- 93% of young people would recommend MOST to a friend

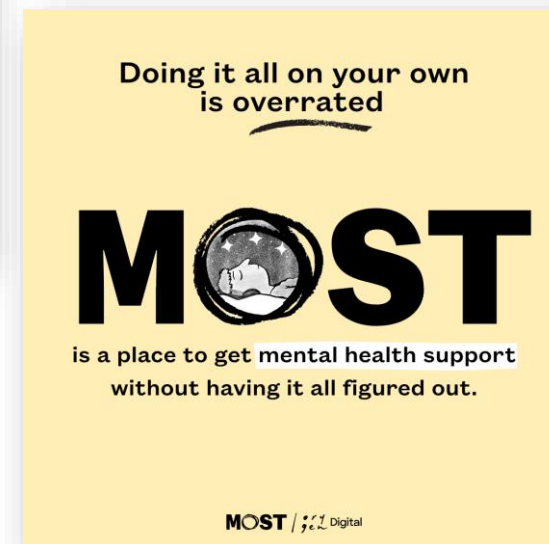
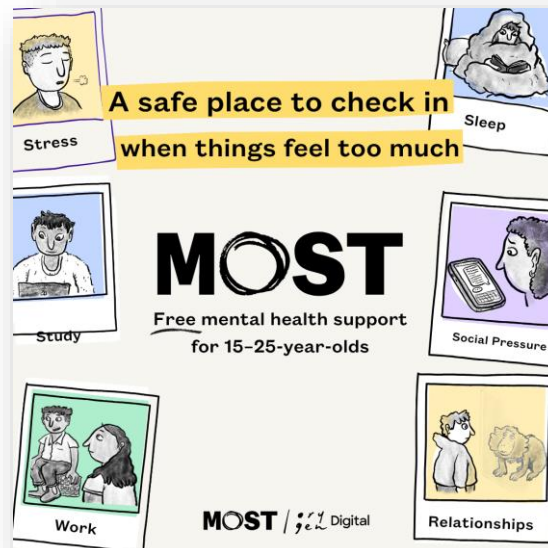
No cost. No referral needed.
Learn more at most.org.au

How to use

Share MOST directly to young people on your organisation's social channels, to help them discover and access MOST.

Download PNG 1 →

Download PNG 2 →



More colours available, email ani.ingles@orygen.org.au

MOST email banner

Specs: 600 x 200 px (optimised for common email widths)

Email copy: MOST – A place for young people to find free mental health support

MOST is a place for young people aged 15–25 to find mental health support — now available right across Australia.

It's free. No referral, no Medicare card, no cost.

Young people can start with practical tools, connect with other young people or talk to mental health experts, peer workers and work and study specialists. They can explore at their own pace and come back whenever they need more support.

MOST was designed with young people and mental health experts, and is backed by more than 15 years of research from Orygen.

Whether you're waiting for other support, between appointments or simply need somewhere to turn, MOST gives you a place to get started.

Get started by downloading the app or at most.org.au

How to use

Add to your email signature, newsletter header, or community emails and share an email sharing MOST and linking through to most.org.au.

Download PNG 1 →

Download PNG 2 →



More colours available, email ani.ingles@orygen.org.au



MOST website tile

Specs: Size: 1200 x 600 px

Website copy:

MOST is a place for young people aged 15–25 in Australia to find free mental health support. Whether you're dealing with stress, sleep issues, anxiety, relationship challenges, study pressure or simply feeling overwhelmed, you can start with practical tools, connect with other young people or talk one-to-one with mental health experts.

Explore at your own pace and come back whenever you need more support. MOST was developed by Orygen Digital with researchers, clinicians and young people, and is backed by more than 15 years of research. There's no cost or referral needed. Visit most.org.au or download MOST from the Apple App Store or Google Play to get started.



How to use

Embed on your website's "Find Help" or resources page, linking through to most.org.au.

Download PNG →



MOST Digital Screen

Specs: 1080 x 1080px

Loop this slide on digital screens in reception areas, waiting rooms or shared spaces where young people gather.

Use the glance-and-go message and QR code to help 15–25-year-olds quickly discover that MOST is a place to find free mental health support and access it when they're ready.

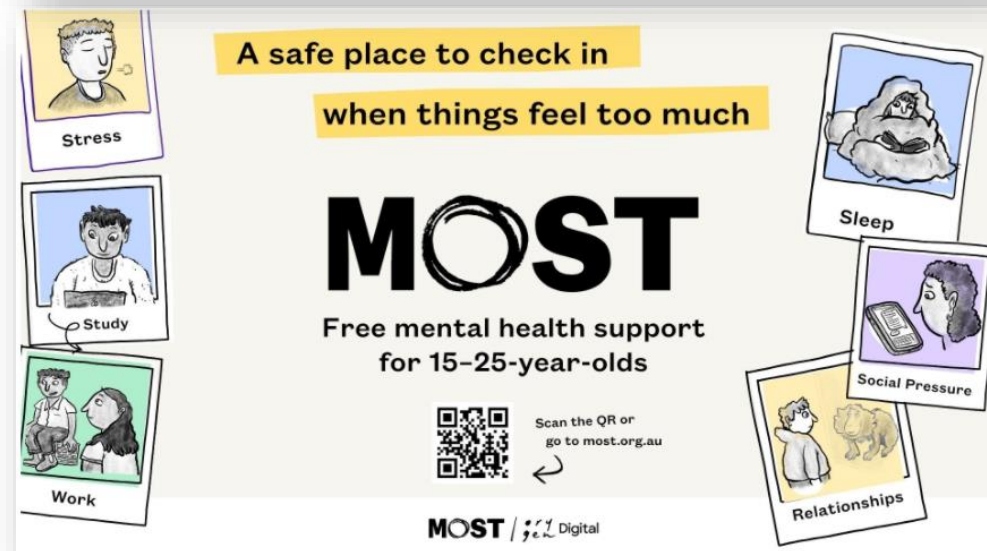
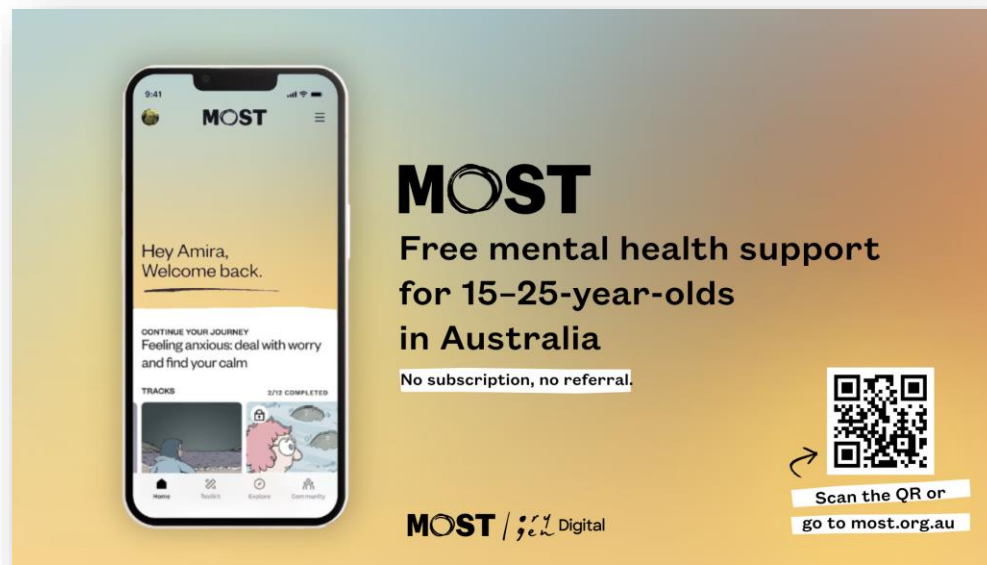


Display MOST Digital Screens in:

- Youth and mental health services.
- Clinic and hospital waiting rooms.
- School and campus common spaces.
- Community centres and libraries.
- Foyers or shared screens.

Download PNG 1 →

Download PNG 2 →



More colours available, email ani.ingles@orygen.org.au

MOST adult resource

Specs: A4, 210 x 297 mm

Copy:

MOST is a place for young people aged 15–25 to find free mental health support.

Whether your young person is feeling stressed, overwhelmed, anxious, struggling with sleep or just not quite themselves, MOST can help them get started with support and come back whenever they need more.



How to use

Share with trusted adults, parents and carers so they have a simple way to introduce MOST to a young person in their life.

Download PDF →



MOST

A safe place for your young person to find support

MOST is a place for young people aged 15-25 to get free, online mental health support.

Whether they're feeling stressed, overwhelmed, anxious, struggling with sleep or just not quite themselves, MOST makes it easy for young people to get started with support and come back to if they ever need more.

What can young people do on MOST?

Young people can:

- Explore practical tools and activities for things like sleep, stress, anxiety, depression, body image and study pressure.
- Safely connect with other young people in a moderated community
- Talk 1:1 with mental health experts: clinicians, peer workers, and study specialists
- Use MOST at their own pace, whenever they need, even before they have everything figured out

How does MOST support safety?

MOST has been designed by researchers and mental health experts, alongside young people.

Our clinicians, peer workers and study specialists have safety processes and escalation protocols if they think a young person is at risk and needs more support.

The community is moderated by trained peer workers, supported by technology that helps identify potentially risky content, so staff can review and respond quickly.

How can young people get started on MOST?

MOST is 100% free because it is funded by the Australian Government. Young people aged 15-25 do not need a referral to join MOST.

There's 3 easy steps to get started:

1. Visit most.org.au or download the free app from the [Apple App Store](#) or [Google Play](#)
2. Create an account and answer a few onboarding questions
3. Start exploring

How can you introduce MOST to your young person?

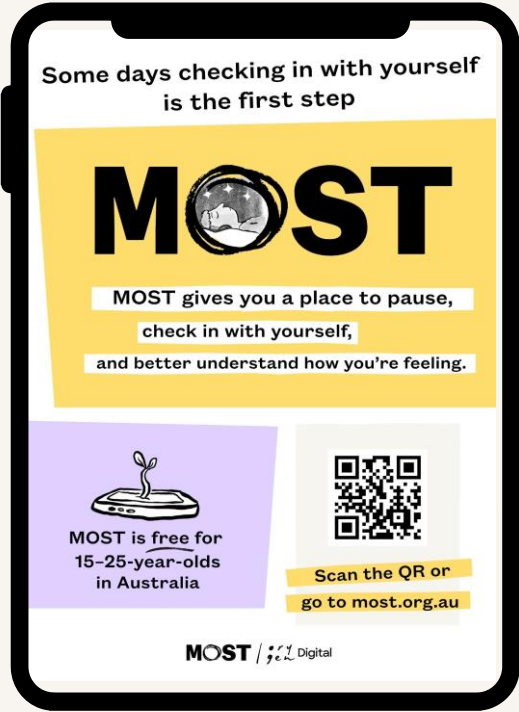
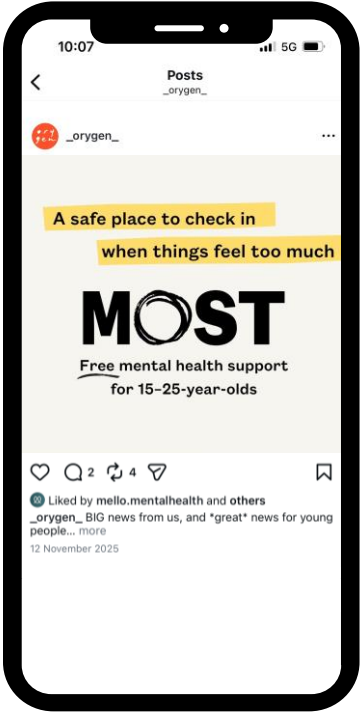
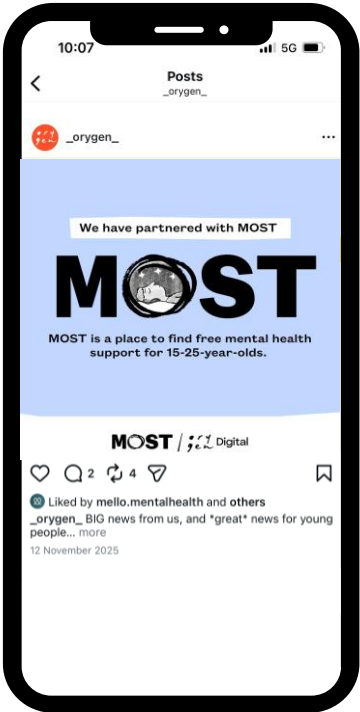
You might say:

"Sometimes it's hard to explain how you're feeling or know what to do about it. There's a free service called MOST that you can use to get some extra support. Why not download the app, try some of the tools, see what fits, and, if you want to, you can connect with other young people or talk to mental health experts."

MOST / iZ Digital



MOST promo examples



Thank you

hellomost@orygen.org.au
most.org.au

