

2026

MOST Mental Health Month Activation Pack

Make the

MOST

of Mental Health Month

MOST / *gen* Digital



Stress



Study



Work



Sleep



Social Pressure



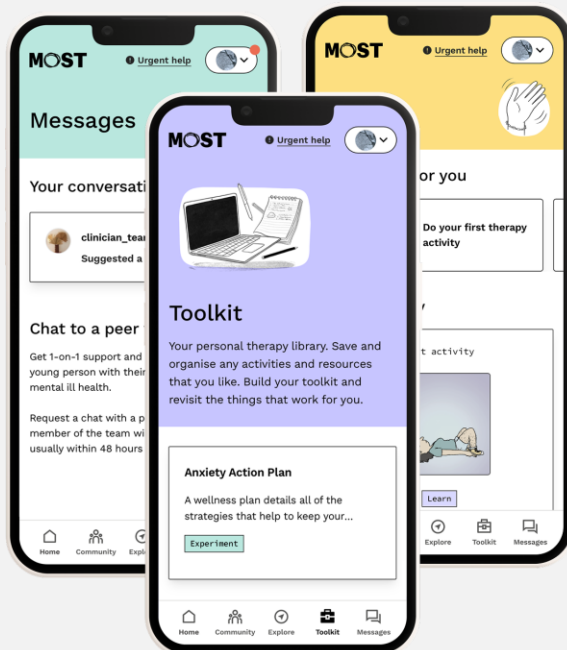
Relationships

Meet MOST

MOST is place for young people to find mental health support

Whether they're 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. Young people aged 15-25 can explore practical tools, connect with other young people and talk one-to-one with mental health experts.

Scan here for the
MOST website



25k+

young people have
used MOST

93%

would recommend
to others

44%

significantly improved
anxiety/depression

MOST brings together:



Practical tools and guided support



Personalised therapy toolkit



A moderated online community



**Professional support from mental
health and study experts**



Why share MOST this Mental Health Month?

We are facing a youth mental health crisis...

Since 2020, MOST has been in live service delivery within youth mental health services, refined through years of clinical research and co-design with young people, and last year, thanks to Commonwealth funding, MOST launched nationally, making free, evidence-based mental health support available to every 15–25-year-old in Australia.

In just the last 12 months, MOST supported 2,400 young people to get care — but millions more still don't know it exists. That's the gap we're asking you to help close this Mental Health Month. Signing up takes minutes, and once signed up, young people can start with practical tools, connect with peers, or talk one-to-one with mental health experts, at their own pace.

Our ask this October is simple: help us put MOST in front of as many young people as possible, so that when they're stressed, overwhelmed, or just not quite themselves, support is already front of mind — and taking that next step feels easy, not daunting. You don't need a big campaign to make a difference. Sending one email, sharing a single social tile, or adding a web banner takes minutes — and it could be the moment a young person finds the support they need.

#1

Mental ill-health is the number one cause of disability **worldwide**, with 75% of presentations by age 25¹



40%

of young **Australians** experienced a mental health disorder in 2020-21²



Ways to get involved this October

However much time you have, there's a way to share MOST. Do one thing, or stack a few for bigger impact. The more ways young people see MOST, the more likely they are to remember it when they need it.

**Share MOST
digitally with
young people**



× **Share MOST on digital channels**

Add a website tile or banner, post a social tile, or drop MOST into your email signature or newsletter. Low effort, always-on visibility.

**Share MOST in-
person with
young people**



× **Display MOST in person**

Print the mini-card, flyer or poster and place them where young people already are — waiting rooms, counters, noticeboards, orientation packs, or loop the digital screen asset in shared spaces.

**Share MOST
with your
staff and
network**



× **Share MOST with your staff and network**

Send the staff email to young employees, invite your team to a MOST session, or share the adult resource with parents, carers and trusted adults who support young people.

Here's what stacking could look like

1. Print the mini-cards and hand out with every service interaction in October
2. Add the MOST web banner to your homepage for the month
3. Send one email to your 15-25 audience introducing MOST

Get recognised as an impact partner

Every action counts — and we want to celebrate the organisations who help us get MOST in front of young people.

Let us know how you got involved and the reach of your activation by the end of October, and we'll recognise your organisation as an Impact Partner in our end-of-campaign wrap-up.

What you'll get:

- Featured as an Impact Partner in our October wrap-up
- A shout out on our Make the MOST of Mental Health campaign page on the MOST website
- Access to a co-branded campaign social tile celebrating the young people MOST supported this October, to post on your own channels

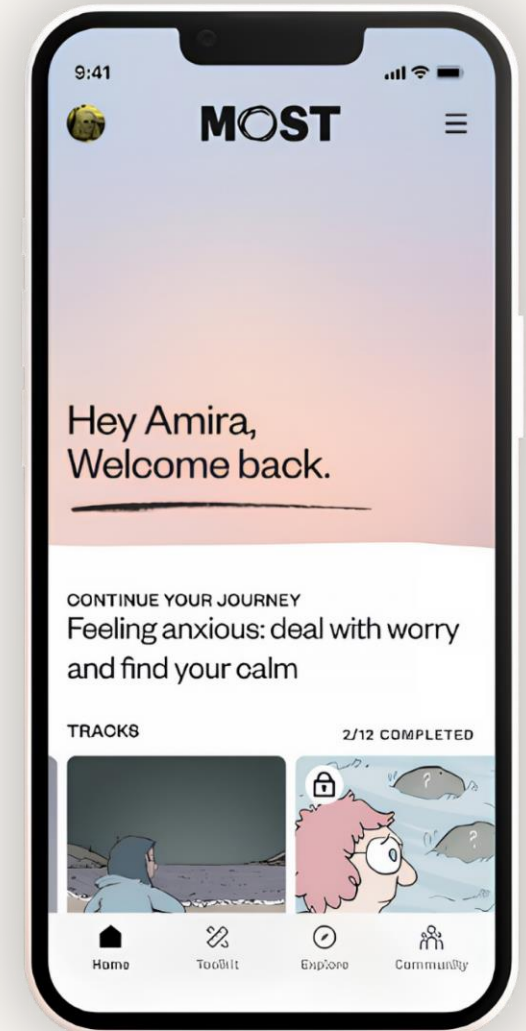
How it works:

- Let us know that you'll be taking part
- Tell us what you did (e.g. shared the email, displayed posters, organised a staff MOST session) and roughly how many people you reached - an estimate is fine
- We'll credit your organisation in our end-of-campaign impact post
- Impact Partner recognition is reserved for organisations who've directly worked with us on this campaign

Key Dates:

- 15th Sept – 30th Sept — Let us know you're onboard + book a chat
- 1st October 2026 — Mental Health Month begins
- 2nd November 2026 — Deadline to share your reach with us
- 6th November — Impact Partner wrap-up published and social tile shared

Whether you shared one email or ran a full stack of activations, we want to hear about it as every young person reached is a win worth celebrating. Get in touch: ani.ingles@orygen.org.au



MOST Mental Health Month Toolkit

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

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What's included:

- ☒ **Mini-card**
- ☒ **Flyers**
- ☒ **Posters**
- ☒ **Social posts**
- ☒ **Digital screens**
- ☒ **Email banners**
- ☒ **Web tiles**
- ☒ **Adult resource**
- ☒ **Mello app**

Add a MOST web 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 →](#)



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



Share a MOST email

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



Post MOST on socials

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

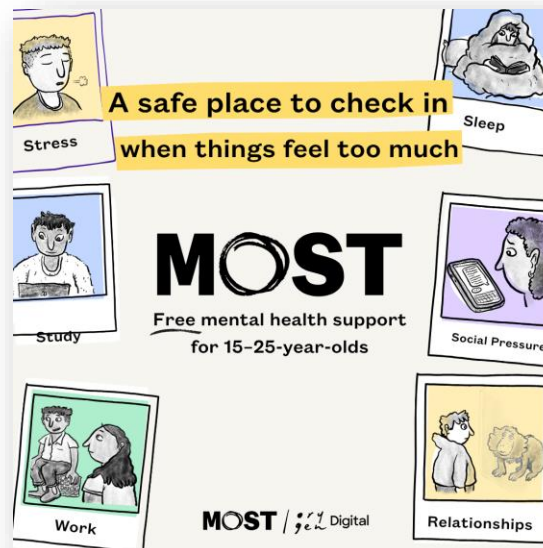
No cost. No referral needed.
Learn more at most.org.au

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 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 →



Sometimes it is not one big thing –
it is everything piling up at once

Stress

Sleep

Study

Work

Social Pressure

Relationships

MOST

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

Scan the QR or
go to most.org.au

MOST is a place to find mental health support when life feels too much, and you're not sure where to turn.

Start with small, practical tools, explore at your own pace, and come back when you need more.

You do not need a full plan before you begin. Just take one step and see what helps.

MOST / Digital

Some days checking in with yourself
is the first step toward feeling better.

MOST

is a place to find free mental health support.

MOST gives you a quiet place to check in when life feels busy, overwhelming or uncertain.

Explore tools and activities that help you better understand how you're feeling, notice what's going on, and figure out what you might need next.

If you need more support, you can come back to MOST and connect with the online community or mental health experts.

Scan the QR code or go to
most.org.au to get started
– no referral needed.

MOST is free for 15–25-year-olds in Australia.

MOST / Digital



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.

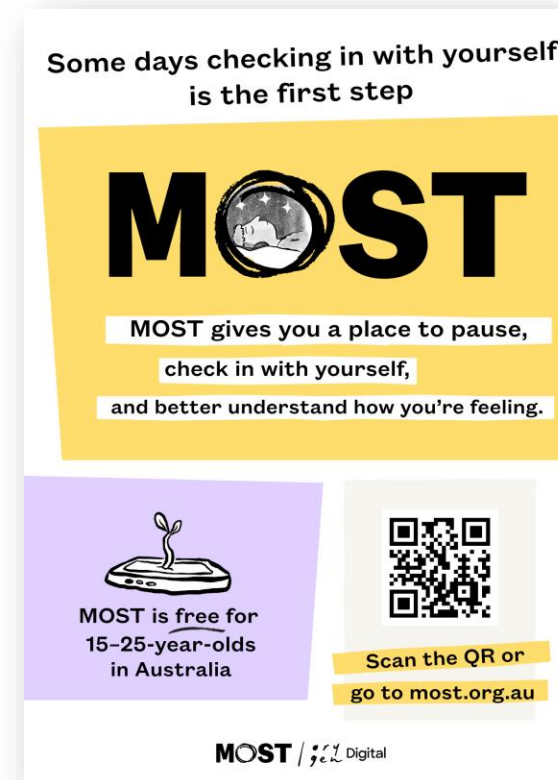
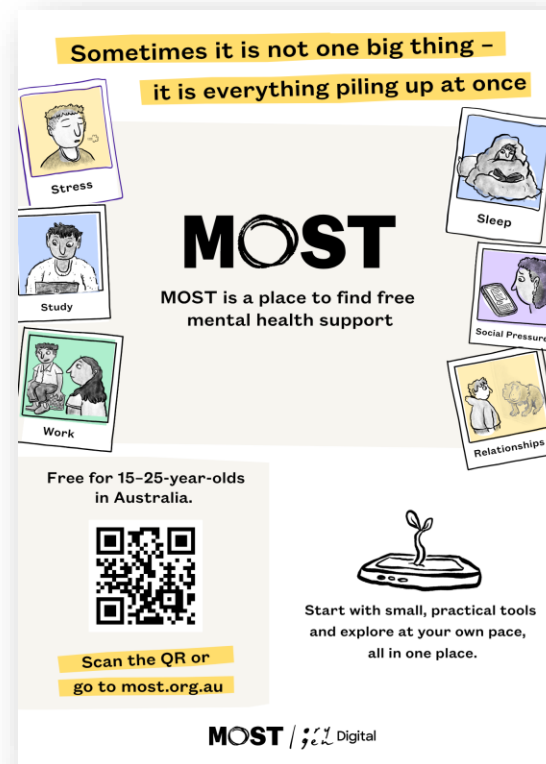


Display MOST posters in:

- 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 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



Share an email with young employees

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

Send an email to young employees or adults that support young people, sharing MOST and linking through to most.org.au.

Download PNG 1 →

Download PNG 2 →



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



Organise a 30-minute MOST session

Helping young people find the right support: An introduction to MOST

If your organisation works with young people - in student wellbeing, youth services, education, sport, or youth support roles - you're often the first person they turn to, or the one best placed to point them in the right direction.

This October, organise a 30-minute session for your team to learn how MOST works, how to introduce it in away that feels natural, and how you can start sharing MOST with your community.

How to use

Organise a MOST session for your organisation. Share the invite with student wellbeing staff, youth workers, educators, coaches, HR teams or anyone who's in a position to introduce MOST to a young person.

Register interest → email ani.ingles@orygen.org.au



Share the 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 / Digital



Break free from stuck thinking with Mello.

Mello is a free mental health app helping young minds break free from negative thinking loops.

Designed with and for young people aged 16-25, Mello offers effective tools to target stuck thinking (AKA worry and rumination), an underlying cause of anxiety, depression and many other mental health conditions⁺.

Mello is available for all ages across Australia.

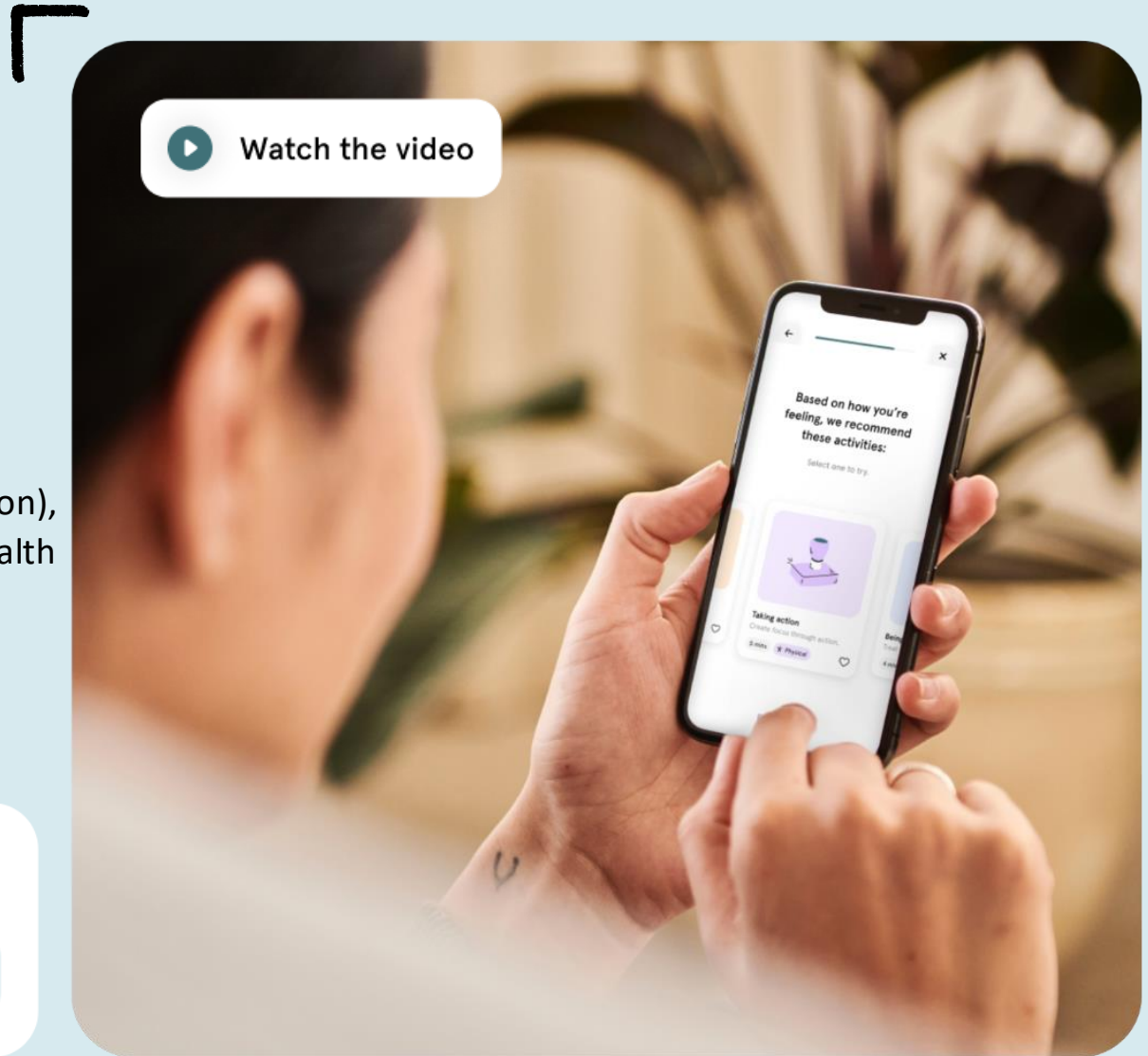
Interested in promoting Mello? Head to mello.org.au/work-with-us



OR

Visit our website

mello.org.au/download



Thank you

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

