



Experts calling for improved use of 'tele-tech' solutions to tackle Australia's mental health crisis

Less than 1-in-6 Aussies with psychological distress seeking help: new data

Doctors, patients and seven-time world surfing champion, Layne Beachley AO, will join forces tomorrow – Wednesday, August 18 – to urge ALL Australians to take care of their mental health, with new data revealing less than one-in-six people experiencing psychological distress are seeking professional help.¹

Australians are facing a mental health crisis, with reports of rising psychological distress among those contending with, and previously free from, mental health issues.¹

Their urgent plea will coincide with the publication of an article in MJA InSight+,



set to reinforce the critical need for innovative digital solutions to ensure <u>every</u> Australian has timely and affordable access to professional mental health support, no matter what their situation, location or socioeconomic status.

To learn why mental health services must be tailored to a person's preferences and requirements at any given time, particularly during our current COVID-19-dominated environment, tee up an interview with the talent below.

| EXPERTS | |
|---------------------------|---|
| Dr Matthew Zoeller | Intensive Care Specialist, Northern Beaches Hospital, & CEO & Founder, My Mirror, SYDNEY |
| Ms Kate Blundell | Chief Psychologist & Co-Founder, My Mirror, SYDNEY |
| MY MIRROR AMBASSA | DOR |
| Layne Beachley AO | Seven-time world surfing champion, champion of mental wellness, partner to My Mirror & co-creator of the Awake Academy, SYDNEY |
| AUSTRALIANS LIVING | WITH PSYCHOLOGICAL DISTRESS |
| Michelle, 49 | Teacher & mother-to-two who strongly advocates for the use of tele-tech services for psychological support, SYDNEY |
| Pantea, 36 | High school teacher who turns to mental health tele-tech services when in need, SYDNEY |
| Esther, 27 | Social media manager who uses tele-tech to support her mental wellbeing, YASS |
| Esther, 24 | Medical receptionist & nursing student who uses tele-tech to support her mental wellbeing, BRISBANE |
| Taylor, 34 | Percussion teacher & blogger who uses tele-health to care for his mental health & wellbeing, MELBOURNE |
| Zoe, 26 | Freelance journalist & mental health advocate who embraces tele-health to support her psychological struggles, MELBOURNE |
| DIGITAL MEDIA KIT | www.mymirror.com.au/media |
| INTERVIEWS | Kirsten Bruce & Amanda Galati, VIVA! Communications M: 0401 717 566 0424 629 021 E: kirstenbruce@vivacommunications.com.au / amanda@vivacommunications.com.au |

Reference

^{1.} Australian Bureau of Statistics. Household Impacts of COVID-19 Survey. 2021; Available from: https://www.abs.gov.au/statistics/people/people-and-communities/household-impacts-covid-19-survey/latest-release.