

# SANE

FACTSHEET

## THRIVING COMMUNITIES

Thriving Communities was a nationwide promotional campaign to raise awareness of the benefits of online peer support and social connection for the four million Australians affected by complex mental illness.

The fully integrated television, radio and online advertising campaign ran for 14 weeks (July - October 2016) across 155 locations nationwide – covering every state and territory, including three capital cities (Melbourne, Canberra and Brisbane).

The goal of the campaign was to encourage individuals and carers to access the [SANE online forums](#), an anonymous and safe community of people who have a shared understanding of the day-to-day challenges managing complex mental illness.

### CAMPAIGN FOCUS

The campaign was aimed at people between the ages of 25 and 45, particularly those living in rural and regional Australia.

The television, radio and online campaign featured eight real-life stories of people affected by complex mental illness.

These participants told their stories of living with bipolar, schizophrenia, borderline personality disorder, anorexia, major depression or suicidal thoughts.

### CAMPAIGN RESULTS

The University of Sydney evaluated the effectiveness and impact of the campaign. This included assessing the suitability of the SANE Forums for people from both Culturally and Linguistically Diverse and Aboriginal and Torres Strait Islander backgrounds.

### HOW CAN I FIND OUT MORE?

- [Watch the videos and read the stories](#)
- [Visit the SANE online forums](#)
- [Read the University of Sydney's evaluation of the project](#)
- [Read more about the project in the media release](#)

### TELEVISION COMMERCIAL

This 30 second television commercial aired nationally on Sunday July 10, during the final of Channel Nine's reality talent show *The Voice*.

