

PUSH FOR BETTER MENTAL HEALTH

The Push-Up Challenge is Australia's largest mental health and fitness event.

This year, participants will sign up to do 3,249 push-ups over 24 days in June, putting a spotlight on the number of lives lost to suicide in 2022.

We share an important mental health fact each day of the challenge and that shapes the daily push-up target. There are also some rest days (aka catch-up days for some), plus a mobile app for logging push-ups.

It's free to sign up and we welcome whatever exercise participants are able to do. Think sit-ups, squats, knee push-ups, modified exercises - it all goes.

Fundraising is optional but a great opportunity to support mental health. Funds raised for the event's charity partners help deliver critical mental health services and programs across Australia.

Our mission: to support the health of our participants, raise mental health awareness and contribute to interventions and prevention for depression, anxiety and suicide.



3,249 PUSH-UPS. 5-28 JUNE.



HELP YOUR LOCAL HEADSPACE CENTRE RAISE CRITICAL FUNDS

You can raise funds for headspace through The Push-Up Challenge to help deliver vital support to young people across Australia.

2 in 5 young people in Australia experience a mental health issue each year, and sadly, suicide is still the leading cause of death in people aged between 12-25.

headspace is Australia's National Youth Mental Health Foundation, providing early intervention mental health services to 12-25 year olds.

Each year, headspace helps thousands of young people access vital support through headspace centres in over 157 communities across Australia, online and phone counselling services, vocational services, and their presence in schools.

The support headspace receives from the community helps achieve their vision - that all young Australians are supported to be mentally healthy and engaged in their communities.



4 REASONS TO GET YOUR ORGANISATION INVOLVED



1. PROMOTE EMPLOYEE WELLBEING

Participants boost their physical fitness by committing to daily exercise. Daily targets average 157 push-ups - or, there's the option to take the 50% option and halve the daily targets. Above all, the challenge is meant to be fun - so if push-ups aren't their thing, participants can swap them for an alternative. Squats, sit-ups, trips to the photocopier "insert exercise move of choice" all welcome. A recent study involving 1.24 million people found that people who participate in exercise have less days of poor mental health per month.

2. EDUCATE AROUND MENTAL HEALTH

Each day, the push-up target corresponds to a mental health fact. Over the 24 days, your workforce will get clued up around mental health, and learn how to optimise their own mental wellbeing. We share science-backed hacks for supporting others, plus what to do if a participant ever finds themselves struggling with mental health.

3. FOSTER CONNECTION AMONG YOUR WORKFORCE

Your people will connect with their workmates by working collectively towards one epic shared goal. Your colleagues will enjoy daily banter and connection as they egg each other on to nail their daily push-up targets. Bonus: your organisation's involvement in the challenge will spark conversations about mental health, which helps reduce the stigma.

Research shows connection can be a significant preventative factor for depression, and is important in reducing depressive symptoms.

4. RAISE MONEY TO SUPPORT THOSE IN NEED

Fundraising is optional - but if your organisation chooses to take up this arm of the Challenge, you'll be an instrumental part of making real change to the face of mental health in Australia. Whether you choose to support headspace, Push for Better Foundation or Lifeline, you'll be supporting the delivery of crucial mental health services and programs for those who need it most.



"The Push-Up Challenge gave our staff the opportunity to have fun and connect with their colleagues in a unique way. Doing the challenge together means they are able to gain each other's trust and feel comfortable opening up whilst learning about and discussing mental and physical health impacts" - Wiley, Team Leader



OUR CHALLENGE'S IMPACT ON MENTAL HEALTH



We surveyed hundreds of 2023 participants, and here's what they told us about how they felt after the challenge...

WORKPLACE PARTICIPANTS

87% | Told us The Push-Up Challenge was either better, or much better, than other workplace health promotion activities.

6,157 | Workplace teams

44,322 | Workplace participants

WELLBEING (PHYSICAL AND MENTAL)

99% Felt fitter and stronger | **97%** Mood was improved | **98%** Motivated to exercise

LEARNING

97% Learn about mental health

CONNECTING WITH OTHERS

93% Felt connected

50% Checked in on someone

98% Mental illness was destigmatised

92% Had mental health conversations

96% Felt it made seeking help easier

IT CAN SHAPE UP LIKE THIS

People can sign up solo, as part of a team or a community. Most organisations will have a team at the very least, or multiple teams which form a community.



Community

This is a collection of teams. Great for large workplaces, schools, gyms, clubs or unis.



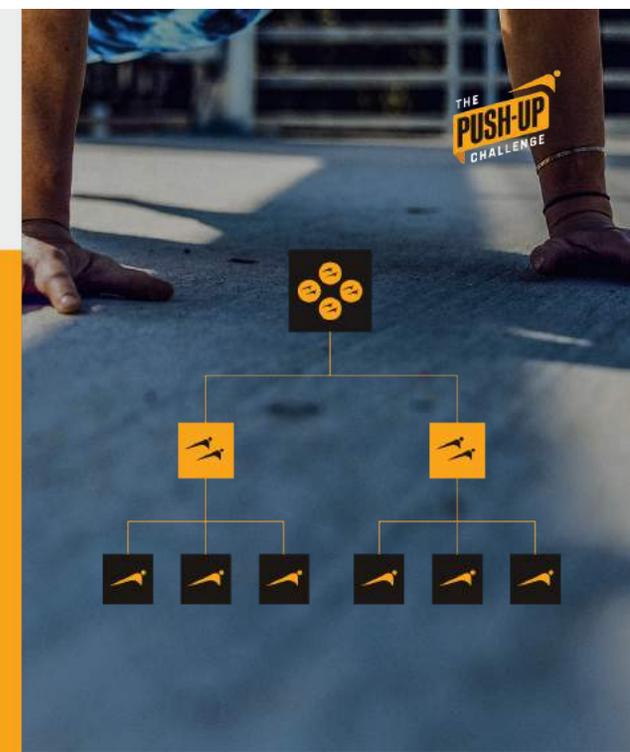
Team

Join up to 10 legends together to form a team.



Solo legend

Anyone can sign up as a solo participant and they'll have the support of the entire push-up crew behind them.



LET'S DO THIS!

NEXT STEPS:

- Register your organisation's interest now and we'll email you when it's time to sign up.
- Official event registration opens early April.
- Ensure your colleagues have downloaded the Push for Better app.
- We'll email some useful resources your way once you're registered, including Starter Guides, email templates, social media posts and other handy resources to help with promoting the event.
- Start pushing on Wednesday 5th June!



DID WE MENTION IT'S FREE FOR YOUR ORGANISATION TO TAKE PART?



WAYS YOU CAN GET INVOLVED IN 2024



We'd love to talk to you about the opportunities that exist for organisations big and small to be involved in 2024.



PARTICIPATE AT WORK

We encourage and support all workplaces to get involved. Posters, email templates, social media tiles will all be provided.

BECOME A SUPPORTER

Official supporters have access to an extensive toolkit and personalised support to drive engagement and participation.

BECOME A PARTNER

Collaborate with us as a foundation partner and connect your brand to helping improve the mental health of Australians.

DOLLAR MATCHING

Dollar Matching your crew's fundraising efforts goes a long way to show your organisation's support of mental health.