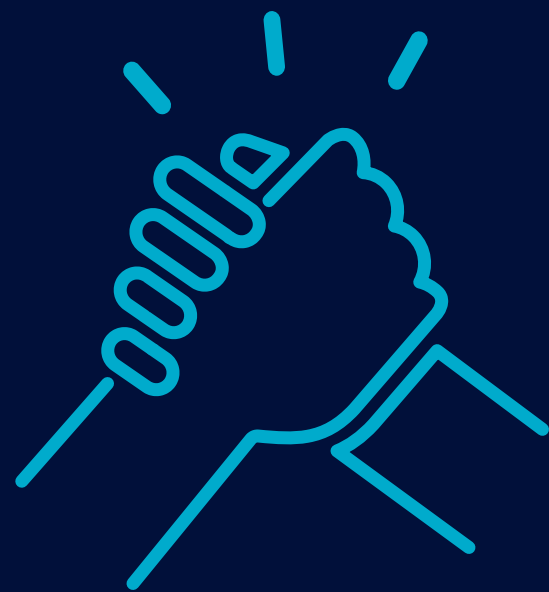




PROMOTIONAL TOOLKIT



What's in the kit?

Click the home button
any time to return to
this index



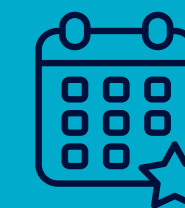
About Healthy Heads in Trucks & Sheds

- Our story
- About this kit



Why promote Healthy Heads in Trucks & Sheds?

- What we do
- Where to start
- Resources



Annual Promotional & Marketing Calendar



Contact & Support

Click on a section to go
directly to it.



Use the arrows to flick through
the guide in order.





About Healthy Heads in Trucks & Sheds

Our story



About Healthy Heads in Trucks & Sheds



Our story



About this toolkit



Why promote Healthy Heads in Trucks & Sheds?

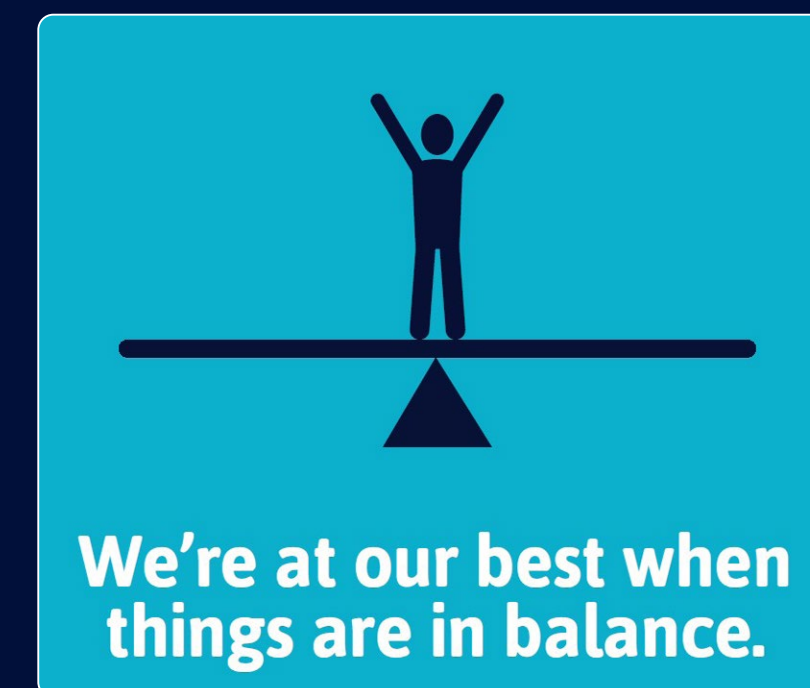


Annual Promotional & Marketing Calendar



Contact & Support

Established in 2020, Healthy Heads in Trucks & Sheds (Healthy Heads) is a registered not-for-profit foundation that provides a national approach to improving mental health and physical wellbeing for people working in road transport, warehousing and logistics.



The transport, warehousing and logistics industries face unique challenges that can impact the mental health and broader wellbeing of these workforces. Long hours, shift work, isolation, and high-pressure environments contribute to heightened stress and mental health concerns.

Our work focuses on the provision of industry specific tools, resources, training and programs to support businesses of all sizes and individuals, to create psychologically safe, healthy working environments in which people can thrive.

See snapshots of the progress we've made across the transport, warehousing, and logistics industries via our latest Annual Review.





About Healthy Heads in Trucks & Sheds

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 Why promote Healthy Heads in Trucks & Sheds?

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This kit has been designed to support you in promoting Healthy Heads resources and messaging.

Inside, you'll find clear, practical guidance and ready-to-use tools to help you confidently introduce Healthy Heads mental health and wellbeing initiatives to your clients, tenants, customers, members and other industry stakeholders. For the purpose of this toolkit we will refer to all the above as 'key audience'.

Our goal is to make it easy for you to share impactful, engaging messages that support the industry to create healthy, safe and thriving workplaces. This is also a valuable opportunity to strengthen your existing stakeholder relationships and maximise the benefits of your partnership with Healthy Heads.

At Healthy Heads, we are committed to delivering tailored, industry-specific solutions that support the mental health and wellbeing of everyone across our sector. We're here to help you, and those around you, make the most of what we have to offer.



Let's work together to create a healthier, more supportive industry.



Why promote Healthy Heads in Trucks & Sheds?

What we do



About Healthy Heads in Trucks & Sheds



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Contact & Support

Healthy Heads exists to provide everyone in the transport and logistics industry with the tools and support they need to maintain good mental health and physical wellbeing. We recognise these are vital to building a thriving, safe, and sustainable future-ready workforce.

Our industry experiences unique challenges such as high-pressure environments, long hours, shift work and isolation, which means tailored, industry-specific support is essential to help people manage their mental health and physical wellbeing. Healthy Heads was created to provide free, practical resources with no barriers to access.

The more people who are aware of our resources and how to access them, the more productive, healthy, and sustainable our industry will become.





Why promote Healthy Heads in Trucks & Sheds?

Where to start

Our aim is to provide you with a clear, practical guide to introducing and promoting Healthy Heads resources to your key audiences.

This toolkit will help you navigate our range of resources and materials and offers a suggested sequence and calendar for sharing information, though there's no right or wrong place to start. You can tailor your approach to suit the needs of your key audience.



About Healthy Heads in Trucks & Sheds



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Contact & Support

Step 1: Introduction

ACTION:

Take a first step to introducing Healthy Heads to your key audiences, via your existing communication channels.

This may be an initial EDM or newsletter article or a more personal email direct to a key contact.

TOOLS:

Introductory copy and image to share via your existing communication channels.

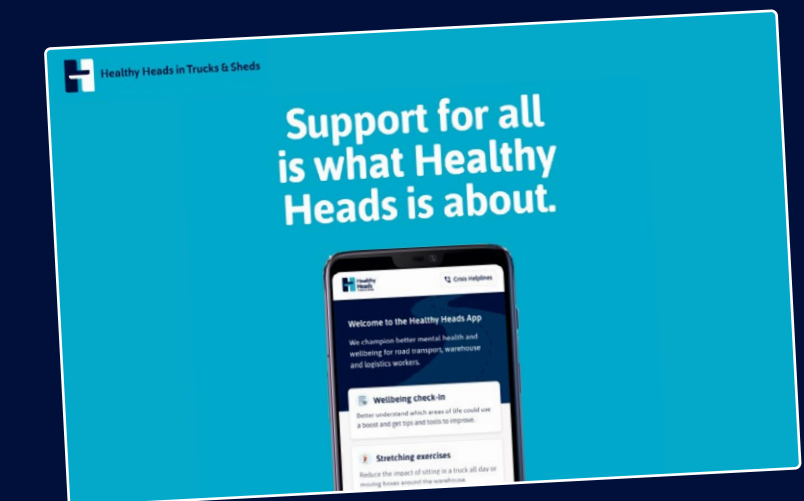
DOWNLOAD ↓

Healthy Heads One Pager - What we do, an introductory resource to include in the above communication.

DOWNLOAD ↓

You can also watch and share the **Healthy Heads - How can they support me? Video** which provides a clear overview of all the resources available to industry.

WATCH ▶





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Contact & Support

Where to start

Step 2: Visible Workplace Promotion

ACTION:

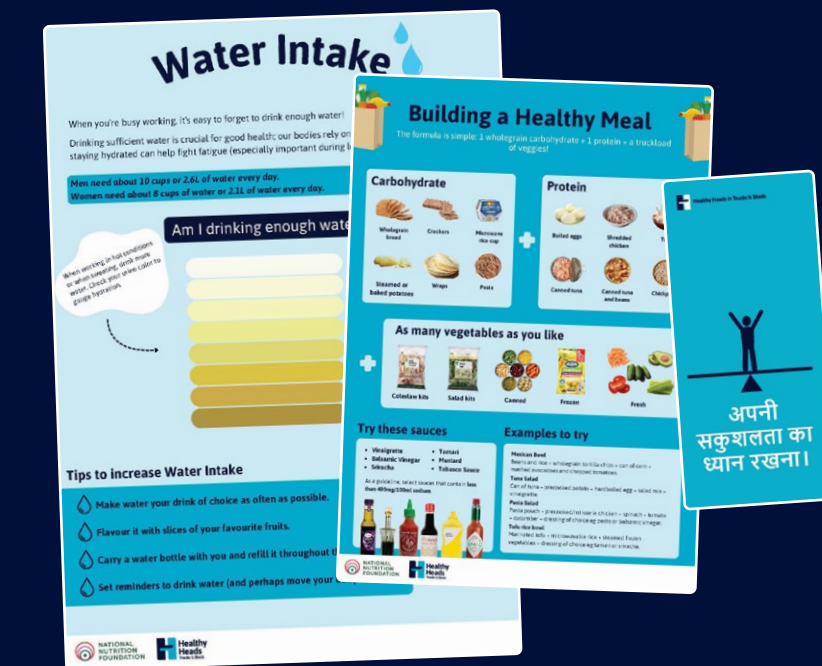
Share and encourage the display of Healthy Heads posters, Toolbox flyers, and fact sheets with QR codes in common areas (break rooms, change rooms, bathrooms, noticeboards, driver waiting areas).

TOOLS:

Use free posters, flyers, and printable resources from the Healthy Heads website.

[BROWSE POSTERS](#) ↓

[BROWSE FLYERS](#) ↓



Step 3: Toolbox Talks & Safety Shares

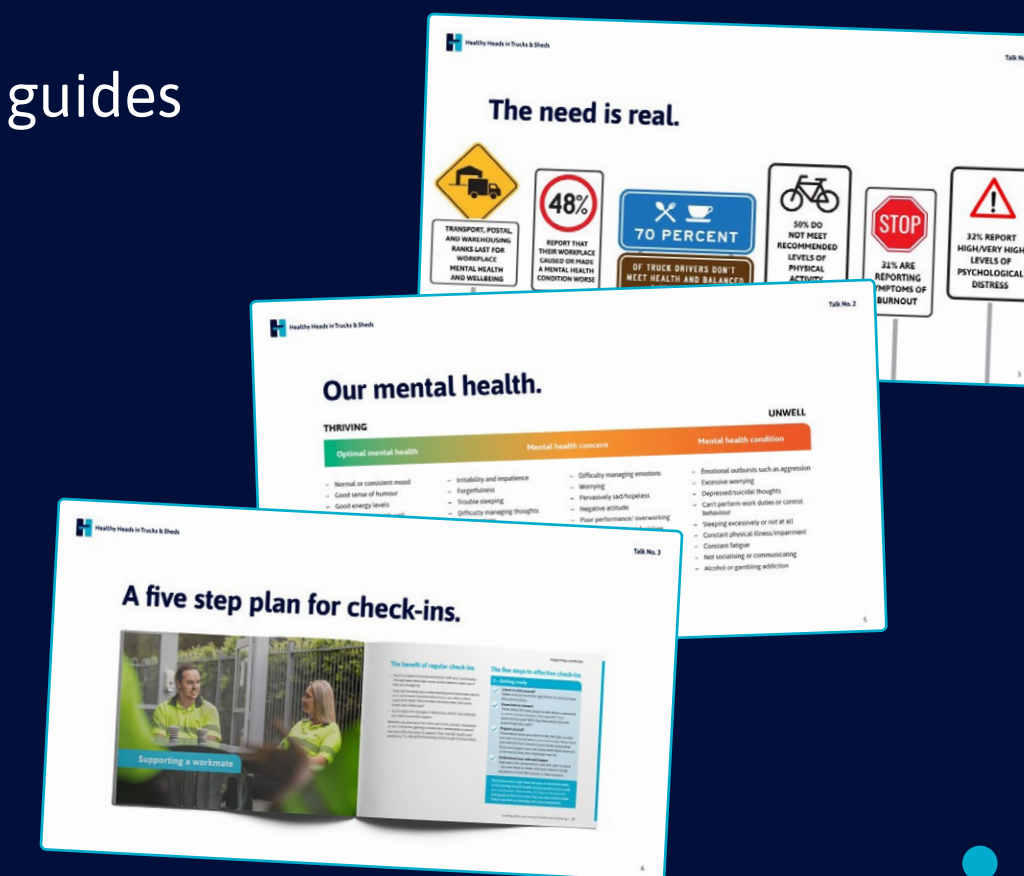
ACTION:

Share the Healthy Heads Toolbox Talk series with your key audience and encourage them to incorporate these into their own safety shares or safety talk schedules.

TOOLS:

Use HHTS toolbox talk guides and safety factsheets.

[BROWSE](#) →





Where to start

Step 4: Digital Sharing

 About Healthy Heads in Trucks & Sheds

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ACTION:

Utilise Healthy Heads social media tiles and copy for your key audiences to share internally with their teams.

Share Healthy Heads content through existing channels such as social media, newsletters, safety portals and looped tv screens.

TOOLS:

VIDEOS



Choosing healthier snacks and meals to go

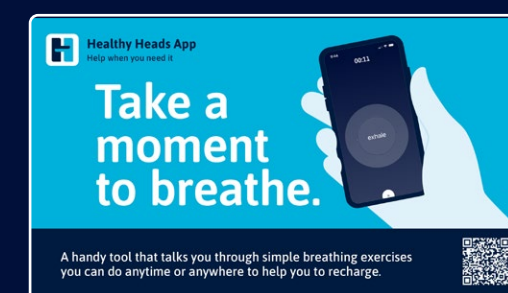


R U OK - A conversation could change a life



Multilingual wellbeing resources

MARKETING KITS



Healthy Heads App



TWI Survey



Roadmap Planner

SOCIAL TILES



Nutrition



Healthy Heads App



R U OK in Trucks & Sheds



How Ya Travellin'?



About Healthy Heads in Trucks & Sheds



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Contact & Support

Where to start

Step 5: Encourage Individual Access

ACTION:

Encourage your key audience to promote the Healthy Heads App and the Healthy Heads website directly.

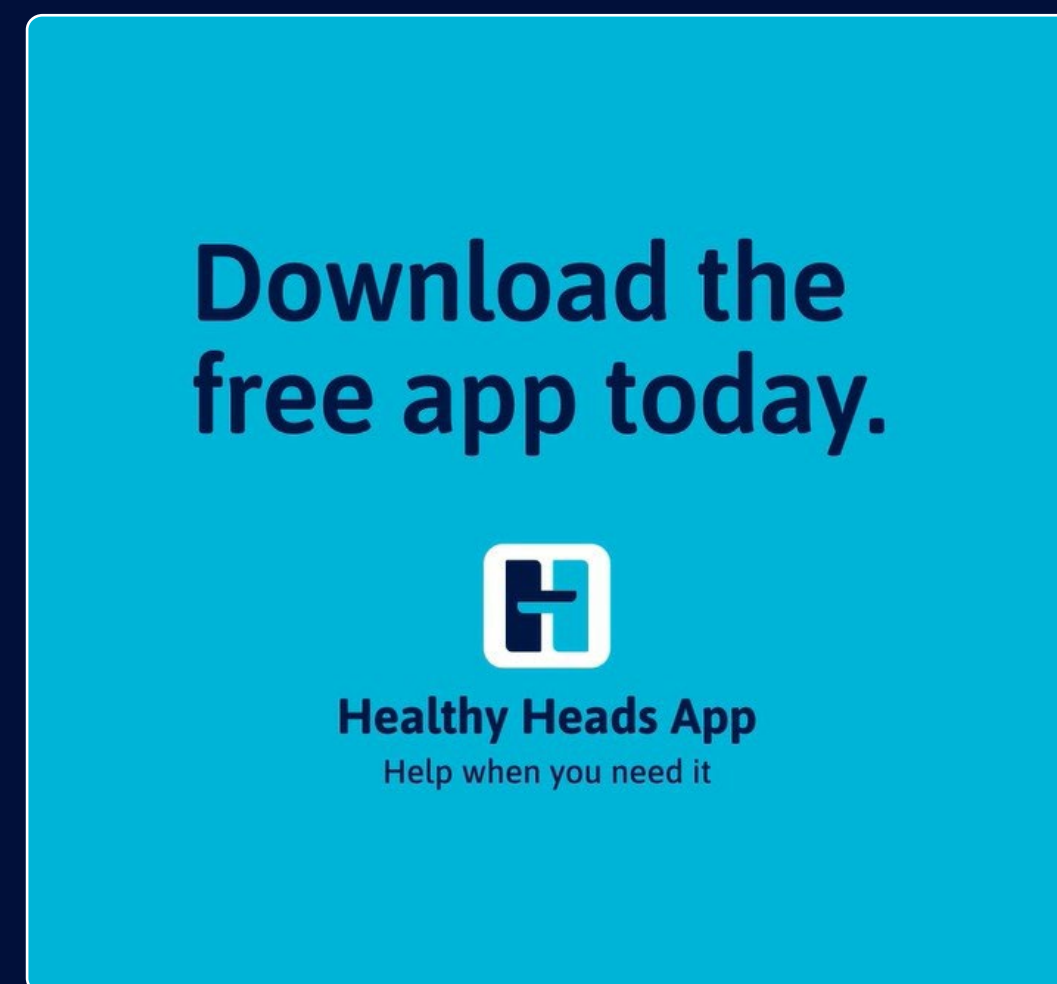
TOOLS:

Encourage Individual Access copy and image - copy and share via your existing communication channels.

[DOWNLOAD](#) ↓

App promotional kit

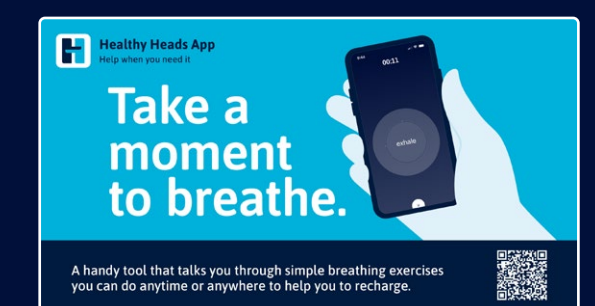
[VISIT PAGE](#) →



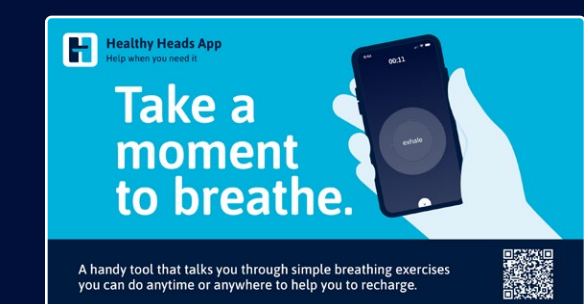
Posters



Social tiles + copy



Email Banners



Videos





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Annual Promotional & Marketing Calendar



Contact & Support

Where to start

Step 6: Reinforce

ACTION:

Keep Healthy Heads visible and part of the conversation.

EXAMPLES:

Mention Healthy Heads regularly to



your key audiences as part of your usual communication strategy, share updates, share our newsletter content and wellbeing tips.

The [Annual Promotional & Marketing Calendar](#) can assist.

Remind your key audiences to rotate posters and digital content to keep content fresh.



Encourage your key audience to **host a Healthy Heads event** at least annually.



See [Healthy Heads Event Kit](#) and [R U OK? in Trucks & Sheds material](#).





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Contact & Support

Where to start

Step 7: Stay connected & up to date

ACTION:

Encourage your key audience to stay connected and up to date with the latest news, resources, tips and information from Healthy Heads by subscribing to our newsletter and following us on social media.

TOOLS:

Stay Connected & Up to Date - share copy and images via your existing communication channels.

DOWNLOAD ↓

Join the Healthy Heads community.

JOIN →

Follow us on social media.





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Annual Promotional & Marketing Calendar



Contact & Support



Why promote Healthy Heads in Trucks & Sheds?

Resources

This section offers a summary of shareable Healthy Heads resources

- ➔ **App - Help at hand** – The Healthy Heads App provides on-hand support for people in the transport, warehousing, and logistics sector. Designed to improve everyday access to mental health and physical wellbeing resources and information.

[VISIT PAGE](#) ➔

- ➔ **Nutrition** - What we eat and drink affects our brain, mood, and mental health. Healthy Heads has developed programs and resources, advised by the National Nutrition Foundation, to educate, raise awareness and encourage people across our sector to choose nutritious food and drinks and make healthier choices for themselves and their workplaces.

[VISIT PAGE](#) ➔

- ➔ **How Ya Travellin'? Podcast** - Hosted by Shane Jacobson, the series features practical, candid conversations with people from across the industry, offering accessible strategies to support mental and physical wellbeing in the face of everyday challenges. It reinforces that looking after yourself is not an occasional activity, but an ongoing and essential part of the journey.

[VISIT PAGE](#) ➔

- ➔ **EASel – Multilingual Resources** - Recognising the diverse workforce in our industry, we have developed a mental health awareness resource in multiple languages. These multilingual materials make sure that vital mental health information and support can be accessed by all, without language barriers.

[VISIT PAGE](#) ➔

- ➔ **R U OK? in Trucks & Sheds** - Our industry specific R U OK? Day. Share stories from within the industry to show how conversations can change lives. Host your own event, prepare for an R U OK? conversation and what to do next if someone says they're not OK.

[VISIT PAGE](#) ➔

- ➔ **Recovery from trauma resources** - Healthy Heads, in collaboration with Phoenix Australia – Centre for Posttraumatic Mental Health, has developed a suite of resources to support recovery after trauma. These resources help you understand the range of common reactions after a traumatic event and provide simple but effective tips to help with recovery in the initial days and weeks following.

[VISIT PAGE](#) ➔



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Why promote Healthy Heads in Trucks & Sheds?

Resources *(continued)*

➡ **Roadmap Planner** – Healthy Heads has developed the Roadmap Planner to aid better understanding of psychological health and safety. It assists businesses of all sizes in transport, warehousing, and logistics to establish a Workplace Wellbeing Plan to help meet their work health and safety (WHS) duty of care.

[VISIT PAGE](#) →

➡ **Exercise Posters** – posters that you can display in your workplace to encourage everyone to get physical and do simple exercises every day.

[VISIT PAGE](#) →

➡ **Handbooks** – Guides offering strategies and advice on maintaining mental and physical health in the industry. These resources cover a range of topics, from managing stress to promoting workplace safety, tailored specifically for those in the transport, warehousing, and logistics sectors.

[VISIT PAGE](#) →

➡ **Mental Health training** - Mental Health Training programs empower people to manage their own mental health and support the mental health of others that they work with. Delivering training is a proactive approach to supporting early intervention and the framework of prevention, protection, and support. These training courses have been tailored to the industry.

[VISIT PAGE](#) →

➡ **Merchandise** - Keep the message ongoing by purchasing Healthy Heads merchandise as a gift for staff and to continue to promote and support us in raising awareness of the importance of mental health and wellbeing across the industry.

[VISIT PAGE](#) →

➡ **Event Kit** – This kit has been developed to allow individuals and businesses in the sector to have everything they need to plan a Healthy Heads workplace event.

[VISIT PAGE](#) →



Annual Promotional and Marketing Calendar



About Healthy Heads in Trucks & Sheds



Why promote Healthy Heads in Trucks & Sheds?



Annual Promotional & Marketing Calendar



Contact & Support



Following on from the above steps you can tap into the marketing calendar to **continue to support and plan activities and share messages** throughout the year, aligning with industry relevant wellbeing days.

DOWNLOAD



Contact & Support



About Healthy Heads
in Trucks & Sheds



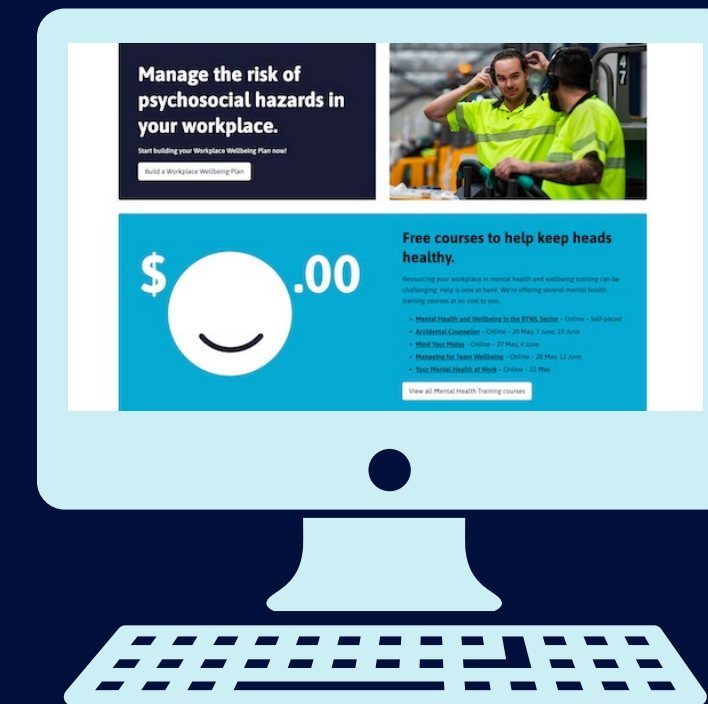
Why promote Healthy
Heads in Trucks & Sheds?



Annual Promotional &
Marketing Calendar



Contact & Support



All Healthy Heads resources are available for FREE
via the Healthy Heads website.

healthyheads.org.au



Or reach out for further information via

 info@healthyheads.org.au