



beyondblue
the national depression initiative

**PUT ADA
ON YOUR
RADAR!**

beyondblue

Anxiety and Depression Awareness (ADA) Month

October 2009

beyondblue Anxiety and Depression Awareness Month during October provides an opportunity for people to raise awareness of anxiety and depression and to help reduce the associated stigma.



PUT **ADA** ON YOUR RADAR!

Depression is common and can affect anyone at any time for many different reasons.

More than one million people in Australia experience depression – however, with the right treatment most recover.

The impact of depression in the workplace

- On average, depression accounts for three to four days off work per month for each person with the illness – that's over six million working days lost each year in Australia.
- Untreated depression can result in a significant reduction in work performance with serious implications for work safety.
- Australian research has shown that for every 1,000 employees, the estimated productivity loss due to undiagnosed depression is \$647,000 per annum. This figure excludes losses due to WorkCover insurance claims, part time or casual employees, staff attrition and critical incidents.
- Overall, it's estimated that undiagnosed depression costs the Australian economy \$4.3 billion in lost productivity each year.

Mental Health events during October 2009

1 to 31 October

beyondblue Anxiety and Depression Awareness (ADA) Month

10 October

World Mental Health Day

4 to 10 October

Mental Health Week

Organisations can raise awareness about depression and reduce the associated stigma so that people seek help early.

How can you get involved?

During the month of October, workplaces can participate in ADA Month in the following ways:

- Nominate a 'Wear Blue' day at work to raise awareness of *beyondblue*
- Organise a staff morning tea and screen the *beyondblue* DVD *Stories of Hope and Recovery* to raise awareness about depression
- Display *beyondblue* information and posters in the workplace (available free of charge)
- Book a *beyondblue* National Workplace Program presentation or workshop for staff*
- Make *beyondblue* wristbands available for staff to wear for the month
- Change your workplace 'on hold' phone message for ADA Month (October) to include information about *beyondblue's* website and information line number
- Include a link to the *beyondblue* website on the intranet and website
- Display a *beyondblue* fridge magnet at work
- Encourage work colleagues or community group to participate in regular physical activity for ADA Month. (Regular exercise can help prevent depression.)

Order a FREE ADA Month Kit at www.beyondblue.org.au (click [Get information](#)) or call **1800 226 718**.

* Please note that demand for *beyondblue* National Workplace Program presentations and workshops is very high in October and early bookings are recommended. A range of workplace program options are available with the cost depending on the option required. For more information about the *beyondblue* National Workplace Program go to www.beyondblue.org.au and click on [Workplace Program](#).