Mental Health: The elephant in the room

APHA member hospitals across the country marked Mental Health Week from October 5 to 11. This year’s theme was HUGE. APHA deployed a herd of inflatable elephants across the country to illustrate the fact that mental health is often the ‘elephant in the room’ that no one wants to discuss.

Using inflatable elephants, posters, fact cards, videos, a website (elephantintheroom.org.au) and social media, this was literally the largest campaign ever run by APHA. For more photos of activities from hospitals, please see our Facebook page – Australia’s Private Hospitals.