

zero²hero[®]

DAY



ONE **HEROIC**
MENTAL HEALTH DAY



5 S E P T 2 0 2 5

**DRESS
UP!**

**STAND
UP!**

**SPEAK
UP!**

www.zero2hero.com.au



Congratulations on standing up for young minds in your school! This information kit will serve as your guide on how to host an interactive, informative and successful zero2hero Day.

zero2hero is a youth charity dedicated to increasing the understanding of mental health issues among young people. In 2021–2022, we educated and empowered over 30,000 students throughout 248 schools across WA with our mental health based school programs.

All funds raised on zero2hero Day will go towards zero2hero's school mental health programs and youth leaderships camps. Both these initiatives aim to unleash the heroes of today, to become the leaders of tomorrow in the campaign to promote good mental health throughout their communities.

Provided in this information kit is everything you will need to plan and promote your zero2hero Day, including mental health fact sheets, fundraising ideas and internal and external communication suggestions to ensure your day is as successful as possible.

Please know the zero2hero team may visit your school on the day to hand out prizes and interact with your students, potentially accompanied by a photographer. A photo and video consent form is attached for parents to sign in case any visuals are used for marketing purposes such as on our social media or in external promotional documents.

Thank you for registering for zero2hero Day. We can't wait to have you dress up, stand up and speak up for youth mental health!

Kind regards,
zero2hero Schools Team

If you have any questions, please contact us;
schools@zero2hero.com.au

Or visit our website **www.zero2hero.com.au**





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WHO IS ZERO2HERO?

We are a WA based youth mental health charity that is dedicated to improving the mental health and wellbeing of young people and preventing suicide in Australia.

Our vision is to empower young people to positively manage their own mental health and wellbeing, and support others.

We deliver engaging school programs and host youth camps, emphasising the importance of prevention and early intervention in the mental health space.

Each year we educate, engage and empower thousands of young people, to unleash the heroes of today, to become the leaders of tomorrow!

WHAT WE DO:



...young people about
mental health, mental
illness and suicide.



...young people in
open conversations to
eliminate the stigma surrounding
mental illness and suicide.



...young leaders
to become
mental health heroes.



WHAT IS ZERO2HERO DAY?

On **SEPT 5TH 2025**, we are inviting your school to take part in zero2hero Day to help to reduce the stigma associated with mental illness.

This annual event encourages students to **dress up** as their favourite superhero or somebody that inspires them, **stand up** for their own mental health and encourage their peers to do the same in a safe environment, and **speak up** when support is needed.

We encourage schools to incorporate mental health focused activities and fundraisers on the day, to allow students to become comfortable with talking about mental health.

All funds raised on zero2hero Day will go towards supporting zero2hero's schools programs and mental health leadership camps. Our Schools Team will also visit some participating schools on the day, to hand out special prizes for the best dressed superhero!

zero2hero Day was the first school program that we launched in 2012. The event was designed to start a conversation about mental health in a way that would be fun and engaging for students. We wanted to create an interactive way to prove to our youth that we can all be mental health heroes in our communities.

ASHLEE HARRISON, CEO, ZERO2HERO



PAST HEROES

PERTH MODERN

On zero2hero Day at Perth Modern, students unmasked the importance behind understanding mental health and maintaining well-being. By wearing a superhero costume for the day, the students got the sense that anybody could become a hero themselves, boosting self-esteem and confidence all round. Throughout the day, mental health issues were comfortably weaved through conversations, opening up a whole new world for many. Whether it is a friend, a family member or even the neighbours across the road, mental health issues can occur anywhere and it was both enlightening and invigorating to learn what a difference even just one person can make. It can be assured that students went to school that day learning a lot more about dealing with mental health issues than they ever expected!

ANNA PERTH MODERN



MT LAWLEY SENIOR HIGH

Mount Lawley has been running zero2Hero day since 2017. It's great because most students see past it being just a free dress day, and understand it's a day that can raise not only money, but awareness for an important cause. It's been fantastic in promoting positive youth mental health practices at my school and has been able to encourage students to talk about how they are really going. I would definitely encourage schools to host zero2Hero day and become more mental health conscious.

WILL MT LAWLEY SENIOR HIGH



IF YOU WOULD LIKE TO SHARE YOUR EXPERIENCE
WITH ZERO2HERO DAY, PLEASE CONTACT THE
ZERO2HERO TEAM!

WE ARE ALWAYS ON THE LOOKOUT
FOR OUR NEXT **HEROIC STORY!**



FAQs

Here are some of the most frequently asked...

WHERE DOES THE MONEY FOR ZERO2HERO DAY GO?

All funds raised on zero2hero Day go towards supporting our school programs and our mental health leadership camps.

DO WE NEED TO DRESS UP?

No. It is not compulsory to dress up for zero2hero day. The option of dress up or free dress is entirely up to the school/student. It is only one component of our mental health awareness vision.

WILL ZERO2HERO DAY INTERRUPT THE SCHOOL CURRICULUM?

Typically, all the fundraising events for zero2hero day occur during the students recess and lunch times. However, the school may decide to use some curriculum time for mental health education.

WHAT DOES 'DRESS UP, STAND UP, SPEAK UP,' MEAN?

'DRESS UP' encourages young people to consider who their heroes are and spend a day outside of their comfort zone in costume.

'STAND UP' gives students the opportunity to stand up against the stigma that exists around mental illness and put an end to bullying.

'SPEAK UP' highlights the importance of reaching out for help if a young person or someone they know needs it. We also promote the mental health services that are available for students to speak up to.

WHO SHOULD PLAN ZERO2HERO DAY IN OUR SCHOOL?

We suggest both teachers and students having a say in planning your zero2hero Day. We find that the more student involvement there is in the planning, the greater the success this program has in your school.



MENTAL HEALTH STATISTICS

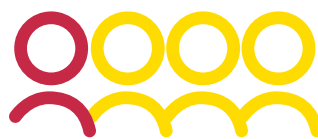
The mental health of our youth in Australia is in a critical situation, as you can see from the statistics below.

The following information can be incorporated into lessons on zero2hero Day as conversation starters.

Each year zero2hero impacts

THOUSANDS OF YOUNG PEOPLE

and trains hundreds of mental health ambassadors in suicide first aid



ONE IN FOUR

children in Australia were assessed as having a mental disorder in the previous year

75%

of mental illness is formed before the **age of 25**



Adolescents are more likely to **talk to their friends** when they are struggling



Suicide is the leading cause of death for Australians under the age of **44**

45%



of Australians will experience a mental illness in their lifetime

MENTAL HEALTH FACT SHEET

WHAT IS MENTAL HEALTH?

A person's condition with regard to their psychological and emotional well-being.

WHAT IS MENTAL ILLNESS?

A condition which causes serious disorders in a person's behaviour or thinking. Mental illness results from complex interactions between the mind, body and environment.

CONTRIBUTING FACTORS TO MENTAL ILLNESS...

- Long term and acute stress
- Biological factors such as genetics, chemistry and hormones
- Use of alcohol, drugs and other substances
- Cognitive patterns such as constant negative thoughts and low self esteem
- Social factors such as isolation, financial problems, family breakdown or violence

WARNING SIGNS...

1. Withdrawing from friends and family
2. Talking about feelings of hopelessness
3. Persistently angry or sad
4. Increasingly using drugs or alcohol
5. Self-harming
6. Writing or talking about death and suicide
7. Experiencing mental health problems

WHO CAN HELP?

- School Psychologist
- School Councillor
- School Nurse
- Year Coordinator
- Parents
- Family
- Friends
- Mental Health Services (see our mental health services sheet for more details)



MYTH BUSTERS

MYTH: MENTAL ILLNESS ONLY AFFECTS A FEW PEOPLE...

FACT: Mental illness is common. One in five Australians will experience a mental illness. It affects people of all ages, educational and income levels and cultures.

.....

MYTH: MENTAL ILLNESS IS CAUSED BY A PERSONAL WEAKNESS...

FACT: A mental illness is not a character flaw. It is caused by genetic, biological, social and environmental factors. Seeking and accepting help is a sign of strength.

.....

MYTH: PEOPLE WITH A MENTAL ILLNESS NEVER GET BETTER...

FACT: With the right kind of help, most people do recover and lead healthy, productive and satisfying lives.

.....

MYTH: PEOPLE WITH A MENTAL ILLNESS ARE VIOLENT...

FACT: People with a mental illness are no more violent or dangerous than the rest of the population. People with a mental illness are more likely to harm themselves – or to be harmed – than they are to hurt other people.

.....

MYTH: PEOPLE WITH A MENTAL ILLNESS SHOULD BE KEPT IN HOSPITAL...

FACT: With appropriate treatment and support, people with mental illness can live successfully in the community. In fact, the majority of people with a mental illness live independently in the community.

.....

GET SUPPORT

Kids Helpline is a free, confidential 24/7 online and phone counselling service for young people aged 5 to 25. Qualified counsellors at Kids Helpline are available via WebChat, phone or email anytime and for any reason.

What happens when you call Kids Helpline?

- You'll receive professional support from someone outside the situation.
- No question or problem is too big or too small.
- Evidence-based counselling from qualified experienced counsellors.
- Strategies tailored to suit your needs.
- Referrals to other services if needed.
- Support in a crisis plus ongoing counselling
- Support with issues online such as cyberbullying



kidshelpline
Anytime Any Reason

AGES 5-25
1800 55 1800



Crisis Support. Suicide Prevention.

ALL AGES
13 11 14

Lifeline is a national charity providing all Australians experiencing a personal crisis with access to 24 hour crisis support and suicide prevention services.

Somewhere in Australia there is a new call to Lifeline every minute. People call Lifeline's 24 hour crisis line 13 11 14 about:

- Suicidal thoughts or attempts
- Personal crisis
- Anxiety
- Depression
- Loneliness
- Abuse and trauma

IF LIFE IS IN DANGER CALL 000

Headspace is the National Youth Mental Health Foundation. They help young people who are going through a tough time.

Looking for someone to talk to? If you're 12-25, you can get health advice, support and information from headspace. With more than 70 centres around Australia, headspace can help you with:

- General health
- Mental health and counselling
- Education, employment and other services
- Alcohol and other drug services.



AGES 12-25
HEADSPACE.ORG



YOUTH + FAMILIES
6266 4333

Youth Focus is an independent West Australian not-for-profit working to stop youth suicide.

Youth Focus works with young people aged 12-25 to help them overcome issues associated with depression, anxiety, self-harm and suicidal thoughts through the provision of free, unlimited and professional face-to-face individual and family counselling and other mental health services.

If you are a young person seeking support or if you know of someone who may need some help please call Youth Focus on 6266 4333.

PLAN YOUR ZERO2HERO DAY

IMMEDIATE:

Ensure your school is registered via our website



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JULY:

Meet with the organising team to plan out what you'd like to do on your school's zero2hero Day.

AUGUST:

Now's the time to send out external documents, such as the community speaker letter and the parent letter and photo consent form. Display the poster in your classroom and around the school and start spreading the word!

3



4



LATE AUGUST:

We're a few weeks away from zero2hero Day! Organise to address your class, using the mental health fact sheet and statistics as conversation starters to get students feeling comfortable talking about mental health.

1 WEEK OUT:

One week away! Let's get to work ensuring details for your fundraising initiatives are confirmed, parents have received reminders, consent forms have been collected and you've touched base with your community speakers.

5



6



3 DAYS BEFORE:

Last few details! Arrange for PA announcements to be scheduled and a student reminder to be sent out. Don't forget to organise your own superhero costume for the day!

7



ZERO2HERO DAY
SEPT 5 2025

8



DAY AFTER:

We hope you had a fun and successful zero2hero Day! Please send your donations to the zero2hero team. Your support will allow us to continue empowering young people to take control of their mental health.

ZERO2HERO DAY RUNSHEET

Below is a suggestion of how your zero2hero Day could look based on what schools in WA have done in the past. You can tailor your day for your school, create your own events and make your zero2hero Day as unique as possible!

MORNING OF ZERO2HERO DAY:

- Collect gold coin donation from students
- Mental Health Assembly with community speakers
- School parade to show off all the awesome dress ups

RECESS/LUNCH:

- Bake sale
- Sausage sizzle
- DJ and dance party
- Mental health awareness games
- Dunk the teacher
- Bouncy castle
- Teacher and student competitions
- DIY craft
- Raffles
- Photo wall

DURING CLASS:

- Use activities included in the Student Activity Book to engage your students in mental-health focused conversation

END OF DAY

- Give out prizes for best dressed
- Announce total amount raised over PA

OTHER IDEAS:

- Mental health day breakfast
- SLAM poetry competition
- Photo booth with superhero themed props.
- Information stalls
- Student entertainment i.e., band/choir etc



PA ANNOUNCEMENTS

1 WEEK PRIOR:

"Hello everyone. Just a quick reminder that next Friday is zero2hero Day. Make sure you remember your gold coin donation and to dress up as a hero for youth mental health!"

1 DAY PRIOR:

"Hello everyone. Reminding you that tomorrow is zero2hero Day. Remember to bring a gold coin donation! Looking forward to seeing all the heroes tomorrow ready to dress up, stand up and speak up for youth mental health!"

MORNING OF ZERO2HERO DAY:

"Good morning everyone. It is fantastic to see all the heroes at school today! Today is a big day and we have lots of events coming up such as ____ (enter activities) _____. Hope everyone has a great day and everyone here at ____ (school) ____ is so proud of you for dressing up, standing up and speaking up about youth mental health!"

BEFORE END OF DAY:

"Good afternoon heroes. We hope you have enjoyed learning about mental health today. Today we all raised ____ (enter fundraising amount) _____ for youth mental health! Remember you don't have to dress up to be a hero and we encourage you to keep having conversations about mental health with your loved ones after today. Have a great weekend!"



zero²hero[®]
DAY



ONE **HEROIC**
MENTAL HEALTH DAY



5 SEPT 2025

DRESS
UP!

STAND
UP!

SPEAK
UP!

www.zero2hero.com.au

DONATION PAYMENT FORM

Thank you for participating in zero2hero Day. Your donation will provide much needed support for our youth mental health and suicide prevention programs.

There are 3 ways you can make a donation;

EFT:

Bank Account Details:

Bank Name: National Australia Bank

Account Holder: zero2hero Inc

BSB: 086-006

Account Number: 788498229

CHEQUE:

Please make your cheque out to:

zero2hero Inc

96 Outram Street

West Perth

WA 6005

CREDIT CARD:

If you would like to make a payment using a credit card, please click the "donate" button at the bottom of the homepage on our website www.zero2hero.com.au

A big thank you from the zero2hero team! We look forward to working with your school again in the future!



Dear Parent/Guardian,

On **Friday Sept 5 2025**, our school is taking part in zero2hero Day, a mental health awareness day. This annual event encourages students to **dress up, stand up and speak up** for youth mental health - dress up as their favourite superhero or somebody that inspires them, stand up for their own mental health and encourage their peers to do the same in a safe environment, and speak up when support is needed.

WHAT: ZERO2HERO DAY

WHEN: FRIDAY SEPT 5

TO DO: Encourage your child to dress up, stand up and speak up by coming to school as a superhero. Remember a superhero can be ANYBODY who inspires them.

Here are some dress up ideas;

- A nurse, firefighter, soldier or police person.
- A cape and a mask
- Their fave socks that make them feel super
- Their favourite sports team
- Superhero face paint
- Their favourite movie character
- Dress as someone influential in their life (a grandparent, for example)
- A crazy, colourful hair-do

We recognise mental health as being an important conversation to have with our youth. Every week in Western Australia, a person under the age of 18 suicides. With stigma often suppressing open discussion of mental health issues for young people, we want to take part in zero2hero Day to encourage the discussion of these issues in an open and safe environment.

zero2hero is a WA based youth mental health charity that is dedicated to improving the mental health and wellbeing of young people and preventing suicide in Australia. Each year they educate, engage and empower more thousands of young people, to unleash the heroes of today, to become the leaders of tomorrow.

We ask that your child brings with them a gold coin donation which will go towards supporting zero2hero's mental health programs. Please also sign and return the following photo/video consent form.

We respect the role of parents/guardians as the primary educators of their own children, particularly on topics that may be deemed sensitive. We trust that with careful preparation, open dialogue, and age-appropriate teaching – we can assist parents/guardians in educating their children to make healthy and safe choices as early adolescents.

Parents/guardians with questions or concerns are encouraged to contact the classroom teacher or school admin team.

Thank you for supporting zero2hero Day!

Signed: _____



Dear _____

Have you, or someone close to you, experienced a mental health issue? If you'd like to share your story and inspire the students at {ENTER SCHOOL} _____ we'd love for you to join us on zero2hero Day as a community speaker.

On Sept 5 2025, we will be hosting zero2hero Day, a mental health awareness day. This annual event encourages students to dress up, stand up and speak up for youth mental health - dress up as their favourite superhero or somebody that inspires them, stand up for their own mental health and encourage their peers to do the same in a safe environment, and speak up when support is needed.

By sharing your story, we hope to create a community where addressing mental illness is normal and our youth feel empowered to effectively deal with mental health issues.

Getting real stories into the community will help to raise the awareness of mental health issues amongst youth and eliminate the stigma surrounding mental illness. It'll also show our students that anyone can be a hero!

We are very excited to be a part of the day and we believe that with your help, together we can make a difference. If you are interested in sharing your story, being an inspirational speaker, or require further information, please do not hesitate to contact us.

Thank you for your time, we hope to hear your story soon.

Kind Regards,

{INSERT NAME}

{INSERT SCHOOL LOGO}





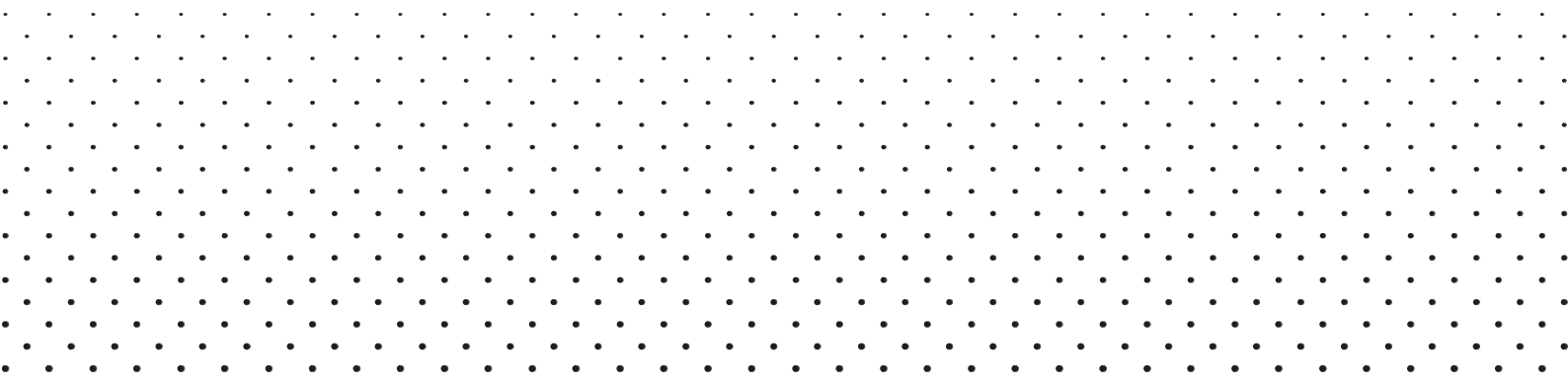
STUDENT PHOTO/VIDEO CONSENT FORM

I, _____ (NAME), of
_____ (ADDRESS)
in my capacity as parent/guardian' of _____ (STUDENT NAME)
hereby:

- 1) give permission for my child to be photographed as an individual or together with other persons by representative of zero2hero® (by still or video camera).
- 2) give permission for such photographs to be used by zero2hero® for promotional use, specifically:
 - i. promotional materials including signs, posters and otherwise, for external publication in the print or electronic media.
 - ii. collation in a promotional video for external publication in the print or electronic media to promote future events such as those held at other schools.
 - iii. social media promotions.

PARENT/GUARDIAN SIGNATURE:

DATE:





www.zero2hero.com.au