

Communication Plan:

The main communication objective of the OMRA 4 programme is to promote mental health, improve mental health literacy, enhance competencies for recognising mental health issues, and raise awareness about strengthening and protecting mental health at the national level and among various target groups, with a focus on vulnerable groups. Through various communication channels, in addition to increasing mental health literacy, we also aim to contribute to the destigmatisation of mental disorders, improve the mental health of the working-age population and certain vulnerable groups (the elderly, people with mental health issues and their relatives, the rural population, people with chronic physical illnesses, and occupational groups facing stressful circumstances), and increase free access to professional and reliable information related to the early identification of mental health issues and available forms of (self-)help, thereby contributing to the elimination of regional inequalities in mental health. The programme addresses topics highly relevant to professionals in healthcare, social services, safety, and education, as well as to non-governmental organisations that run self-help group programmes for individuals with mental health challenges and their family members. Therefore, we will pay special attention to communicating with them to invite them to our training sessions and to visit the online platform, where they will be able to acquire skills in communicating with challenging individuals and in recognising and addressing mental health issues.

Selection of communication tools:

We will disseminate up-to-date information and announcements regarding the progress and results of the programme, its implementers, and planned and completed events through the following communication channels:

- an educational online platform, optimised for use on mobile devices,
- the OMRA programme's social media profiles (Facebook, Instagram),
- websites and social media accounts of partners and local stakeholders (associated partners),
- email newsletters,
- posters and announcements about programme activities and workshops in target regions,
- OMRA informational and promotional materials for participants in training sessions, public educational events, and roundtables: handbooks, a collection of papers, a brochure, and cards for coping with mood disorders,
- national and local media (press conferences, media releases, interviews, and expert contributions),
- professional conferences in the field of mental health (written and oral presentations),
- workshops, public educational events, and roundtables.

We will pay special attention to commemorating international campaigns addressing various areas related to mental health: World Health Day, World Mental Health Day, World Day for Safety and Health at Work, European Depression Day, World Bipolar Disorder Day, World Suicide Prevention Day, and World Narcissistic Abuse Awareness Day, where we will organise

various activities and promote the OMRA 4 programme either independently or in collaboration with other stakeholders.

Online and social media presence:

1. The OMRA programme already has an online presence through its educational website: www.omra.si and maintains active profiles on social media: <https://www.facebook.com/programOmra/>; <https://www.instagram.com/omraprogram/>
2. Some local stakeholders, as associate partners of the programme (<https://www.omra.si/kaj-je-omra/pridruzeni-partnerji/>), also promote the OMRA programme and its activities on their own websites and social media.
3. Presentations of the OMRA programme will also be published on the websites of the partners – the Institute of Social Medicine at ZRC SAZU: <https://dmi.zrc-sazu.si/sl>; Karakter Institute: <https://www.karakter.si/o-in%C5%A1titutu/programi-in-projekti/>; Pamina: <https://www.pamina.si>.

Planned promotion of the Ministry as a co-funding partner:

The programme already has a developed visual identity (logo) and templates (PPT presentation, letterhead) used in communication with various audiences, which also include the logo and the Ministry's statement: "The programme is funded by the Ministry of Health of the Republic of Slovenia." Furthermore, the logo and/or the Ministry's statement as a co-financier will always be used:

- at public events: professional meetings, press conferences, educational events (lectures, workshops), roundtables, and the closing conference;
- in traditional and electronic communications (invitations to professional meetings, educational events/training sessions, all official programme correspondence);
- on all informational and promotional materials (print/digital): videos of public lectures and roundtables, podcasts, conference proceedings, handbooks, brochures, press releases, updates on the programme's progress and results, e-newsletters, certificates of participation in workshops and public educational events.
- on the programme's website, partners' websites, and the programme's Facebook and Instagram profiles,
- in communications with electronic and print media,
- in the publication of articles, expert contributions, and interviews.