



Some of the early signs
of depression can be surprising.

 depressionstartssmall.org.au

Depression starts small

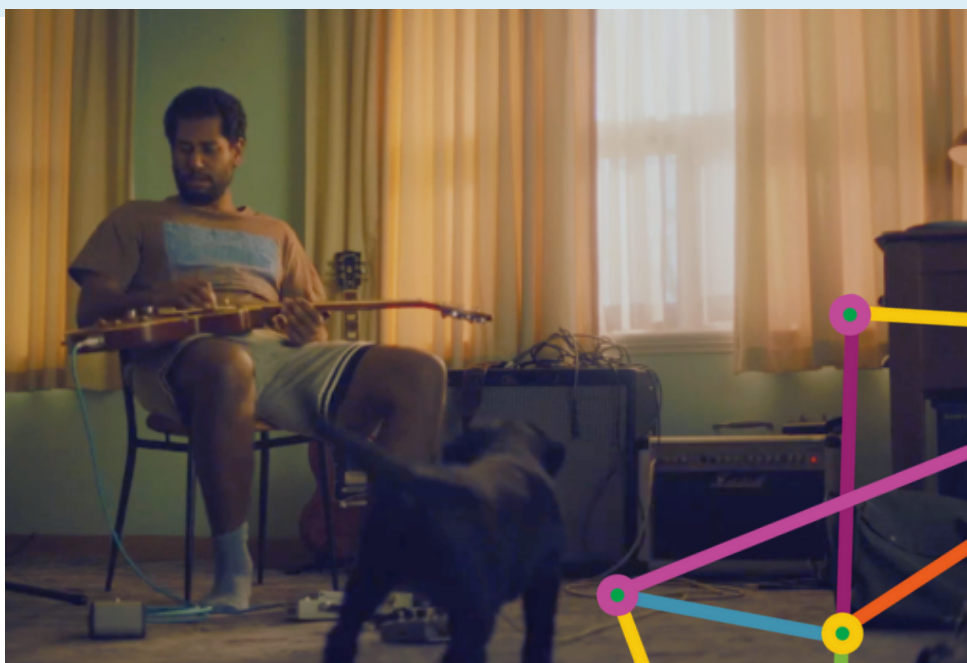
Get help before it grows.

The WA Primary Health Alliance Depression starts small, get help before it grows campaign is designed to raise awareness of the early symptoms of depression and promote help seeking behaviours.

It is part of a GP-centric depression management program approach which aims to help improve the care of people with depression and prevent suicidal behaviour.

The message we want to get across is that getting on top of depression early, before it grows, is important and that you don't need to deal with this alone.

Watch the video



How can you help?

We encourage you to promote the campaign to spread further awareness through content that best suits your style and audience. Below are some draft social media messages that you may choose to personalise, and you can scan the QR code to download the videos and access more information on our website.

We hope this campaign will make an impression and contribute to reducing stigma and encouraging people to reach out and seek help. Thank you for your support.

[Find out more](#)

Key messages

- The WA Primary Health Alliance Depression starts small campaign, is designed to raise awareness of the early symptoms of depression.
- This important campaign plays into the age-old metaphor of the black dog, updating it to introduce the black puppy as a symbol for mild to moderate depression.
- Depression starts small. The earlier you seek help, the easier it is to get depression under control.
- Whatever you're feeling, you don't have to deal with it alone. Help is just a call or a click away.
- Depression can sneak up on you. But you don't have to deal with it alone.
- Some of the early signs of depression can be surprising. Depression starts small. Get help before it grows.

Campaign website:

- depressionstartssmall.org.au

Support services:

- Medicare Mental Health service 1800 595 212 - medicarementalhealth.gov.au
- Lifeline 13 11 14
- 13YARN 13 92 76

