



Media Release

Date: 9 October 2017

Contact: Michael Scott mscott@quac.org.au

0427 138 373

QuAC Launches LGBTI Resilience Billboard Campaign

The Queensland AIDS Council is excited to announce the launch of their #LGBTIresilience campaign across Queensland.

The campaign aims to strengthen the Queensland LGBTI community's resilience and mental health which is currently being tested by the conflicting positions, media coverage and political debate around marriage equality.

Queensland AIDS Council has noticed a distinct spike in the number of LGBTI people seeking mental health assistance, and a significant number of people reporting thoughts of suicide, self harm and depression at their Clinic 30 as a result of the postal survey on marriage equality.

"It is a great concern to QuAC that LGBTI mental health is being challenged. The damage being done to LGBTI people now is so serious that it will likely take a generation to repair" said Michael Scott, Executive Director of Queensland AIDS Council.

"It is the entire community being challenged, not only those people who do not have a voice, not only those who already have compromised mental health, but also those in the community who are otherwise very resilient."

"We know some seniors, those who have lived through the stigma and hatred of the HIV/AIDS crisis of the 1980's and 1990's, who are now being re-traumatised by stigma and hatred being directed towards LGBTI community."

The #LGBTIresilience campaign emphasises the strength of the community, and of LGBTI people broadly. It recognises and highlights that resilience is built over years, and that as a community we are powerful.

As a strengths based campaign, LGBTI people are given strategies to build resilience, become stronger, and become more connected with other LGBTI people and community. The billboard campaign will be supported by a social media component, encouraging LGBTI people to express their resilience and discuss how they remain resilient in the face of adversity.

To supplement the campaign, the organisation is employing a mental health co-ordinator to address poor mental health outcomes experienced by LGBTI people.

The campaign will launch across Brisbane through a series of goa digital billboards in prominent sites across Fortitude Valley, Bowen Hills, South Brisbane, Woolloongabba and Kangaroo Point. The first images will appear on billboards from Monday 9th October 2017.

For further information contact Michael Scott, Executive Director, Queensland AIDS Council on 0427 138 373

or mscott@quac.org.au.

ENDS

The Queensland AIDS Council was established in 1984 and is a community-based, not-for-profit, registered health promotion charity that works to improve the health and wellbeing of lesbian, gay, bisexual and transgender Queenslanders, prevent HIV and build the capacity of the community.