

CASE STUDY

Giving back to community one cuppa at a time

300

Free coffees

10

Local cafes

31

Days

Our Story

As part of Mental Health Month (October 2025), BCHS partnered with 10 local Bendigo cafes to promote the 5 Ways to Wellbeing initiative through everyday acts of self-care. Each cafe gave away one free coffee daily, using campaign stickers to identify recipients and encourage social sharing.

BCHS promoted the initiative across its social media channels, supported by 12 additional posts from participating cafes, helping extend the campaign's reach across the local community.

Our Why

The initiative supports BCHS's goal of delivering prevention initiatives at scale that contribute to improved population mental health outcomes.

Partnering with local cafes, fondly known as community hubs, created opportunities to promote conversations about mental wellbeing, strengthen social connection and foster safe, inclusive spaces. By normalising conversations about mental health and encouraging connection, the initiative aimed to reduce stigma and build community capacity to support people experiencing mental health challenges.

The Result

- 300 free coffees provided
- Positive feedback from community members and local cafe owners
- Strong social media engagement, with over 71,000 views and 1,030 interactions across BCHS' social media accounts for the month

'Very grateful for the coffee and it was a good mental health moment for her'

- local cafe owner

'Incredibly touched by the gesture and deeply appreciated it which made her day a little brighter'

- voucher recipient

'Provided an opportunity to discuss mental wellbeing'

- voucher recipient



Get in Touch! healthpromotion@bchs.com.au

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