

Two Approaches to Mental Health Promotion – presented at the 2003 Congress of the World Federation for Mental Health

From Australia

AUSEINET - THE AUSTRALIAN NETWORK FOR PROMOTION, PREVENTION AND EARLY INTERVENTION FOR MENTAL HEALTH

Auseinet seeks to facilitate the implementation of mental health promotion, prevention and early intervention and suicide prevention initiatives in the mental health and other sectors. This involves actively working with State and Territory governments as well as consumer and carer and Aboriginal and Torres Strait Islander groups. Auseinet's website address is: <http://auseinet.flinders.edu.au>

- Auseinetter has been distributed to approximately 8000 on the mailing list.
- Average monthly hits to the website of 94,637 which is an increase of about 59% since June 2002.
- The e-journal has a subscriber list of over 400 (nationally and internationally).
- The Auseinet network of key stakeholders and sectors consists of more than 5337 individuals and organisations.
- The online searchable Resources Database including PPEI and suicide prevention programs, research and resource materials contains more than 800 records from 268 sources, and more than half of these were published within the last two years.
- A network of consumer and carer organisations with approximately 300 on their database.
- The National consultation on the Action Plan 2000 held 35 consultation forums throughout Australia with 1751 participants representing a wide range of sectors including health, education, correctional services, non government organisations, consumers, carers and university departments.

MINDFRAME (NATIONAL MEDIA STRATEGY)

The Mindframe National Media Strategy seeks to influence the media industry to report mental illness and suicide issues responsibly. It has been developed in collaboration with key stakeholders including the media industry, mental health promotion and suicide prevention experts and consumer and carer groups. Initiatives include: media monitoring research, resources for media professionals, media awards, resources for community action against stigma, and curriculum resources for journalism and media studies students and educators.

- Mindframe media resource was launched on 22 August 2002 at Parliament House with 70 attendees.
- The resource has been mailed out to around 1500 media professional.
- 13,272 hits to the web site including 160 downloads of the full pdf version of the resource since the launch.

SANE Stigma Watch Program

SANE Australia's web-based StigmaWatch program has been established to promote accurate, respectful and sensitive reporting of mental illness and suicide in the media in all its forms — print broadcast, film, advertising, internet. Members of the public can alert

StigmaWatch to examples of reports in all forms of media that they consider inaccurate or include discriminatory references to mental illness. Under this program SANE contacts the broadcasters or publishers to encourage and inform them of how to report more accurately

and sensitively in this area. StigmaWatch collects complaints and provides a list of the reports and responses and a Good News section acknowledges positive and appropriate reporting of mental illness and suicide. The StigmaWatch program and publications is available at <http://www.sane.org>.

- To October 2002, StigmaWatch had investigated almost 200 reports covering print (43%), TV (30%), radio (9%), advertisements (9%) and internet (4%).
- 90 journalists were provided with information and 69 reports are documented on the web site, including 13 Good News items.
- There were 44 positive responses from media approached by StigmaWatch and 29 responses from media re the SONY activity, 12 from the Annual Report on the Media and more than 25 from the Sabre/Fudge campaign.
- 4,000 copies distributed of the Annual Report on the Media

MINDMATTERS: A MENTAL HEALTH PROMOTION PROGRAM FOR SECONDARY SCHOOLS

MindMatters places mental health on the agenda in secondary schools throughout Australia, employing a comprehensive, whole school approach that acknowledges the importance of the school as a setting for promoting mental health and wellbeing. MindMatters provides a range of resources, supported by professional development activities and a dedicated website: <http://www.curriculum.edu.au/mindmatters>

The implementation phase of the program was launched in March 2000 and is being managed by two national education organisations, the Australian Principals Associations Professional Development Council (APAPDC) and the Curriculum Corporation and has cross-sector support from the three school education sectors in all States and Territories.

- As at December 2002 65% (1831) of Australian secondary schools have participated in professional development. This has involved over 17,300 participants.
- During 2002 the website has had a monthly average of 930 visitors.
- A recent survey has revealed that awareness of MindMatters in the general community has risen from 17% in 2001 to 21% in 2002
- To date there have been 67 overseas sales of the kit and 1,667 total national sales, in addition to the 3582 kits which were distributed free of charge, including to all secondary schools.
- The first conference held on 8-9 November 2002 drew approximately 400 participants.

MINDMATTERS PLUS

MindMatters Plus will assist MindMatters schools, in conjunction with their local communities, to achieve better mental health outcomes for students with high support needs.

The Australian Guidance and Counselling Association (AGCA) is managing the program/strategies elements of the initiative, providing support to schools and local partnerships, and developing links with services and systems to increase the local infrastructure to support students with high support needs. The Australian Principals Associations Professional Development Council (APAPDC) is responsible for the national MindMatters infrastructure, management of the demonstration schools, development of training materials, and the professional development and ongoing support of staff.

- 62 schools from all States and Territories and education systems submitted an expression of interest to participate in the MindMatters initiative from which 17 schools were selected.
- 11,537 students will participate.

From Finland

Mielenterveyden Kulmakivet

**Promotion of mental health
is everybody's task –**

**Everybody's mental health
should be promoted**

Cornerstones for Mental Health (in Finnish: Mielenterveydenkulmakivet)

Introduction

The Project aimed to investigate the overall national situation in the field of mental health. Furthermore, the Project aimed to promote and support mental health in Finland by - increasing awareness of mental health issues in societal discussion and decision-making - increasing people's knowledge about mental health issues (own responsibility and duty) - emphasizing the citizens' points of view and taking their views and experiences into account in societal discussion and decision-making - actively promoting mental health issues in Finnish society (cross-administration, transparency of the project)

Background

The three-year project, Cornerstones for Mental Health, aimed to support mental health and promote the earliest possible prevention of mental health problems. The project emphasized taking into account citizens' points of view and their experiences in mental health. The project operated on a national, municipal and local level in order to reach maximum national coverage. The project co-operated with the Ministry of Social Affairs and Health, the provinces, The National Research and Development Centre for Welfare and Health (STAKES), the municipalities and several NGOs. The project is financed by the Finnish Slot Machine Association.

Pilot municipalities are creating mental health policy programmes

Three pilot municipalities: Hämeenlinna, Inari and Ylistaro, participated in this project aimed to create a mental health policy programme for themselves. These programmes are based on a larger view of mental health, cross-administration and citizens' points of view, and they are based on each pilot municipality's own cornerstones for mental health.

Interaction and implementation of the project at the municipal level will guide the project's activities in the same direction and create a joint frame of reference.

Voluntary workers for FAMH - Grass roots activists

Seven voluntary local mental health associations (Jyvaskyla, Kangasniemi, Lohja, Mikkeli/ Ristiina, Oulu, Pyhaselka and Vakka-Suorni) worked in close cooperation with local operators to develop various activities to support citizens' mental health. Each association had chosen its own target group and set its goals accordingly.

A consensus meeting to coordinate mental health policies in municipalities

A national, broad-based and inter-disciplinary consensus meeting was held in Helsinki from September 30th to October 2nd 2002. The participants sought to formulate a consensus statement on mental health and also outlined a joint mental health policy programme for public distribution and for use by various organisations. Some follow-up procedures for this initiative were also specified.

Civic journalism - will it stimulate public discussion?

Civic journalism - experiment took steps to make citizens active participants who will influence mental health issues in their municipality and encourage public discussion of important issues. This experiment was carried out in October 2001 - August 2002 and was financed by a separate grant from the Finnish Centre for Health Promotion (FCHP).

Internet helps promote the mental well-being of the public

The mental health know-how centre , which is currently under construction, aims to serve both the public and experts. The know-how and information sections will strengthen people's ability to cope.

Evaluation is supporting the whole project

Each part of the project's agenda is subject to both internal and external evaluation. Internal evaluation is based on project diaries and self-evaluation forms. The external evaluation has been performed by the Finnish Centre for Health Promotion (FCHP).

Recommendations by the consensus panel

These recommendations are based on expert group discussions and addresses held at the Mental Health Consensus Meeting (from September 30th to October 2nd 2000 in Helsinki, Finland):

Cornerstone # 1 Securing the Safe Growth and Development of Children and Young People

1. A sufficient standard of living for families with children should be secured.
2. The skills and resources of parenting should be supported.
3. Family life and the demands of the work place should be harmonized in a manner supporting the family.

Cornerstone # 2 Strengthening of Community Spirit and Involvement

1. New opportunities for participation should be guaranteed and, if necessary, created, and the know-how required for participation should also be ensured.
2. Citizens' opportunities to become heard and to influence common issues should be improved.
3. People's mutual support and feeling of togetherness should be enhanced.

Cornerstone # 3 Good physical, mental and social environment

1. People should be given the practical means to influence the planning of their environment and the decision-making regarding it.
2. People's environments should be built with care and maintained properly. Social inequality should be fought against.
3. Information about living conditions and environments should be collected systematically to facilitate municipal decision-making.

Cornerstone # 4 Sufficient basic security

1. People should be supported and encouraged to earn their living by their own work.
2. Problems of everyday life should be prevented by supporting people and dealing with their problems at the earliest possible stage.
3. People should be guaranteed housing suitable to their respective life situations.

Cornerstone # 5 Good mental health services

1. Mental health promotion should be everybody's concern and people should define their duties and action accordingly.
2. Problem situations should be identified early and dealt with actively.
3. Quick help is essential in a crisis situation.
4. The quality of life, standard of care, nursing and rehabilitation of long-term patients should be assured.

What about the future ?

National mental health programmes have been established in only a few countries, but Finland is not yet among them. Finnish legislation requires that municipalities provide their citizens with mental health services and living conditions that support citizens' mental health.

What makes the Mental Health Cornerstones Project so unique is the re-thinking of the role of an NGO. The NGO (Finnish Association for Mental Health) is seen as an organisation that keeps the citizens' point of view in mind and, in collaboration with municipalities, actively helps prepare municipal mental health programmes. It also gives recommendations concerning subjects and factors that should be considered in making decisions regarding the support of mental health.

The FAMH wishes to continue collaborating with the three municipalities already participating in the Project, to spread knowledge about mental health to other Finnish municipalities and thus facilitate the preparation of their mental health programmes.

The FAMH has successfully applied for an extension of the Project's funding. You will find more information about our Project's future plans in June 2003 on the Internet: www.mielenterveysseura.fi/talkoot.