

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Supplementary Budget Estimates 2012-2013, 17 and 19 October 2012

Question: E12-081

OUTCOME 11: Mental Health

Topic: *beyondblue* TARGETED MENTAL HEALTH CAMPAIGNS

Type of Question: Written Question on Notice

Number of pages: 1

Senator: Senator Wright

Question:

- a) Could the Department give a progress report on *beyondblue's* men's mental health and suicide awareness campaigns, which received \$9 million funding to benefit high-risk groups, including single men, fathers, older men, the unemployed, rural and Indigenous men.
- b) Can the Department outline what the key performance measurements were for these campaigns, account for how these funds were spent and how these funds benefited the specific high-risk groups outlined?

Answer:

- a) *beyondblue* has developed the Beyond Barriers Strategy, which includes a multi-platform campaign to target the high risk groups and aims to encourage men to take action against depression and anxiety through reducing the barriers to seeking support, including stigma. Market research has been undertaken to guide the development of the Strategy and campaign. The next step is to engage both a creative agency and an evaluator for the Strategy.
- b) Key performance indicators for the project will include:
 - more men recognise that depression and anxiety are serious health problems;
 - more men can identify the signs and symptoms of depression and anxiety;
 - fewer men perceive asking for help as a weakness;
 - the rate of stigma amongst males is reduced through targeted messages and practical action for specific male groups, and their mates and families; and
 - more men who may be experiencing symptoms seek help through a range of treatment options.

A breakdown of how these funds were spent on the campaigns will be available once the campaigns are developed, which is planned for mid-2013. A project evaluation is also planned to be finalised in mid-2014 and will determine if these key performance indicators have been met.