

Mentally Healthy WA Campaign 24 Month Report: April 2005 – April 2007

Centre for Behavioural Research in Cancer Control
Curtin University, Perth WA Australia

Dr Ray James, Professor Rob Donovan, Mr. Geoffrey Jalleh and Ms Jennie Ambridge



I. Mentally Healthy WA Campaign Overview

The first 24 months of the project have been divided into two phases:

Development Phase: 6 months: April 2005 – October 2005

Intervention Phase: 18 months: October 2005 – April 2007

During the **Development Phase**, the Perth ‘Hub’ team:

- Recruited 11 project officers in the 6 demonstration towns
- Developed the M H WA Perth Management Group
- Helped the project officers recruit and develop local management groups
- Developed 4 newspaper ads
- Developed resources: posters, brochure, stickers, magnets, bookmarks, Frisbees, hats, t-shirts, balloons and stress balls
- Developed and implemented the benchmark survey (1200 in participating towns and 1000 in non-participating areas)
- Developed media logs and other local evaluation tools
- Implemented Partnership Audits for Management Groups
- Provided Training and Orientation for staff in July 2005

The Intervention Phase formally started on 10 October 2005 (World Mental Health Day) with a launch and a Community Forum in Albany. Between 10 October and 23 November 2005 a formal launch and community forums were held in each of the six demonstration towns. On average, 30-50 people attended each of the Community Forums. The Community Forums provided an opportunity to introduce and discuss the Act-Belong-Commit Campaign with community members and to invite suggestions for activities or events that would help their community Act-Belong-Commit.

A list of suggested activities and events was collated by the Project Officers in each town and then taken to the Management Group to prioritise. The activities suggested by community members then became the basis of a 12 month ‘Action Plan’ for the Project Officers in each town. The Project Officers worked according to their Action Plans and after the initial 12 months there was a **very positive** response in the six communities.

In 2006 Project Officers hosted 12 month (1 Year) celebrations and advised community members of the response to the campaign and some of the achievements. Project Officers also reviewed their Action Plans and gave community members an opportunity to suggest new or different activities and events to help people Act-Belong-Commit. Table 1 indicates the range of activities in each demonstration site during the 18 month period from October 2005 to April 2007.

Table 1 – Mentally Healthy WA: Total Contacts: 18 months October 2005-April 2007

	Albany	Esperance	Geraldton	Kalgoorlie	Karratha	Northam	TOTAL	Perth HUB
Briefings	63	13	59	63	63	3	264	29
Presentations / Seminars/ Workshops	9	15	33	19	17	51	144	52
Radio - Interviews	17	3	11	8	11	4	54	13
Press – Articles	41	31	13	23	19	50	177	25
Unpaid Media	41 = 8,220cm ²	31 = 8,225cm ²	13 = 3,065cm ²	23 = 5,592cm ² 8 x 6min radio spots	19 = 3,890cm ²	37 = 6,877cm ²	164 = 35,869cm ²	25 = 5,434cm ²
Web articles & newsletters	24	6	0	8	11	10	59	14
Main Partners	12	11	11	11	7	14	66	10
Total Events	30	33	14	18	18	64	177	
Co-Branded Events	4	12	15	13	17	32	93	
Website Visitors							51,237	
Healthway Sponsorships	7	4	2	2	3	8	27	1

II. 18 Month Intervention Results

Media and Media Partnerships

During the first 12 months a series of paid media ads were placed in local press to promote the A-B-C campaign: approximately 45,350 cm² costing \$63,000. In addition, project officers held briefings, seminars, workshops and meetings to explain and promote the A-B-C concepts. They also did radio interviews and wrote press releases and articles for their own newsletters and other organisation newsletters and flyers. During the first 12 months Healthway funded 21 sponsorships to help promote the Act-Belong-Commit message.

During the 18 month intervention phase Project Officers were successful in placing 177 articles in local press which equates to a total of 35,869 cm² of unpaid media exposure, or 79% additional press media. The Perth Hub also placed 25 articles for a total of 5,434 cm² unpaid media in metropolitan newspapers. Project Officers had 54 radio interviews and Kalgoorlie had a regular 6 minute spot on their local radio during the first year. Project Officers also posted 59 articles in partner organisations newsletters or on their websites and A-B-C received a total of 51,237 hits to the campaign website: www.actbelongcommit.org.au

A 30 second TV advertisement was developed and launched on 11 February 2007. The ad will run on GWN over eight months in 2007 to help increase awareness of the campaign. The ad helps reinforce the campaign message to Act-Belong-Commit and refers viewers to the website. Hits on the website in the month after the launch, increased to 20,003 and have been consistent for March and April. This may be due to the impact the ad has had on a wider audience outside of our six demonstration areas. We have received a number of calls from country and metropolitan towns asking for use of the resources or for someone to give a talk on mental health promotion.

Community Partnerships

A-B-C project officers worked closely with between 6 and 12 key partners in each town. These included organisations like: Men's Health Resource Centres, Divisions of General Practice, Soroptimists, Arts and Learning Centres, Department of Environment and Conservation, Injury Prevention Programs, Physical Activity Taskforce, TAFE, City and Shire Offices, Woman's Health Centres, Department of Sport and Recreation, Disabilities Service Commission, Walking School Bus, Active After School Program, St John's Ambulance, Volunteer groups, Churches, Public Health Units and CentreCare.

Working in partnerships, A-B-C project staff hosted 177 events and co-branded 93 events in the 18 months. These include events like: True Blue Community Photography Project, Fun Day Sports Star of the Year Awards, Community Garden Open Day, Freefall Youth Arts Projects, Millen St Mob Girls Basketball team, Photovoice Project for at-risk youth, Community Fair, Market Gardens, Musical Production, Youth Arts Awards, Girl Guides, BMX races, Recreational Activities for Adults with Disabilities, Sports Clinics for Youth with Disabilities, Over 55 Recreation Activities, Intergenerational Concerts, Teddy Bear Picnics, Men in Sheds Programs, Bring It On Concert, Relay for Life, Bicycle Treasure Hunt, Dragon Boat Regatta, Have a 'Go' day, Mosaic project, Circus School, Pool Party and the Harmony Concert.

In addition to non-paid media exposure gained by the local project officers, Healthway has offered 27 sponsorships for festivals, youth groups, art centres, photo projects, music workshops, and 'have-a-go-days' which carry a mental health promotion message: Act-Belong-Commit. These sponsorships help fund a variety of activities and events and we are very pleased to note that this 'on-the-ground' advertising of the brand and slogan really brings the message: 'Act-Belong-Commit' alive. These sponsorships are worth \$304,160 in funds to organisations in the six towns and approximately \$47,650 in support budgets for merchandise and resources to promote the Act-Belong-Commit message.

Dissemination

The Perth team has now conducted 29 briefings and 52 seminars on A-B-C. We have had 13 radio interviews and 19 press interviews. Twenty-five articles have appeared in WA papers. In addition, fourteen articles have been published in newsletters and professional magazines.

Formal conference presentations on the M H WA Campaign have been given at the 16th National Australian Health Promotion Association Conference in Alice Springs in April 2006, the Active 06 Conference (DSR) in Perth in September 2006, The Men's Health Conference in Fremantle in October 2006 and the Mental Health Promotion Conference in Perth in February 2007. Fourteen abstracts were accepted for the International Mental Health Promotion Conference in February 2007, one for the Rural Health Conference in March 2007, three for the National Health Promotion Conference in Adelaide in May 2007 and one for the International Health Promotion Conference in Vancouver Canada in June 2007.

Seminars have been given for health staff in the North Coast NSW, Hobart and Davenport in Tasmania and Adelaide in South Australia; and Auckland, Taupo, Wellington and Christchurch in New Zealand. Dr James presented the M H WA campaign to the Singapore Action Group of Elders (SAGE) in November 2006. An Act-Belong-Commit Update seminar was held for 38 participants in Perth February 2007 and a similar videoconference was held for 16 regional sites in WA, NSW and Tasmania.

Five academic papers have been published or are in press:

- Donovan, RJ, James, R, Jalleh, G, Sidebottom, C. Implementing mental health promotion: the 'Act-Belong-Commit' Mentally Healthy WA campaign in Western Australia. *International Journal of Mental Health Promotion*. 2006, 8(1), 29-38.
- Donovan, RJ, Henley, N, Watson, N, Zubrick, S, Silburn, S, Williams, A. The impact on mental health in others of those in a position of authority: a perspective of parents, teachers, trainers and supervisors.

Australian e-Journal for the Advancement of Mental Health 2006 5(1)

www.auseinet.com/journal/vol5iss1/donovan.pdf,

- Donovan, RJ, Henley, N, Watson, N, Zubrick, S, Silburn, S, Williams, A. People's beliefs about factors contributing to mental health: implications for mental health promotion. *Health Promotion Journal of Australia*, 2007, 18(1), 50-56.
- Donovan, RJ, James, R, Jalleh, G. Community-based social marketing to promote positive mental health: the Act-Belong-Commit campaign in rural Western Australia. In Hastings, G Social Marketing, 2007 Pgs 336-343.
- Donovan, RJ, Egger, G. (2007). Mental Healthiness: The Flip Side of S-AD. In Egger G, Binns A, Rossner S. (Eds) *Lifestyle Medicine*, McGraw-Hill, Sydney (in press).

Four articles are now under review for the AHPA Special Issue on Mental Health Promotion.

Mental Health Promotion Conference>>Kindling the Flame Perth February 2007

Capacity Building Opportunity for M H WA and colleagues.

The International Mental Health Promotion Conference: Kindling the Flame provided an opportunity for training, networking and presentation for the M H WA Project Officers. M H WA was involved in a total of 14 presentations. In addition M H WA assisted another six people to write abstracts that were accepted.

Professor Rob Donovan presented an 80 minute interactive workshop on the history and conceptual framework for Act-Belong-Commit. Ray James presented data on 'What people say they do to keep mentally Healthy'. Trish Travers presented on 'The essential ingredients for a mentally healthy community' Colby Sidebottom presented on 'Building community partnerships to promote positive mental health', Melissa Vernon presented: 'Building a mental health promotion workforce from existing resources'. Andrew Joyce and Ray James presented on 'Using Partnership Audits to enhance Management Committees'.

Sonia Commisso, Liane Auld, Jennie Ambridge, Amberlee Laws, Pam Lincoln, Geoffrey Jalleh, Lorraine Powell (Management Committee) and Sue Hedley (SAFE Karratha) all had abstracts accepted for poster presentations. The Karratha Project Officers assisted Sue Hedley with her poster presentation and her application for funding to attend the conference. Sue's poster won the prize for best poster.



Sue Hedley with Phillipa Ives and Colby Sidebottom.

M H WA also organised a **Network Meeting** for people from around Australia to meet and discuss their programs the day before the formal conference began. Key note speakers included: Richard Eckersley (Wellness Manifesto), Simon Tazt (Mental Health Council of Australia), Leanne Pethick (CEO Depression Net), Jackie Gill (Networked Neighborhoods), Carmelita Almain (Mind Your Mind: N Queensland), and Patrick Davies (Spiritual Health Fitzroy Crossing WA). This workshop provided a good opportunity for M H WA project officers to meet some of the key people involved in mental health promotion around Australia.

Community Survey Results

A 12-month follow-up telephone survey was conducted in October 2006 with approximately 1,200 intervention town residents and 1,000 metropolitan residents and non-intervention rural town residents. In

each rural town and in the metropolitan area, respondents were recruited in two age groups (18-39 years and 40 years and over), with approximately equal representation of males and females in each age group.

Overall awareness of the *Act-Belong-Commit* Campaign was 26% in the intervention towns and less than 2% in both the metro and rural comparison towns. Given that the main promotional strategy was limited to local newspapers and A-B-C events, the level of awareness achieved was very satisfactory.

In the intervention towns, respondents who were aware of the campaign were significantly more likely than those unaware of the campaign to: do more exercise (78% vs 60%), socialise more (51% vs 44%), volunteer or take up a good cause (50% vs 32%), and to mention doing these activities for their mental health (20% vs 12%).

Among respondents who were aware of the campaign, 26% reported that they have changed the way they think about mental health as a result of the messages in the campaign's advertising and publicity. The campaign increased awareness of mental health in general, increased belief that people can do things to keep mentally health and reduced the stigma of mental health disorders and people with mental illness. Eleven percent of respondents reported that they have changed their behaviour as a result of the campaign. Respondents mentioned participating in activities related to the A-B-C message, being more accepting of people with mental health problems and having a more positive outlook on life in general.

The data demonstrate that a mental health promotion campaign can not only encourage people to proactively do things to improve their own mental health, but also reduce the stigma associated with mental health problems. The final Community Survey will be conducted in October 2007.

Organisation Survey Results

A survey was conducted with organisations that collaborated with the Act-Belong-Commit Campaign in running events or activities to assess the impact of these collaborations on their organisation and attitudes towards the collaboration. Of the 52 organisations that were sent a mail survey, 39 completed the survey (response rate: 76%).

Respondents were presented with a number of statements in relation to their relationship with the Act-Belong-Commit campaign and asked to rate each one on 10-point bi-polar scales, with higher numbers representing more favourable responses:

- 'Is friendly – Is unfriendly';
- 'Is professional – Is amateurish';
- 'Easy to work with – Difficult to work with';
- 'Is an organisation that gets things done – Is an organisation that does not get things done';
- Etc.

Ratings for project officers were very positive on all of the attributes (Mean: 8.0 and over for each item).

Respondents also rated whether collaborating with the A-B-C campaign increased their capacity on the following items:

- Media releases or articles;
- Promotion of events or activities;
- Staff level of expertise;
- Public awareness of your organisation; and
- Number of funding and grant submissions.

Among those organisations for which these items were applicable, ratings were quite positive (range between 6.5 to 7.0 for each item). Overall, respondents felt that collaborating with the A-B-C campaign had been beneficial (Mean: 7.9).

These data provide evidence that collaborating with the Act-Belong-Commit campaign has had a positive impact on local organisations. It is encouraging that all organisations surveyed were willing to collaborate with the campaign to run events and activities in the future. Overall: there is a very positive perception of the local Act-Belong-Commit project officers and the campaign in general.



Local Girls 'Bring It On'
Northam



The inaugural Dragon Boat Regatta
Esperance

IV. Reflections on 18 months Intervention Phase

Recruitment and management of appropriate staff in regional areas has been more difficult than anticipated. WA Country Health Services agreed to supply six .5 FTE staff in the six demonstration towns. In some cases this was relatively easy to deliver while in some towns it was more difficult to find appropriate staff. In some cases staff were simply notified that they would be working in mental health promotion. Some of these appointments had a challenging time settling in to their community and their work. Some project officers did not have any background knowledge of mental health promotion and were new to town and did not have established networks. In some cases people found that they did not have experience with community engagement practices or the concept of population health. A few staff decided to leave after the first year for travel or other positions. To date, six staff have left their positions. Three new staff have been recruited since September 2006. It took a quite a while to recruit to the positions in Karratha and Kalgoorlie. The position in Geraldton has just been advertised and interviews should be held before June.

The project officers in all six demonstration towns have exceeded our expectations in terms of community engagement, partnerships, collaborations and hosting a range of Act-Belong-Commit events and activities. Project officers frequently interact with the Perth Hub. They post material on the website, ask for assistance with grant or sponsorship applications and advice on working with management committees, or simply just share good stories about their work.

Healthway sponsorships have been an important component of the campaign over the last 18 months and we currently have a total of 27. These sponsorships have been helpful in creating community awareness and promoting the Act-Belong-Commit message. The website has been refreshed and updated with a change in the URL to www.actbelongcommit.org.au. A diversion from the old website to the new website ensures that all hits will be recorded. These have increased substantially over the last 6 months. Between October 2005 and April 2007 there have been 51,237 hits to the website. The main hits are from Australia followed by USA, Hong Kong and Netherlands.

We have now begun discussions regarding 'expanding, extending and enhancing' the A-B-C campaign for three years after the demonstration phase is completed in October 2007. WA Country Health Services has already committed to continuing support for the original six demonstration sites over the next three years

and other regional and metropolitan towns have indicated an interest in implementing the campaign framework. We will continue these discussions over the next three months.

Over the next 6 months project officers will continue to:

- Assist community groups to access funding from Healthway, Lotterywest, Physical Activity Taskforce, DSC and other funding agencies
- Increase the number of Healthway Sponsorships for community arts groups, especially in Geraldton.
- Increase participation rates of disadvantage or marginalized groups such as: elderly, youth, indigenous, single parents, men.
- Make plans for World Mental Health Day and Mental Health Week, including some multi-cultural events to tie in with the National Theme for 2007.



Harmony Day
Kalgoorlie



Bicycle Treasure Hunt
Albany

For more up to date information on activities in each of the demonstration towns:
please view our web site at: www.actbelongcommit.org.au



The Hub: Ray James, Jennie Ambridge,
Rob Donovan & Geoffrey Jalleh
At Shenton Park Campus