

Central Wheatbelt Division of General Practice, Inc

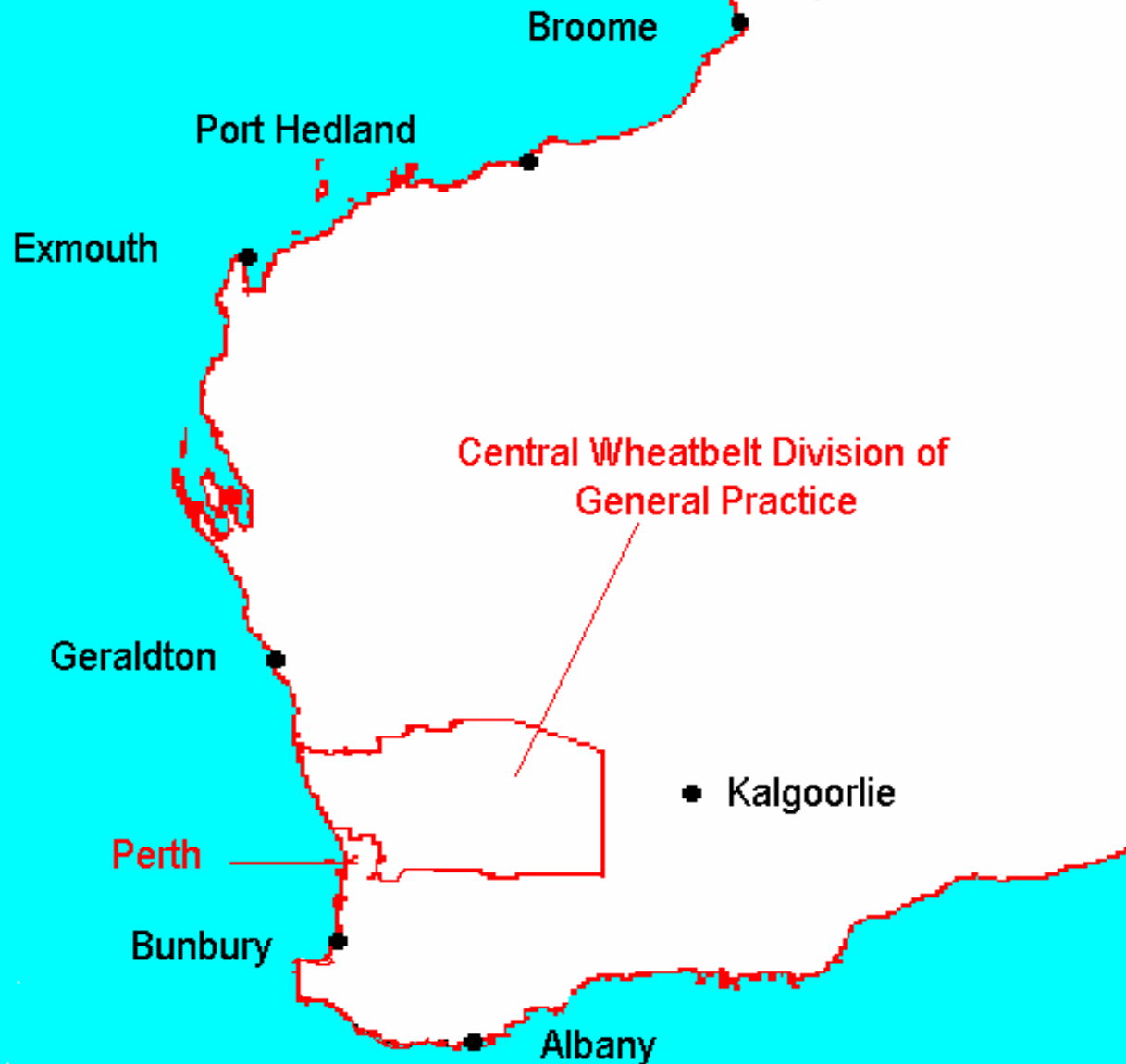
.....making a real difference to the health of our community through general practice.....

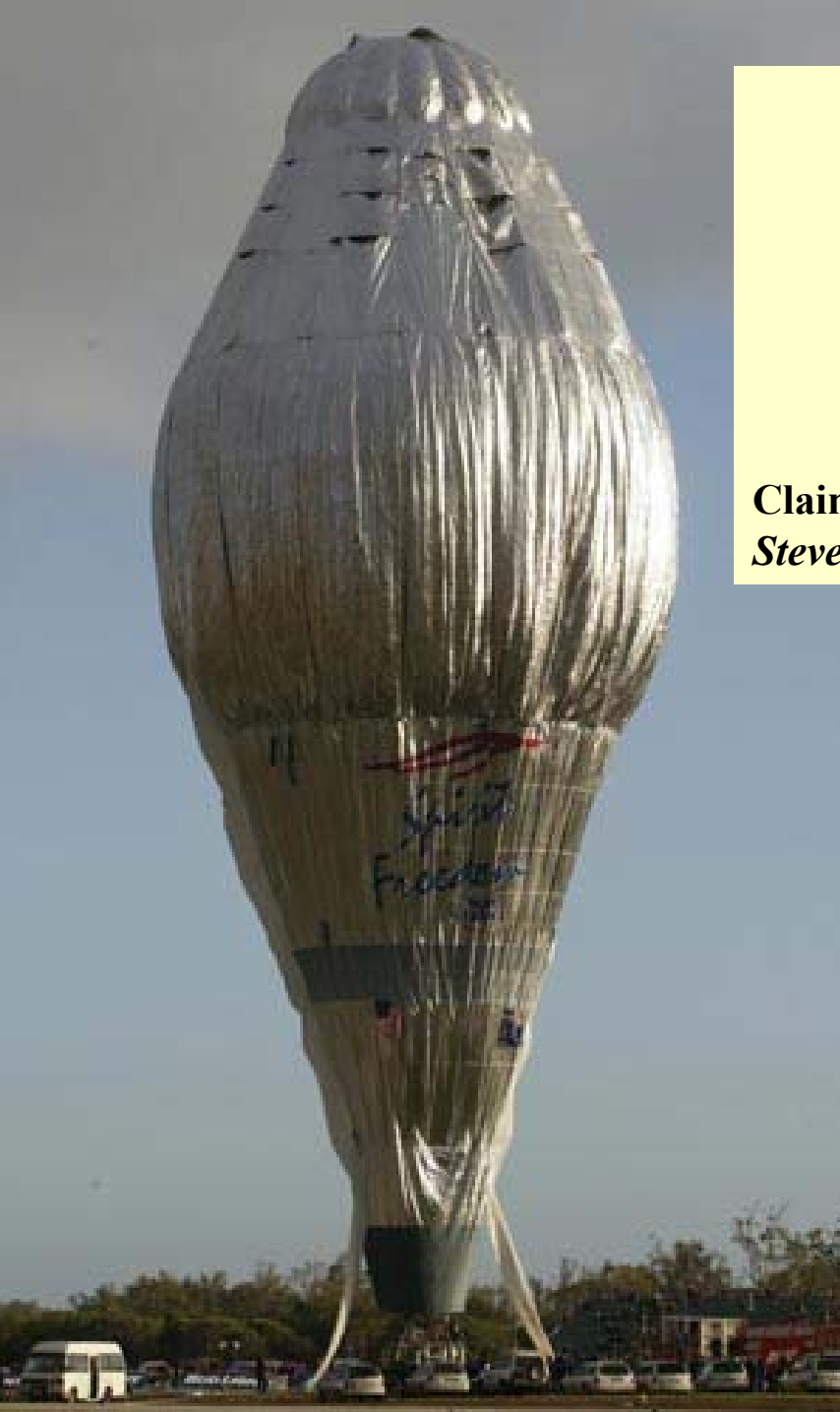
– Wheatbelt Support Services

- *.... Counselling And Personal Support*
 - PO Box 781 Northam WA 6401
 - Tel (08) 9622 5539
 - Fax (08) 9621 1532
 - email: counselling@wheatbelt.com.au



Western Australia



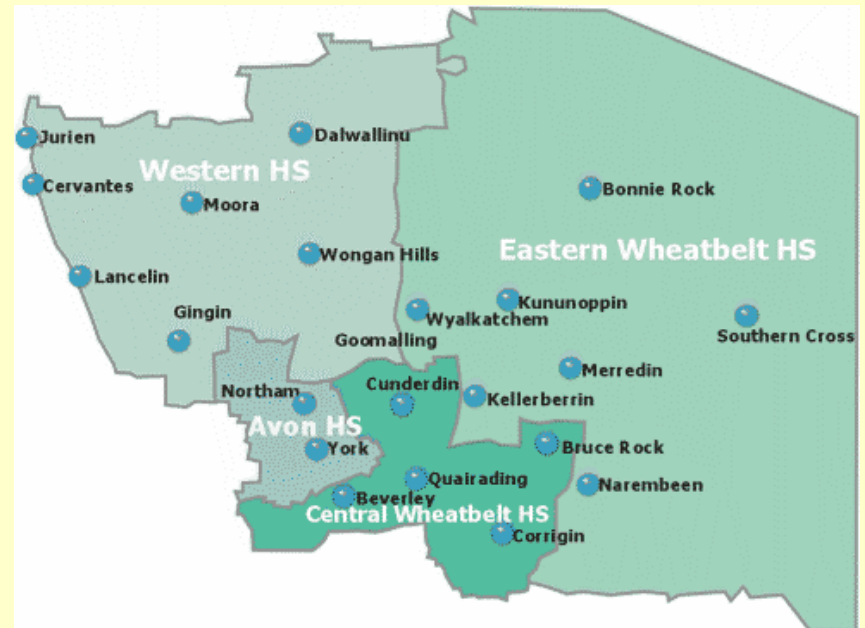


Central Wheatbelt Division of General Practice

- **Covers an area of 85,000 sq. kms.**
(Larger than Tasmania, half the area of Victoria)
- The population is 50,094 people.
- There are 29 Local Government Regions

Claim to Fame

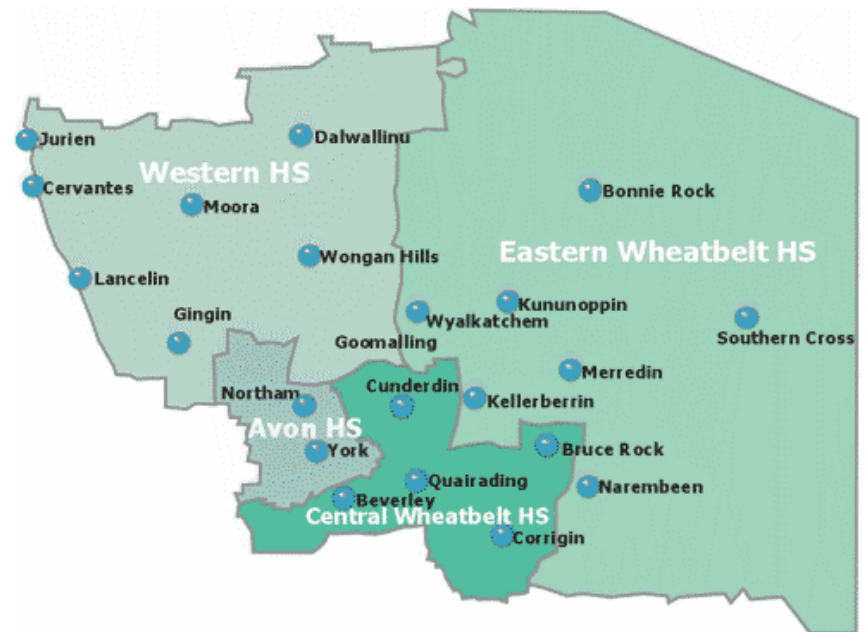
Steve Fossett Balloon Launch in June 2002





The Central Wheatbelt Division of General Practice

38 GPs in 20 towns who work in conjunction with **16 hospitals** and **4 nursing posts**, providing 24 hour emergency and primary medical care.



OUR MEDICAL FACILITIES

NURSING POST

HOSPITAL

AMBULANCE





“Alive and Well”

Our Prime Responsibility - to address the needs of
our most precious resource. ***“PEOPLE”***



Central Wheatbelt Division of General Practice Inc.

“Alive and Well”

Key Driver Organizations

- Central Wheatbelt Division of General Practice.
 - Avon Suicide Prevention Group Inc.
 - Wheatbelt Support Services.
 - Wheatbelt Men’s Health Inc.
 - Northam Rotary Club.
 - Department of Agriculture WA.
 - Water Corporation of WA.

Wheatbelt Support Services

Wheatbelt
Mental Health

Wheatbelt
Public Health

Department
of
Agriculture

Department
of
Education

“Wheatbelt
Alive & Well”
Key players

Wheatbelt
Community
Drug Team

Avon Youth
Services

Water
Corporation

Northam
Regional
Hospital

Agricultural
Allied
Industries

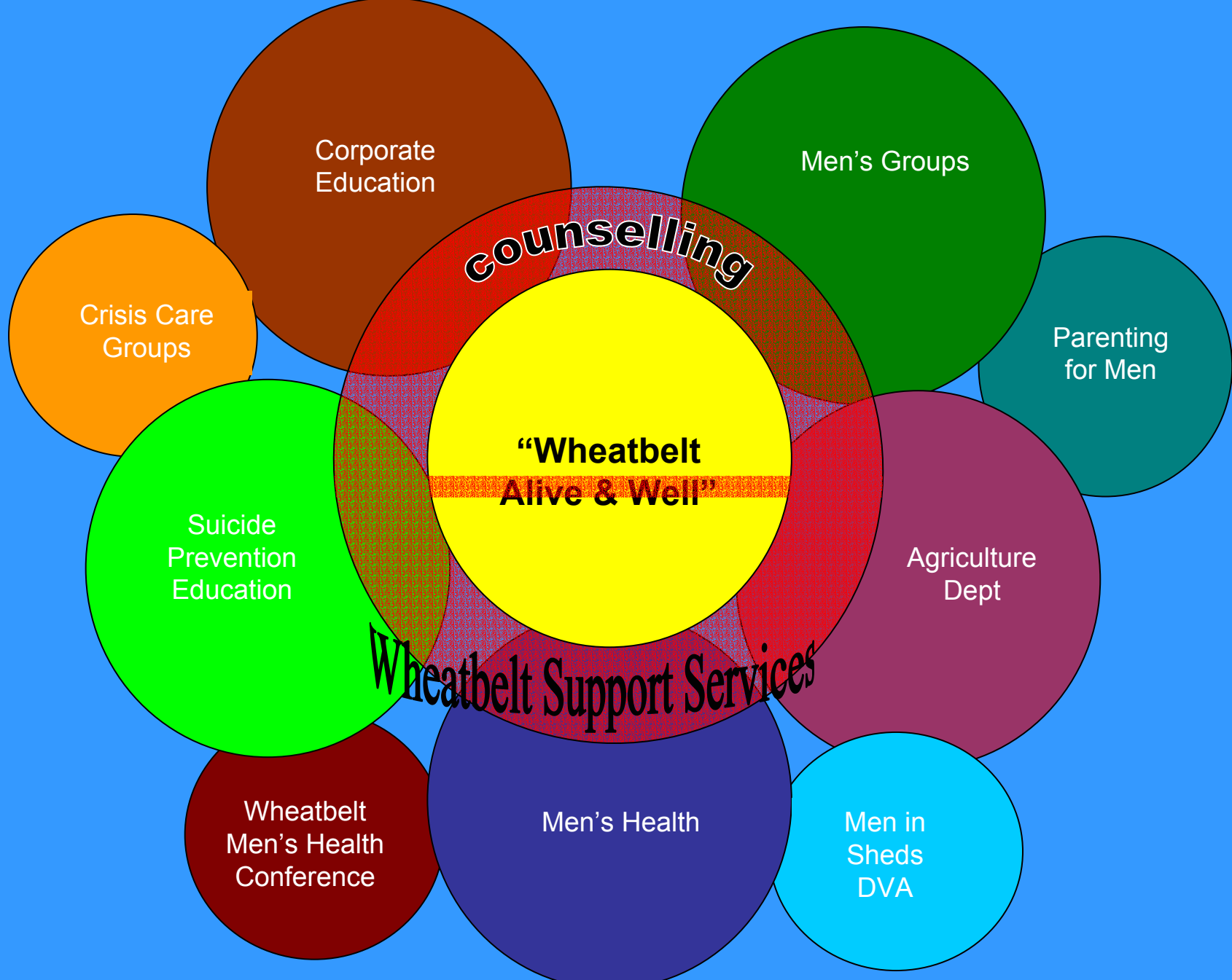
Wheatbelt Support Services “Alive & Well” Support



OUR VISION

Improving the health of the whole community through collaborative promotion of the “Alive and Well” approach to improving the well being of all people.





Wheatbelt "Alive & Well" Components

Your husband is suffering from a very severe stress disorder. If you don't do the following he will surely die. Each morning fix him a healthy breakfast. Be pleasant at all times. For lunch make him a nutritious meal. For dinner prepare an especially nice meal. No chores. No nagging. Oh yes, and make love several times a week. Do this for the next year and he'll regain his health completely!



Men Don't Access Help



Strategies for “going where men are...”



The Importance of Industry Partnerships



Going Where Men Meet



Farmer Breakfast



Presentation at Hotel



Going Where Men Are!!

Regional Bowling Day



Pit Stop at Forrest Chase, Perth



Central Wheatbelt Division of General Practice, Inc
.....making a real difference to the health of our community through general practice.....



Our Advertising



Our Advertising

Our Advertising




“Talk to a Mate”

- Our partner/wife
- Son/daughter
- Father
- Friend
- Doctor
- Counsellor
- Priest/Minister

“Before it all gets too much”



Measurable Outcomes

The image shows two red combine harvesters working in a vast field of golden-brown crops, likely wheat or corn, under a clear blue sky. The harvesters are positioned in the middle ground, moving from left to right. The foreground is filled with the texture of the crops. In the background, there are a few scattered trees and a clear horizon line.

As there is no Baseline Data it is not possible to specifically quantify the impact of the “Alive and Well” project on the Community.

HOWEVER---

The anecdotal evidence suggests

A photograph showing a man in a green shirt and hat operating a tractor in a field. The tractor is pulling a large bundle of hay. The background shows a rolling landscape with trees and a clear sky.

For Men

A reduction in domestic violence.

HOWEVER---

The anecdotal evidence suggests

A photograph showing a man in a green shirt and khaki pants operating a tractor in a field. The tractor is pulling a large pile of hay. In the background, there are rolling hills and trees under a clear sky. The scene is set in a rural, agricultural environment.

For Men

•Reduced Anger and rage in men.

HOWEVER---

The anecdotal evidence suggests



For Men

- Less self harming behavior.


HOWEVER---

The anecdotal evidence suggests

A photograph showing a man in a green shirt and hat operating a tractor in a field. The tractor is pulling a large pile of hay. The background shows a rolling landscape with trees and a clear sky.

For Men

Reduction in completed suicides

A man in a blue shirt is standing in a field of harvested wheat, holding a large bundle of wheat stalks. He is positioned in front of a combine harvester. The background shows a clear blue sky and more of the field.

HOWEVER---

Anecdotal evidence suggests

FOR FAMILIES

- **Less family breakdown.**

HOWEVER---

Anecdotal evidence suggests



- **Reduced intergenerational conflict in farming families.**

HOWEVER---

The anecdotal evidence suggests



- Reduction in young families leaving rural areas.

HOWEVER---

Anecdotal evidence suggests



- Improved Child Mentoring by fathers

HOWEVER---

The anecdotal evidence suggests

FOR EVERYONE

- ***Reduced Depression and Despair.***





A Simple Message
"Talk to a Mate".



Advertising that attracts
attention

Key Elements



Going Where Men Meet



Using a non-health
professional to do the
promotion

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Going Where Men Are!!

