



World Mental Health Day 2005

“BE ACTIVE FOR YOUR MENTAL HEALTH”

**THE RELATIONSHIP BETWEEN PHYSICAL
AND MENTAL HEALTH:
CO-OCCURRING MENTAL AND PHYSICAL DISORDERS**

Information for Divisions of General Practice

WORLD MENTAL HEALTH DAY 2005

World Mental Health Day (WMHD) is an initiative of the World Federation for Mental Health (WFMH) and is co-sponsored by the World Health Organisation. WMHD takes place on 10 October each year, and within Australia WMHD coincides with National Mental Health Week. The World Mental Health Day theme set by the WFMH for 2005 is "The relationship between physical and mental health: co-occurring mental and physical disorders".

Seventeenth-century philosopher Rene Descartes conceptualized the distinction between the mind and the body. He viewed the "mind" as completely separable from the "body". And for almost two centuries, mental health advocates have been trying to put them back together. This separation between so-called "mental" and "physical" health has no real relevance to the scientific understanding of health in the 21st century; yet the myths and misinformation persist. Mental health advocates all over the world have, in almost apologetic posturing, said that this false premise should no longer exist and yet these voices continue to go unheard. The time has come to reinforce what we stand for--mind and body are inseparable: health is a complete state of well-being -- and there is no health without mental health.

World Federation for Mental Health (2004)

Mental Health Council of Australia Campaign

Background

The Mental Health Council of Australia (MHCA) has again been funded by the Australian Government Department of Health and Ageing to develop a national campaign for World Mental Health Day. The national campaign theme for WMHD 2005 will be "Be Active for your Mental Health"

Campaign Partners

Mental Health Council of Australia

Australian Divisions of General Practice

Australian Government Department of Health & Ageing

The Mentally Healthy WA Campaign

VicHealth

National Heart Foundation

The Pharmaceutical Collaboration

Out and about Marketing and the National Basketball League

Telstra

The Australian Defence Force and ADF Academy

Australian Institute of Sport

Partnership with Divisions of General Practice

The MHCA has joined with the Australian Divisions of General Practice (ADGP), the peak national body representing 118 Divisions of General Practice across Australia, as a campaign partner to assist in the WMHD national campaign. The involvement of the Divisions of General Practice Network has the potential to promote wide community participation and exposure across metropolitan, rural and regional Australia. Many Divisions facilitate health promotion partnerships with their local communities. This project has the potential to enhance this work through co-convening local world mental health day events and the promotion of the theme of the relationship between physical and mental health.

Partnership with the Mentally Healthy WA Campaign

In Western Australia, the Mentally Healthy WA Campaign was formally commenced in April 2004 with grants from Healthway, Lotterywest and WA Country Health Services. The project hub is the Centre for Behavioural Research at Curtin University and lead by Professor Rob Donovan. The campaign brand and logo and key messages have been developed following extensive research commencing in 2002. The MHCA believes building on the WA campaign and extending its reach is a most effective use of resources and opportunities for the 2005 WMHD. Permission to use the WA Campaign brand "Act-Belong-Commit" has been granted. The three major ways that individuals can and should do to build and maintain positive mental health and increase community cohesion. These steps also indicate an increasing contribution to an individual's sense of self.

Act – individuals should strive to keep themselves active in as many ways as possible, including physically, socially and cognitively, eg. Walking, reading, visiting a museum, doing a crossword, visiting a friend.

Belong – becoming a member of an organisation to strengthen an individual's connection to the community, eg. Joining a book club or walking group, going to community meetings and events, participating more often in organisations of which the person is already a member.

Commit – the level of effort an individual commits to the activities they are engaged in, eg. Becoming a volunteer for charity or community organisation; taking up challenging tasks; becoming involved in a good cause.

Involvement with other organisations

Telstra – have agreed to stage forums in all major offices (11 sites) around Australia. In addition, worksite signage and information materials will be funded and made available.

Vic Health – are able to provide promotional material, information brochures (inc. *The A-Z of Mental Health*) and support community activities in that state.

National Basketball League & Out and About Marketing – will provide LED signage at two venues for the NBL entire season – Sydney Razorbacks (at Olympic Park in Sydney) and the Melbourne Tigers (at the State Netball Centre in Melbourne).

Media – commercial television will be provided with a community service announcement for mental health week and thereafter. It will feature the Act-Belong-Commit messages and appropriate images. In addition other media activity will be undertaken to promote the key themes including editorial copy for media use and access to spokespersons Australia-wide.

Australian Institute of Sport – are developing an athlete mental health strategy which includes, seminars for athletes, coaches and athlete welfare staff. High profile current and former AIS athletes will be encouraged to participate in the Canberra Lake Walk on October 10.

Australian Defence Force – similar to AIS, the ADF has developed a mental health strategy. Involvement of key ADF personnel in the Canberra Lake Walk and national launch is being planned. Forums and other workplace health promotion activities are also envisaged.

Politicians – All Federal Politicians will be invited to participate in the Canberra Lake Walk

Aim of Campaign

Through WMHD activities the MHCA aims to:

- Increase community mental health literacy and understanding generally
- Create an awareness of the Act-Belong-Commit message outside of Western Australia
- Promote awareness of the relationships between physical and mental health;

- Engender positive attitudes to participating in activities which promote good mental and physical health;
- Raise awareness of the scope and benefits of physical and community activities
- Increase the percentage of the adult population that recognise the need and the actions they can take to take to build, maintain or enhance their mental health
- Create an awareness of the Mental Health Council of Australia and its role.

Target Audiences

- Families
- Community
- General practitioners and other primary health care providers
- Sporting clubs
- Employers
- Politicians

Key Messages

The key messages imparted in WMHD activities will be:

- Act – get active in as many ways as possible
- Belong – become a member of an organisation and connect with the community
- Commit – to staying involved and extending physical activity and membership of community groups.

National Launch

On Monday 10 October 2004 a Canberra Lake Walk will be take place involving politicians, the Human Rights Commissioner, the Chief of Defence Force, high profile athletes, MHCA Board members and others. Community Service Announcements will be produced for screening on national television stations, and promotional signage will be displayed at various sporting venues (NBL matches) and workplace environments (Telstra offices). Newspaper articles, advertorials and copy will be developed and provided for placement in national and regional media.

Community Walks/Forums

The MHCA, in collaboration with member organisations and other supporting agencies, will support community forums to be held in each capital city and in a regional area in most states/territories. The Pharmaceutical Collaboration has donated funding to assist community forum organisers in the co-ordination of an activity for WMHD. Funding of \$1000 (exclusive of GST) will be available to twenty five Divisions of General Practice across Australia. See **Appendix A** for a suggested process and program for the forums. A number of other workplaces across Australia have recently engaged in forums on employing people with mental illness. A full list of the organisations that will be undertaking some activities for WMHD or WMHW will be provided to Divisions.

Divisions of General Practice are encouraged to apply for this funding and if possible team up with local community groups to co-ordinate a forum that includes a physical activity and a community gathering. In the metropolitan areas it would be appropriate for a number of Divisions to work together in organising this event. The aim is to have a national spread of events. Preference will be given to Divisions working in collaboration with community groups. It may also be helpful to work with the sponsoring pharmaceutical companies in organising the event. The sponsoring pharmaceutical companies are Lily, Pfizer Australia, AstraZeneca Australia, Wyeth, GlaxoSmith-Kline, Lunbeck Australia and Bristol-Myers Squibb Australia. Interested Divisions should complete the brief application form (Appendix B) and forward it to Jane Westley at ADGP (via email: jwestley@adgp.com.au or fax: 02 6228 0899) by Monday 12 September. For further information please contact Jane Westley, Senior Project Officer, Mental Health on 02 6228 0844.

Promotional Material

The WMHD campaign promotional materials will include brochures, posters, postcards, coloured large balloons and fact-sheets. A small number of t-shirts, caps and drink bottles will be available for Divisions and other groups organising forums/events. It is anticipated the promotional material will raise awareness about the relationship between physical and mental health, provide information and advice about prevention and monitoring of physical and mental illnesses, and project positive messages about healthy living.

The promotional material will include use of the key symbol promoted by the Mental Health Council of Australia, the Flannel Flower, a resilient Australian native wildflower. It symbolises the importance of being aware of mental health issues and the efforts that are being made to

help those who experience mental illnesses. Logos and branding of Act-Belong-Commit will also be available.

A limited number of promotional packs will be available to all interested Divisions of General Practice, regardless of their success in obtaining funding to host an event.

Media

As part of the MHCA media campaign, a series of media releases publicising the national launch and the community forums will be sent to all major broadcasters and all WMHD forum details will be posted on both the MHCA (www.mhca.org.au) and ADGP web-sites (www.adgp.com.au).

To assist with local organisation Divisions of General Practice will be provided (via the ADGP website), by mid-late September, with forum media information kits. These will include a suggested media campaign process, generic media release proformas which can be adapted for release to local media outlets, and examples of invitation letters that could be sent to politicians and other local identities to attend your local event.

A range of spokespeople, including celebrities, sporting identities and MHCA Patrons will be organised to field interviews around WMHD activities.

Using MHCA media contacts, television will be invited to cover the National Launch along with national print and radio outlets.

ADGP will also support this media campaign. Appropriate media releases will be issued, and during WMHW, ADGP will also be conducting a launch at Parliament House of the MindMatters Plus GP Resource Kit and website. Associated Community Services Announcements relating to youth mental health will also be produced and screened.

Summary

The WHMD 2005 campaign will aim to raise awareness of the relationship between mental and physical health. The campaign will promote the importance of protecting our mental and physical health and preventing ill health through increased physical activity, especially group (team) activities which facilitate stronger community and family connections. **Act-Belong-Commit.**

The MHCA encourages community groups and Divisions to organise healthy living activities such as a community “Be Active for Your Mental Health Walk” from the town hall to a local park or sports facility. The community “Be Active for Your Mental Health Walk ” could be preceded by a brief speech by a local dignitary or sporting person to raise awareness about the importance of healthy living such as regular exercise including sporting activities and good diet, and followed by a picnic. Divisions are encouraged to involve GPs and community organisations and groups. It would be opportunistic to show case and promote local organisations and groups which individuals could join. **Act-Belong-Commit.**

Appendix A

Organising a Forum or Community Activity and Suggested Program

The MHCA will undertake national co-ordination of the forums and aim to provide as much assistance to local organisers as possible. The following process is suggested:

1. Confirm date and time for the forum / community activity

It is recommended the forum be held on World Mental Health Day Monday 10 October 2005 but may be held on another day close to or during National Mental Health Week 9-16 October 2005. It is suggested that the forum / community activity be held at a time suitable for the local community, perhaps even on a weekend.

A variety of activities could take place and examples could include a community walk, finishing with a picnic lunch or taking place after a community breakfast. It might be appropriate to hold an activity or forum in conjunction with a local sporting or community event.

2. Identify appropriate venue for the forum

Due to weather concerns organisers may wish to base WMHD celebrations at a sheltered venue. In this case it is suggested the venue has capacity to hold up to 80 people and it is recommended a free or reduced cost venue be obtained by approaching local community and business groups including local council, schools, universities, community groups or sporting clubs.

Where possible, the forum should be held in a centrally located and a well-known community venue. This may include a local park or local school. Accessibility, including wheelchair, public transport, and parking should be considered. The venue should have kitchen facilities and possibly an area for local services and groups to set up information stalls.

It is recommended a maximum of three speakers be invited. Speakers should be experienced in public speaking and be able to hold the audience's attention. Local speakers should be considered where available. The following types of guest speakers could be engaged:

- a GP or health worker to provide information about the relationship between mental and physical illness;
- a local dignitary or sporting star to promote health living;
- others with specialist expertise in theme areas (particularly from partner organisations)

Forum co-ordinators may also wish to consider having the speakers form a panel after the individual presentations and encourage the audience to ask questions.

3. Arrange a Master of Ceremonies for the forum

Ideally a local identity that can facilitate the forum should be invited to be MC.

4. Promote the forum in the community

To assist in the promotion of the community forums the MHCA will forward to forum co-ordinators promotional materials including posters, postcards, and fact sheets. A series of media releases will be produced to promote the event all under the banner of "Be Active for Your Mental Health".

It is suggested promotional material for WMHD 2005 be distributed to forum participants and also sent to:

- consumer and carer groups;
- community services and groups;
- schools;
- mental health services;
- hospitals;
- local businesses; and
- your local council.

5. Respond to enquiries about the forum

Forum co-ordinators may wish to delegate the task of taking enquiries / registrations about the forum to another organisation. Many organisations have offered support without taking a leading role and this may be a task that can be easily delegated.

It is suggested people be asked to register for the forums so attendee numbers can be estimated. However, it should be promoted that the forums are open to everyone in the community and invitation or registration is not necessary.

6. Arrange necessary equipment

Equipment that may be required includes:

- overhead projector or other visual aid;
- microphone;
- lectern;
- table/chairs for key note speakers;

- chairs for audience;
- tables for information stalls;
- tables for refreshments and programs;
- urn, cups, teaspoons etc; and
- refreshments.

7. Arrange catering

It is suggested light refreshments and coffee and tea be provided at the forum. Local businesses such as cafes and bakeries could be approached to donate refreshments.

Suggested program for community forums

1. Everyone arrives (up to half an hour prior to start time).
2. MC talks briefly about World Mental Health Day themes / aims and introduces first speaker.
3. First speaker (approx. 10 minutes)
4. MC calls on second speaker
5. Second speaker (approx. 10 minutes)
6. MC invites Mayor or representative from local council to say a few words (approx. 5 minutes)
7. MC thanks Mayor, guest speakers and acknowledges co-ordinating organisation.
8. MC invites everyone to participate in a walk to the local park / lake / picnic area followed by refreshments / social gathering
9. Close

Appendix B

Application Form for Divisions for World Mental Health Day Funding

Details of Division

Division Name:	
Address :	Postcode:
Contact person(s)	Phone: Fax: Email:

Details of Event

Briefly outline the plan for the World Mental Health Day Activity	
Outline a budget for the \$1000 funding	

Details of Collaboration

Give details of the community group(s) with whom you would partner in this activity and outline any preliminary discussions	
Give details of the other Division(s) of General Practice with whom you would partner in this activity	
Provide information on the nature of the collaboration	

Please complete this form and send it to Jane Westley at ADGP (via email: jwestely@adgp.com.au or fax: 02 6228 0899) by close of business Monday 12th September.

For further information please contact Jane Westley, Senior Project Officer – Mental Health on 02 6228 0844