



Newsletter no.2, September 2005

Mentally Healthy WA Campaign About to Roll

The Mentally Healthy WA Campaign is now ready for the 2 year intervention phase.

This innovative community-based program originally started with a Scoping Project funded by Healthway in 2002. Professor Rob Donovan and others conducted qualitative and quantitative research to determine beliefs and concepts of mental health in the West Australian community. The research tested the key messages and concepts developed by VicHealth for the 'together we do better' campaign and made recommendations to Healthway for developing a mental health promotion campaign in WA.

Healthway discussed the results of the Scoping Project with the Office of Mental Health over the next 2 years but were unable to agree on the nature and scope of the intervention. In June 2004 Professor Donovan was funded to conduct a Consultation Phase to determine the viability of implementing a mental health promotion campaign in rural communities in WA.

Dr Ray James joined with Professor Donovan and Geoffrey Jalleh to conduct consultations in seven rural communities, discuss the project with health professionals, apply for funding, and develop the Act-Belong-Commit concept. The project concept was strongly supported by WA Country Health Services and received funding from Healthway, Lotterystwest and Pilbara Iron early in 2005.

During the Developmental Phase the campaign team has developed a training program and resource materials, a logo, banners, posters, brochures, supporting merchandise, a web site, the benchmark survey and a series of press ads. Staff have been recruited in the six participating towns and the benchmark survey is underway. The six month Development Phase will finish in October and the two year intervention will kick off on October 10: World Mental Health Day.

New Partnerships: Swimming WA

Swimming WA has developed a partnership with the Mentally Healthy WA Campaign to help attract participants and volunteers to their swimming program in rural areas. Brooke Shea and Sarah Aulin will work with the MHWA regional teams to promote swimming camps, clinics and programs.



Brooke Shea

Brooke is responsible for implementation and evaluation of junior swimming and school based swimming programs in both metropolitan and country areas, including the organisation of clinics and camps. She is also involved in coach education and accreditation, including workshops and courses.



Sarah Aulin

Sarah is responsible for the implementation of swimming programs for non-metropolitan areas, the expansion of state wide indigenous sports programs and initiatives for swimmers with a disability. Sarah's role includes recruitment, training and retention of volunteers into the sport and the organisation of training clinics, camps and courses.

Aboriginal Council of WA Partnership Indigenous Project Officer

The Aboriginal Council of WA will fund an Indigenous Project Officer for the Mentally Healthy WA Campaign. The role of the Indigenous Project Officer will be to assist the campaign team in Perth and in the six rural towns to develop, implement and evaluate Indigenous participation in arrange of mental health promotion events and activities. The Project Officer will work between the Aboriginal Council and the Mentally Healthy WA offices at the Curtin Health Research Centre in Shenton Park. We hope to advertise the position soon.



Australian Health Promotion Association (WA Branch)

We would like to acknowledge the Health Promotion Association for awarding a scholarship to the Mentally Healthy WA Campaign during the Development Phase. The scholarship winner, Ms Colby Sidebottom, has made significant contributions to the campaign: particularly the development of the website and newsletters, the training workshop and materials, merchandise and resources. She now has a contract with the campaign team as a Research Associate.

Mental Health Council of Australia

The Mental Health Council of Australia (MHCA) has adopted the WA campaign theme: Act-Belong-Commit for its 2005 national campaign. The MHCA believes that building on the WA campaign and extending its reach is the most effective use of resources and opportunities for 2005 Mental World Health Day. To support MHCA the National Basketball League and Out and About Marketing will provide LED signage at two venues for the National Basketball League entire season- Sydney Razorbacks and Melbourne Tigers. The display will promote the Act-Belong-Commit message between September 2005 and February 2006.

Mentally Healthy WA Logo Development & Testing

We wanted a logo to reflect the positive, upbeat message of this campaign. Four graphic designers were asked for their suggestions in integrating the three key words – act, belong, commit – with balloons as a logo for the campaign. They were told that the logo will be used in press advertising, on the website, letterhead, and other printed materials. In total, 53 designs were submitted. Many of these were variations of the same concept. A sub group of the management committee reviewed these designs and reduced the number of designs to 18. These 18 designs were presented to the management committee which selected three for testing with the general public.

A total of 100 adults in the Perth city centre were recruited in three age groups (i.e., 18-35, 36-49, and 50-70 years), with equal split of males and females in each age group. Respondents were randomly presented with one of the three logos, and were told that it was a possible logo for a campaign to encourage people to be more mentally healthy. They were asked to rate the logo on a number of attitudinal scales. Then respondents were presented with the three logos and asked which one they liked the most.

All three logos performed well on the attitudinal measures. When respondents were presented with the three logos, one logo was more preferred than the other two logos. This preference was consistent by gender and age group.

Following modifications to the text font and shape of the balloons, preference for these three designs was re-tested in a sample of 100 adults with the same age and gender profile as in the first test. The data confirmed the earlier findings. Hence the most preferred logo was selected for this campaign.



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