

Mental Health Week

Mental Health Week in Western Australia was held this year between 8 – 14 October and aimed to educate communities about mental health and related issues through a variety of events by individuals and organisations throughout the state.

The Mentally Healthy WA Regional Officers organised several events and have reported that Mental Health Week was a big success in their towns.

Colby Sidebottom, Karratha Project Officer, says "Mental Health Week in Karratha was an excellent example of a group effort. Mentally Healthy WA, ARAFMI, Northwest Mental Health, Shire of Roebourne, Soroptimists, Community Libraries and Life and Soul Health Club all worked together to plan a week of events. Karratha and districts residents were treated to a Community in the Garden session, a special body balance class and a community barbeque to help unwind, relax and stress less!"



Chat & Chomp Girls with Trish Travers - Albany

Trish Travers, Albany Project Officer says "Albany had over a 1,000 people attend the Stress Less Physical activity day at the Albany Leisure and Aquatic centres as part of the huge calendar of events".

Liane Auld, Kalgoorlie Project Officer said "We re-launched the A-B-C campaign during Mental Health week and we had an excellent turnout with over 35 people attending including a large group of men from the Community Centre's Men's Club. Overall the forum went well with some interesting ideas for next year. Various other activities which happened in Kalgoorlie included a Mental Health Forum organised by the Goldfields Mental Health Action Group. During the week community groups and service providers promoted mentally healthy messages".

Sonia Commisso, Esperance Project Officer says "Mental Health week in Esperance was a busy week. We decided to invite local clubs and groups within Esperance to host 'Have a Go' day events by their group or club. The idea was for local clubs to open their doors to anyone in the community to come in and have a go at their activity. Overall the week was a success. Most clubs attracted new individuals and some of the clubs were able to sign up some new members. The feedback that we received from the clubs hosting events was very positive. They were happy to work with the A-B-C team and were grateful for the exposure of their club".



Esperance Women - 'Have a Go'



'Tai Chi by the Sea' - David Walpole, winner of Photo Competition - Northam

Amberlee Laws, Northam Project Officer says "Individuals, community groups and local organisations in the Northam region were involved in a variety of activities for mental health week. Some of the activities included the "What keeps you mentally healthy?", photography competition and exhibition, lunch time Yoga and Chi Kung session on Stress Less Day, and a celebratory morning tea to mark the one-year anniversary of the Act-Belong-Commit campaign in Northam."

Campaign Results for the first 12 months

A regular series of paid media ads were placed in local press to promote the A-B-C campaign. 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. (see Table)

Project officers hosted between 3 and 63 briefings in each of the demonstration towns. In addition, there was an average of 24 seminars, workshops or formal presentations. Some officers were very successful in obtaining radio coverage with a maximum of 17 interviews in Albany and fewer in other towns. One town also had a regular 'spot' on the local radio. We were able to place over 120 articles in local press, equating to a total of 27, 528 cm² of unpaid media exposure (60% additional press exposure). We have not had any television publicity, but project officers have posted 67 articles on partner organisations websites and we have received a total of 4,477 hits to the campaign website: www.mentallyhealthywa.org.au.

A-B-C project officers have worked closely with between 6 and 12 key partnerships. These include organisations like: Men's Health Resource Centres, Divisions of General Practice, Soportimists, Arts and Learning Centres, Departments of Environment and Conservation, Injury Prevention Programs, Physical Activity Taskforce, TAFT, City and Shire Offices, Woman's Health Centres, Departments of Sport and Recreations, Disabilities Service Commission, Walking School Bus, Active After School Program, St John's Ambulance, Volunteer groups, Churches, Public Health Units and Centrecare offices.

Working in partnerships, A-B-C project staff have hosted 115 events and co-branded 93 events in the first 12 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 Indigenous 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 youths with disabilities, Over 55 Recreation Activities, Intergenerational Concerts, Teddy Bear Picnics and Men in Sheds Programs. In addition, there are now 21 Healthway sponsorships in place in the six communities.

Act-Belong-Commit: Community Contacts: October 2005 - September 2006

	Albany	Esperance	Geraldton	Kalgoorlie	Karratha	Northam	TOTAL
Briefings	63	9	59	34	62	3	230
Presentations / Seminars/ Workshops	23	10	33	12	13	57	148
Radio - Interviews	17	2	11	6	9	1	46
Press - Articles	40	16	13	9	11	33	122
Unpaid Media	44 = 8,220cm ²	23 = 6,718cm ²	13 = 3,065cm ²	9 = 2,712cm ² 8 x 6min radio spots	12 = 3,023.5cm ²	23 = 3,790cm ²	124 = 27,528.50cm ²
Web articles printed	32	6	*	8	11	10	76
Main Partners	12	11	11	11	6	8	59
Total Events	27	31	14	11	15	17	115
Co-Branded Events	24	10	15	5	10	29	93
Website Visitors							4,477
Healthway Sponsorships	5	2	2	3	2	7	21

Find out more about the Mentally Healthy WA Campaign

For more information about our regional activities, project officers, advertisements and local press articles, check out our web site or contact our Project Team in Perth on 08 9266 4648 or ray.james@curtin.edu.au.

