Impact Statement
2017
Our Vision
A society that values mental health and where everyone has the opportunity to be mentally healthy.

Our Mission
To enhance population mental health by creating supportive environments that strengthen individual and community resilience.

Our Stories

Rita Nita

Rita Nita runs an urban dance company out of King St Arts Centre in Perth. Elan Dance Eat is a welcoming, inclusive and vibrant place that welcomes all people to come along and just give it a go.

Rita describes herself as a naturally shy person, and says that her love of dancing is something that has helped her to come out of her shell.

She is particularly encouraging to those who may be experiencing mental health problems, and says she can personally empathise. Rita believes that dancing can be a way for people to find the light at the end of the tunnel.

“Dancing is a great way to escape from the everyday stress of life, meet like-minded people, listen to music and just be happy.”

Rita’s passion for promoting good mental health has been evident through her involvement with Mental Health Week over the past two years. She has provided dancers to come along to events to run interactive sessions with participants, which always proves popular, getting everyone up and dancing.

“Sometimes it’s scary to be a part of something a bit to the left. The reason I love to dance is because it empowers me to live with confidence.”

Jem Plaisted

Jem is very involved in her local "Buy Nothing" group. The project is a social movement that is making waves across the country, using Facebook to reduce waste and increase random acts of kindness.

Searchings for a way to increase her belonging within a new area, Jem had a conversation with another parent in the school playground and discovered the initiative, which allows free-cycling within communities. She quickly got involved in the local project and uncovered a community of like-minded people keen to make friends.

“It’s made me realise that I’m not as isolated as I thought I was. You meet someone to gift an item, get chatting and realise that you have things in common and you’re actually part of a lovely community.”

As a self-employed photographer, wife and mother to three young children, Jem is a busy person and describes keeping mentally healthy as a ‘balancing act’.

“I’d suggest finding what gives you that ‘buzz’. For me it’s bopping around the house to loud music with my kids, cooking or swimming at the local pool.”

“Happiness is contagious and even though there are all simple things that you can do to boost yourself I have to remind myself to regularly do them or my mental health suffers.”

Jem also has some advice for people who are looking to get more involved in their community:

“Be brave! Push yourself or tell someone you trust what your goals are and ask them to help you follow through.”

“Volunteering on my own, with friends, my children and family, gives me a sense of belonging I feel like I’ve helped, and my contribution makes a difference.”

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Mount Lawley Senior High School joined the Mentally Healthy Schools Program in 2014 and were keen to promote and raise awareness of the importance of good mental health to ALL members of the school community, regardless of background, age or ethnicity.

They established a Student Wellbeing Committee to help drive the Act-Belong-Commit message within the school community. Led by students with guidance and support from the Healthy Active Coordinator, the group arranged activities, information stands and promotions, encouraging involvement from all year groups.

The Act-Belong-Commit message was promoted in various forums, both on and offline, and students were presented with Act-Belong-Commit prizes for involvement, volunteering, random acts of kindness and generally embodying the Act-Belong-Commit principles. Staff were offered similar opportunities to boost their mental health and wellbeing through staff competitions, health newsletters and mental health promotions. They also established a fortnightly “Act-Belong-Commit” Coffee Club as an informal way for parents to get involved with the school through regular catch ups and helping out with events like Year 7 orientation and second-hand uniform sales.

“Act-Belong-Commit is a comprehensive mental health promotion campaign encouraging individuals to take action to protect and promote their own mental wellbeing, as well as encouraging organisations that provide mentally healthy activities to promote participation in those activities.

In essence, Act-Belong-Commit aims to increase individual and community wellbeing by encouraging and strengthening connections between community members. This is achieved by encouraging participation in family, community events and organisations, and increasing collaboration between community organisations that offer activities conducive to good mental health and wellbeing.

The A-B-C guidelines for positive mental health provide a simple approach that we can adopt to become more mentally healthy.

Act
Keep active in as many ways as you can – physically, socially, mentally, and culturally.

Belong
Keep connected to friends and family; get involved in groups, join in local community activities and events.

Commit
Take on challenges or causes that provide meaning and purpose in life, commit to an interest or a cause; set goals to aim for; become a volunteer or learn a new skill.

Mount Lawley Senior High School Case Study

“The resources and support we received has been exceptional and has ensured that this program and the importance of good mental health can be promoted easily and well to the school community. The students have definitely embraced the importance of mental health and the Act-Belong-Commit program.”

Suzie Barnes, Healthy Active Coordinator, Mount Lawley Senior High School
A Message From the Campaign Manager

The Act-Belong-Commit campaign continues to grow in reach and impact through the development of sustainable partnerships between like-minded organisations.

2017 was a big year for the campaign, supporting 214 partners in the promotion of the Act-Belong-Commit message to deliver grassroots strategies to encourage people to Act-Belong-Commit for good mental health. We also welcomed our newest international partner, the Faroe Islands Council for Public Health, who are implementing a tailored version of the Act-Belong-Commit framework across the Faroe Islands archipelago.

Our 2017 evaluation report shows that in just a year approximately 200,000 more Western Australians became aware of the Act-Belong-Commit campaign (up from approximately 1.9 million people in 2016). This figure has more than doubled since the campaign began ten years ago, with the campaigns reach now at 81%.

Most importantly, for people who tried something for their own mental health, 94% stated what they did helped their mental health.

We released the Act-Belong-Commit Aboriginal logo and slogan for use state-wide by Aboriginal partner groups wanting to promote social and emotional wellbeing in their communities, and organisations who sponsor or support events run by Aboriginal groups.

As part of our Aboriginal Program, the Healing Out on Country Project was developed after extensive consultation, identifying the need for a culturally sensitive and collaborative project aimed at building social and emotional wellbeing for families affected by suicide and tragic loss in the town of Roebourne. Family trips enabled parents and carers time away as a family unit, as well as the chance to once again see their children happy. They also provided agencies with opportunities to build relationships with families who would not normally access their services and programs.

Our Youth Connectors program was officially launched by the Hon Andrea Mitchell MLA, Minister for Mental Health and Child Protection in February 2017 with 68 key stakeholders attending. And our Pilbara Capacity Building Program was recognised as a finalist in the Diversity Category of the WA Mental Health Awards 2017 for its impact in improving mental wellbeing in the Pilbara.

We also developed a suite of resources for retirees and those transitioning into retirement, encouraging them to boost their mental health and wellbeing through a few simple steps.

In 2017, a new Steering Committee was assembled to provide expert advice as part of our commitment to working together to promote WA’s mental health.

I would like to thank our Principal Partners, Healthway and the Mental Health Commission, and our Partner, Chevron Australia, for their support in 2017. I also acknowledge Curtin University for continuing to host the Act-Belong-Commit team.

And lastly thank you to everyone who has contributed to the Campaign in 2017. From families and supporters, the dedicated team at Mentally Healthy WA, the Act-Belong-Commit Steering Committee through to our campaign partners, Ambassadors and the Western Australian community, your dedication, enthusiasm and hard work are all helping to make a real difference.

Amberlee Nicholas
Campaign Manager
Our Impact

The Bigger Picture

Strategic Plan 2016 - 2019

To extend the reach and strengthen the impact of the ABC Campaign

Enhanced Programs
- Consolidated and refreshed programs, and the development of new initiatives that address the needs and aspirations of diverse and evolving communities

Expanded Reach
- Increased engagement and connection with more jurisdictions, communities and sub-population groups, and increased participation in individual and community activities

Enhance capacity to deliver effective mental health promotion by fostering mutually beneficial relationships

Enriched Partnerships
- Enhanced and additional working relationships with community partners

Investment in our Capacity
- Renewed and additional relationships to secure investment for future growth and to ensure sustainability

To provide leadership in evidence-based mental health promotion

Research and Evaluation
- Research that informs and evaluates the effectiveness of the A-B-C campaign in achieving its individual, community, advocacy and societal objectives

Contemporary Promotions and Communications
- An evidence-based framework for mental health promotion via community-based social marketing

To consolidate and build organisational capability

Strengthened Governance and Leadership
- Enhanced direction setting and decision making

Empowered and Capable People
- A diverse team who are passionate about mental health and have the capacity to fulfil our vision and mission

Efficient Operations
- Quality systems, processes, and infrastructure are implemented that enable the provision of consistent and reliable services to decrease administrative burden and foster sustainable practices

81% of Western Australians are aware of Act-Belong-Commit.

97% of Western Australians approve of Act-Belong-Commit.

12% did something to improve their mental health, i.e. kept active, got involved in community, volunteered.

68% said Act-Belong-Commit has reduced stigma.

70% believed the campaign made people more open to mental health.

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“... I have found my best friends through volunteering, and I have met some wonderful people who have also been great to know professionally.”

Photo courtesy of City of Albany
Our Objectives

The objectives for Phase V (2017-2019) of the Act-Belong-Commit campaign include:

1. Maintain (and increase) general community awareness and understanding of things Western Australian’s can do to keep mentally healthy.
2. Increase and reinforce participation in individual and community activities that strengthen mental health and reduce vulnerability to mental health disorders in Western Australia.
3. Continue to reduce stigma.
4. Extend and expand the reach of the Act-Belong-Commit message to sub-populations including youth, seniors, people with a disability, lower SES and disadvantaged groups, and develop culturally specific and appropriate versions of the campaign for Aboriginal and culturally and linguistically diverse populations.
5. Increase the number of Act-Belong-Commit partners to 300.
6. Strengthen connections between those dealing with mental health problems in the community and organisations and individuals with the capacity to strengthen positive mental health.
7. Continue to contribute to cohesion in Western Australian communities by fostering partnerships between organisations around a unifying theme of positive mental health.
8. Continue to build capacity in participating organisations to plan, implement, evaluate and fund activities that promote positive mental health.
9. Continue to extend the reach of the campaign to schools, worksites and primary and/or clinical care settings.
10. Expand the capacity to evaluate the campaign’s impact and effectiveness, and to conduct research projects to better inform the development of campaign strategies.

Mentally Healthy Schools Program

Bringing mentally healthy schools to life!

The Mentally Healthy Schools Program, developed with support from Chevron Australia, provides a framework to embed the Act-Belong-Commit Campaign within the classroom, school environment and the whole school community in order to boost the mental health and wellbeing of both students and staff and prevent the onset of mental health problems.

You can read the 2018 Mentally Healthy Schools Impact Evaluation Report here.

“Our vision for seeing our school become more mentally healthy is coming to life. We can see our students more aware of their own emotions and mental wellbeing”

- School Chaplain, Clarkson Primary School 2017

585
Teachers trained in Act-Belong-Commit and mental health promotion

86% of students at follow-up were aware of Act-Belong-Commit (62% at baseline)

92% of staff at follow-up were aware of Act-Belong-Commit (77% at baseline)
**Pilbara Capacity Building Program**

Building social and emotional wellbeing in the Pilbara

Our Program Coordinator has worked closely alongside local organisations, community groups, and health services to continue to nurture and create mentally healthy people and communities in Karratha and Onslow.

In partnership with Chevron Australia, the Pilbara Capacity Building Program has created integral programs, community linkages and supported local organisations to participate in activities good for their mental health and well-being via free community events and activities.

**“Mentally Healthy WA provide opportunities for mums, dads and their children to meet, create networks and establish positive relationships in Onslow. This has proven to be invaluable due to the isolation that can be felt in small communities in regional WA.” Rebecca Dawes, Onslow Play Group**

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“...we’ve... had our fair share of loss and with us as a group helping other people in the community we’re all coming together and all helping each other and that...” - Key stakeholder interviewer, Roebourne 2017

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**Aboriginal Program**

Standing Strong Together

Act-Belong-Commit, in partnership with Chevron Australia, has been working closely with Elders, community leaders, organisations and members of the Roebourne community to build the social and emotional wellbeing in Aboriginal communities. Through the development of a culturally appropriate Act-Belong-Commit framework with an emphasis on interactions with family, involvement in community activities, and connecting to country and culture, overall, stakeholders, community leaders and community members agree that the program has increased people’s awareness of the need to be proactive about their social and emotional wellbeing in the Pilbara.

“The PhotoVoice competition provided me with an opportunity to further develop my own photography skills whilst meeting luminous people; however, I found that by introducing my son to the PhotoVoice competition and workshops, I was able to watch his confidence and interest in photography grow. The only problem I have now is that I think he is taking better photos than me!” - Anthony Vinder, 2017

“Mentally Healthy WA provide opportunities for mums, dads and their children to meet, create networks and establish positive relationships in Onslow. This has proven to be invaluable due to the isolation that can be felt in small communities in regional WA.”

Racing - “Playing with friends, making fun, no matter who is the winner, the important thing is togetherness.” - Emma Nivela Hansen, 18 and Over Winner – Karratha

Rodeo Riot - “Being involved in the Onslow ‘Rodeo Riot’ has been an opportunity to further develop my own photography skills whilst meeting luminous people and to meet, create networks and establish positive relationships in Onslow. This has proven to be invaluable due to the isolation that can be felt in small communities in Onslow.” - Anthony Vinder, 2017

Healing Out On Country Project

Bringing strength and healing to families impacted by suicide

For such a small town, Roebourne has a high level of suicide and tragic losses in the community. The Healing Out On Country Project brings strength and healing to families impacted by suicide, by facilitating family trips Out On Country and the opportunity for people to be away from their everyday problems, and to have time out to connect and heal. These trips also provide agencies with the opportunity to develop relationships with families who would not normally access their services and programs.

**“Act-Belong-Commit in Roebourne means ways you can become strong in body, mind and spirit.”**

Key stakeholder interviewer, Roebourne 2017

“We’ve... had our fair share of loss and with us as a group helping other people in the community we’re all coming together and all helping each other...” - Key stakeholder interviewer, Roebourne 2017
Act-Belong-Commit Ambassador Program

Michelle Cowan is an accomplished high performance coach, a mother of two, mentor and role model.

Lara Filocamo is a young community champion who, after experiencing struggles in early life, has gone on to become an emergency department nurse, professional athlete, writer and public speaker.

Youth Connectors

A connector is a friend.

Seeking to engage and connect young people between the ages of 16 and 25 with a passion for mental health and wellbeing our goal is to ‘plug’ ‘Connectors’ in the Act-Belong-Commit way of life for good mental health so they can assist and encourage their peers to participate or get involved in mentally healthy activities.

“Since the workshop I have utilised skills provided to me by encouraging young people in town get connected with other youth, get actively involved in the community and helped increased their feeling of belonging.”

Workshop Participant, November 2017 (Youth Connectors Workshop)

Government & Health Services

36 State-wide organisations

111 Groups & Clubs

52 Schools

State-wide organisations

Groups & Clubs

Organisations Outside WA

Our Community

Working with the community to create a mentally healthy WA.

Partnerships are at the core of Act-Belong-Commit

Our Partners

Healthway Sponsorships

Raising awareness through sponsorships

In 2017/18 Healthway assigned the Act-Belong-Commit health message to 107 arts, sports and community event sponsorships. Some of these are:

- Western Australia Youth Theatre Company
- Denmark Arts
- Theatre Kimberley
- North Midlands Project Inc
- Tura New Music
- Sailability WA Inc
- Mandurah Performing Arts Centre
- International Art Space
- DADAA

By promoting the Act-Belong-Commit mentally healthy message, these sponsorships raised awareness through:

- Increased participation in mentally healthy activities
- Building partnerships between community groups and health services
- Developing interactive and innovative resources to educate the community on mental health and wellbeing
- Building the capacity of community groups to promote healthy behaviours and empowered them to provide healthy environments

In 2017, Act-Belong-Commit supported 214 partners to deliver Act-Belong-Commit strategies to their communities by utilising our messaging and resources to encourage people to participate in the mentally healthy activities.

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Partnerships are at the core of Act-Belong-Commit

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Our Events
Educating and empowering people
The goal of every Act-Belong-Commit branded event is to educate and empower people to take action for their own mental health.

In 2017, we reached out to the WA community with:

- **2741** Events & Projects
- **898** Presentations
- **552** Information Stands
- **147** Workshops & Training Seminars
- **1705** Media Placements (online/print/radio)

Our Resources
Resources are one of the ways we engage with individuals
Mentally Healthy WA continues to develop new and innovative resources, finding new ways to engage with the community in meaningful and motivating ways.

Our partners use Act-Belong-Commit educational resources, merchandise, signage and interactive materials to communicate the mentally healthy message with their community.

Throughout my first depressive episode, I found that there was an overwhelming amount of information available about depression and bipolar, but nothing that was comprehensive or accessible enough for my depressed and anxious mind to make use of. I felt lost and didn’t know where to start. A friend gave me a few resources from Act-Belong-Commit which provided practical and bite-sized tactics linked to a simple yet powerful philosophy that really resonated with me. It was an important catalyst in my recovery journey and the message still helps me stay on track.

Email from a member of the public, March 2017
Making an impact on the world stage

Sharing the journey of WA’s evidence-based mental health promotion campaign, the Act-Belong-Commit team delivered six presentations at the World Congress on Public Health.

Act-Belong-Commit goes global, welcoming the Faroe Islands as another international partner.

Our international partners published four papers in international journals, continuing to add to the growing evidence base for the effectiveness of Act-Belong-Commit.

Research published in the international Drug and Alcohol Dependence journal indicates that keeping active, having supportive social networks and engaging in meaningful enjoyable activities not only enhance wellbeing but also protect against using alcohol or other substances to cope with stressors in life.

Act-Belong-Commit Team
Amberlee Nicholas, Campaign Manager
Caroline Jackson Pearce, Project Manager
Simone Kerrigan, Partnerships Manager
Lesley Murray, Aboriginal Project Manager
Sarah Graham, Health Promotion Coordinator
Jannine Ferraro, Liaison and Support Officer
Phoebe Joyce, Schools Coordinator
Shelley Healman, Volunteers Coordinator
Darsi Miller, Youth Connections Officer
Chloe Townsend, Health Promotion Assistant
Julia Anwar-McHenry, Evaluation Officer

Our Steering Committee
Professor Rob Donovan, University of Western Australia
Dr Jo Clarkson, Healthway
Lynette Dimer, Heart Foundation
Sandra Cronin, WorkLink Occupational Health & Rehabilitation Service
Neil Guard, Richmond Wellbeing
Lorraine Powell, Lived experience representative
Professor Simone Pettigrew, Curtin University
Evie Devitt-Rix, WALGA
Donna Harrison, Mental Health Commission
