Evaluation of the Act-Belong-Commit Mentally Healthy WA Campaign: 2016 Survey Data

By

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1. INTRODUCTION

The Act-Belong-Commit Campaign

Act-Belong-Commit is a community-based health promotion campaign that encourages people to take action to improve their mental health and wellbeing. This evidence-based campaign was developed primarily from research undertaken by Curtin University researchers into people’s perceptions of mental health and the behaviours they believed protected and promoted good mental health. The research underpinning the development of the campaign is described elsewhere (Donovan et al., 2003, 2006, 2007).

The campaign is directed by Mentally Healthy WA (MHWA) at Curtin University, and implemented through health services, local governments, schools, community organisations and local clubs.

After a successful pilot in six Western Australian (WA) regional communities (2005–2007), the Act-Belong-Commit Campaign was launched state-wide in 2008 and has since continued to grow in terms of the reach of the campaign and the number of campaign partners.

Mentally Healthy WA recognises four major tiers of partnership: Act-Belong-Commit ‘sites’; collaborating partners; local community partners; and Mentally Healthy schools. In 2016 there were more than 160 organisations formally signed to participate in the Act-Belong-Commit campaign. This included health services, local governments, schools, workplaces, sports and recreation clubs, arts groups and volunteering organisations. The success of the campaign has been recognised throughout Australia with the uptake of the campaign by partners in New South Wales, Queensland, Victoria and Tasmania, and internationally, with the National Institute for Public Health in Denmark being the first international ‘hub’.

This report presents the findings from a population impact evaluation of the campaign conducted in 2016. The evaluation measures included campaign reach, the impact of the campaign on individual beliefs and behaviours, and perceived societal impact of the campaign on mental illness stigma and openness to mental health issues. The questionnaire is appended.
2. EVALUATION OF THE CAMPAIGN

2.1 Survey method

Computer-assisted telephone interviews (CATI) were conducted state wide with N = 600 adults: n = 400 in metropolitan Perth and n = 200 in country towns, excluding Karratha. A further n = 200 were conducted in Karratha for a separate later evaluation of activities in that region. Given the population size of Karratha, n = 8 Karratha respondents would have been expected in a country sample of n = 200. Hence, for comparison with previous years, the first eight Karratha respondents interviewed replaced the last 8 of the country respondents interviewed – matched on gender and age group – for the analyses reported herein.

Random selection from the Western Australian White Pages Directories was used to select households for inclusion in the survey. Quotas were used to ensure equal numbers of respondents in in two age groups (i.e., 18-39 years, 40+ years), with equal representation of males and females in each age group. The interviews were conducted on weekday evenings between 4:00pm and 8:30pm and on weekends to maximise the availability of household members aged 18 years and over.

2.2 Questionnaire items

The main measures were based on the pilot evaluation questionnaire (Jalleh et al., 2009). Respondents were asked a number of questions to measure exposure to the campaign and campaign elements. Respondents were also read a description of each of the four Act-Belong-Commit television advertisements, and were asked if they recalled seeing them. The ‘reach’ of the campaign is defined as those who recalled or who had heard of the Act-Belong-Commit campaign or reported seeing at least one of the four Act-Belong-Commit television advertisements.

Respondents reached by the campaign were asked whether the campaign had changed the way they think about mental health and mental illness, whether they had changed their behaviour as a result of their exposure to the campaign, and whether they had talked about the campaign with family or friends. The questionnaire also asked about the campaign’s perceived effectiveness with respect to increasing openness towards mental health issues, reducing
stigma surrounding mental illness, and increasing willingness to talk about mental health issues.

The 2016 questionnaire also contained the Warwick-Edinburgh Wellbeing scale, the act-belong-commit self-assessment scales and a stigma scale. Data for these measures are reported elsewhere. Appendix 1 contains the questionnaire.

3. RESULTS

3.1 Sample characteristics

Table 1 shows the socio-demographic characteristics of respondents. As noted above, n = 8 Karratha respondents are included in the country sample to allow comparison with previous surveys. In total, 800 adults were surveyed in the telephone survey (metro: N=400; country: N=200; Karratha: N=200). Quotas ensured that males and females were equally represented along with the younger (18-39 years) and older (40+ years) age groups in both the metro and country samples.

Metro residents were significantly more likely to have a University degree compared to non-metro residents (33% vs 26%, p=.044). Respondents in the Karratha sample were significantly more likely to have a technical school/TAFE qualification compared to those in the metro and country samples (44% vs 29%, p=.000).

The distributions of occupational groups were similar in both metro and country locations with a majority of respondents being employed (63% vs 61%). As a mining town, residents in Karratha were significantly more likely than both metro and country residents to be employed (77% vs 62%, p=.000).

In the analyses to follow, the Karratha results are included in the Tables for comparison, but the ‘Total’ sample results and results by gender and age refer only to the N = 600 metro and country respondents.
Table 1: Sample demographics

<table>
<thead>
<tr>
<th></th>
<th>Metro N=400 %</th>
<th>Country N=200 %</th>
<th>Karratha N=200 %</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Males</td>
<td>50</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Females</td>
<td>50</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td><strong>Age group:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-39 years</td>
<td>50</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>40+ years</td>
<td>50</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td><strong>Education level:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Secondary school or less</td>
<td>12</td>
<td>16</td>
<td>10</td>
</tr>
<tr>
<td>Year 12/TEE/TAE</td>
<td>10</td>
<td>12</td>
<td>11</td>
</tr>
<tr>
<td>Some technical or commercial qualifications</td>
<td>7</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>TAFE/Technical qualifications</td>
<td>24</td>
<td>39</td>
<td>44</td>
</tr>
<tr>
<td>Some university</td>
<td>14</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>University degree</td>
<td>33</td>
<td>24</td>
<td>28</td>
</tr>
<tr>
<td>Refused</td>
<td>&lt;1</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td><em><em>Occupation</em>:</em>*</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Working full-time</td>
<td>38</td>
<td>37</td>
<td>58</td>
</tr>
<tr>
<td>Working part-time</td>
<td>25</td>
<td>24</td>
<td>19</td>
</tr>
<tr>
<td>Studying full-time</td>
<td>6</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Studying part-time</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Home duties</td>
<td>10</td>
<td>13</td>
<td>12</td>
</tr>
<tr>
<td>Retired or on a pension</td>
<td>15</td>
<td>18</td>
<td>2</td>
</tr>
<tr>
<td>Unemployed</td>
<td>4</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Refused</td>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

* Total may exceed 100% as multiple responses were permitted.

3.2 Unprompted awareness of the ‘Act-Belong-Commit’ message

Respondents were asked: “When you think of keeping or becoming more mentally healthy, do any campaign messages or campaign slogans come to mind?” The most frequently mentioned slogans or messages are shown in Table 2.

Of the total sample, 23% spontaneously mentioned ‘Act-Belong-Commit’ or ‘Mentally Healthy WA’ (‘Act-Belong-Commit’: 22%; up from 15% in 2015). As in previous years, unprompted awareness of the ‘Act-Belong-Commit’ message was significantly higher among
females than males (30% vs 13%, p=.000). Unprompted awareness of the ‘Act-Belong-Commit’ message was higher in Karratha (35%). Other responses of note were ‘Beyond blue’ at 17% and ‘R U OK?’ at 11%, with all other messages or slogans each mentioned by 2% or less of the total sample. In all subgroups, approximately half the respondents could not recall any slogans or messages on keeping mentally healthy (ranged between 43% and 56%).

Table 2: Unprompted awareness of slogans or messages on keeping mentally healthy

<table>
<thead>
<tr>
<th></th>
<th>Total sample</th>
<th>Metro</th>
<th>Country</th>
<th>Males</th>
<th>Females</th>
<th>18-39 years</th>
<th>40+ years</th>
<th>Karratha</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N=600</td>
<td>N=400</td>
<td>N=200</td>
<td>N=300</td>
<td>N=300</td>
<td>N=300</td>
<td>N=300</td>
<td>N=200</td>
</tr>
<tr>
<td>Act-Belong-Commit</td>
<td>22%</td>
<td>21%</td>
<td>23%</td>
<td>13%</td>
<td>30%</td>
<td>25%</td>
<td>19%</td>
<td>35%</td>
</tr>
<tr>
<td>Mentally Healthy WA</td>
<td>1%</td>
<td>2%</td>
<td>0%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>0%</td>
</tr>
<tr>
<td>Act-Belong-Commit or Mentally Healthy WA</td>
<td>23%</td>
<td>23%</td>
<td>23%</td>
<td>15%</td>
<td>30%</td>
<td>25%</td>
<td>21%</td>
<td>35%</td>
</tr>
<tr>
<td>Beyond blue</td>
<td>17%</td>
<td>19%</td>
<td>13%</td>
<td>19%</td>
<td>15%</td>
<td>24%</td>
<td>10%</td>
<td>28%</td>
</tr>
<tr>
<td>R U OK?</td>
<td>10%</td>
<td>11%</td>
<td>10%</td>
<td>11%</td>
<td>10%</td>
<td>18%</td>
<td>3%</td>
<td>18%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>50%</td>
<td>49%</td>
<td>51%</td>
<td>55%</td>
<td>44%</td>
<td>43%</td>
<td>56%</td>
<td>36%</td>
</tr>
</tbody>
</table>

3.3 Prompted and unprompted campaign awareness

Respondents who did not spontaneously mention Act-Belong-Commit or in their recall of any messages about keeping mentally healthy, were asked: “Have you heard of the Act-Belong-Commit campaign?”

Combining those spontaneously aware with those who had heard of the campaign, Table 3 shows that 70% of the total sample report awareness of the campaign. This is higher than previous years: 67% in both 2015 and 2014; 63% in 2013. As in previous years, awareness was somewhat higher among country respondents than their metro counterparts (75% vs 67%, p=.051) (reflected also in the Karratha sample: 78%), and among females than males (78% vs 61%, p=.000).
Table 3: Prompted and unprompted campaign awareness

<table>
<thead>
<tr>
<th></th>
<th>Total sample N=600</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Metro N=400</td>
<td>Country N=200</td>
<td>Males N=300</td>
<td>Females N=300</td>
<td>18-39 years N=300</td>
<td>40+ years N=300</td>
<td>Karratha N=200</td>
<td></td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>70</td>
<td>67</td>
<td>75</td>
<td>61</td>
<td>78</td>
<td>77</td>
<td>63</td>
<td>78</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>30</td>
<td>33</td>
<td>25</td>
<td>39</td>
<td>22</td>
<td>23</td>
<td>37</td>
<td>22</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

3.4 Reported exposure to the Act-Belong-Commit television advertisements

Respondents were read the following description and asked whether they had seen this advertisement on television: “The ad shows blue and pink cartoon figures doing things like playing tennis, playing a game of chess, playing musical instruments, planting trees and coaching wheelchair basketball. It begins with one of the animated figures blowing up three balloons. It ends with a figure holding three balloons” (‘Animated’ advertisement).

Respondents then were informed that there have been three advertisements featuring people talking about how the Act-Belong-Commit campaign has influenced them. They were read the following descriptions and asked whether they recalled seeing each advertisement on television ‘in the last month or so’:

- “One shows a fireman in his fire station and with a group of firemen opening a wrecked car with big shears known as ‘the jaws of life’. He is also shown kayaking on the river with his workmates and exercising in a gym” (‘Fireman’ advertisement);
- “Another ad shows a woman in her kitchen talking about her love of dancing and then shows her dancing in a crowded dance studio. She is also shown walking her dog and stopping to talk with a neighbour” (‘Dancer’ advertisement); and
- “The third ad shows a young women talking about her previous anxiety and depression problems and her passion for photography which she is studying at university. She is shown photographing a drummer and then taking photos of buildings, a bridge and river scenes” (‘Photographer’ advertisement).
Reflecting past media schedules, Table 4 shows that exposure to the ‘Animated’ advertisement was highest at 36%, with the proportion higher among the younger age group: 44% vs 29% (p=.000) and among females: 41% vs 32% (p=.017). Exposure to the ‘Photographer’ advertisement was second highest at 23%, with the proportion higher among the older age group: 27% vs 19% (p=.015) and females: 27% vs 19% (p=.025). Exposure to each of the other two advertisements was 13% for ‘Dancer’ and 10% for ‘Fireman’. Exposure to any one or more of the advertisements was 52%: females: 57%; males: 47% (p=.014). This was slightly lower than in previous years: 55% in 2015; 56% in 2014.

Table 4: Reported exposure to the Act-Belong-Commit television advertisements

<table>
<thead>
<tr>
<th></th>
<th>Total sample N=600</th>
<th>Metro N=400</th>
<th>Country N=200</th>
<th>Males N=300</th>
<th>Females N=300</th>
<th>18-39 years</th>
<th>40+ years</th>
<th>Karratha N=200</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animated ad</td>
<td>36 %</td>
<td>35 %</td>
<td>39 %</td>
<td>32 %</td>
<td>41 %</td>
<td>44 %</td>
<td>29 %</td>
<td>38 %</td>
</tr>
<tr>
<td>Photographer ad</td>
<td>23 %</td>
<td>21 %</td>
<td>26 %</td>
<td>19 %</td>
<td>27 %</td>
<td>19 %</td>
<td>27 %</td>
<td>28 %</td>
</tr>
<tr>
<td>Dancer ad</td>
<td>13 %</td>
<td>12 %</td>
<td>14 %</td>
<td>10 %</td>
<td>16 %</td>
<td>8 %</td>
<td>17 %</td>
<td>9 %</td>
</tr>
<tr>
<td>Fireman ad</td>
<td>10 %</td>
<td>8 %</td>
<td>13 %</td>
<td>9 %</td>
<td>11 %</td>
<td>7 %</td>
<td>13 %</td>
<td>8 %</td>
</tr>
<tr>
<td>Any of the ads</td>
<td>52 %</td>
<td>50 %</td>
<td>54 %</td>
<td>47 %</td>
<td>57 %</td>
<td>55 %</td>
<td>49 %</td>
<td>58 %</td>
</tr>
</tbody>
</table>

3.5 Campaign reach

The ‘reach’ of the campaign is defined as awareness of the Act-Belong-Commit campaign or exposure to any of the Act-Belong-Commit television advertisements. Table 5 shows that campaign reach was 76% in the total sample (2015: 75%). Campaign reach was higher among females: 81% vs 70% (p=.001), among country residents: 81% vs 73% (p=.044), and among the younger age group: 82% vs 69% (p=.000).
Table 5: Campaign reach

<table>
<thead>
<tr>
<th></th>
<th>Total sample</th>
<th>Metro</th>
<th>Country</th>
<th>Males</th>
<th>Females</th>
<th>18-39 years</th>
<th>40+ years</th>
<th>Karratha</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N=600</td>
<td>N=400</td>
<td>N=200</td>
<td>N=300</td>
<td>N=300</td>
<td>N=300</td>
<td>N=300</td>
<td>N=200</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Yes</td>
<td>76</td>
<td>73</td>
<td>80</td>
<td>70</td>
<td>81</td>
<td>82</td>
<td>69</td>
<td>83</td>
</tr>
<tr>
<td>No</td>
<td>24</td>
<td>27</td>
<td>20</td>
<td>30</td>
<td>19</td>
<td>18</td>
<td>31</td>
<td>17</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

3.6 Message take-out (amongst those reached by the Act-Belong-Commit campaign)

Respondents who were reached by the Act-Belong-Commit campaign were asked: “What do you think the Act-Belong-Commit campaign is trying to do?” Responses are displayed in Table 6.

Table 6 shows that the majority of responses were consistent with the overall Act-Belong-Commit messages: Act: ‘get out and do something’: 29%, ‘get/keep physically active’: 22%, ‘keep mind active’: 8%, ‘take up a hobby’: 4%; Belong: ‘spend time with friends’: 30%, ‘participate in community events’: 29%, ‘join – clubs, groups’: 12%, ‘participate/keep up contacts with people in my community’: 8%; Commit: ‘help others’: 6%, ‘volunteer’: 2%.
### Table 6: Main messages of the campaign (% reached by the campaign)

<table>
<thead>
<tr>
<th>Message</th>
<th>Metro &amp; Country</th>
<th>Karratha</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N=453</td>
<td>N=166</td>
</tr>
<tr>
<td><strong>‘Act’ responses:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Get out and do something</td>
<td>29%</td>
<td>30%</td>
</tr>
<tr>
<td>Get/keep physically active/exercise</td>
<td>22%</td>
<td>14%</td>
</tr>
<tr>
<td>Keep mentally active/keep mind active</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td>Take up a hobby</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Play sports</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Do things that you enjoy/take time out for yourself</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Walk</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td><strong>‘Belong’ responses:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social life/spend time with friends/nurture personal relationships</td>
<td>30%</td>
<td>31%</td>
</tr>
<tr>
<td>Participate in community events</td>
<td>29%</td>
<td>32%</td>
</tr>
<tr>
<td>Join – clubs, groups, events, etc.</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>Participate/keep up contacts with people in my community</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>Participate in family life</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>‘Commit’ responses:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Help others</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Volunteer</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Other responses:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Be more aware of mental health</td>
<td>23%</td>
<td>34%</td>
</tr>
<tr>
<td>Seek help/counselling/seek treatment/professional help</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Talk to others about problems</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Good lifestyle/keep healthy</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Think positive</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Keeping mentally healthy makes you feel happier</td>
<td>4%</td>
<td>0%</td>
</tr>
<tr>
<td>Accept/de-stigmatise people with mental illnesses</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>People should take responsibility for their mental health</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Set yourself goals in life</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Keeping mentally health is just as important as staying physically</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>health</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Find balance in life</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Keep busy</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Aware of self/own mental health</td>
<td>1%</td>
<td>0%</td>
</tr>
</tbody>
</table>
3.7 Assessment of “wear out” of the Act-Belong-Commit television advertisements

For each of the television advertisements recalled, respondents were presented with the response categories shown in Table 7 and asked: “Which of the following statements best describes how you feel about the ad?”

Table 7 shows that among those exposed to each advertisement, the proportion who rated each advertisement as ‘excellent’ or ‘good’ ranged between 83% and 92%. It is notable that, although being on air since 2008 state-wide (and in the country since 2006), the ‘Animated’ advertisement is still rated excellent or good by 83% of those exposed to the ad. There were no significant differences in attitude toward any of the advertisements by gender, age or location. The levels of ‘excellent/good’ responses are at approximately the same levels as in 2015.

| Table 7: Attitude toward the Act-Belong-Commit television advertisements (% aware of each ad) |
|-----------------------------------------------|-----------------------------------------------|-----------------------------------------------|-----------------------------------------------|-----------------------------------------------|
| Animated ad | Photographer ad | Fireman ad | Dancer ad |
| Metro/ Karratha | Metro/ Karratha | Metro/ Karratha | Metro/ Karratha |
| N=218 | N=137 | N=60 | N=76 | N=18 |
| N=77 | N=55 | N=15 | | |
| I think the ad is excellent | 15 | 16 | 5 | 16 | 0 |
| I think the ad is good | 68 | 74 | 87 | 71 | 86 |
| Don’t mind the ad but starting to get sick of it | 13 | 4 | 7 | 10 | 14 |
| Used to think the ad was good but now sick of it | 2 | 6 | 0 | 0 | 0 |
| Never liked it | 2 | 4 | 2 | 7 | 3 |
| Total | 100 | 100 | 100 | 100 | 100 |
3.8 Campaign impact on beliefs and behaviours

The impact of the campaign on changing the way reached respondents think about mental health and mental illness was assessed separately using a split samples design. In previous years the question combined both; i.e., “Has the ‘Act Belong Commit’ campaign changed the way you think about mental health or mental illness?” Starting in 2013, respondents were asked one or other of the following two questions: (1) “Has the ‘Act Belong Commit’ campaign changed the way you think about mental health?”; or (2) “Has the ‘Act Belong Commit’ campaign changed the way you think about mental illness?” For both questions, those who responded ‘yes’ were asked: “In what way?”

They were then asked: “Have you tried to do something to be more mentally healthy as a result of the ‘Act-Belong-Commit’ campaign?” and, if so, “What have you done or tried to do?” Those who had tried to do something were also asked “Which of the following best describes why you tried to do something for your mental health?” and were presented with four alternative reasons (based on prior qualitative feedback): “I was generally happy but wanted to enjoy life more; I wanted more meaning and purpose in my life; I felt lonely and wanted to meet people; I was a bit depressed and felt this could help”. They were then asked: “How much do you think what you did helped your mental health?” and presented with the response categories: “a great deal; somewhat; a little, not at all, made things worse; can’t say”.

Respondents reached by the campaign also were asked: “In the last month, have you talked about the Act-Belong-Commit campaign and mental health with members of your family or friends?” and “Have you have taken part in any events or activities sponsored by Act-Belong-Commit?”

3.8.1 Belief changes

Of those respondents reached by the campaign who were asked whether the campaign had changed the way they think about mental health (n = 222), 25% stated that it had, compared with 21% of those asked whether it had changed the way they thought about mental illness (n = 231). This is consistent with the overall approach of the campaign. Nevertheless, it is
significant that a positive mental health campaign also stimulates considerable cognitions about mental illness. This is consistent with the campaign’s de-stigmatising effect.

Table 8: Main ways in which the campaign changed thinking about mental health and mental illness (% of total reporting change in thinking about mental health/illness)

<table>
<thead>
<tr>
<th></th>
<th>‘Mental health’</th>
<th>‘Mental illness’</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Metro/Country</td>
<td>Karratha</td>
<td>Metro/</td>
</tr>
<tr>
<td></td>
<td>N = 55</td>
<td>N = 27</td>
<td>N = 49</td>
</tr>
<tr>
<td>More aware of mental health</td>
<td>66</td>
<td>74</td>
<td>74</td>
</tr>
<tr>
<td>Can do things to keep mentally healthy</td>
<td>27</td>
<td>30</td>
<td>35</td>
</tr>
<tr>
<td>Get out and do something</td>
<td>20</td>
<td>7</td>
<td>14</td>
</tr>
<tr>
<td>Social life/spend time with friends/nurture personal relationships</td>
<td>11</td>
<td>4</td>
<td>20</td>
</tr>
<tr>
<td>Be more aware that mental illness is common</td>
<td>7</td>
<td>33</td>
<td>22</td>
</tr>
<tr>
<td>Reduce stigma associated with mental illness</td>
<td>11</td>
<td>0</td>
<td>12</td>
</tr>
<tr>
<td>Be more considerate of people with a mental illness</td>
<td>7</td>
<td>4</td>
<td>14</td>
</tr>
<tr>
<td>Get/keep physically active/exercise</td>
<td>9</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>Join clubs, groups, events, etc.</td>
<td>9</td>
<td>18</td>
<td>10</td>
</tr>
<tr>
<td>Talk to others about problems</td>
<td>9</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>Seek help/counselling/seek treatment/professional help</td>
<td>2</td>
<td>4</td>
<td>12</td>
</tr>
<tr>
<td>Keep mentally active</td>
<td>4</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>Participate/keep up contacts with people in my community</td>
<td>6</td>
<td>15</td>
<td>4</td>
</tr>
<tr>
<td>Help others</td>
<td>0</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>Think positive</td>
<td>6</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Have a hobby</td>
<td>2</td>
<td>0</td>
<td>4</td>
</tr>
</tbody>
</table>

Table 8 shows the ways in which respondents reported changing their thinking. For both ‘mental health’ and ‘mental illness’, the responses were generally consistent with the communication objectives of the campaign: increased consciousness about mental health (66% and 74%, respectively); can do things to keep mentally healthy (27% and 35%, respectively), get out and do something (20% and 14%), having social life/spending time with
friends/nurture personal relationships (11% and 20%), and various mentions of *Act-Belong-Commit* activities contributing to good mental health (totals of 27% and 37%).

Not unexpectedly, those who were asked about mental *illness* were more likely than those asked about mental *health* to mention specific mental illness responses: be more considerate of people with a mental illness (14% vs 7%) and be more aware that mental illness is common (22% vs 7%), and to seek help (12% vs 2%).

### 3.8.2 Behaviour change

Among those reached by the campaign, 12% reported that they had tried to do something for their mental health as a result of the campaign (Table 9) (10% in 2015). When asked what they had done, the stated behaviours were consistent with the *Act-Belong-Commit* message: socialising more (36%); joining in clubs, groups and community events (21%); becoming more physically active/increasing exercise (20%); playing sports (18%); participating in family life (11%); taking up a hobby (14%); volunteering (11%). Table 10 lists the things respondents had tried to do as a result of exposure to the campaign.

<table>
<thead>
<tr>
<th>Total sample</th>
<th>Metro</th>
<th>Country</th>
<th>Males</th>
<th>Females</th>
<th>18-39 years</th>
<th>40+ years</th>
<th>Karratha</th>
</tr>
</thead>
<tbody>
<tr>
<td>N=453</td>
<td>N=292</td>
<td>N=161</td>
<td>N=209</td>
<td>N=244</td>
<td>N=246</td>
<td>N=207</td>
<td>N=166</td>
</tr>
<tr>
<td>Yes</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
<td>13%</td>
<td>13%</td>
<td>12%</td>
<td>15%</td>
</tr>
<tr>
<td>No</td>
<td>88%</td>
<td>88%</td>
<td>88%</td>
<td>87%</td>
<td>87%</td>
<td>88%</td>
<td>85%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Metro/Country</td>
<td>Karratha</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------------</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>N = 56</td>
<td>N = 25</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>%</td>
<td></td>
<td>%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Act:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Get/keep physically active/exercise</td>
<td>20</td>
<td>28</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Play sports</td>
<td>18</td>
<td>8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Have a hobby</td>
<td>14</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Walking</td>
<td>9</td>
<td>12</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Get out and do something</td>
<td>7</td>
<td>16</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Crosswords/puzzles/board games</td>
<td>4</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Keep mentally active/keep mind active</td>
<td>2</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Take up challenging things/enrol in a course</td>
<td>2</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Belong:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Socialising</td>
<td>36</td>
<td>16</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Join clubs, groups, events, etc.</td>
<td>20</td>
<td>32</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participate in family life/nurture relationships with family</td>
<td>11</td>
<td>12</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participate/keep up contacts with people in my community</td>
<td>4</td>
<td>12</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Commit:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Volunteer/volunteering</td>
<td>11</td>
<td>16</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Help others</td>
<td>2</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Other responses:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Take time out for self</td>
<td>5</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Talk to others about problems</td>
<td>5</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seek help/counselling/seek treatment/professional help</td>
<td>4</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Positive attitude</td>
<td>2</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Improve self esteem</td>
<td>2</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
3.8.3 Reason for trying to do something and effect on their mental health

Table 11 shows that the campaign attracts a variety of segments with respect to current state of mental healthiness to try and do something for their mental health: 27% wanted more meaning and purpose in their life; 27% were a bit depressed and felt this could help; 25% were generally happy but wanted to enjoy life more; and 12% felt lonely and wanted to meet people.

<table>
<thead>
<tr>
<th>Reason nominated for deciding to do something for own mental health</th>
<th>Metro/Country N = 56</th>
<th>Karratha N = 25</th>
</tr>
</thead>
<tbody>
<tr>
<td>I wanted more meaning and purpose in my life</td>
<td>27</td>
<td>32</td>
</tr>
<tr>
<td>I was a bit depressed and felt this could help</td>
<td>27</td>
<td>20</td>
</tr>
<tr>
<td>I was generally happy but wanted to enjoy life more</td>
<td>25</td>
<td>24</td>
</tr>
<tr>
<td>I felt lonely and wanted to meet people</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>None of these</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Table 12 shows that amongst those who tried to do something for their own mental health, almost all (96%) stated that what they did helped their mental health.

<table>
<thead>
<tr>
<th>Impact on their mental health of what they tried to do</th>
<th>Metro/Country N = 56</th>
<th>Karratha N = 25</th>
</tr>
</thead>
<tbody>
<tr>
<td>A great deal</td>
<td>68</td>
<td>60</td>
</tr>
<tr>
<td>Somewhat</td>
<td>23</td>
<td>28</td>
</tr>
<tr>
<td>A little</td>
<td>5</td>
<td>12</td>
</tr>
<tr>
<td>Not at all</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Made things worse</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Can’t say</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
3.8.4 Talked about the campaign with family or friends

Among those reached by the campaign, 13% reported that they had discussed the campaign and mental health with members of their family or friends (13% in 2015).

3.8.5 Campaign involvement

Among those reached by the campaign, 10% indicated they had taken part in events or activities sponsored by the campaign (7% in 2015). Younger respondents were significantly more likely than their older counterparts to have taken part in such event or activities (15% vs 4%, p=.000).

3.9 Beliefs about how to become more physically healthy and more mentally healthy

At the beginning of the questionnaire and prior to any questioning about the campaign, respondents were asked: “What are three things that people like yourself can do to keep physically healthy?” and “What are three things that people like yourself can do to keep mentally healthy?” The results are presented in Tables 13 and 14, respectively.

Almost all respondents (99%) were able to nominate at least one thing to keep physically healthy, with the most frequent responses related to physical activity and diet/nutrition. Similarly, almost all respondents (96%) were able to nominate at least one thing to keep mentally healthy. In terms of Act-Belong-Commit messages, people tended to equally mention Act and Belong activities to keep mentally health. Those reached by the campaign were significantly more likely to mention ‘socialising’ to keep mentally health (51% vs 34%, p=.000) relative to those not exposed to the campaign.
### Table 13: Main things you can do to keep physically healthy (% total sample)

<table>
<thead>
<tr>
<th></th>
<th>Metro/Country</th>
<th>Karratha</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N = 600</td>
<td>N = 200</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>‘Act’ responses:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Get/keep physically active/exercise</td>
<td>56</td>
<td>62</td>
</tr>
<tr>
<td>Walking</td>
<td>38</td>
<td>38</td>
</tr>
<tr>
<td>Play sports</td>
<td>19</td>
<td>26</td>
</tr>
<tr>
<td>Aerobics/gym</td>
<td>21</td>
<td>20</td>
</tr>
<tr>
<td>Swimming</td>
<td>12</td>
<td>16</td>
</tr>
<tr>
<td>Cycling</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Gardening</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Running/jogging</td>
<td>9</td>
<td>4</td>
</tr>
<tr>
<td>Get out and do something</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>Do housework</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Take time out for self</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Walking the dog</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Keep mentally active/keep mind active</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Take up a hobby</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Yoga</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>‘Belong’ responses:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Socialising</td>
<td>10</td>
<td>13</td>
</tr>
<tr>
<td>Join clubs, groups, events, etc.</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Participate in family life/nurture relationships with family</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>‘Commit’ responses:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Volunteer</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Other responses:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Good diet/nutrition</td>
<td>42</td>
<td>44</td>
</tr>
<tr>
<td>Working</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Get sufficient/plenty sleep</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Moderate/no alcohol</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Don’t smoke/smoke less</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Drink water</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Get medical advice/check up</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Good lifestyle/keep healthy</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Manage/reduce stress</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Think positive</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>'Act' responses:</td>
<td>Metro/Country</td>
<td>Karratha</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------------</td>
<td>---------------</td>
<td>----------</td>
</tr>
<tr>
<td>Get/keep physically active/exercise</td>
<td>25 N = 600</td>
<td>25 N = 200</td>
</tr>
<tr>
<td>Read books</td>
<td>20 %</td>
<td>11 %</td>
</tr>
<tr>
<td>Crosswords/puzzles/board games</td>
<td>14 %</td>
<td>12 %</td>
</tr>
<tr>
<td>Take up a hobby</td>
<td>9 %</td>
<td>8 %</td>
</tr>
<tr>
<td>Get out and do something</td>
<td>8 %</td>
<td>8 %</td>
</tr>
<tr>
<td>Keep mentally active/keep mind active</td>
<td>8 %</td>
<td>13 %</td>
</tr>
<tr>
<td>Keep busy</td>
<td>7 %</td>
<td>4 %</td>
</tr>
<tr>
<td>Meditation</td>
<td>6 %</td>
<td>2 %</td>
</tr>
<tr>
<td>Take up challenging things/enrol in a course</td>
<td>5 %</td>
<td>3 %</td>
</tr>
<tr>
<td>Play sports</td>
<td>4 %</td>
<td>6 %</td>
</tr>
<tr>
<td>Walking</td>
<td>4 %</td>
<td>4 %</td>
</tr>
<tr>
<td>Watch TV/movies</td>
<td>4 %</td>
<td>0 %</td>
</tr>
<tr>
<td>Gardening</td>
<td>2 %</td>
<td>2 %</td>
</tr>
<tr>
<td>Use computer</td>
<td>2 %</td>
<td>2 %</td>
</tr>
<tr>
<td><strong>Belong' responses:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Socialising</td>
<td>47 %</td>
<td>46 %</td>
</tr>
<tr>
<td>Participate in family life/nurture relationships with family</td>
<td>14 %</td>
<td>15 %</td>
</tr>
<tr>
<td>Join clubs, groups, events, etc.</td>
<td>10 %</td>
<td>18 %</td>
</tr>
<tr>
<td>Participate/keep up contacts with people in my community</td>
<td>4 %</td>
<td>11 %</td>
</tr>
<tr>
<td><strong>'Commit' responses:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Volunteer</td>
<td>2 %</td>
<td>5 %</td>
</tr>
<tr>
<td>Help others</td>
<td>1 %</td>
<td>2 %</td>
</tr>
<tr>
<td><strong>Other responses:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Talk to others about problems</td>
<td>14 %</td>
<td>19 %</td>
</tr>
<tr>
<td>Take time out for self</td>
<td>11 %</td>
<td>10 %</td>
</tr>
<tr>
<td>Think positive</td>
<td>11 %</td>
<td>12 %</td>
</tr>
<tr>
<td>Good diet/nutrition</td>
<td>9 %</td>
<td>8 %</td>
</tr>
<tr>
<td>Seek help/counselling/seek treatment/professional help</td>
<td>7 %</td>
<td>8 %</td>
</tr>
<tr>
<td>Manage/reduce stress</td>
<td>6 %</td>
<td>6 %</td>
</tr>
<tr>
<td>Working</td>
<td>6 %</td>
<td>6 %</td>
</tr>
<tr>
<td>Get sufficient/plenty sleep</td>
<td>4 %</td>
<td>6 %</td>
</tr>
<tr>
<td>Laugh/have a sense of humour</td>
<td>4 %</td>
<td>3 %</td>
</tr>
<tr>
<td>Don’t do drugs</td>
<td>3 %</td>
<td>4 %</td>
</tr>
<tr>
<td>Hang around with good people</td>
<td>3 %</td>
<td>3 %</td>
</tr>
<tr>
<td>Find balance in life</td>
<td>2 %</td>
<td>2 %</td>
</tr>
<tr>
<td>Moderate/no alcohol</td>
<td>2 %</td>
<td>3 %</td>
</tr>
</tbody>
</table>
3.10 Campaign perceived societal impact regarding mental health/illness

Respondents reached by the campaign were asked: “Do you think the Act-Belong-Commit campaign has made people more open about mental health issues, less open about mental health issues, or made no difference?” and “Do you think the Act-Belong-Commit campaign has reduced the stigma associated with mental illness, increased this stigma, or made no difference?” The results are presented in Tables 15 and 16 respectively.

With respect to openness, 67% (2015: 68%) believed the campaign has made people more open about mental health issues and 68% (2015: 65%) believed that the campaign has reduced stigma associated with mental illness. One percent or less respondents believed the campaign has made people less open to mental health issues or increased stigma.

Females were significantly more likely than their males to believe the campaign has made people more open to mental health issues (71% vs 62%, p=.050).

<table>
<thead>
<tr>
<th>Table 15: Perceived impact of the Act-Belong-Commit campaign on people’s openness about mental health issues (% aware of campaign)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total reached</strong></td>
</tr>
<tr>
<td>N=453</td>
</tr>
<tr>
<td>More open</td>
</tr>
<tr>
<td>No difference</td>
</tr>
<tr>
<td>Less open</td>
</tr>
<tr>
<td>Don’t know</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>
Table 16: Perceived impact of the Act-Belong-Commit campaign on stigma associated with mental illness (% aware of campaign)

<table>
<thead>
<tr>
<th></th>
<th>Total reached</th>
<th>Metro</th>
<th>Country</th>
<th>Males</th>
<th>Females</th>
<th>18-39 years</th>
<th>40+ years</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N=453</td>
<td>N=292</td>
<td>N=161</td>
<td>N=209</td>
<td>N=244</td>
<td>N=246</td>
<td>N=207</td>
</tr>
<tr>
<td>Reduce stigma</td>
<td>68</td>
<td>67</td>
<td>68</td>
<td>66</td>
<td>69</td>
<td>70</td>
<td>66</td>
</tr>
<tr>
<td>No difference</td>
<td>16</td>
<td>19</td>
<td>12</td>
<td>17</td>
<td>16</td>
<td>17</td>
<td>15</td>
</tr>
<tr>
<td>Increase stigma</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Don’t know</td>
<td>15</td>
<td>13</td>
<td>19</td>
<td>16</td>
<td>14</td>
<td>12</td>
<td>18</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

3.11 Approval of campaigns to promote what people can do to improve their mental health

Respondents reached by the campaign were asked: “Overall, do you approve, disapprove or have no feelings either way about campaigns like Act-Belong-Commit that promote what people can do to improve their mental health?” Table 17 shows the response categories and results. As in 2015, almost all reached respondents (97%) stated that they approved of such campaigns, with females more likely to strongly approve than males (81% vs 71%, p=.018) and younger respondents more likely to strongly approve than their older counterparts (81% vs 71%, p=.025). Only one respondent disapproved of such a campaign.

Table 17: Approval of campaigns like Act-Belong-Commit

<table>
<thead>
<tr>
<th></th>
<th>Total reached</th>
<th>Metro</th>
<th>Country</th>
<th>Males</th>
<th>Females</th>
<th>18-39 years</th>
<th>40+ years</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N=453</td>
<td>N=292</td>
<td>N=161</td>
<td>N=209</td>
<td>N=244</td>
<td>N=246</td>
<td>N=207</td>
</tr>
<tr>
<td>Strongly approve</td>
<td>76</td>
<td>77</td>
<td>75</td>
<td>71</td>
<td>81</td>
<td>81</td>
<td>71</td>
</tr>
<tr>
<td>Approve</td>
<td>21</td>
<td>22</td>
<td>21</td>
<td>25</td>
<td>18</td>
<td>17</td>
<td>26</td>
</tr>
<tr>
<td>Have no feelings</td>
<td>2</td>
<td>1</td>
<td>4</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>either way</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Disapprove</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Strongly disapprove</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
4. **Comment**

Overall, the campaign impact measures show either a small increase or a levelling off effect. This is to be expected given the increasing fragmentation of media channels and that the mass media budget has declined in real terms over the past years.

The most pleasing results were as follows:

- Prompted awareness of the campaign remained high;
- The message take-out is increasingly consolidating around the three a-b-c domains;
- The television advertisements attract very positive ratings and are showing remarkable resistance to wear out (no doubt helped by the infrequent media schedule and low weight);
- The campaign continues to stimulate people to do something to improve their mental health;
- The campaign clearly attracts involvement amongst the mentally well motivated by a desire to feel even better as well as those motivated to deal with a negative state;
- Approval of the campaigns remains almost universal; and
- The campaign is believed to be making people more open about mental health issues and reducing stigma associated with mental illness.
5. REFERENCES


APPENDIX 1: Telephone Survey Questionnaire

INTRODUCTION
Good ___________. I’m from the Faculty of Health Sciences at Curtin University. My name is ____________. We are conducting a survey of people’s opinions on various health matters and we’d like the opinion of people 18 years and over. I would like to ask you a few questions. It will take about 20 minutes. Curtin University Human Research Ethics Committee (HREC) has approved this study (HREC number 6449). If you would like to discuss any aspect of this questionnaire with someone not directly involved or to make a confidential complaint you may contact the Ethics Officer on (08) 9266 9223 or email hrec@curtin.edu.au.

Firstly, to make sure we have a true cross-section of people, would you mind telling me which of the following age groups you fall into? [If under 18 years, discontinue politely]

Age group:
18-24 years….1 50-59 years….5
25-29 years….2 60-69 years….6
30-39 years….3 70+ years……7
40-49 years….4

S1  Do you live in Western Australia?
Yes…. 1
No….. 2

S2  Do you or anyone in your household work as a health professional or in the health industry?
Yes – self…..1
Yes – other….2
No………………3 → Go to Q1

What do you/they do?
Medical doctor………1
Psychologist………2
Psychiatrist……….3
Mental health Nurse…4
Nurse………………5
Other: write in:

Record:  Male………………1
Female………2

CHECK QUOTAS
Q1a. Thinking first about physical health, how much control do you think people have over their physical health? Would you say people have complete control; a lot of control; some control; a little control or no control over their physical health?

Complete control.............1
A lot of control..............2
Some control..................3
A little control..............4
No control....................5
Don’t know/can’t say..........9

Q1b. Thinking now about mental health, how much control do you think people have over their mental health? Would you say people have complete control; a lot of control; some control; a little control or no control over their mental health?

Complete control.............1
A lot of control..............2
Some control..................3
A little control..............4
No control....................5
Don’t know/can’t say..........9

Q2a. Overall, how would you rate your physical health over the past few months? Would you say it has been ....

Excellent...... 1
Very good......2
Quite good.... 3
Ok............4
Only fair......5
Poor..........6

Q2b. Overall, how would you rate your mental health over the past few months? Would you say it has been ....

Excellent...... 1
Very good......2
Quite good.... 3
Ok............4
Only fair......5
Poor..........6

Q2c. Overall, how happy do you feel? Please give me a number from 0 to 10 where 0 is equivalent to not at all and 10 is equivalent to completely.
Q3. Do you have any physical or mental health problems that prevent you from doing any of the things people your age normally can do?

Yes…. 1
No….. 2

Q4a. What are three things that people like yourself can do to keep physically healthy?

Cant think of any...................... 19
1st mention:
2nd mention:
3rd mention:

Q4b. And what are three things that people like yourself can do to keep mentally healthy?

Cant think of any...................... 19
Mentions ‘act-belong-commit’........ 18
1st mention:
2nd mention:
3rd mention:

Q6. When you think of keeping or becoming more mentally healthy, do any messages or campaign slogans come to mind? [More than one response allowed]. Probe: Any others?

Act Belong Commit.................. 1
Mentally Healthy WA................. 2
Beyond blue......................... 3
RUOK? ............................... 4
No...................................... 5
Other:

If Mentions Act-Belong-Commit, Skip to Q8; Otherwise ask Q7.

Q7. Have you heard of the ‘Act-Belong-Commit’ campaign?

Yes..... 1
No..... 2

Q8a. I am now going to describe an animated television advertisement. The ad shows blue and pink cartoon figures doing things like playing tennis, playing a game of chess, playing musical instruments, planting trees and coaching wheelchair basketball. It begins with one of the animated figures blowing up three balloons. It ends with a figure holding three balloons.

Have you seen this ad on TV?

Yes............. 1  Go to Q8b
No............... 2  Go to Q9
Not sure....... 3  Go to Q9
Q8b. Which of the following statements best describes how you feel about this ad?

[READ OUT CATEGORIES]

I think the ad is excellent…………………………... 1
I think the ad is good………………………………… 2
Don’t mind the ad but starting to get sick of it……... 3
Used to think the ad was good but now sick of it….. 4
Never liked it………………………………………... 5

Q9. In the last few weeks there have been three ads featuring people talking about how the act-belong-commit campaign has influenced them.

Rotate order of presentation Ask for all three

a. One shows a fireman in his fire station and with a group of firemen opening a wrecked car with big shears known as ‘the jaws of life’. He is also shown kayaking on the river with his workmates and exercising in a gym. Have you seen that ad on tv?

b. Another ad shows a woman in her kitchen talking about her love of dancing and then shows her dancing in a crowded dance studio. She is also shown walking her dog and stopping to talk with a neighbour. Have you seen that ad on tv?

c. The third ad shows a young woman talking about her previous anxiety and depression problems and her passion for photography which she is studying at university. She is shown photographing a drummer and then taking photos of buildings, a bridge and river scenes. Have you seen that ad on tv?

<table>
<thead>
<tr>
<th>a. Fireman</th>
<th>b. Dancer</th>
<th>c. Photographer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>No</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Not sure</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

IF DID NOT SEE ANY OF THE THREE ADS GO TO Q11a

Q10. FOR EACH AD SEEN, ASK: Which of the following statements best describes how you feel about the (Fireman/Dancer/Photographer) ad? [READ OUT]

<table>
<thead>
<tr>
<th>a. Fireman</th>
<th>b. Dancer</th>
<th>c. Photographer</th>
</tr>
</thead>
<tbody>
<tr>
<td>I think the ad is excellent…………………………... 1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>I think the ad is good………………………………… 2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Don’t mind the ad but starting to get sick of it……... 3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Used to think the ad was good but now sick of it….. 4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Never liked it………………………………………... 5</td>
<td>5</td>
<td>5</td>
</tr>
</tbody>
</table>
Q11a. Are there any children of school-age living in your household?
   Yes…..1
   No……2 \(\rightarrow\) Go To Awareness Classification – Before Q12

Q11b. **If ‘Yes’ to Q11a, ask:** Do any of your children attend a school that participates in the Act-Belong-Commit Mentally Healthy Schools Program?
   Yes…………1
   No……………2
   Not sure……3

**AWARENESS CLASSIFICATION:** IF MENTIONS Act-Belong-Commit in Q4b or Q5b or Q6 or Answers YES in Q7 or has seen any of the four ads (YES in Q8a, or YES to any in Q9) or YES in Q11b: Continue to Q12. Otherwise SKIP TO Q20a.

Q12. What do you think the Act-Belong-Commit campaign is trying to do?
   Probe up to three “anything else?” plus “Could you tell me more about that?” if response is unclear

**ROTATE Q13A and Q13B ASK ONLY 13A OR 13B**

Q13a. Has the ‘Act Belong Commit’ campaign changed the way you think about mental illness?
   Yes…..1
   No……2 \(\rightarrow\) Go to Q14
   In what ways? [Prompt: Any other ways your thinking about mental illness has changed?]

Q13b. Has the ‘Act Belong Commit’ campaign changed the way you think about mental health?
   Yes…..1
   No……2 \(\rightarrow\) Go to Q14
   In what ways? [Prompt: Any other ways your thinking about mental health has changed?]

Q14a. Have you tried to do something to be more mentally healthy as a result of the Act-Belong-Commit campaign?
   Yes…..1
   No……2 \(\rightarrow\) Go to Q16

Q14b. What have you done or tried to do?
Q14c. I would like to ask you how often you did this before and how often do you do it now.

[Ask for each activity mentioned in Q14b]:

How often did you _________ before? Would you say … [READ OUT CATEGORIES]

Never…………………………1
Once a month or less often…2
Twice a month…………………3
Three times a month ..........4
Once a week…………………...5
2–3 times a week………………6
4 or more times a week……….7

And how often do you _________ now? [READ OUT CATEGORIES]

Never…………………………1
Once a month or less often…2
Twice a month…………………3
Three times a month ..........4
Once a week…………………...5
2–3 times a week………………6
4 or more times a week……….7

Q15a. Which of the following best describes why you tried to do something for your mental health? [Read out twice]

I was generally happy but wanted to enjoy life more …….1
I wanted more meaning and purpose in my life……………2
I felt lonely and wanted to meet people ……………………..3
I was a bit depressed and felt this could help………………4

If says’ None of these’, ask: What was your reason for trying to do something for your mental health?

Q15b. How much do you think what you did helped your mental health? Would you say … [READ OUT]

A great deal……….5
Somewhat……………4
A little………………3
Not at all…………….2
Made things worse….1
Can’t say…………….9
Q16a. In the last month or so, have you talked about the Act-Belong-Commit campaign with any members of your family or friends?
Yes.....1
No.....2

Q16b. Have you ever taken part in any events or activities sponsored by Act-Belong-Commit?
Yes.....1
No.....2

Q16c. Have you ever visited the Act-Belong-Commit website?
Yes.....1
No.....2 → Go to Q16g

Q16d. Did you find what you were looking for?
Yes.....1
No.....2

Q16e. How would you rate the website overall? [READ OUT CATEGORIES]
Very good.....1
Good..........2
Fair..........3
Bad..........4
Very bad......5

Q16f. Do you have any suggestions on how to improve the website?

Q16g. As far as you are aware, is your local government area, or any club or organisation you belong to or go to a partner with the Act-Belong-Commit campaign?
Yes........... 1 → Please name them?
No............2
Not sure.......3

ALTERNATE ORDER OF Q17 and Q18. ASK BOTH

Q17. Do you think the Act-Belong-Commit campaign has made people more open about mental health issues, less open about mental health issues, or made no difference?
More open ..................1
No difference.................2
Less open......................3
Don’t know/Can’t say........9
Q18. Do you think the Act-Belong-Commit campaign has reduced the stigma associated with mental illness, increased this stigma, or made no difference?

Reduce stigma ..................1
No difference ..................2
Increase stigma .................3
Don’t know/Can’t say ........9

Q19. Overall, do you approve, disapprove or have no feelings either way about campaigns like Act-Belong-Commit that promote what people can do to improve their mental health? Would you say you… [READ OUT CATEGORIES]

Strongly approve..............1
Approve..........................2
Have no feelings either way.. 3
Disapprove.......................4
Strongly disapprove..........5

If ‘disapprove’, ask: Why is that?

Now a few questions about yourself and things you do.

Q20a. In the past 12 months or so have you seen a counsellor, doctor, psychologist or psychiatrist because of a mental health problem?

Yes.....1
No.....2

Q20b. Have you ever been diagnosed with a specific mental illness?

Yes.....1
No.....2

Q21. Apart from your job and household tasks, how often do you do something physically active? For example walking, gardening, dancing, swimming, jogging, and so on? Would you say … [READ OUT CATEGORIES]

Less than monthly ...............1
Monthly..........................2
Once a week........................3
2–3 times weekly.................4
4–6 times weekly..................5
Daily ..............................6
Q22. Apart from your job, how often do you do something requiring thinking and concentration? For example reading, painting, learning something, doing a crossword puzzle, playing video games and so on? Would you say … [READ OUT CATEGORIES]

Less than monthly …………………. 1
Monthly……………………………2
Once a week……………………..3
2–3 times weekly…………………4
4–6 times weekly…………………5
Daily ………………………………6

Q23. Apart from your job and members of your household, how often do you have contact with other people where you stop for a chat, talk on the phone or chat online? Would you say … [READ OUT CATEGORIES]

Less than monthly …………………. 1
Monthly……………………………2
Once a week……………………..3
2–3 times weekly…………………4
4–6 times weekly…………………5
Daily ………………………………6

Q24. How often do you engage in spiritual activities like attending a service, going out bush, meeting with others for a spiritual purpose, meditating, reflecting on the meaning of life or the natural world? Would you say … [READ OUT CATEGORIES]

Less than monthly …………………. 1
Monthly……………………………2
Once a week……………………..3
2–3 times weekly…………………4
4–6 times weekly…………………5
Daily ………………………………6

Q25a. How often do you get together with a group of friends or workmates or neighbours for outings, meals or special events? Would you say … [READ OUT CATEGORIES]

Once a year or less………………….1
A few times a year…………………2
Every few months ………………..3
Monthly……………………………4
Weekly……………………………5
Q25b. How often do you get together with members of your family for outings, meals or special events? Would you say … [READ OUT CATEGORIES]

- Once a year or less………………1
- A few times a year ……………….2
- Every few months …………………3
- Monthly…………………………4
- Weekly……………………………5

Q26. How often do you attend any sort of local community events, for example music festivals, theatre, markets, local sporting events, school fairs, residents’ meetings, local government events, local business groups, local clean up events, and so on? Would you say … [READ OUT CATEGORIES]

- Once a year or less………………1
- A few times a year ……………….2
- Every few months …………………3
- Monthly…………………………4
- Weekly……………………………5

Q27a. Do you belong to any sort of formal or informal groups, clubs or organisations, for example a sports club, car club, book club, fitness group, dance class, theatre group, social club, cooking group, card group, hobby group, cultural or ethnic group, and so on?

- Yes…..1 ➔ Go to Q27b
- No…..2 ➔ Go to Q28

Q27b. How many groups are you an active member in?

Q27c. How often do you attend or have contact with members of these groups? Would you say … [READ OUT CATEGORIES]

- Once a year or less………………1
- A few times a year ……………….2
- Every few months …………………3
- Monthly…………………………4
- Weekly……………………………5
- More than once a week ……………6

Q27d. Do you hold any committee or office roles in any of those groups? For example, are you the treasurer, a committee member, president, vice-president, secretary, and so on?

- Yes…..1
- No…..2
Q28. How often do you attend large public events such as major sporting fixtures, major musical events, or any events where there are very large crowds? Would you say …

[READ OUT CATEGORIES]

Once a year or less......................1
A few times a year......................2
Every few months......................3
Monthly.................................4
Weekly.................................5
More than once a week..............6

Q29. If you are in paid employment, how much do you feel part of a close knit team? Would you say …

[READ OUT CATEGORIES]

Am not employed....................1
Don’t feel part of a team much at all........2
Feel part of a team, but not strongly........3
Very much feel part of the team..........4

Q30a. Are you doing anything you find challenging at the moment? For example, home or garden renovations, enrolled in a course, training for a ‘fun run’ or competitive sport, or learning a new skill, like language, woodwork, the guitar, painting or welding or some such?

Yes.....1 ➔ Go to Q30b
No.....2 ➔ Go to Q31

Q30b. How often do you do this activity? Would you say …

[READ OUT CATEGORIES]

Once a year or less....................1
A few times a year......................2
Every few months......................3
Monthly.................................4
Weekly.................................5
More than once a week..............6

Q31. If you are employed, is your work challenging and involve learning new things or is it fairly easy? Would you say …

[READ OUT CATEGORIES]

I am not employed....................1
Fairly easy.............................2
Somewhat challenging..............3
Very challenging.....................4
Q32a. How much influence would you say religion has on how you live your life?  
[READ OUT CATEGORIES]

A large amount of influence........ 1  
Some influence.......................... 2  
A little influence....................... 3  
No influence............................. 4

Q32b. How often do attend a religious service or religious group activity?

Never or hardly ever 0  
Once a year or less.................... 1  
A few times a year .................... 2  
Every few months ..................... 3  
Monthly................................. 4  
Weekly................................. 5  
More than once a week ............. 6

Q33a. Are you actively involved with any sort of cause-related group seeking additional resources, legislative or policy change? For example, for disadvantaged groups, environmental preservation, or some such?

Yes.....1 ➔ Go to Q33b  
No.....2 ➔ Go to Q34a

Q33b. How often do you do something as part of that group? Would you say … [READ OUT CATEGORIES]

Once a year or less..................... 1  
A few times a year .................... 2  
Every few months ..................... 3  
Monthly................................. 4  
Weekly................................. 5  
More than once a week ............. 6

Q34a. Are you a volunteer for any charitable organisations, community groups, health or social welfare organisations, or any other sort of non-government organisations? Including, for example, coaching a sporting team, mentoring a colleague, volunteer for Red Cross, meals on wheels, or such?

Yes.....1 ➔ Go to Q34b  
No.....2 ➔ Go to Q35
Q34b. How often do you do this volunteer activity?

A few times a year .................. 1
Every few months .....................2
Monthly..................................3
Weekly..................................4
More than once a week ............5

Q35. Apart from any formal volunteering work, how often do you do something to help someone? For example, help a neighbour, cook a meal or clean for a sick friend, help students with projects, or some such? Would you say ... [READ OUT CATEGORIES]

Once a year or less....................1
A few times a year ....................2
Every few months .....................3
Monthly..................................4
Weekly..................................5
More than once a week ............6

ROTATE Q36 AND Q37 – That is ASK ONLY 36a and 36b OR 37a and 37b

Q36a. Do you at the moment or have you ever ....

(1) lived with someone with a mental health problem? 1 2 3
(2) worked with someone with a mental health problem? 1 2 3
(3) had a neighbour with a mental health problem? 1 2 3
(4) had a close friend with a mental health problem? 1 2 3

Q36b. Regardless of your past or current circumstances, how willing would you be in the future to do the following. Please give me a number from 1 to 10 where 10 means very willing, 5 means no feelings either way, and 1 means very unwilling. In the future, how willing would you be to ....

(1) live with someone with a mental health problem?
(2) work with someone with a mental health problem?
(3) live nearby to someone with a mental health problem?
(4) continue a relationship with a friend who developed a mental health problem?

Q37a. Do you at the moment or have you ever ....

(1) lived with someone with a mental illness? 1 2 3
(2) worked with someone with a mental illness? 1 2 3
(3) had a neighbour with a mental illness? 1 2 3
(4) had a close friend with a mental illness? 1 2 3
Q37b. Regardless of your past or current circumstances, how willing would you be in the future to do the following. Please give me a number from 1 to 10 where 10 means very willing, 5 means no feelings either way, and 1 means very unwilling. In the future, how willing would you be to ….

(1) live with someone with a mental illness  
(2) work with someone with a mental illness  
(3) live nearby to someone with a mental illness  
(4) continue a relationship with a friend who developed a mental illness

Q38. I will now read out some statements about your possible feelings and thoughts over the past two weeks. For each one, please tell me how often over the past two weeks you have felt that way. For each one just say none of the time, rarely, some of the time, often or all of the time. (Vary order after the first one). Repeat question and scale after first two and then after first five or six.

<table>
<thead>
<tr>
<th>Statement</th>
<th>None of the time</th>
<th>Rarely</th>
<th>Some of the time</th>
<th>Often</th>
<th>All of the time</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) I’ve been feeling optimistic about the future?</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(2) I’ve been feeling useful?</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(3) I’ve been feeling relaxed?</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(4) I’ve been feeling interested in other people?</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(5) I’ve had energy to spare?</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(6) I’ve been dealing with problems well?</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(7) I’ve been thinking clearly?</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(8) I’ve been feeling good about myself?</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(9) I’ve been feeling close to other people?</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(10) I’ve been feeling confident?</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(11) I’ve been able to make up my own mind about things?</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(12) I’ve been feeling loved?</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(13) I’ve been interested in new things?</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(14) I’ve been feeling cheerful?</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

Q40. Could you please tell me your highest level of education?

- Some primary school..................1
- Finished primary school.............2
- Some secondary school...............3
- TEE/TAE/Year 12......................4
- Some technical or commercial......5
- Technical school/TAFE...............6
- Some university......................7
- University degree...................8
- Refused..............................9
Q41. Are you currently…? [READ OUT CATEGORIES] [ACCEPT MULTIPLES]

Working full time.......................... 1
Working part time.......................... 2
Studying full time......................... 3
Studying part time.......................... 4
Full time home duties..................... 5
Retired or on a pension.................... 6
Unemployed and looking for work...... 7
Refused...................................... 8

If working full time or working part time, ask: What is your main occupation? [Record verbatim]

Q42. Do you identify as an Aboriginal or Torres Strait Islander?

Yes.....1 ➔ What group do you identify with?
No.....2

Q43. What is your postcode? If doesn’t know, ask: Could you please tell me the suburb in which you live?

That is the end of the interview. Thank you for participating in this survey. Just to remind you, my name is __________ from the Faculty of Health Sciences at Curtin University. If you have any questions about this research, you can telephone our office on 9266-3789. If you want to know more about the act-belong-commit campaign and keeping mentally healthy you can visit the website www.actbelongcommit.org or call 9266-3789. Many thanks again.