

**Evaluation of the *Act-Belong-Commit*
Mentally Healthy WA Campaign:
2017 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.

In 2017, over 230 partners were formally signed to participate in the Act-Belong-Commit campaign in Western Australia. This includes health services, local governments, schools, workplaces sport and recreation clubs, arts groups and volunteering organisations.

Act-Belong-Commit is a widely recognised and accepted as the principles appear universal, with its adoption extending across Australia and overseas. Currently there are partnerships in New South Wales, Queensland, and Victoria. In 2011, a team at Waseda University in Japan adapted the campaign to help children affected by the Tsunami, and more recently The National Institute of Public Health in Denmark, The Centre for Health Promotion in Norway, and the People's Health Council in the Faroe Islands have worked closely with the Act-Belong-Commit team to roll out the campaign in those countries.

This report presents the findings from a population impact evaluation of the campaign conducted in 2017. 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 evaluation of the campaign in that region and will be reported elsewhere. 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 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 done something for their mental health 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 impact with respect to increasing openness towards mental health issues and reducing stigma surrounding mental illness.

The 2017 questionnaire also contained the Warwick-Edinburgh Wellbeing scale, the act-belong-commit self-assessment scales and a stigma scale. Data for these measures will be 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. 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 (36% vs 23%, $p=.001$). Country residents were significantly more likely to have a technical school/TAFE qualification compared to metro residents (36% vs 26%, $p=.019$). The distributions of occupational groups were similar in both metro and country locations with a majority of respondents being employed (69% vs 66%).

In the analyses to follow, the 'Total' sample results and results by gender and age refer to the $N = 600$ metro and country respondents.

Table 1: Sample demographics

	Metro N=400 %	Country N=200 %
Gender:		
Males	50	50
Females	50	50
Age group:		
18-39 years	50	50
40+ years	50	50
Education level:		
Secondary school or less	9	16
Year 12/TEE/TAE	10	13
Some technical or commercial qualifications	4	7
TAFE/Technical qualifications	26	36
Some university	14	6
University degree	36	23
Occupation*:		
Working full-time	39	44
Working part-time	30	22
Studying full-time	3	1
Studying part-time	<1	0
Home duties	6	11
Retired or on a pension	18	19
Unemployed	4	2
Refused	1	2

* 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, 21% spontaneously mentioned ‘Act-Belong-Commit’ or ‘Mentally Healthy WA’ (‘Act-Belong-Commit’: 21%; similar to 22% in 2016). As in previous years, unprompted awareness of the ‘Act-Belong-Commit’ message was significantly higher among

females than males (30% vs 12%, $p < .000$). Other responses of note were ‘R U OK?’ at 22% and ‘Beyond blue’ at 13%, with all other messages or slogans each mentioned by 3% 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 42% and 60%).

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

	Total sample N=600 %	Metro N=400 %	Country N=200 %	Males N=300 %	Females N=300 %	18-39 years N=300 %	40+ years N=300 %
Act-Belong-Commit	21	20	23	12	30	25	17
Mentally Healthy WA	<1	<1	0	<1	0	<1	0
Act-Belong-Commit <u>or</u> Mentally Healthy WA	21	20	23	13	30	25	17
Beyond blue	13	11	17	13	13	16	10
R U OK?	22	24	19	20	24	29	15
Don't know	51	53	49	58	44	42	60

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 75% of the total sample report awareness of the campaign. This is higher than previous years: 70% in 2016; 67% in both 2015 and 2014; 63% in 2013. As in previous years, awareness was somewhat higher among country respondents than their metro counterparts (72% vs 80%, $p = .034$), among females versus males (83% vs 66%, $p < .000$), and among the younger age group: 81% vs 68% ($p < .000$).

Table 3: Prompted and unprompted campaign awareness

	Total sample N=600 %	Metro N=400 %	Country N=200 %	Males N=300 %	Females N=300 %	18-39 years N=300 %	40+ years N=300 %
Yes	75	72	80	66	83	81	68
No	25	28	20	34	17	19	32
Total	100	100	100	100	100	100	100

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

All respondents were then read descriptions of the four *Act-Belong-Commit* TV commercials and asked whether they had seen each advertisement on television. The animated ad was described as follows: *“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’).

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’);
- *“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’); and
- *“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”* (‘Photographer’).

Reflecting past media schedules, Table 4 shows that reported exposure to the ‘Animated’ advertisement was highest at 42%, with the proportion higher among the younger age group (52% vs 32%, $p<.000$), and country respondents (49% vs 39%, $p=.010$). Exposure to the ‘Photographer’ advertisement was second highest at 24%, with the proportion higher among females: 30% vs 18%, $p=.001$. Exposure to each of the other two advertisements ranged from 11% to 13%. Exposure to any one or more of the ads was 54%, with the proportion higher among females (61% vs 48%, $p=.001$), country respondents (61% vs 51%, $p=.020$), and the younger age group (59% vs 50%, $p=.033$). This 54% exposure to any one or more ads was similar to previous years: 52% in 2016; 55% in 2015; 56% in 2014.

Table 4: Reported exposure ‘in the last month or so’ to the *Act-Belong-Commit* television advertisements

	Total sample N=600 %	Metro N=400 %	Country N=200 %	Males N=300 %	Females N=300 %	18-39 years N=300 %	40+ years N=300 %
Animated ad	42	39	49	39	45	52	32
Photographer ad	24	21	31	18	30	22	26
Dancer ad	13	12	15	10	17	9	17
Fireman ad	11	12	11	11	12	10	12
Any of the ads	54	51	61	48	61	59	50

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 81% in the total sample (2016: 76%; 2015: 75%). Campaign reach was higher among females (88% vs 73%, $p<.000$), among country residents (85% vs 78%, $p=.049$), and among the younger age group (86% vs 75%, $p=.001$).

Table 5: Campaign reach

	Total sample N=600 %	Metro N=400 %	Country N=200 %	Males N=300 %	Females N=300 %	18-39 years N=300 %	40+ years N=300 %
Yes	81	79	85	73	88	86	75
No	19	21	15	27	12	14	25
Total	100	100	100	100	100	100	100

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’: 20%, ‘get/keep physically active’: 18%, ‘keep mentally/mind active’: 7%, ‘Do things that you enjoy/take time out for yourself: 4%; **Belong**: ‘spend time with friends’: 32%, ‘participate in community events’: 23%, ‘participate/keep up contacts with people in my community’: 17%; ‘join – clubs, groups’: 12%, **Commit**: ‘help others’: 7%, ‘set yourself goals’: 4%; ‘volunteer’: 1%.

Table 6: Main messages of the campaign (% reached by the campaign)

	Metro & Country N=484 %
‘Act’ responses:	
Get out and do something	20
Get/keep physically active/exercise	18
Keep mentally active/keep mind active	7
Do things that you enjoy/take time out for yourself	4
Keep busy	2
Take up a hobby	2
Play sports	1
‘Belong’ responses:	
Social life/spend time with friends/nurture personal relationships	32
Participate in community events	23
Participate/keep up contacts with people in my community	17
Join – clubs, groups, events etc	12
Be sociable at work	1
Participate in family life	1
‘Commit’ responses:	
Help others	7
Set yourself goals in life	4
Volunteer	1
Other responses:	
Be more aware of mental health	24
Seek help/counselling/seek treatment/professional help	14
Talk to others about problems	9
Accept/de-stigmatise people with mental illnesses	5
Good lifestyle/keep healthy	4
Laugh/have a sense of humour	2
Improve self esteem	1
Aware of self/own mental health	1
Find balance in life	1
Good diet	1
Manage/reduce stress	1
Recognise/admit problems	1
Take control of your life	1
Think positive	1

3.7 Assessment of “wearout” 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 ad, the proportion who rated each ad as ‘excellent’ or ‘good’ ranged between 84% and 91%. It is notable that, although being on air since 2008 state wide (and in the country since 2006), the ‘Animated’ ad is still rated ‘excellent’ or ‘good’ by 84% of those exposed to the ad. There were no significant differences in wearout of the ads by gender, age or location. The levels of ‘excellent/good’ 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/ Country N=252	Metro/ Country N=145	Metro/ Country N=67	Metro/ Country N=78
	%	%	%	%
I think the ad is excellent	9	18	19	18
I think the ad is good	75	69	72	68
Don’t mind the ad but starting to get sick of it	12	8	8	12
Used to think the ad was good but now sick of it	3	2	2	3
Never liked it	2	3	0	0
Total	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; and 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 = 240), 27% (n = 65) stated that it had (see Table 8a). A slightly lesser percent (19%; n = 46) of those asked whether it had changed the way they thought about mental illness (n = 244) responded that it had (see Table 8b).

Table 8a: Reported changing the way respondents think about mental health as result of the campaign (% those aware of the campaign)

	Total sample N=240 %	Metro N=156 %	Country N=84 %	Males N=108 %	Females N=132 %	18-39 years N=126 %	40+ years N=114 %
Yes	27	23	35	26	28	27	27
No	73	77	65	74	72	73	73
Total	100	100	100	100	100	100	100

Table 8b: Reported changing the way respondents think about mental illness as result of the campaign (% those aware of the campaign)

	Total sample N=244 %	Metro N=158 %	Country N=86 %	Males N=112 %	Females N=132 %	18-39 years N=132 %	40+ years N=112 %
Yes	19	19	19	12	25	17	20
No	81	81	81	88	75	83	80
Total	100	100	100	100	100	100	100

Table 9 shows the ways in which respondents reported changing their thinking. For both ‘mental health’ and ‘mental illness’, the responses were generally consistent with the broader communication objectives of the campaign: increased consciousness about mental health (69% and 66%, respectively); can do things to keep mentally healthy (28% and 34%, respectively), being more aware that mental illness is common (20% and 26%), seek help/counselling/seek treatment/professional help (19% and 11%), participate/keep up contacts with people in my community (19% and 4%), reduced stigma associated with mental illness (9% and 14%) and various mentions of *Act-Belong-Commit* activities contributing to good mental health (totals of 41% and 31%).

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 aware that mental illness is common (26% vs 20%), and reduced stigma associated with mental illness (14% vs 9%).

Table 9: Main ways in which the campaign changed thinking about mental health and mental illness (% of those reporting change in thinking about mental health/illness)

	‘Mental health’ N = 65	‘Mental illness’ N = 47
More aware of mental health	69	66
Can do things to keep mentally healthy	28	34
Be more aware that mental illness is common	20	26
Seek help/counselling/seek treatment/professional help	19	11
Participate/keep up contacts with people in my community	19	4
Reduce stigma associated with mental illness	9	14
Talk to others about problems	8	6
Social life/spend time with friends/nurture personal relationships	9	2
Be more considerate of people with a mental illness	5	6
Good lifestyle/keep healthy	8	0
Help others	5	4
Manage/reduce stress	3	9
Get/keep physically active/exercise	2	6
Get out and do something	3	4
Join clubs, groups, events, etc.	2	6
Keep mentally active	0	9
More aware of self-mental health	5	0
Participate in family life	2	2
Think of mental health in a positive rather than a negative way	2	2
Think positive	3	0

3.8.2 Behaviour change as a result of the campaign

Among those reached by the campaign, 10% reported that they had tried to do something for their mental health as a result of the campaign (see Table 10) (12% in 2016; 10% in 2015).

When asked what they had done, the stated behaviours were consistent with the *Act-Belong-Commit* message (see Table 11): socialising more (32%); joining in clubs, groups and community events (28%); becoming more physically active/increasing exercise (24%); getting out and doing something (12%); playing sports (12%); participate/keeping up contacts with people in my community (10%); helping others (4%).

**Table 10: Reported doing something for their mental health as result of the campaign
(% those aware of the campaign)**

	Total sample N=484 %	Metro N=314 %	Country N=170 %	Males N=220 %	Females N=264 %	18-39 years N=258 %	40+ years N=226 %
Yes	10	10	11	5	15	13	7
No	90	90	89	95	85	87	93
Total	100	100	100	100	100	100	100

**Table 11: What people reported trying to do for their mental health
(% reporting trying to do something)**

	N = 49 %
Act:	
Get/keep physically active/exercise	24
Get out and do something	12
Play sports	12
Walking	6
Have a hobby	4
Meditation	4
Read books	2
Yoga	2
Belong:	
Socialising	32
Join clubs, groups, events, etc.	28
Participate/keep up contacts with people in my community	10
Commit:	
Help others	4
Take up challenging things/enrol in a course	2
Other responses:	
Be more aware of mental health	12
Seek help/counselling/seek treatment/professional help	6
Positive attitude	4
Good diet	2
Laugh/have a sense of humour	2
Take time out for self	2
Talk to others about problems	2

3.8.3 Reason for trying to do something and effect on their mental health

Table 12 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: 37% were a bit depressed and felt this could help; 27% wanted more meaning and purpose in their life; 27% were generally happy but wanted to enjoy life more; and 6% felt lonely and wanted to meet people.

**Table 12: Reason nominated for deciding to do something for own mental health
(% reporting trying to do something)**

	N = 49
	%
I was generally happy but wanted to enjoy life more	27
I wanted more meaning and purpose in my life	27
I felt lonely and wanted to meet people	6
I was a bit depressed and felt this could help	37
None of these	4
Total	100

Table 13 shows that amongst those who tried to do something for their own mental health, almost all (94%) stated that what they did helped their mental health.

**Table 13: Impact on their mental health of what they tried to do
(% reporting trying to do something)**

	N = 49
	%
A great deal	55
Somewhat	29
A little	10
Not at all	4
Made things worse	0
Can't say	2
Total	100

3.8.4 Talked about the campaign with family or friends

Among those reached by the campaign, 10% reported that they had discussed the campaign and mental health with members of their family or friends (15% in 2016).

3.8.5 Campaign involvement

Among those reached by the campaign, 15% indicated they had taken part in events or activities sponsored by the campaign (10% in 2016). Country respondents were significantly more likely than their metro counterparts to have taken part in such events or activities (19% vs 12%, $p=.039$), while females were significantly more likely than males to have taken part in such activities (18% vs 11%, $p=.025$).

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 14 and 15 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 keeping mentally healthy, people tended to equally mention Act and Belong activities, with few mentioning Commit activities. Those reached by the campaign were significantly more likely to mention ‘socialising’ relative to those not exposed to the campaign: 53% vs 35%, $p=.001$.

Table 14: Main things you can do to keep physically healthy (% total sample)

	N = 600
	%
Physical activity responses:	
Get/keep physically active/exercise	60
Walking	33
Play sports	19
Aerobics/gym	18
Swimming	10
Gardening	7
Cycling	6
Running/jogging	5
Walking the dog	5
Social activities:	
Socialising	11
Join clubs, groups, events, etc.	6
Participate in family life/nurture relationships with family	3
Volunteer	1
Diet	
Good diet/nutrition	45
Alcohol/tobacco	8
Moderate/no alcohol	6
Drink water	2
Other responses:	
Get sufficient/plenty sleep	8
Working	5
Don't smoke/smoke less	4
Get medical advice/check up	4
Get out and do something	4
Take up a hobby	4
Take time out for self	3
Yoga	3
Do housework	2
Keep busy	2
Keep mentally active/keep mind active	2

Table 15: Main things you can do to keep mentally healthy (% total sample)

	N = 600
	%
‘Act’ responses:	
Get/keep physically active/exercise	28
Read books	18
Crosswords/puzzles/board games	11
Keep mentally active/keep mind active	7
Take up a hobby	7
Get out and do something	5
Keep busy	5
Meditation	4
Play sports	4
Walking	3
Keep up with the news/current events	2
Listen to/play music	2
Watch television/movies	2
Use computer	2
‘Belong’ responses:	
Socialising	50
Participate in family life/nurture relationships with family	13
Join clubs, groups, events, etc.	7
Participate/keep up contacts with people in my community	7
Hang around with good people	3
‘Commit’ responses:	
Learn something new	3
Take up challenging things/enrol in a course	3
Volunteer	3
Help others	2
Other responses:	
Talk to others about problems	16
Good diet/nutrition	12
Take time out for self	11
Seek help/counselling/seek treatment/professional help	8
Get sufficient/plenty sleep	7
Think positive	7
Manage/reduce stress	6
Working	5
Don’t do drugs	3
Laugh/have a sense of humour	3
Moderate/no alcohol	3
Spend less time on computer/social media/watching television	3
Find balance in life	2
Own a pet	2
Take medication	2

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 notable results were as follows:

- Unprompted awareness of Act-Belong-Commit remained high.
- Prompted awareness of the campaign showed an increase (2017: 75%; 2016: 70%).
- The reach of Act-Belong-Commit showed an increase (2017: 81%; 2016: 76%).
- The message take-out is increasingly consolidating around the three a-b-c domains.
- The television ads attract positive ratings and are showing remarkable resistance to wear out (no doubt helped by the infrequent media schedule and relatively 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.
- The campaign is believed to be making people more open about mental health issues and reducing stigma associated with mental illness.

Separate reports will look at data with respect to the split sample questions that will help us better measure those variables. Future reports will also look at the relationship between the wellbeing scale and the Act-Belong-Commit self-assessment scales. The 2017 questionnaire also asked whether respondents had ever been diagnosed with a mental illness and whether they had sought professional help for a mental health problem in the past 12 months. Campaign impact by these variables will be reported in separate reports or journal publications.

5. REFERENCES

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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 RDHS-235-15). 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 2784 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?

Can't 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?

Can't 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?

	a. Fireman	b. Dancer	c. Photographer
Yes.....	1	1	1
No.....	2	2	2
Not sure	3	3	3

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]**

	a.Fireman	b.Dancer	c.Photographer
I think the ad is excellent.....	1	1	1
I think the ad is good.....	2	2	2
Don't mind the ad but starting to get sick of it.....	3	3	3
Used to think the ad was good but now sick of it.....	4	4	4
Never liked it.....	5	5	5

Q11a. Are there any children of school-age living in your household?

Yes.....1

No.....2 → **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 → **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 → **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 → **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 month3
 Three times a month4
 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 month3
 Three times a month4
 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 more1
 I wanted more meaning and purpose in my life.....2
 I felt lonely and wanted to meet people3
 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 stigma3
 Don't know/Can't say9
-

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
 Daily6
-

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
Daily6

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
Daily6

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
Daily6

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 months3
 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 months3
 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 months3
 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 months3
 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 months3
 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 months2
 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 months3
 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

	Yes	No	Can't say
(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

	Yes	No	Can't say
(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.**

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

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 9266-4648. Many thanks again.
