

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

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Citation: The following should be used when referencing this work:

Jalleh, G., Lin, C. & Donovan, R.J. *Evaluation of the Act-Belong-Commit Mentally Healthy WA Campaign: 2016 Survey Data*. Behavioural Research Group, School of Public Health, Faculty of Health Sciences, Curtin University, Perth, 2017.

Acknowledgements: The core campaign activities are funded by Healthway (WA Health Promotion Foundation), Chevron Australia and the Mental Health Commission, with additional support from Curtin University.

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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 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

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

* 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

	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 %	Karratha N=200 %
Act-Belong-Commit	22	21	23	13	30	25	19	35
Mentally Healthy WA	1	2	0	2	1	1	2	0
Act-Belong-Commit <u>or</u> Mentally Healthy WA	23	23	23	15	30	25	21	35
Beyond blue	17	19	13	19	15	24	10	28
R U OK?	10	11	10	11	10	18	3	18
Don't know	50	49	51	55	44	43	56	36

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

	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 %	Karratha N=200 %
Yes	70	67	75	61	78	77	63	78
No	30	33	25	39	22	23	37	22
Total	100	100	100	100	100	100	100	100

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

	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 %	Karratha N=200 %
Animated ad	36	35	39	32	41	44	29	38
Photographer ad	23	21	26	19	27	19	27	28
Dancer ad	13	12	14	10	16	8	17	9
Fireman ad	10	8	13	9	11	7	13	8
Any of the ads	52	50	54	47	57	55	49	58

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

	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 %	Karratha N=200 %
Yes	76	73	80	70	81	82	69	83
No	24	27	20	30	19	18	31	17
Total	100	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’: 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)

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

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)

	'Mental health'		'Mental illness'		Total	
	Metro/ Country	Karratha	Metro/ Country	Karratha	Metro/ Country	Karratha
	N = 55	N = 27	N = 49	N = 20	N = 104	N = 47
More aware of mental health	66	74	74	50	69	64
Can do things to keep mentally healthy	27	30	35	20	31	26
Get out and do something	20	7	14	10	17	8
Social life/spend time with friends/nurture personal relationships	11	4	20	10	15	6
Be more aware that mental illness is common	7	33	22	10	14	23
Reduce stigma associated with mental illness	11	0	12	25	12	11
Be more considerate of people with a mental illness	7	4	14	5	11	4
Get/keep physically active/exercise	9	4	10	10	10	6
Join clubs, groups, events, etc.	9	18	10	10	10	15
Talk to others about problems	9	7	8	25	9	15
Seek help/counselling/seek treatment/professional help	2	4	12	5	7	4
Keep mentally active	4	7	6	5	5	6
Participate/keep up contacts with people in my community	6	15	4	10	5	13
Help others	0	0	6	0	4	0
Think positive	6	0	2	10	4	4
Have a hobby	2	0	4	0	3	0

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

**Table 10: What people reported trying to do for their mental health
(% reporting trying to do something)**

	Metro/Country N = 56 %	Karratha N = 25 %
Act:		
Get/keep physically active/exercise	20	28
Play sports	18	8
Have a hobby	14	4
Walking	9	12
Get out and do something	7	16
Crosswords/puzzles/board games	4	0
Keep mentally active/keep mind active	2	0
Take up challenging things/enrol in a course	2	0
Belong:		
Socialising	36	16
Join clubs, groups, events, etc.	20	32
Participate in family life/nurture relationships with family	11	12
Participate/keep up contacts with people in my community	4	12
Commit:		
Volunteer/volunteering	11	16
Help others	2	0
Other responses:		
Take time out for self	5	0
Talk to others about problems	5	0
Seek help/counselling/seek treatment/professional help	4	0
Positive attitude	2	4
Improve self esteem	2	0

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

	Metro/Country N = 56 %	Karratha N = 25 %
I wanted more meaning and purpose in my life	27	32
I was a bit depressed and felt this could help	27	20
I was generally happy but wanted to enjoy life more	25	24
I felt lonely and wanted to meet people	9	12
None of these	12	12
Total	100	100

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

	Metro/Country N = 56 %	Karratha N = 25 %
A great deal	68	60
Somewhat	23	28
A little	5	12
Not at all	0	0
Made things worse	0	0
Can't say	4	0
Total	100	100

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)

	Metro/Country N = 600 %	Karratha N = 200 %
‘Act’ responses:		
Get/keep physically active/exercise	56	62
Walking	38	38
Play sports	19	26
Aerobics/gym	21	20
Swimming	12	16
Cycling	10	10
Gardening	6	2
Running/jogging	9	4
Get out and do something	7	5
Do housework	2	2
Take time out for self	3	3
Walking the dog	2	3
Keep mentally active/keep mind active	2	2
Take up a hobby	4	2
Yoga	2	2
‘Belong’ responses:		
Socialising	10	13
Join clubs, groups, events, etc.	5	10
Participate in family life/nurture relationships with family	4	6
‘Commit’ responses:		
Volunteer	1	1
Other responses:		
Good diet/nutrition	42	44
Working	5	4
Get sufficient/plenty sleep	6	4
Moderate/no alcohol	3	4
Don’t smoke/smoke less	3	2
Drink water	2	2
Get medical advice/check up	2	4
Good lifestyle/keep healthy	2	1
Manage/reduce stress	2	1
Think positive	2	2

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

	Metro/Country N = 600 %	Karratha N = 200 %
‘Act’ responses:		
Get/keep physically active/exercise	25	25
Read books	20	11
Crosswords/puzzles/board games	14	12
Take up a hobby	9	8
Get out and do something	8	8
Keep mentally active/keep mind active	8	13
Keep busy	7	4
Meditation	6	2
Take up challenging things/enrol in a course	5	3
Play sports	4	6
Walking	4	4
Watch TV/movies	4	0
Gardening	2	2
Use computer	2	2
‘Belong’ responses:		
Socialising	47	46
Participate in family life/nurture relationships with family	14	15
Join clubs, groups, events, etc.	10	18
Participate/keep up contacts with people in my community	4	11
‘Commit’ responses:		
Volunteer	2	5
Help others	1	2
Other responses:		
Talk to others about problems	14	19
Take time out for self	11	10
Think positive	11	12
Good diet/nutrition	9	8
Seek help/counselling/seek treatment/professional help	7	8
Manage/reduce stress	6	6
Working	6	6
Get sufficient/plenty sleep	4	6
Laugh/have a sense of humour	4	3
Don’t do drugs	3	4
Hang around with good people	3	3
Find balance in life	2	2
Moderate/no alcohol	2	3

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.

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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 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?

	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 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
 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
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 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 9266-3789. Many thanks again.
