



Kalgoorlie–Boulder

Case Study Evaluation Report

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4.0 The Act-Belong-Commit Mental Health Promotion Campaign Kalgoorlie–Boulder Case Study

4.1 Overview

4.1.1 Kalgoorlie–Boulder community

Kalgoorlie–Boulder is a modern, busy regional centre located 596km east of Perth ([Appendix 1](#)). With a population over 30,000, the City is a dynamic sophisticated regional centre.⁴ Kalgoorlie–Boulder is steeped in history and has been built on the gold mining industry. Today, Kalgoorlie–Boulder is a popular town with thriving mining and tourist industries. The city has a lot to offer in the way of sport and recreation facilities, the arts and many community groups and organisations.

Mental illness in people aged fifteen to thirty-four years, makes up over sixty percent of the burden of disease—costing health systems billions of dollars each year. Over half of Kalgoorlie–Boulder's population fits within this age group making mental health issues a significant health problem in the community. This clearly shows the need for preventative programs promoting positive mental wellbeing within the Kalgoorlie–Boulder community.

Kalgoorlie–Boulder boasts a solid community and family orientated environment but it also has a large transient population and a number of mining companies have a 'fly-in fly-out' policy that has an impact on the mental wellbeing of the community. The socio-economic status of the population is very diverse, with some of the population earning extremely high incomes and others very little. Due to the high cost of living in Kalgoorlie, gaining access to some activities to improve mental wellbeing is almost impossible for lower socio-economic groups.

The Act-Belong-Commit Campaign aimed to assist community groups and organisations promote activities conducive to good mental health and make activities accessible for future generations.

4.1.2 Staffing for the Campaign

In the initial stages of the Campaign staffing was an issue. Although the Campaign started the recruitment process in July 2005, it took some time to employ staff in Kalgoorlie to implement the Campaign. Emma Brown was new to Kalgoorlie–Boulder and employed by WA Country Health Service in November 2005 and worked full time as both Intervention and Evaluation officer until February 2006.

In February 2006, Liane Auld was employed by Curtin University as a part-time Evaluation Officer. Liane Auld had previously worked in the Goldfields region and had established some strong networks in the community. Emma Brown and Liane Auld both worked part-time each on the Campaign from February 2006 until December 2006 when Emma Brown returned to Perth for work. Liane Auld then worked part time until Mark Sorensen was recruited in March 2007. Liane Auld left her position in September 2007 and Mark Sorensen continued to work part-time until Mental Health Week in October 2007.

4.1.3 Launch and Community Forums 2005

The Mentally Healthy WA Act-Belong-Commit Campaign was officially launched in Kalgoorlie–Boulder on the 23 November 2005 with two community forums. Forum one targeted healthcare professionals during working hours and forum two was held in the evening to attract community members. The aim of the forums was to gain community input as to the direction of the Campaign. A diverse group of people attended—ranging from members of the community, community groups, health professionals and representatives from key organisations working in the community. Over seventy-two people attended the forums. Participants brainstormed ways to overcome barriers and promote mental wellbeing by following the Act-Belong-Commit guidelines. As a result, sixty ideas were generated through the forums and the Mentally Healthy WA Kalgoorlie–Boulder Action Plan was developed according to these suggestions ([Appendix 2](#)). Newspaper media were also organised to promote the Campaign and introduce project officer Emma Brown to the Kalgoorlie community.

4.1.4 Kalgoorlie–Boulder Action Plan

The Mentally Healthy WA Kalgoorlie–Boulder Action Plan was developed from the community forums ([Appendix 2](#)). The Action Plan gave the project direction and focus for upcoming projects and activities.

An evaluation plan also was developed ([Appendix 3](#)).

4.1.5 Act-Belong-Commit projects and activities

During the course of the Campaign there were many one-off projects that were delivered in partnership with other organisations in Kalgoorlie–Boulder.

Various physical activity events were badged with the Act-Belong-Commit Campaign message and were quite successful in promoting the logo and the link between being physically active and increased mental wellbeing. The Department of Sport and Recreation was very supportive during the Campaign. In 2006 and 2007 the Department of Sport and Recreation and Act-Belong-Commit worked together to implement a Bike Week event which saw many community members join in a 5km bike ride through bushland including a healthy breakfast. Games and prizes promoted the physical and emotional benefits of exercise. The 10,000 steps walking program achieved a similar outcome and included other partnership organisations such as the City of Kalgoorlie–Boulder, the Department of Sport and Recreation and a local mining company, Black Swan Nickel, which made a significant contribution to the Campaign.

Other one-off projects included promotional displays in an attempt to boost the profile of the Campaign within the community. The Kalgoorlie–Boulder Community Fair was an avenue to achieve this. Pamphlets, posters and promotion items were used to attract people to displays. However, due to low attendance numbers at the fair in 2006 and 2007, it was evident that the time and resources put into the promotion was better spent elsewhere. It was decided that projects that were ongoing and more sustainable were more likely to increase the campaign profile.

An additional community forum promoted as the Celebration of Year Two was held in October 2006 to coincide with Mental Health Week. The main purpose for this forum was to kick-start the Campaign for 2007 and to increase enthusiasm among key stakeholders and community members. The forum was also an opportunity to update local organisations and volunteers about some of the positive contributions the Campaign had achieved since the launch in November 2005. Participants were asked for their input as to the direction the Campaign could take in 2007. The forum attracted a number of organisation stakeholders but unfortunately no community members attended.

Co-branding events such as the Women's Tri Club Breakfast, Act-Belong-Commit Netball Team and Youth Fest was an easy way to intercept community members on a one-off basis. The merchandise developed for the Campaign was an excellent way of engaging people and getting them to 'see what this project is all about'. The Act-Belong-Commit water bottles were extremely popular at sporting events, the Act-Belong-Commit environmental bags were well-liked among women and the Act-Belong-Commit coloured wrist bands were trendy among youths.

4.2 Management Committee

In September 2005, a number of key agencies in Kalgoorlie–Boulder were contacted by the Implementation Officer to raise awareness of the Campaign and invite interested people to become members of the Mentally Healthy WA Management Committee. Eight organisation representatives (listed in Table 1), became members of the management committee. The first meeting was scheduled in September 2005 and was very successful with attendance from many key stakeholders with full support and commitment.

Attendance at meetings declined in early 2006. It is understood Management Group members felt they had ample opportunity to discuss local issues, share ideas and identify opportunities for collaboration at other committee meetings and no longer wanted to meet for the Act-Belong-Commit Campaign formally. The Management Committee disbanded in mid 2006.

Table 1: Organisations represented on the Management Committee

Organisations
Population Health Goldfields
Department of Sport and Recreation
Women's Health Care Centre
Centrecare
Eastern Goldfields YMCA
City of Kalgoorlie–Boulder
Eastern Goldfields Division of GPs
Investing in our Community

4.3 Key Partnerships

Though only eight organisations were represented on the Management Committee, key partnerships were developed with many other organisations and groups over the twenty-four months of intervention. These are listed in Table 2.

Table 2: Main Partnerships formed during the Campaign

Organisations and Community Groups
Population Health Goldfields
Department of Sport and Recreation
Curtin University
Goldfields Arts Centre
Millen Street Youth Centre (Centrecare)
Investing in Our Community
City of Kalgoorlie–Boulder
Triathlon Club
Oasis Social Netball Club
Disabilities Services Commission
Cancer Council of WA
Department of Planning and Infrastructure
Women's Health Care Centre
Kalgoorlie–Boulder Volunteer Centre
Mental Health Action Group
Freefall Youth Arts
Eastern Goldfields Squash Club
Migrant Steering Committee
Eastern Goldfields Community Centre

4.4 Media & promotion strategies

In addition to Healthway sponsorships a variety of communication strategies were used to promote the Campaign message, events, activities and projects.

Posters were distributed around Kalgoorlie as a way of reinforcing the Campaign's message with local contact details. Posters were displayed at various community and government venues such as the YMCA, Goldfields Women's Health, William Grundt Memorial Library, Population Health, Kalgoorlie Regional Hospital and at one-off community events. The Act-Belong-Commit brochures were also disseminated to these venues containing more in-depth information about the Campaign message.

Media releases were emailed to the local newspaper journalists with local press organisations picking up approximately seventy percent of the media releases. The likelihood of the media picking up on media releases increased when the Project Officers made a follow-up call. Local press organisations included the Kalgoorlie Miner (daily newspaper), Goldfields Express (free weekly newspaper) and The Golden Mail (free weekly newspaper).

Project Officer, Liane Auld, built a strong positive rapport with a particular journalist who made a greater effort to get an Act-Belong-Commit story in the newspaper when it was emailed to her directly

rather than trying to liaise with numerous journalists and administration staff. Non-paid articles made a significant contribution to the Campaign with twenty seven news items published (see samples in [Appendix 6](#)).

Paid press advertisements developed by the Perth Hub were placed in the Kalgoorlie Miner newspaper over the Campaign's twenty-four month duration. These advertisements promoted the logo and the Act-Belong-Commit concept. Many key stakeholders commented that they had seen the newspaper ads and believed that they were 'thought provoking'. A group of young men who worked in the mining mechanic industry said they had "*read the ads in the newspaper during my morning tea*" which was very encouraging. In addition, the Project Officers held briefings, seminars, workshops and meetings to explain and promote the Act-Belong-Commit concepts. Local Project Officers were involved in radio interviews for both ABC Goldfields–Esperance and RadioWest Kalgoorlie.

A unique way to promote events to the community was through the Kalgoorlie–Boulder Volunteer Centre's email database. The database consisted of over three hundred contacts, mostly organisations and professional individuals. This free service allowed a new technological way of disseminating information through local networks. Another similar network called "WOWKAL! (What's On Where in Kalgoorlie!)" provided a similar free service but had more of a focus on promoting events to community members such as local theatre, arts and crafts events and family activities rather than disseminating information to professional organisations.

Other communication strategies included Act-Belong-Commit articles in community newsletters. For example an article was written for the WA Country Health Service newsletter about the Act-Belong-Commit PhotoVoice Project.

Information regarding up-coming events and media articles were put on the Act-Belong-Commit Website and thirty-second television advertisements developed by the Perth Hub were put on the GWN Television Network in 2007 in an attempt to increase the Campaign profile. Community comments regarding the television advertisement were very encouraging with a local key stakeholder saying, "*I really like the ads that are on TV, they are really good and I like how they used the animation*" [Jenny Van Mens, Chairperson Goldfields Youth Coordinating Committee (GYCN), 2006].

4.5 Healthway sponsorships

During the Campaign pilot period, four Act-Belong-Commit Healthway sponsorships were awarded to Kalgoorlie–Boulder. Healthway sponsored activities presented a much wider population reach than individual one-off promotions such as the Community Fair.

The first sponsorship was for a local musical production called Door Knock. Door Knock provided Healthway with an opportunity to promote messages among youth in the Goldfields region and facilitated the development of an ongoing youth program called Freefall Youth Arts Inc. The production also had the capacity to provide a vehicle to promote the Act-Belong-Commit message. Over one thousand Kalgoorlie–Boulder residents saw the performance as well as being exposed to the sponsorship logos and health messages promoted by Healthway and Act-Belong-Commit. The majority of the sixty-four show participants were young people aged eighteen to twenty-five years and were exposed to the Act-Belong-Commit message through the \$1,500 sponsorship support funds which included customized t-shirts, water bottles, pamphlets and signage. Door Knock introduced a new and very significant partnership to the Act-Belong-Commit Campaign: The Goldfields Arts Centre.

Freefall Youth Arts Inc. was also a youth orientated project which Healthway funded through its MEAP (Multi Event Arts Projects) funding. Freefall Youth Arts received \$18,000 from Healthway to conduct youth workshops including circus skills, visual arts and drama in 2007. The Freefall Youth Arts group consisted mainly of Indigenous youth and was managed by the Goldfields Arts Centre which consisted of a management group made up off the Arts Centre Manager, Mentally Healthy WA Project Officer, Goldfields–Esperance Development Commission Indigenous Project Officer and a small group of young people as the Youth Reference Group. Healthway offered \$3,500 in sponsorship support funds to promote the Act-Belong-Commit message. This funding bought t-shirts, wrist bands, water bottles, and signage to promote the Act-Belong-Commit message among participants.

PhotoVoice was an Act-Belong-Commit project funded by Healthway in 2006. The project aimed to adopt the Mentally Healthy WA Campaign's Act-Belong-Commit framework to promote positive mental health among an 'at risk' group of Indigenous youth at Centrecare Millen Street. PhotoVoice provided youth with an opportunity to be active, develop a sense of teamwork, and positively engage with the community. The project aimed to ensure that positive self-image was fostered amongst participants and an atmosphere of inclusion was created. PhotoVoice did not focus on teaching photography but developed into a unique way of allowing participants to develop self-expression. Workshops, photo sessions and group discussions provided participants with a way to explore thoughts and feelings and to share these with their family, friends and the Kalgoorlie–Boulder community.

Two PhotoVoice exhibitions were held to display the photographs that were taken and a booklet was provided with a CD of images ([Appendix 4](#)). The first exhibition was held in December 2006 in the foyer donated by the Goldfields Arts Centre. The second exhibition was held in the centre of Kalgoorlie, St Barbara's Square, in an attempt to attract people from the street passing by. People commented on the very high standard of work the young people at Millen Street Youth Centre had produced and said they thought it was a worthwhile project. Three digital cameras were donated to the Millen Street Youth Centre and three to the Goldfields Arts centre in an attempt to keep the project going after the PhotoVoice Project.

Another sponsorship was the Two Up Two Down Community Choir's – Martin Meader Musical Workshop. The project aimed to enhance current members' abilities and musical technical knowledge and to increase member numbers and community participation. The workshops were held at the Goldfields Arts Centre. The workshops were well attended with participation numbers over the period from 4 November to 18 of November totalling 220; averaging about forty participants for each session (though it must be said that most of the sessions consisted of the same individuals).

Immediately after the completion of the workshops, the Two Up Two Down Community Choir teamed up with the Hot Nuts Choir from Perth to put on a show for the community. Though not officially part of the workshop sponsorship the choirs continued to promote the Act-Belong-Commit message and display signage to an estimated audience of one hundred local community members.

4.6 Grants

Throughout the Campaign various one-off grants were awarded for specific events and themes. Two such grants were received from the Injury Control Council of WA (ICCWA) and the Office of Multicultural Interests (OMI).

The grant received from ICCWA was for Stay On Your Feet Week (SOYF Week) in September 2007. The \$1,000 grant was used to implement a Have-A-Go style week of activities designed to promote physical and mental well being to reduce the incidence of fall related injuries.

The week consisted of a variety of activities including an exercise class, a cooking class, a dance class and an arts and crafts session. Each activity was then supported by an information session by a health professional on various health related topics. Throughout the week the Act-Belong-Commit logo and message was promoted as the underlying theme of the week, that is, that all participants should be more active and participate in the community to bring about positive health outcomes. The Act-Belong-Commit logo was further promoted through media coverage of the event that resulted in a front-page article being published in the Golden Mail (weekly paper released every Friday). Over 170 participants were exposed to the message which was well received and proved a central talking point each day.

The Office of Multicultural Interests grant was specifically intended to promote mental health issues during Mental Health Week 2007 incorporating a trans-cultural theme. A multicultural day was organized with Act-Belong-Commit as the focus. The event took place in St. Barbara's Square exposing all those passing by to the Act-Belong-Commit logo and message. The logo and message was further promoted as a result of media coverage of the event resulting in an article. The event consisted of a variety of stalls, entertainment and a BBQ.

Stalls represented various agencies and community groups such as:

- Department of Sports and Recreation
- CRS
- Bega Garnbirringu Health Service
- Kalgoorlie–Boulder Volunteer Centre
- Scouts
- Migrant Steering Committee (Goldfields Multicultural Association)
- Centrecare

Entertainment for the day included:

- Scottish Highland Dancers
- Jewels of the Desert Belly Dancers
- Ngadju Dancers

Upon completion of the event it was found that there were sufficient funds remaining to conduct a second activity. As a result, a multicultural social evening was held, with a variety of foods and entertainment representing a variety of nationalities. For this event the Campaign partnered with the Migrant Steering Committee (Goldfields Multicultural Association). The event once again specifically promoted the Act-Belong-Commit logo and message and was promoted further by media coverage and an associated article.

4.7 Summary of results

Table 3: Examples of one-off community events and associated Partners

Event	In Partnership with:
Community Fair	Red Cross
Youth Art exhibition	Goldfields Youth Coordinating Committee
Youth Workers Conference	Goldfields Youth Coordinating Committee
Intergenerational Men's Day	Goldfields Men's Health, Dept Sport and Recreation, Eastern Goldfields Community Centre, City of Kalgoorlie–Boulder
Bike Week 06/07	Dept Sport and Recreation and Physical Activity Working Group
Giant Walk	Dept Sport and Recreation and Physical Activity Working Group
Women's Tri Club Breakfast	Tri Club
Meet and Greet morning teas	Goldfields Women's Health Care Centre
Various Displays (Boulder market Days)	Various organisations
Door Knock the Musical	Goldfields Arts Centre
10,000 Steps walking program	Dept Sport and Recreation and Physical Activity Working Group
ABC Netball Team	Goldfields Oasis
Indigenous Girls Basket Ball Team	WA Country Health Service, Centrecare Millen Street
Youth Festival Activities	City of Kalgoorlie–Boulder, Goldfields Youth Coordinating Network
Heart Week	Eastern Goldfields GP Network
GMF Fun Run and Walk	Kalgoorlie–Boulder Volunteer Centre, Goldfields Medical Fund
Various presentations	Various organisations (e.g. new mothers groups, men's groups, local education organisations)
National Volunteer Week	Kalgoorlie–Boulder Volunteer Centre
Celebration of Year 2 Re launch	City of Kalgoorlie–Boulder
Have a Go Day	City of Kalgoorlie–Boulder Senior Centre
Disability Inclusion Day	Goldfields Inclusion Group Committee

Table 4: Channels of message delivery August 2005 – November 2007

Contact type	Number
Presentations	19
Briefings	63
Radio interviews	8
Press interviews	27
Press articles	27
Consults	5
Abstracts submitted	3

Table 5: Major events August 2005 – November 2007

Event	Number
Sponsorships	4
Major events	7
Events in partnership	14
On-going projects	2

Table 6: Estimates of population reach of the Campaign

Indicator	Examples	Estimated Number
People actively involved in MHWA activities	Launch, forums, one-off events	600
People exposed to the message	Signage, sponsorship events	7000+
Educational audience	Presentations, workshops	200
Key Stakeholder Participation	Volunteering at events, involved with planning, promoting the message	300
Indigenous persons involved in events	ABC PhotoVoice Project	50

4.8 Difficulties encountered

There were a number of difficulties encountered throughout the Campaign. The key difficulties were:

- Staffing
- Management Committee
- Engaging the Community
- Project Implementation
- Local Media

4.8.1 Staffing

Sharing the position (part-time position for both Implementation and Evaluation Officer) was a challenge for a number of reasons. First, communication was difficult as Project Officers were housed at different locations. It also became difficult for the Evaluation Officer to evaluate projects and activities when they were not involved in the planning stages of these activities. Second, the transient nature of the region meant there was a high risk of staff leaving. It was difficult to recruit staff during the initial stages of the Campaign and two Project Officers left their positions to move to Perth for work.

4.8.2 Management Committee

There was confusion regarding the role of the Management Committee. The first two meetings saw a strong turn out of people but as time went by, numbers decreased significantly. Comments were made by committee members regarding the relevance of the committee and the lack of meetings organised by Mentally Healthy WA staff. However, the Project Officers were often faced with a lack of interest by key stakeholders who were often absent from meetings. Other strategies were discussed by the Project Officers that involved working with key organisations on an individual basis rather than trying to get all members of the committee together at the same time, which was incredibly difficult.

When a Partnerships Audit⁵ was conducted early February 2006 the majority of committee members did not understand the questions or relevance of the audit. Many committee members left Kalgoorlie or stopped coming to the meetings all together. Membership of the committee had fallen from over 10 people to approximately five members. The majority of members left were from the WA Country Health Service and a decision was made to cease meetings altogether.

The breakdown of the Management Committee was detrimental to the Campaign and put a huge amount of pressure on the Project Officers. It was decided in March 2007 that the re-establishment of the management group was needed to oversee the Campaign and provide support and advice for the Project Officers.

However, after contacting key stakeholders from the community, appropriate agencies and organisations, problems started to emerge. Many people were non-committal for various reasons. One reason was that people already sat on various other committees together and were reluctant to commit themselves to other groups because of work load and, as one member of the Management Committee put it, it was a “*waste of time since I see the same people regularly at other meetings*” (Management Committee member, 2006). This is a characteristic of the community where there is a core group of individuals and organisations who are very committed to improving the health status of the community. However, this can be a disadvantage because as it's the same group of people and 'leaders' who are involved in projects, this can inhibit new ideas or concepts from outsiders.

The second cause for a reluctance of potential members to re-form the Management Committee stems from the fact that the Campaign was not seen to have a secure future. There were concerns in committing to a Campaign that, in their mind, could be non-existent in a matter of a few months' time.

4.8.3 Difficulties engaging the community

During the Campaign period there were difficulties engaging the community and other key stakeholders. There seemed to be reluctance in forming a partnership with the Campaign and tag the Campaign message on to other organisations' projects or activities. Reasons for this were unclear, although anecdotal evidence suggests some organisations didn't want to share resources or 'put someone else's logo' on their project.

Although Act-Belong-Commit sponsorships through Healthway provided a way to target priority populations such as Indigenous youth, there weren't that many opportunities to target Kalgoorlie–Boulder's general population who are predominately male, aged between eighteen and thirty-five years. There was a clear need to promote the Act-Belong-Commit message to this group due to the fact that a large percentage of the population are employed in the mining sector. The mining industry is characterized by shift work and 'fly-in fly-out' policies (workers are flown onto the particular site where they work everyday for a set period of time, i.e. two weeks, before being flown back home) that have an impact on mental wellbeing. Many men are single and don't have a secure support network or are unable to participate in mainstream activities or community events due to shift work.

Another issue was the stigma surrounding mental illness and the Mentally Healthy WA Act-Belong-Commit Campaign. Some community members may have believed it was a mental illness project that focused on illnesses such as depression, schizophrenia and other disorders “*which other crazy people have and I'm not that kind of person*” (Community member, aged forty-two, 2006). In fact, the Campaign attempted to influence community members who generally did not have a pre-existing mental illness to become mentally healthier. The stigma surrounding mental illness may have discouraged individuals from becoming involved in the Campaign activities.

4.8.4 Project Implementation

There have been minor difficulties with various project implementation issues, these include: management of the Freefall Youth Arts Sponsorship; trying to get community members to turn up for events; and difficulties with communication between key stakeholders. All of these difficulties were considered on-going learning. With the Project Officers being fairly new to the health promotion area, lack of experience was a minor issue. The 'Perth Hub' (Curtin University Management Team) provided a great deal of on-going support for the Kalgoorlie Project Officers. Professional and personal development was a priority and the Project Officers attended various video conferences, training in Perth twice a year with various speakers, 'story telling' from other regional sites which developed networking skills, and a chance to discuss success stories and difficulties encountered.

Attending the 'Kindling the Flame International Mental Health Promotion' Conference was also a highlight of the Campaign and provided Projects Officers with professional development opportunities.

During the Campaign the emerging theme was working with young people, especially school aged Indigenous youth. A considerable amount of funding is available for this target group and consequently, due to the fact that Kalgoorlie–Boulder has a significant Indigenous population, it was slightly easier to obtain funding for such projects (e.g. Act-Belong-Commit PhotoVoice Project, Freefall Youth Arts, and the Indigenous Girls Basketball Team).

4.8.5 Local media

During the initial stages of the Campaign, local media had trouble distinguishing between the concept of mental illness and mental health. However, through increased education, networking and taking the time to build rapport with local journalists, the media started to focus on mental wellbeing instead of tagging the Act-Belong-Commit Campaign as a 'mental illness project with mental health workers'. The media continued to improve throughout the Campaign period.

4.9 Facilitators

There was an overwhelming turnout at the community forums in the initial stages of the Campaign and during the re-launch in November 2006. Some very strong partnerships and networks developed over the twenty-four months among key stakeholders in Kalgoorlie–Boulder.

Slowly, more community members became aware of the Act-Belong-Commit Campaign due to increased efforts in communication strategies. Some projects such as the Act-Belong-Commit PhotoVoice project increased promotion in the local newspaper and the Act-Belong-Commit television advertisement increased the profile of the Campaign with local key stakeholders commenting that the TV advertisements were "*fantastic and the animation used to promote the message really worked well*" (Jenny Van Mens, Chairperson Goldfields Youth Coordinating Committee (GYCN), 2006).

Promoting the Campaign through local sponsorships and creating positive partnerships between Mentally Healthy WA, Healthway, key stakeholders and community organisations has also been extremely positive for the Campaign profile in Kalgoorlie–Boulder.

Attending the 'Kindling the Flame International Mental Health Promotion' Conference in February 2006 was a major highlight. The Perth Hub encouraged all regional staff to submit an abstract many of whom had never done so before. This was an encouraging experience with one of the abstracts coming from Project Officer Liane Auld titled "How does a rural mining town build on their own mental wellbeing: Have they struck gold?" The abstract discussed the most common ways in which people in Kalgoorlie–Boulder suggested they build their own mental wellbeing and examined current strategies being developed by Mentally Healthy WA to improve the mental wellbeing in Kalgoorlie–Boulder. The abstract was accepted as a poster presentation during the conference ([Appendix 5](#)).

4.9.1 Positive partnerships

The most positive partnership that resulted from the Campaign was the Goldfields Arts Centre and in particular with the Centre's Manager, Nerida Glanfield. The Goldfields Arts Centre contributed considerable support for the Campaign and offered guidance and commitment to the local Project Officers. Three sponsorships were implemented out of the Arts Centre (Freefall Youth Arts, Door Knock the Musical, Two Up Two Down Choir).

The Arts Centre often donated venues and resources to hold events. The Centre took on the responsibility to be the driving force behind the Freefall Youth Arts Inc and saw a positive benefit to young people and the Goldfields community to assist youth arts in the region. This on-going commitment contributed to Healthway funding \$18,000 for Act-Belong-Commit Youth Projects in 2007 that were branded with the Act-Belong-Commit message. Nerida Glanfield also took on the responsibility of chairing the Freefall Management Committee along with Mentally Healthy WA Project Officers and the Indigenous Project Officer at the Goldfields–Esperance Development Commission. The Committee is currently attempting to attract more young people to join as a reference group so they can implement their own projects with the funding from Healthway.

Nerida Glanfield believes that partnership with the Campaign is extremely positive because she has seen:

“A definite increase in community activity and participation levels associated with the Goldfields Arts Centre. There has been an elevated increase in community perception that the centre was no longer just a venue and is increasingly being seen as an interactive part of the community. This has resulted in an increase in community ownership of the centre as well as an increase in community development.”

The Kalgoorlie–Boulder Volunteer Centre and Centre Administrator Robin Lonsdale have been an essential component and source of support for the Campaign. Ms Lonsdale, who was diagnosed with depression in 2005, said *“being involved in community groups is a great way to battle depression”* and she supports the Mentally Healthy WA’s Act–Belong–Commit concept which aims to promote the sense of wellbeing delivered by helping others in the community⁶.

The Volunteer Centre Management Committee has been a unique way to promote the mental wellbeing benefits of volunteering to individuals and organisations in 2007. The management committee often acted as a reference group for the Campaign and the Act–Belong–Commit message has been used during local volunteer events such as Volunteer Week activities.

Centrecare Millen Street Youth Centre also offered an overwhelming amount of support for the Act–Belong–Commit PhotoVoice Project. This partnership complemented the development of an Indigenous girl’s basketball team in which the Mentally Healthy WA Intervention Officer spent a considerable amount of time educating the girls on a variety of health promotion issues. The team’s uniforms promoted the Act–Belong–Commit message.

4.10 Key stakeholders evaluation

In May 2006 the local Project Officers with the support of the Perth management team interviewed some of the key stakeholders. This was to be done instead of a twelve-month follow up Partnership Audit.

Some of the participants interviewed were also members of the Management Committee. The interview revealed substantial support for the Campaign in Kalgoorlie–Boulder. However participants reported their levels of involvement in the Campaign were not as much as they would have liked.

Reasons for a current lack of involvement ranged from time restraints due to their own workload, to an apparent breakdown in communication. Another key finding which was mentioned several times was an apparent lack of direction and understanding of what aspects of the Campaign they could contribute to and become involved in. Another concern was the ability for the Campaign to demonstrate clear direction, strong leadership and an appropriate, well-constructed management and communications network.

Key Stakeholders indicated a good understanding of the general purpose of the Campaign but they also indicated an uncertainty of the specifics. Many went on to point out that this may also be the case for other key stakeholders and may have impacted on the rates of involvement and subsequent impact of the Campaign on the general community.

It was mentioned that the Campaign activities in Kalgoorlie were too specific and had failed to attract the attention of mainstream community members. One key stakeholder respondent stated some activities caused the Campaign to appear very specific and inflexible, i.e. the Millen Street Girls Basketball Team.

Other key issues related to the nature of local demographics. It was pointed out that due to the high percentage of shift workers, not only do traditional methods of engagement have limited impact but also the mainstream solutions offered may not be as appropriate. Due to rotating shifts, workers are only exposed to short bursts of project messages with large time gaps in between, making reinforcement of messages difficult.

Throughout the interview process, it became apparent that some key stakeholders had more positive associations with the Campaign than others. While some appeared to have limited understanding and hence limited positive outcomes from their interaction others showed a very good understanding and reported very positive outcomes.

Comments by a local key stakeholder stated a definite increase in community activity and participation levels associated with the Goldfields Arts Centre. The partnership with Mentally Healthy WA and the Goldfields Arts Centre was extremely positive because of the increased community perception that the centre was no longer 'just a venue' and was increasingly being seen as an interactive part of the community. This has resulted in an increase in community ownership of the centre as well as in community development.

4.11 Recommendations

There is no doubt that the Act-Belong-Commit Campaign has made a significant contribution to the Kalgoorlie–Boulder community. Slowly, the Campaign message is being talked about among networks with the help of increased visibility and the TV advertisement. After having various discussions with people who were involved with the Campaign during the pilot period there were recommendations that the Campaign continue and be expanded to include other regions/sites.

4.11.1 Management Committee

The Management Committee is one aspect that needs to be taken into consideration if the Campaign is to continue after the pilot period. With the growing number of committees in Kalgoorlie–Boulder and the unique characteristic of 'everyone knowing each other' it was suggested to 'tap' into another committee which had similar principles and goals. This would certainly give the Campaign more recognition and credit if it were associated with a local committee with well known 'local leaders'.

This also has the benefit of the community having ownership of the Campaign with the Project Officers being used as support only. The Kalgoorlie–Boulder Volunteer Centre is a perfect example of this. The Volunteer centre could benefit from this partnership by:

- Increasing the number of volunteers at the centre
- Increasing membership to their management committee
- Increasing funding opportunities (through the help of local project officers)
- Increasing involvement in Act-Belong-Commit activities to promote their logo and values
- Increasing the association between volunteering and positive mental wellbeing
- Being involved in more media opportunities.

The Act–Belong-Commit Campaign could benefit by:

- Establishing a reference group of local community members and organisations to guide the Campaign
- Having access to local volunteers
- Being able to promote the benefits of volunteering and mental wellbeing
- Increased funding opportunities
- Being accepted by the local community
- Being involved in more media opportunities.

4.11.2 Local volunteers

In the initial stages of the Campaign it seemed that the Campaign did not focus enough on the value of volunteers. Attempting to involve volunteers would be beneficial in the following ways:

- Increase mental wellbeing of individual volunteers
- Reduce workload for local project officers
- Promote the benefits of volunteering
- Using local faces to promote the Campaign.

4.11.3 Targeting local mining companies

Targeting local mining companies would be beneficial considering the majority of the community are employed in the mining industry. Due to long hours, shift work and a 'work hard, play hard' attitude, it has been very difficult to access these community members. Training representatives from mine sites, such as Occupation Health and Safety Officers, Site Safety Officers, Sport and Recreational Officers etc., to promote the Campaign and conduct events onsite would make a huge contribution to the Campaign and mental wellbeing of mining employees.

4.11.4 Educating the media

Developing an information pack for local media might be a way of educating the media before the Campaign is implemented. A media pack could include Campaign objectives, fact sheets, media releases and merchandise to get local journalists interested in the Campaign and attempt to educate them regarding the difference between mental illness and mental health and wellbeing.

4.11.5 Staffing

It has become apparent that the split 0.5 position has not worked in Kalgoorlie–Boulder. A full time position would be better suited to the Campaign for the reason that the Project Officer can be part of the planning and evaluation stages of the Campaign. Having a full time Project Officer would also limit the confusion as to who is doing what and trying to divide the workload up evenly. It was apparent that there was always one Project Officer taking on more responsibly and work load than the other Project Officer.

4.12 Conclusion

The Campaign has made significant progress over the past two years. Although there have been definite barriers and challenges the Campaign has overcome these and achieved a great deal. Through these challenges the team members have learned a great deal and improved their skills so as to allow them to better implement the Campaign in the future.

To ensure the future success of the Campaign, the Project Officers will need to continually modify the Campaign to suit the constantly changing population of Kalgoorlie–Boulder. With a population turnover of about 30% each year, and from the experiences over the past two years, the needs and interests of Kalgoorlie–Boulder can change significantly within a short period of time.

Through constant consultations and high levels of interaction and participation with the community, Project Officers can ensure the support, events and activities offered are meeting the needs of the community and having the maximum positive impact possible.

4.13 References

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