[insert organisation name/logo]

Promotion & Prevention Policy

Document Status: **Draft or Final**

Date Issued: **[date]**

Lead Author: **[name and position]**

Approved by: **[insert organisation name] Board of Directors on [date]**

Scheduled Review Date: **[date]**

Record of Policy Review

Review Date	Person Initiating/Leading Review	Other People Consulted

Triggers for Policy Review (tick all that apply)	
☐ Standard review is timetabled.	☐ Internal / organisational factors
☐ A gap has been identified	☐ A stakeholder has identified a need, eg by email, telephone etc
☐ Additional knowledge or information has become available to supplement the policy.	☐ A serious or critical incident has occurred, requiring an urgent review.
☐ External factors	☐ Need for consistency in service delivery across programs and organisations.
☐ Policy is no longer relevant/current due to changes in external operating environment.	☐ Separate, stand-alone policy is now warranted
☐ There are changes to laws, regulations, terminology and/or government policy.	☐ A near miss has occurred, requiring a review to prevent a serious/critical incident in the future
☐ Changes to funding environment, including requirements of funding bod(y)ies	
☐ Other (please specify).	

Additional Comments	[*for example, policy now covers details related to new legislation*].

Promotion & Prevention Policy

1. Purpose and Scope

The purpose of this policy is to provide guidance to **[insert organisation name]** staff, Board members, students and volunteers in mental health promotion and mental illness prevention.

This policy does not provide detailed guidance on supports for individuals. See Individual Supports.

2. Definitions

Mental health promotion: – actions taken to maximise the mental health and wellbeing of *populations* by:
- improving social, physical and economic environments
- strengthening the understanding and skills of individuals in ways that support their efforts to achieve and maintain mental health.

Mental illness prevention: actions taken to reduce the impact or prevent the initial onset of mental illness for *individuals.*

3. Principles

Mental health promotion and mental illness prevention activities need to address determinants of:
- poorer health outcomes; and
- personal recovery

[insert organisation name] distinguishes between individual and community level impacts that might be able to be achieved through programming; and those wider barriers and issues that need to be addressed in collaboration and partnership with others.

 [insert organisation name] engages consumers, strengthens capacity, supports recovery, collects data (which can help identify further need), engages with communities and networks, and forms partnerships. These regular activities can be directed towards supporting wider systemic advocacy and change activities.

Mental health promotion aims to promote positive mental health by increasing psychological wellbeing, competence and resilience, and by creating supportive living conditions and environments.

Promotion and prevention activities will not be a core funded role, but a secondary role which is integral to supporting individual and community wellbeing.

[insert organisation name] recognises that mental health and wellbeing are:
• everybody's concern and responsibility;
• best achieved in equitable, just and non-violent societies; and
• advanced through respectful, participatory means where culture and cultural heritage and diversity is acknowledged and valued

Collaborative partnerships help to distribute responsibility and share resources to address different components of the promotion and prevention effort.

4. Outcomes

Opportunities for individuals to experience a sense of control and purpose over life; increased sense of belonging; improved physical health; enhanced skill levels; and less stress, anxiety, depression and/or substance misuse.

Improved health and wellbeing of employees, their families and communities.

Integrated, inter-sectoral resources and activities

Reduced social and health inequalities, and improved quality of life and life expectancy throughout our society

5. Functions and Delegations

Position	Task/Delegation
Board of Directors	Endorse Mental Health Promotion and Prevention Policy. Comply with Mental Health Promotion and Prevention Policy.
Management	Comply with Mental Health Promotion and Prevention Policy. Ensure organisation complies with Mental Health Promotion and Prevention Policy. Appoint one staff member who is accountable for developing, implementing and evaluating promotion and prevention activities,
Staff	Comply with Mental Health Promotion and Prevention Policy.

6. Risk Management

Relevant insurances for promotion and prevention activities are in place.

Promotion and prevention activities are planned, resourced and evaluated.

All staff, Board members, students and volunteers and are made aware of this policy during orientation.

The Board of Directors ensures mechanisms are in place for decisions and actions relating to promotion and prevention to be transparent and fair.

Staff members with promotion and prevention functions are provided with ongoing support and professional development.

7. Policy Implementation

Board members, staff, students and volunteers are aware of **[insert organisation name]** procedures for promotion and prevention through orientation and induction processes.

This policy and supporting documents is reviewed as part of the organisations quality improvement program.

8. Policy Detail

[insert organisation name] works in partnership with its community to promote mental health and prevent mental illness.

8.1 Identifying needs

[insert organisation name] develops promotion and prevention activities which are responsive to the needs of its community.

Through mechanisms such as the strategic planning cycle, **[insert organisation name]** identifies and prioritises community needs.

Promotion and prevention activities are relevant to **[insert organisation name]**'s target groups, and may be developed to amplify the positive impacts of core service delivery activities.

8.2 Planning, Implementation and Review

[insert organisation name] includes promotion and prevention activities in the operational planning cycle; as such, **[insert organisation name]**:

- develops implementation plans for, and identifies resources required for implementation of, promotion and prevention activities:
  - rationale and vision setting
  - priority setting and problem definition
  - partnership development
  - generation of plan, (including interventions and evaluation)
- identifies a person who is accountable for developing, implementing and evaluating promotion and prevention activities.
- ensures that their workforce is adequately trained in the principles of mental health promotion and prevention and their applicability to the specialised mental health service context with appropriate support provided to implement mental health promotion and prevention activities.
- supports the inclusion of mental health consumers and carers in strategies and activities that aim to promote health and wellbeing.
- evaluates strategies, implementation plans, sustainability of partnerships and individual activities in consultation with their partners.
- provides progress reports on achievements to individuals, carers, other service providers and relevant stakeholders.

8.3   Workforce

[insert organisation name] ensures workforce development on mental health promotion and prevention appropriate to the activities to be undertaken by the particular worker.

[insert organisation name] keeps a record of:
- promotion and prevention training for staff.
- Individual, carer, board member and staff:
  - participation in networking forums and planning workshops
  - attendance and presentations at conferences that have prevention and promotion as a theme

Employee wellbeing is promoted. See Human Resources Policy

8.4   Partnerships

[insert organisation name] will engage, partner and build alliances with public, private, non-governmental, community-based and international organisations to create sustainable promotion and prevention initiatives.

Partnerships may be developed with mainstream organisations, around the needs of individuals in order to promote community integration and healthy lifestyles.

[insert organisation name] collaborates with others to conduct promotion and prevention activities through, for example, links to:

- identify opportunities to collaborate with local acute or post-acute public or private MH services to improve medication awareness and review options.
- programs aimed at preventing the development of co-occurring conditions and maintaining good health.
- mainstream community organisations such as sporting and recreational clubs, educational facilities, community employers and arts organisations as part of promoting recovery and community re-entry.
- partners with mainstream community services to promote the social inclusion and healthy lifestyle of people with lived experience of mental illness/recovery

[insert organisation name] has mechanisms to demonstrate coordination of partnerships for promotion and prevention activities, including documented roles and responsibilities of partners, minutes of meetings, plans that identify goals, objectives, actions, and evaluation strategies. See Partnering Procedures -

8.5   Promotion and Prevention Activities

8.5.1 Develop Personal Skills

[insert organisation name] supports personal and social development through providing information, education for health, and enhancing life skills. By so doing, it increases the options available to people to exercise more control over their own health and their environments, and to make choices conducive to improve health and quality of life. See Individual Supports Policy.

At an individual service level, **[insert organisation name]** takes steps to ensure that client experiences are documented and able to be used as data and evidence to identify systemic barriers and to advocate for their removal.

[insert organisation name] supports engagement with, and leadership by, people with lived experience of mental illness/recovery, facilitating individual and carer representation on inter-sectoral reference groups, external committees and boards involved in promotion and prevention activities

[insert organisation name] provides fact sheets in English and other languages, either online or print based, that promote a healthy lifestyle, for consumers and carers and other service providers, on topics such as the link between physical health, exercise and mental health or mental health and heart disease.

[insert organisation name] supports the rights of people with lived experience of mental illness/recovery, particularly the most socially excluded, and provides resources and opportunities for them to shape and initiate their own actions to promote wellbeing.

8.5.2 Reorient Health Services

Through Promotion and Prevention activities, **[insert organisation name]** aims to contribute to integrated, inter-sectoral collaboration and activities

[insert organisation name] implements processes which:
- are:
  - inclusive
  - responsive
  - safe, supportive and sustainable
- enable partnership across sectors
- implement evidence-based approaches
- foster a positive working environment
- improve the mental health and wellbeing of staff.
- attend to mental health research and promote professional education and training.

[insert organisation name] encourages the corporate sector to:
- share responsibility by ensuring health and safety in the workplace, and
- promote the health and wellbeing of employees, their families and communities
- embrace corporate responsibility to reflect best practice

[insert organisation name] shares responsibility for mental health promotion in the health sector with individuals, community groups, health professionals, health service institutions and governments.

In addition to supporting the needs of individuals and communities for a healthier life, **[insert organisation name]** partners with the health sector and broader social, political, economic and physical environmental components.

8.5.3 Strengthen Community Actions

Health promotion strategies and programmes are adapted to the local needs and possibilities of areas in which **[insert organisation name]** operates.

Through Promotion and Prevention activities, **[insert organisation name]** aims to *contribute to*:
- community valuing of diversity and active freedom from discrimination

- less violence and crime
- improved productivity

[insert organisation name] initiates or contributes to projects and programs that:

1. broadly contribute to:
   - environments that are safe, supportive, sustainable and inclusive
   - enhanced community cohesion
   - enhanced civic engagement

2. specifically and measurably contribute to:
   - increased community awareness and recognition of mental health and wellbeing issues
   - increased capacity of communities, families and/or friendship networks to identify and effectively respond to signs of emerging distress
   - the use of evidence to inform programs
   - appropriate research and evaluation methods being used to increase the knowledge base

8.5.4 Build Healthy Public Policy

Through Promotion and Prevention activities, **[insert organisation name]** aims to reduce social and health inequalities, and improve quality of life and life expectancy throughout our society.

Acting in isolation, **[insert organisation name]** is unlikely to achieve healthy public policy. However, through partnership and collaboration with other organisations, **[insert organisation name]** is part of an effective advocacy network which addresses those aspects of public policy which are not based on a recovery model.

[insert organisation name] initiates or contributes to projects and programs that contribute to:
- integrated, sustained and supportive policy and programs
- strong legislative platform on mental health
- resource allocation
- governance structures

[insert organisation name] may call on local, state and national government (as applicable) to acknowledge the factors that influence their people's mental health and wellbeing and:
- take responsibility for ensuring that those factors that protect mental health and wellbeing are accessible to all and those that place people at risk of poor health or illness are reduced or eliminated

- actively engage with those who are most adversely affected and socially excluded, such as people with lived experience of mental illness/recovery, people with disabilities, young people, people forcibly displaced, women subject to violence, older people and prisoners
- protect indigenous cultures
- promote equal opportunity and freedom from discrimination
- ensure policy is informed by best available and appropriate evidence and adequately funded
- invest in training personnel in publicly funded agencies to promote mental health
- facilitate partnerships across public agencies that influence mental health
- adequately fund and deliver accessible, high quality and recovery-focused mental health services; and
- ensure the private sector complies with local, national and international regulations and agreements that promote and protect mental health

8.5.5 Create Supportive Environments

Current levels of stigma around mental illness act as an inhibitor on people's capacity to openly discuss their recovery journey, and thus to get others' support for, and appreciation for, their achievements. **[insert organisation name]** aims to address the impacts of stigma and discrimination on people - both as a determinant of poorer mental health outcomes; and as a positive determinant of personal recovery.

[insert organisation name] hosts, or contributes to, events to raise awareness and educate the community as part of promotions such as Mental Health Week, Schizophrenia Awareness Week, Carers Week and other relevant local, state, territory and national events.

9. References

9.1 Internal

Individual Supports Policy
Participation Policy
Integration Policy

9.2 External

Legislation

Anti-Discrimination Act 1977 (NSW)
Disability Discrimination Act 1992 (Commonwealth)

Other

Commonwealth of Australia (2010). Implementation Guidelines for Non-government
Community
Services http://www.health.gov.au/internet/main/publishing.nsf/content/mental-pubs-i-nongov accessed 6th May, 2011

First International Conference on Health Promotion, Ottawa (1986). *Ottawa Charter
for Health
Promotion.* http://www.who.int/healthpromotion/conferences/previous/ottawa/en/index1.html Accessed 8th October, 2011

MHCC (2007). Submission: *Senate Community Affairs Committee Inquiry into Mental
Health Services in Australia August
2007.* http://www.aph.gov.au/senate/committee/clac_ctte/mental_health/submissions/sub23.pdf

State of Victoria, Department of Health (2010). *Using policy to promote mental health
and wellbeing: An introduction for policy
makers.* http://www.health.vic.gov.au/mentalhealthpromotion/downloads/policy.pdf Accessed 20th May, 2011

The Global Consortium for the Advancement of Promotion and Prevention in Mental
Health (GCAPP) conference (2008). *The Melbourne Charter for Promoting
Mental Health and Preventing Mental and Behavioural
Disorders.* http://www.vichealth.vic.gov.au/~/media/ProgramsandProjects/MentalHealthandWellBeing/Publications/Attachments/Melboure_%20Charter_final.ashx Accessed 20th May, 2011

9.3   Quality and Accreditation Standards

EQuIP4

Provided by the Australian Council on Healthcare Standards (ACHS)

Standard 2.4: The organisation promotes the health of the population

Criterion 2.4.1: Better health and wellbeing for consumers / patients, staff and the
broader community are promoted by the organisation.

EQuIP5

Provided by the Australian Council on Healthcare Standards (ACHS)

Standard 2.4: The organisation promotes the health of the population

Criterion 2.4.1: Better health and wellbeing is promoted by the organisation for consumers / patients, staff, carers and the wider community.

Health and Community Service Standards (6ᵗʰ edition)

Provided by Quality Improvement Council (QIC)

Standard 3.4: Community and professional capacity building: The organisation works to build the capacity of the community it serves and the professional community to which it belongs.

Evidence Questions: What is the evidence that the organisation:
- works with its community to address the determinants of wellbeing, to identify needs and to plan and implement appropriate services?
- shares information with its community?
- participates in professional associations and other forums in its field?
- works with other organisations and special needs groups to improve their capacity to meet consumer needs?

9.4   National Mental Health Standards (Revised 2010)

Criterion 5.1: The organisation develops strategies appropriate to the needs of its community to promote mental health and address early identification and prevention of mental health problems and / or mental illness that are responsive to the needs of its community, by establishing and sustaining partnerships with consumers, carers, other service providers and relevant stakeholders.

Criterion 5.2: The organisation develops implementation plans to undertake promotion and prevention activities, which include the prioritisation of the needs of its community and the identification of resources required for implementation, in consultation with their partners.

Criterion 5.3: The organisation, in partnership with other sectors and settings supports the inclusion of mental health consumers and carers in strategies and activities that aim to promote health and wellbeing.

Criterion 5.4: The organisation evaluates strategies, implementation plans, sustainability of partnerships and individual activities in consultation with their partners. Regular progress reports on achievements are provided to consumers, carers, other service providers and relevant stakeholders.

Criterion 5.5: The organisation identifies a person who is accountable for developing, implementing and evaluating promotion and prevention activities.

Criterion 5.6: The organisation ensures that their workforce is adequately trained in the principles of mental health promotion and prevention and their applicability to the specialised mental health service context with appropriate support provided to implement mental health promotion and prevention activities.

Criterion 8.2 The MHS has processes to ensure accountability for developing strategies to promote mental health and address early identification and prevention of mental health problems and / or mental illness.

9.5 Recovery Oriented Service Self-Assessment Tool (ROSSAT)

Evidence items are:

Item 1.5: The organisation promotes a culture of respect and shared humanity towards consumers at all levels.

Item 2.5: Leaders advocate, champion and model:
- Human rights informing service delivery
- The consumers' voice as central to care and service provision
- The belief that recovery is possible and probable for every person
- Hopeful and optimistic attitudes in dealing with workers, consumers and carers.

Item 4.3c: The organisation provides the opportunity for ongoing training in respectful practice:
- Understanding and responding to diversity
- Culturally responsive practices acknowledging different understandings and sensitivities relating to mental health, including Aboriginal and Torres Strait Islander meanings
- Knowing and promoting human rights
- Appropriate behaviours and attitudes that support recovery
- Processes for workers to address stigmatising and discriminatory language they have observed.

Item 4.3d: The organisation provides the opportunity for ongoing training on consumer self-directed care:
- How to facilitate the delivery of consumer self-directed services, including how to maximise consumer choice and control in their recovery
- Information on the individual, non-linear nature of recovery and how this affects the level of support provided by workers.

9.6 NSW Disability Services Standards (DSS)

6.1: The service provider's written policies and procedures reflect the valued status of service users.

<u>6.2:</u> The service provider promotes the abilities, contribution and competence of people with a disability.