

Mental Health Council of Tasmania

Project Brief

Mental Wellbeing Literacy Project

Purpose To raise the level of mental wellbeing literacy across Tasmania through a whole-of-population campaign along with a targeted approach at the community level.

Background During the initial stages of the pandemic, MHCT provided a submission to the Premier's Economic and Social Recovery Advisory Council (PESRAC) advocating for a mental health literacy approach to address the impacts of the pandemic on the mental health and wellbeing of Tasmanians. Given that many people were experiencing mental health concerns for the first time, the proposed approach focused on directing people to the right information, supports and services to meet their mental health needs. As a result, the state government committed to the development of the [Check-in digital platform](#).
Check-in was developed with a small budget and has provided an opportunity to assist in supporting Tasmanians to navigate their mental health needs during the pandemic. However, MHCT has now received funding to expand the Check-in website to increase population understanding and awareness of what good mental health looks like, how to monitor and recognise changes to mental health and what to do if mental health changes occur.

Project Description The project is funded over three years and has three key components:

- **Development and coordination of mental wellbeing literacy content and information:**

This work will include a literature review of mental wellbeing literacy and education, along with an environmental scan and analysis of current mental health and wellbeing programs and training in Tasmania (e.g Speak up Stay Chatty, Lifeline training), and identification of current mental health and wellbeing community groups operating in Tasmania (e.g Huon Valley Health and Wellbeing Committee). The resulting information should inform mental wellbeing literacy content and information with the aim of:

- Encouraging consistent language and understanding among mental health and wellbeing programs within Tasmania
- Understanding of situational distress vs mental illness
- Starting conversations and reducing stigma
- Prevention - what good mental health is and how to maintain mental health and wellbeing;
- Early action - the signs of mental health declining and what to do (include levels of care and central intake service), and the advantages of doing something sooner
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- **A whole-of-population campaign**

The whole-of-population campaign aims to take a broad approach to attracting as many Tasmanians as possible to the check-in website and encouraging them to take care of their mental health and wellbeing. The development of the campaign strategy should address how to attract people to the check-in website, keep them engaged in the mental wellbeing literacy content and encourage them to take care of their mental wellbeing. In particular, the strategy should address attracting people to and engaging in the content based on curiosity and general interest, not just because they think something is wrong and looking for validation to seek further help and support.

- **Targeted community engagement approaches**

To compliment the whole-of-population campaign, the project will focus on more targeted approaches to community engagement. In consultation with population groups (young people and older people) a community engagement plan will be developed that reflects how to reach people including where and how people will engage (e.g online, phone, face to face) and how to support community leaders in engaging their communities in mental wellbeing literacy. The approach should include the development of training to support community leaders in educating their communities in mental wellbeing literacy content, this should include a suite of training options (e.g Safely Talking, Tasmanian Communications Charter, etc).

Deliverables and timeline

First 12 months:

Following appointment of Mental Health and Wellbeing Coordinator:

- Consultants and partners secured,
- Steering committee and advisory group established, and key stakeholders identified
- Research undertaken to inform mental wellbeing literacy content, campaign, and targeted community engagement approaches.
- Program plan developed with detailed actions for mental wellbeing literacy content, campaign and engagement based on research partner recommendations, consultations, environmental scan and literature review.
- Evaluation and monitoring framework is adapted or developed
- Mental wellbeing literacy content and resources developed
- Digital platform established
- A program/training suite is developed to train and support community leaders (Community Engagers)
- Campaign launched

Governance**Steering Committee**

Primary Health Tasmania (PHT), Tasmanian Department of Health (DoH) including Public Health Services (PHS) and the Mental Health Alcohol and Other Drug Directorate MHADD).

Stakeholders

Advisory groups

- Mental Health and Wellbeing services - programs such as Speak up Stay ChatTY, Lifeline, Rural Alive and Well
- Community group - population-based peak bodies and representation, Council of the Ageing, Youth Network of Tasmania, Flourish, Mental Health Family and Friends, Local Government Association of Tasmania

Team

MHCT:

- Project Manger
 - Mental Health and Wellbeing Coordinator
 - Community Capacity Building Project Officer
 - Project Support Officer

External:

- Creative consultant
 - IT and website developer
 - Research partner - SAHMRI
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