Introduction to Promoting Positive Mental Health

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Webinar Objectives

- Overview of mental health promotion (MHP) concepts and why MHP is a mainstream activity

- Identify strategies and best practices to promote positive mental health

- Increase awareness of the opportunities to intersect MHP with other risk factors via exemplary practices, programs & tools

- Discuss opportunities to infuse MHP in your work
Defining the terms: Mental Health vs. Mental Illness

- MH and MI are frequently confused
  - Related, but distinct concepts
Mental Illness

Mental illnesses are disorders which cause a serious disturbance in thinking, emotions or behavior.

What does mental illness look like?

- Depression
- Bipolar disorder
- Schizophrenia
- Anxiety disorders
- Personality disorders
- Eating disorders
one in five
**Stigma** refers to negative attitudes (prejudice) and negative behaviour (discrimination).

Stigma includes:
- Having fixed ideas and judgments
- Fearing and avoiding what we don’t understand

Mental health ≠ Mental illness
Mental health > Absence of mental illness
Mental Health

“... is the capacity of each and all of us to feel, think, and act in ways that enhance our ability to enjoy life and deal with the challenges we face.
It is a positive sense of emotional and spiritual well-being that respects the importance of culture, equity, social justice, interconnections and personal dignity.”

Health Canada, 1997
“Mental health is the capacity of each and all of us to feel, think, and act in ways that enhance our ability to enjoy life and deal with the challenges we face. It is a positive sense of emotional and spiritual well-being that respects the importance of culture, equity, social justice, interconnections and personal dignity.”

“There is no health without mental health.”
“Mental health is a state of well-being in which the individual realizes his or her own abilities, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to his or her community.”

Positive Mental Health

A state of ‘flourishing’ (optimal mental health) (Corey Keyes, 2007)

1. emotional well-being
2. psychological well-being
3. social well-being

- Positive mental health is more than the absence of mental illness
- You can experience poor mental health despite not having a mental illness
Two Continua Model of Mental Health

“Mental illness and mental health are highly correlated but belong to separate continua, and therefore the prevention and treatment of mental illnesses will not necessarily result in more mentally healthy individuals.”

Journal of Health and Social Behavior 43:207-222
“The most serious problem is not the presence of mental illness, but the absence of mental health.”

- C. Keyes

Emory University Magazine, Winter 2008
Mental Health Promotion

“the process of enhancing the capacity of individuals and communities to take control over their lives and improve their mental health.

Mental health promotion uses strategies that foster supportive environments and individual resilience, while showing respect for culture, equity, social justice, interconnections and personal dignity.”

Health promotion

The Ottawa Charter for Health Promotion

First International Conference on Health Promotion, Ottawa, 21 November 1986

Health Promotion in Brief

A brief explanation of the logo used by WHO since the First International Conference on Health Promotion held in Ottawa, Canada, in 1986. Select an element of the logo for the specific explanation of that part or simply read on for the complete explanation.

Ottawa Charter

1. Health Promotion
2. Health Promotion action
3. Resource
4. Committed to health Promotion
5. Carrier International code
6. Health Promotion Process
Common elements

Both health promotion and mental health promotion:

- focus on the enhancement of well-being rather than on illness
- address the population as a whole, including people experiencing risk conditions, in the context of everyday life
- are oriented toward taking action on the determinants of health
- broaden the focus to include protective factors
- include a wide range of strategies (e.g.: communication, education, policy development, organizational change, community development and local activities)
- acknowledge and reinforce the competencies of the population
- encompass the health and social fields as well as medical services

Joubert et al., 1996
Principles for mental health promotion

- Focus on risk & protective factors and SDOH
- Evidence-based, comprehensive, holistic approaches
- Culturally appropriate and equitable
- Meaningful engagement
- Multiple settings, policy support
Goals of Mental Health Promotion

“Mental health promotion aims to optimize mental health and wellbeing in communities and thereby in individuals.”

(Neuhauser et al. 1998)

Focuses on:

- Enhancing **protective factors** for positive mental health
- Reducing **risk factors** for poor mental health
- Influencing some of the broad **determinants of health**, which contribute to poor mental health
- **Health disparities**
Two key concepts

Power

Resilience
Resilience

“being able to recover from difficulties or change – to function as well as before and then move forward the "bouncing back" from difficulties or challenges”

### Risk & Protective Factors

<table>
<thead>
<tr>
<th>Level</th>
<th>Risk Factors</th>
<th>Protective Factors</th>
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</thead>
<tbody>
<tr>
<td><strong>Individual level</strong></td>
<td>• physical illness</td>
<td>• adaptability, sense of security and feelings of mastery</td>
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<td></td>
<td>• parental mental illness</td>
<td>• coping and problem solving ability</td>
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<tr>
<td></td>
<td>• academic failure</td>
<td>• feelings of optimism; resilience</td>
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<tr>
<td>**Interpersonal &amp;</td>
<td>• family distress, peer alienation</td>
<td>• family harmony, positive parent-child interactions</td>
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<tr>
<td>Community level**</td>
<td>• work stress, unemployment</td>
<td>• achievement and recognition in school or work</td>
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<td></td>
<td>• lack of social support</td>
<td>• community tolerance</td>
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<tr>
<td><strong>Societal level</strong></td>
<td>• poverty</td>
<td>• social inclusion, civic engagement and participation</td>
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<tr>
<td></td>
<td>• violence and trauma</td>
<td>• access to economic resources, services and supports</td>
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<td>• discrimination, social exclusion and social injustice</td>
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Social determinants of health

**Determinants of health**: A range of personal, social, economic and environmental factors that determine the health status of individuals or populations

- Social environment
- Income and income distribution
- Gender, age and culture
- Food security
- Affordable and adequate housing
- Employment and working conditions
- Access to health services
“Disparities in health are avoidable to the extent that they stem from identifiable policy options exercised by governments, such as tax policy, regulation of business and labour, welfare benefits and health care funding.

It follows that health inequalities are, in principle, amenable to policy interventions.

A government that cares about improving the health of the population ought therefore to incorporate considerations of the health impact of alternative options in its policy setting process.”

A Shared Responsibility
Ontario’s Policy Framework for Child and Youth Mental Health

Every Door is the Right Door
Towards a 10-Year Mental Health and Addictions Strategy
A discussion paper
July 2009
Reasons to Invest in Mental Health Promotion

- Positive mental health is a basic human right
- People who flourish contribute to society
- Prevalence of mental illness is increasing; growing burden of mental illness cannot be addressed by ‘treating’ one person at a time
- Disadvantaged populations are disproportionately affected
- MHP is important to recovery from mental illness

*Positive mental health is essential for quality of life*
“A home, a job and a friend.”
Three Most Significant Determinants of Mental Health

1. Social inclusion

2. Freedom from discrimination & violence

3. Access to economic resources

Keleher & Armstrong, 2006; Mental Health Promotion in Ontario: A Call to Action, 2008
1. Evidence-Based Strategies to Increase Social Inclusion

- ‘Whole school’ approach in primary & secondary schools
- Access to public space for recreation & leisure
- Volunteerism & civic participation
- Culturally-appropriate policies & programs that promote inclusion of new immigrants & refugees
- Community arts & cultural programs
- Enhancing social networks & social support
"A community is commonly understood to be about relationships; it’s not a place. A neighborhood is a place, but community is about people’s relationships."

John McKnight, 1990
YouThrive

Supporting Communities to Create Places Where All Youth Thrive

A free web-based resource for leaders in communities and schools across Ontario who work with youth ages 12-19

YouThrive promotes practical, high-quality information for:
• Strengthen protective factors and resiliency among youth.
• Build young people’s health literacy, with a focus on mental health, tobacco use, and substance misuse.
• Address the health inequalities that exist among groups of youth in Ontario.

Visit YouThrive.ca today!

YouThrive.ca
2. Evidence-Based Strategies to Address Violence & Discrimination

- Policies to address discrimination associated with race, ethnicity, gender, sexual orientation or disability
- Anti-bullying strategies and anti-discrimination programs and policies in schools and workplace
- Community strategies to address & prevent violence in the community & in vulnerable populations
- Urban planning policies that support a health-promoting built environment
- Strengthen programs aimed at positive parenting & developing healthy family relationships
HATS: Health Action Theatre by Seniors

HATS uses educational theatre to raise awareness about difficult issues facing seniors. This educational theatre (performed by volunteer seniors) promotes a positive problem-solving forum for both audience and participants.

- Community-based
- Culturally sensitive
- Educational
- Participatory
- Focused on seniors, and
- Has far-ranging impact ("ripple effects")

For HATS training tools & interactive plays visit:
www.stchrishouse.org/older-adults/health-action-theatre/
**Mental Health Promotion: Strengthening Families for the Future**

<table>
<thead>
<tr>
<th>Mental Health</th>
<th>Builds individual resiliency and life skills</th>
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<tbody>
<tr>
<td></td>
<td>Enhances family protective factors</td>
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<td></td>
<td>Reduces other behavior problems violence, delinquency</td>
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<td>Substance Use</td>
<td>Reduces children’s or adolescents’ intention to use alcohol and/or other drug</td>
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<td>Healthy Eating</td>
<td>The shared meal provides an opportunity to learn about healthy eating, partner with community organizations (e.g. access to fruits and vegetables)</td>
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<td>Physical Activity</td>
<td>Opportunity to incorporate physical activity in program planning (e.g. community gardening)</td>
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Mental Health Promotion: TAMI & Girls Talk

- **TAMI (Talking About Mental Illness):** helps to increase awareness about mental illness and the stigma that surrounds it.

- **Girls Talk:** an 8-session anti-stigma program for girls, between the age of 13-16 with a focus on preventing depression & educating girls about depression.

www.camh.ca
3. Evidence-Based Strategies to Increase Access to Economic Resources

- Literacy programs, job training, job readiness
- Youth employment programs
- Access to childcare to remove barriers for women participating in the workforce
- Incentives and inducements for employers to recruit new Canadians and youth
- Employment for people with disabilities by enhancing and enforcing workplace accommodation
- Ensuring access to affordable, safe housing
- Secure adequate level of income to ensure food security, education and housing
Pathways to Education Canada helps youth in low-income communities graduate from high school and successfully transition into post-secondary education or training.

Removes systemic barriers to education by providing leadership, expertise and a community-based program proven to lower dropout rates

- Provides comprehensive academic, social & financial supports
- Works with school system and volunteers to deliver after-school tutoring, mentoring & financial assistance
- Results: > 70% reduction of high school dropout rates & > 300% increase in number of youth going on to college or university

http://www.pathwaystoeducation.ca/home.html
Promoting Young People’s Mental Health and Wellbeing through Participation in Economic Activities

- Why invest in mental health promotion for young people?
- Case studies of 5 projects representing the challenges of disengaged youth who are excluded from the labour market
- Projects’ responses to build capacity at the individual, community & organizational level to achieve positive mental health & economic participation
- Evaluation results

“It’s not just having this job, but everything else that comes from it. Like I work and get a pay packet, but that’s not even close to what I get out of it.” - Jane

www.vichealth.vic.gov.au
The Stop Community Food Centre

Mission: increase access to healthy food in a manner that maintains dignity, builds community and challenges inequality

• Urban Agriculture
• Healthy Beginnings & Family Support
• After School Program
• Community Advocacy & Community Action

http://thestop.org/home
Building Healthy Public Policy to Promote Positive Mental Health & Well-Being
Building healthy public policies

- All public policies, not just those concerned directly with health, are relevant to health promotion

- Mental health promotion plays an advocacy role in advancing the visibility and value of mental health to individuals & societies
Sk8board culture

Youth in Township of North Glengarry were getting into trouble for skateboarding. CHC worker convened local youth, community orgs & parents to discuss how to get a skate park & improve youth infrastructure. Intergenerational group took 6 years - from vision to reality:

• Engagement & social inclusion
• Advocacy activities
• Fund-raising

Result: Sk8park is state-of-the-art facility that welcomes youth & supports skateboarding culture.

For more information, go to: YouThrive.ca
Fair Fare Coalition

The Fair Fare Coalition is concerned about the impact that the high cost of riding the TTC has on the physical health and economic, mental and emotional well-being of people trying to get to medical appointments, job interviews, school or training programs, family or community events, food banks, etc. PPC is advocating for a physically and economically accessible public transit system including:

- A subsidized pass for people living on low income
- Free travel during heat and cold alerts
- Discounts to agencies who bulk buy tokens for free distribution

The Fair Fare Coalition membership is made up of community agencies, drop-in centers, community health organizations and community members. We hold regular meetings, organize events, conduct research, organize creative lobbying efforts and an outreach. Please join us in making the TTC a vibrant and accessible part of our city life. Call Susan Bender (416) 461-2905 ext 252 or email: sbender@ucbh.com or fairfarecoalition@gmail.com.
Influencing healthy public policies
Best Practice Guidelines for Mental Health Promotion Programs

**Purpose:** guidelines define best practices for MHP initiatives
- CAMH; Dalla Lana School of Public Heath, U of T; Toronto Public Health
- Segmented populations by life stage & context
- Infuse MHP into existing / new initiatives

Each guide includes:
- Best practice guidelines & supporting theory
- Resources to plan/implement MHP initiatives
- Exemplary programs
- References

http://knowledgex.camh.net/policy_health/mhpromotion/mhp_older_adults/Pages/default.aspx
Best Practice Guidelines for Mental Health Promotion Programs: Children & Youth

- Address risk & protective factors, including determinants of health
- Intervene in multiple settings; use multiple interventions; involve multiple stakeholders
- Focus on skill building, empowerment, resilience
- Establish caring relationships
- Provide comprehensive support systems
- Address policy & advocacy opportunities
- Demonstrate sustainability
- Ensure initiative is culturally appropriate, equitable & holistic
Best Practice Guidelines for Mental Health Promotion: Older Persons 55+

Second guide: older people 55+ years; spans 3-4 decades
Several changes that affect majority of older persons:
  • retirement
  • changes in income levels
  • physical changes
  • changes in social support networks
  ▪ Eleven (11) best practice guidelines
  ▪ First guideline:
    • Identify & address a specific population for your program/initiative
Guideline #1: Identify the status & experiences of members of the refugee population

Guideline #1: Identify and address the immigrant population, their level of acculturation and cultural affiliations
# Worksheet for MHP Interventions

<table>
<thead>
<tr>
<th>Questions based on the guidelines</th>
<th>Actions relating to the guidelines (Use as a checklist)</th>
<th>What has your initiative achieved so far?</th>
<th>What would you like your initiative to further achieve in the next year?</th>
<th>What specific action(s) do you plan to take to achieve this?</th>
<th>When do you hope to achieve this by?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <strong>Does your initiative identify and address a specific population (e.g., older adults who live in poverty or who are retired etc.) by</strong></td>
<td>□ determining a particular population’s needs (considering all aspects of mental and physical health)?</td>
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<td>□ considering the life transition specific to the population(s) of concern?</td>
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<td>□ identifying how, when and where the specified population(s) can be reached?</td>
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Resources

✓ Centre for Addiction and Mental health  www.camh.ca

✓ CAMH Knowledge Exchange  http://knowledgex.camh.net

✓ Best practice guidelines for mental health promotion programs – Children and Youth; Older Adults 55+; Refugees
http://knowledgex.camh.net/policy_health/mhpromotion/Pages/default.aspx

✓ Canadian best practices portal for health promotion and chronic disease prevention  www.phac.gc.ca/cbpp

✓ CMHA Mental health promotion tool kit  http://www.cmha.ca/mh_toolkit/intro/index.htm

✓ Evidence-based mental health promotion resource (VicHealth)
Resources continued

✔ Mental health promotion in Ontario: A call to action
http://www.ontario.cmha.ca/policy_positions.asp?cID=25899

✔ Mental health promotion in primary care: A tool kit

✔ Mental health: strengthening our response (WHO)

✔ OCDPA's Evidence-informed messages: promoting positive mental health
http://www.ocdpa.on.ca/rpt_evidence_messages_MH.gk

✔ Toward flourishing for all: National mental health promotion and mental illness prevention policy - Best advice paper
http://www bcmhas.ca/Research/TowardFlourishingForAll.htm
Evaluation

Evaluation

Evaluation
Welcome to the Canadian Best Practices Portal!

Your first step in planning Health-related programs. The Portal is a virtual front door to community and population health interventions related to clinical, disease prevention and health promotion. Click here to learn more.
Get involved

- Mental health promotion is everyone’s business
- Speak out about needs, gaps and solutions
- Collaborate with others to implement strategies that promote positive mental health
Contact:

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Contact Us

To request a consultation following today’s webinar or for more information about HC Link services please:

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