

Winnipeg Regional Health Authority – Mental Health Promotion Program - Strategic Planning Conceptual Framework

WRHA Vision: “Healthy People, Vibrant Communities, Care for All”

Mental Health Promotion Program Role Statement: The Mental Health Promotion program works in collaboration with other WRHA programs, government, and a wide variety of community partners to promote and protect the mental health and wellbeing of the population, and to reduce risk factors and conditions that negatively impact mental health.

Public Health Key Strategic Approaches
Applied Public Health Research
Collaboration & Partnership
Community Development
Population Health Assessment
Health Communication
Healthy Built & Social Environment
Healthy Public Policy
Outreach
Public Health Clinical Practice
Surveillance



Community Mental Health Strategic Priorities (2016 – 2026)
Improved access to services, treatments and supports
Support for recovery of persons with mental disorders
Promote mental health and well-being – prevent mental illness & suicide
Improve knowledge & foster collaboration
Build Information systems, evaluate outcomes, use evidence, participate in research

Public Health Key Strategic Priorities (2012 – 2017)
Applied Public Health Research
Health Equity Promotion
Health Communication
Healthy Built & Social Environment
Healthy Public Policy
Public Health Information Systems
Program Monitoring
Indigenous Health

Guiding Principles



Glossary

Mental health and well-being: “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” (Public Health Agency of Canada).

Mental health promotion: “is 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 (Joubert & Raeburn). Mental health promotion involves actions to create living conditions and environments that support mental health and allow people to adopt and maintain healthy lifestyles. These include a range of actions to increase the chances of more people experiencing better mental health (WHO).

Mental health literacy: refers to the skills that enable people to access, understand and use information for mental health (Canadian Alliance on Mental Illness and Mental Health)

Building capacity: includes building the capacity of the community to promote their own mental health and enhancing the capacity of the workforce for promotion, prevention and early intervention in mental health (Scanlon & Raphael). There are different levels of capacity building from the individual, community, organizational and system levels (VicHealth, 2012).

Knowledge transfer and education(KTE): is the process of sharing timely, useful evidence-based research findings with decision-makers and others who use research. KTE also involves actively engaging external audiences in research to make studies more relevant. (Institute for Work and Health, ON)

Healthy public policy: Healthy public policy is about how the rules of society, such as laws, funding or public priorities, affect people’s health. It does not focus only in the health area, but on many others that impact health. Some examples of these areas are education, employment, taxation, environment, and early childhood education. Policies can create conditions that enable people to lead healthy lives, or limit opportunity to lead healthy lives (WRHA)

Health communication: “is the strategic and timely art, science and technique of informing, influencing, motivating and engaging individual, institutional, and public audiences about important health issues, including disease prevention, health protection, and promotion, health care policy, emergency response and the business of health care as well as enhancement of the quality of life and health of individuals within the community “(U.S. Department of Health and Human Services Office of Disease Prevention and Health Promotion, USA)

Healthy equity: Health equity asserts that all people have the opportunity to reach their full health potential and should not be disadvantaged from attaining it because of their social and economic status, social class, racism, ethnicity, religion, age, disability, gender, gender identity, sexual orientation or other socially determined circumstance (WRHA)

Strategic Priorities regarding Mental Health Promotion

International

Mental Health Action Plan 2013-2020, World Health Organization (2013).

http://www.who.int/mental_health/publications/action_plan/en/

Objective #3 – To implement strategies for promotion and prevention in mental health “In the context of national efforts to develop and implement health policies and programmes, it is vital to meet not only, the needs of persons with defined mental disorders but also to protect and promote the mental wellbeing of all citizens”

National

Changing Directions – Changing Lives, The Mental Health Strategy for Canada, Mental Health Commission of Canada (2012)

<http://strategy.mentalhealthcommission.ca/pdf/strategy-images-en.pdf>

Strategy Direction 1 - “Promote mental health across the lifespan in homes, schools and workplaces and prevent mental illness, and suicide whenever possible”

Provincial

Rising to the Challenge – A strategic plan for the mental health and well-being of Manitobans (2011)

<http://www.gov.mb.ca/healthyliving/mh/challenge.html>

First pillar - “Mental health and well-being of the population are promoted and mental health problems and illnesses are prevented wherever possible”

Regional

Winnipeg Regional Health Authority, Mission <http://www.wrha.mb.ca/about/mission.php>

“To co-ordinate and deliver safe and caring services that promote health and well-being”

Strategic priority – “improve access to health prevention and promotion activity”

Introduction

Established in 2003, the Mental Health Promotion (MHP) program works in collaboration with other WRHA programs, government departments, and a wide variety of community partners to promote and protect the mental health and wellbeing of the population, and to reduce risk factors and conditions that negatively impact mental health. Mental health is essential for the well-being and optimal functioning of individuals, families, communities and societies and is a fundamental right of every human being without discrimination (The Melbourne Charter, 2008).

Public mental health is an emerging field that is focused on maintaining and enhancing mental well-being, preventing mental health problems, as well as improving opportunities for recovery and quality of life for people living with mental health problems (Mental Health Foundation, 2005). Mental health promotion is a shared responsibility across many systems and sectors. The program is guided by a socio-ecological framework for mental health promotion which recognizes the interaction between individual, family, community/social and structural influences on health.

The MHP program's primary strategic direction is to build capacity for mental health promotion by initiating and fostering partnerships with others to strengthen and sustain efforts in promoting positive mental wellbeing across the lifespan and in a variety of settings.

The MHP program is an integral program stream of both the WRHA Regional Mental Health Program and the Population & Public Health Program. Currently, the MHP Program is made up of a Program Manager, a Program Specialist, a Mental Health Resource & Education Facilitator and two Mental Health Promotion Facilitators.

Based on the health promotion framework, the principles of mental health promotion may be articulated as follows:

- *Involves the population as a whole in the context of their everyday life, rather than focusing on people at risk from specific mental disorders*
- *Focuses on protective factors for enhancing well-being and quality of life*
- *Addresses the social, physical and socioeconomic environments that determine the mental health of populations and individuals*
- *Adopts complementary approaches and integrated strategies, operating from the individual to socio-environmental levels*
- *Involves inter-sectoral action extending beyond the health sector*
- *Is based on public participation, engagement and empowerment*

(Barry & Jenkins, 2007 p. 15)

Building Capacity

GOAL - To build the WRHA workforce and community capacity to implement evidence-informed practices and resources for the promotion and protection of positive mental well-being, mental health literacy and the prevention of mental illness and suicide across the lifespan. Includes raising awareness, enhancing knowledge and skill development.

Rationale: “Building the capacity of the workforce in developing and implementing mental health promotion programmes is fundamental to mainstreaming and sustaining action in this area” (Barry, 2007 p.5).

SUB-GOALS

#1. Build WRHA and community workforce capacity to promote and protect the mental health and wellbeing of parents with infants and young children

1. Support and sustain the integration of mental health promotion into public health practice through the *Towards Flourishing Strategy* (TF) and the Mental Health Promotion Facilitator role
2. Orient new public health and mental health staff in best-practices regarding perinatal mental health issues

#2. Build community workforce capacity to promote and protect the mental health and wellbeing of parents and families with young children

1. Deliver the Handle with Care– Promoting the Mental Health of Young Children Program Facilitator Training (Handle with Care is an evidence-based program designed to help parents/caregivers promote the mental health of young children from birth to 6 years using a set of interactive strategies introduced through trained facilitators).
2. Enhance the capacity of educators and service providers working with young children to promote their resilience by delivering the Reaching In Reaching Out (RIRO) training – (2 day training program that teaches resiliency thinking and coping skills to adults and young children)

Note: This is a living document - Winnipeg Regional Health Authority – Mental Health Promotion program

#3. Build WRHA and community workforce capacity for the mental health promotion of *adults and older adults*

1. Promote the mental health and wellbeing of adults by engaging community agencies and service providers in an educational session that enhances their capacity to embed mental health promotion in their practice
2. Promote the mental health and wellbeing of *older* adults by engaging community agencies and service providers in an educational session that enhances their capacity to embed mental health promotion in their practice

#4. Build WRHA and community workforce capacity for the mental health promotion of adults living with a mental illness.

1. Promote the mental health and wellbeing of adults living with a mental illness by orienting WRHA regional mental health service delivery staff in the use of the *Towards Flourishing for All* mental health promotion tool
2. Support recovery-oriented practice within WRHA regional mental health program service delivery by developing tools and strategies that help promote mental health and well-being focusing on the development of strengths, personal responsibility, self-advocacy and positive change (*Guidelines for Recovery-Oriented Practice, 2015*)

#5. Build WRHA workforce capacity for the integration of mental health promotion *within primary care and the new community mental health program service delivery model*

1. Support the implementation of a population-based stepped-care approach to the integration of mental health promotion in primary care
2. Support the development of a new community mental health team service delivery model (Community Mental Health Re-Design) that incorporates a Mental Health Promotion Facilitator role in the Access Winnipeg West Demonstration Project

Note: This is a living document - Winnipeg Regional Health Authority – Mental Health Promotion program

#6. Build workforce capacity within WRHA staff and the broader community for suicide prevention and intervention

1. Coordinate and deliver *SafeTALK* to WRHA staff and the broader community (*SafeTALK* is a half-day alertness workshop that prepares anyone over the age of 15, regardless of prior experience or training, to become a suicide-alert helper).
2. Coordinate and deliver the *Applied Suicide Intervention Skills Training (ASIST)* to WRHA staff (*ASIST* is a 2 day workshop for anyone 16 years or older, that teaches participants how to intervene and help prevent the immediate risk of suicide).
3. Support the implementation and delivery of the *Suicide Assessment and Intervention (SAI)* training (*SAI* is a one-day interactive workshop exclusively for Regional Mental Health professionals teaching advanced skills in suicide assessment and intervention with attention to clinical practice considerations in community mental health, crisis response, and inpatient settings).
4. Support and coordinate *Sources of Strength* within Winnipeg Health region– (*Sources of Strength* is a youth directed suicide prevention and wellness program designed to build strengths and enhance socio-ecological protective factors to reduce the likelihood that vulnerable youth and young adults will become suicidal).
5. Participate as an active member on the *Winnipeg Suicide Prevention Network (WSPN)* – (The goal of the WSPN committee is to provide leadership and strategic direction in inter-sectoral and inter-jurisdictional suicide prevention planning and implementation of activities related to adults and older adults, consistent with the Framework for Suicide Prevention Planning in MB and informed by models of promising practice, research, and developments in the evidence-base on suicide prevention).
6. Participate as an active member of the *MB Youth Suicide Prevention Strategy – Education Initiatives Task Team* (Goal of YSPS-EITT is to support inter-sectoral and cross departmental collaboration to implement education-based youth suicide prevention initiatives, programming, and capacity building, reflecting our best practice guiding principles.)

Note: This is a living document - Winnipeg Regional Health Authority – Mental Health Promotion program

Partnerships and Collaborations

Goal – To initiate, develop and sustain effective working partnerships and collaborations that support positive mental health initiatives and strategy development within and outside of the WRHA.

Rationale: “The socio-environmental nature of the determinants of mental health demand that a cross-sectoral approach is required, involving the building of partnerships and collaboration across agencies, organizations and community groups within and beyond the health sector” (Barry, 2007, p. 7).

SUB-GOALS

#1. Explore and establish synergies with other *WRHA program* areas (e.g. Public Health, Physical Activity, Primary Care, Nutrition, Community Development, Health Equity, Aboriginal Health Programs, Support Services to Seniors etc.) and collaborate on common goals that support positive mental health and well-being.

1. Partner with *Support Services to Seniors* in the development and implementation of a mental health promotion workshop and toolkit for WRHA and community agency staff providing services to older adults
2. Partner with *Primary Care* in the establishment of a population-based stepped care navigation tool for primary care providers
3. Partner with *Physical Activity* on the development of the community capacity building strategy for mental health promotion

#2. Develop and sustain effective partnerships and collaborations with educational institutions (school divisions in Winnipeg and post-secondary institutions) to promote and protect the mental health and wellbeing of students, parents, faculty and staff

1. Support the Red River College (RRC) *Healthy Minds Healthy College* Initiative

Note: This is a living document - Winnipeg Regional Health Authority – Mental Health Promotion program

2. Sustain and nurture whole school-based mental health promotion initiatives in Seven Oaks SD, Louis Riel SD and St. James Assiniboia SD

#3. Establish and maintain strategic *external* partnerships with *provincial* agencies and government departments to promote and protect the mental health and well-being of children, youth and families

1. Explore alignments with Manitoba Health, *Healthy Living & Seniors* and specifically the *Mental Health and Spiritual Health Care Branch*
2. Establish and develop collaborative relationships with *Child and Family Service Agencies* to support their practice to enhance mental health promotion into their work with families
3. Participate as an active member of the *Attachment Network of Manitoba* (a multi-organizational network that actively develops and supports best-practices for enhancing secure attachment across the lifespan through education, dissemination of information, networking and advocacy).
4. Explore relationships and alignments with the *Adolescent Parent Interagency Network*
5. Explore relationships and identify potential alignments with Newcomer, Immigrant & Refugee organizations
6. Explore relationships and identify potential alignments with Indigenous community agencies
7. Explore opportunities for partnerships and collaborations on mental health initiatives with workplace and business sector, or foundations

Note: This is a living document - Winnipeg Regional Health Authority – Mental Health Promotion program

#4. Establish and maintain strategic external partnerships with *national* or inter-provincial partners to promote and protect the mental health and wellbeing of children, youth, adults, and families

1. Explore strategic partnerships and collaborations with National organizations (e.g. Mental Health Commission of Canada, National Collaborating Centre for Healthy Public Policy, Public Health Agency of Canada etc.)

Note: This is a living document - Winnipeg Regional Health Authority – Mental Health Promotion program

Knowledge Transfer and Exchange

Goal – To locate and share timely, relevant evidence-based research findings with decision-makers and others who use research-based knowledge regarding mental health promotion to positively influence population mental health.

Rationale: “Dissemination and implementation of research findings into practice are necessary to achieve a return on investment in our research enterprise and to apply research findings to improve outcomes in the broader community” (Brownson, Colditz & Proctor, 2012, p. 3).

SUB-GOALS

#1. Enhance the knowledge and expertise of the mental health promotion program team in order to influence evidence informed practice and decision-making

1. Develop Mental Health Promotion Program staff expertise on mental health promotion, mental illness prevention and mental health literacy
2. Locate, use and share existing data collected in Winnipeg, Manitoba and Canada on mental health and mental health promotion to inform ongoing strategic planning, practice and program development (e.g. Youth Health Survey, Manitoba Health, Manitoba Centre for Health Policy, Healthy Child MB, Mental Health Commission of Canada - Mental Health Indicators, Canadian Community Health Survey etc.)

#2. Disseminate research findings, both internally and externally, on projects we are in partnership with (e.g. Towards Flourishing, Handle with Care)

#3. Contribute to the development of pre-service training for students in mental health promotion

1. Provide (Masters level) student placement and practicum experiences for students seeking to develop their knowledge and skills in mental health promotion.
2. Explore the feasibility of developing an interdisciplinary University level course on *Promoting the Mental Health of the population across the Lifespan* in partnership with the University of Manitoba

Health Communication

Goal – To increase people’s understanding of how to improve their own mental health and well-being, and support communities to take action to foster mental health and well-being through the use of effective and relevant health communication strategies.

SUB-GOALS

#1. Support the *WRHA Public Health Communications Strategic* priority area

1. Develop a positive working relationship with WRHA, Communication Specialist assigned to Public Health & Mental Health
2. Participate as an active member of the *Public Health Communications Steering Group* (purpose of the group is to guide implementation of the Public Health Communications Strategy).

#2. Develop a mental health promotion communications plan to reach adult public audiences regarding the promotion of positive mental health and well-being

1. Develop a mental health promotion website “ Well-being Guide” as a hub of evidence-informed strategies on mental health promotion at the individual, family and community level.
 - a) Produce accompanying videos and materials to support education and dissemination.
 - b) Develop workshops and presentations to engage community on the well-being guide
2. Write and submit bi-monthly articles on mental health promotion topics to be published in the Balance Column of WAVE Winnipeg’s Health and Wellness magazine

Note: This is a living document - Winnipeg Regional Health Authority – Mental Health Promotion program

#3. Promote *Mental Health Week* – the first week in May on an annual basis focusing on mental health promotion messaging

#4. Design and test a framework for social messaging around mental health promotion with the general population (and with population subsets) to inform health communication strategies implemented through the *PH Health Communications strategy* and Mental Health programs

Research and Evaluation

Goal – To contribute to the research and knowledge base on mental health promotion

Rationale : *“Investment in research and evaluation is critical to supporting the implementation of evidence-based policy and practice in mental health promotion” (Barry & Jenkins, 2007, p. 37).*

SUB-GOALS

- #1. Seek out and generate opportunities to contribute to the existing evidence-based knowledge on mental health promotion**
- #2. Measurable outcomes and indicators for mental health and well-being are identified and advanced**
- #3. Support and contribute to the ongoing implementation and evaluation of the *Towards Flourishing* strategy across the province**
- #4. Support and contribute to the ongoing implementation and evaluation of the *Handle with Care* program across the province**

Note: This is a living document - Winnipeg Regional Health Authority – Mental Health Promotion program

Healthy Public Policy

GOAL – To provide leadership and guidance regarding actions that impact mental health promotion and protection within public policy such as within education, work, legal system, economic

Rationale: “Mental health is closely associated with social determinants of health and therefore healthy public policy that favours mental health is necessary to promote and protect mental health and well-being while reducing the factors that negatively impact on mental health” (Mantoura, 2014).

SUB-GOALS

#1. Support and advance Healthy Public Policy at the *program level* (Mental Health Promotion, Mental Health and Public Health)

#2. Support and advance Healthy Public Policy at the *Regional level* (WRHA)

#3. At the provincial level such as Justice, Education, Family Services, housing, child care

#4. At the National level

Note: This is a living document - Winnipeg Regional Health Authority – Mental Health Promotion program

Health Equity Promotion

GOAL – To engage in health equity strategies and working groups to bring forward an understanding of how mental health issues impact health equity and vice versa

Rationale: “Population mental health promotion must apply an equity lens because mental health promotion interventions may be more successful upon populations who already have more resources and therefore may inadvertently increase or contribute to inequalities in mental health” (National Collaborating Centre for Healthy Public Policy, 2014).

SUB-GOALS

#1. Support and advance Health Equity promotion at the *program level* within WRHA

1. Participate as an active member of the *Health for All – Public Health Planning Group* to advance the position of mental health promotion and contribute expertise to issues related to mental health that impact health equity and vice versa
2. Using the *WRHA Framework for Action: Cultural Proficiency and Diversity*, the MHP program will strive to enhance structural and clinical interventions that support cultural safety
3. Maintain partnership with *WRHA Aboriginal Health Programs (AHP)* regarding the *Circle of Care Workshop* – (This workshop is designed for mental health care providers, including physicians and has CME credits attached . The workshop builds on the Culture of Well-being Toolkit and how to integrate core principles of cultural safety, cultural competence, and cultural resilience into practice).

Note: This is a living document - Winnipeg Regional Health Authority – Mental Health Promotion program

References

- Barry, M. (2007). Building capacity for effective implementation of mental health promotion. *Australian e-Journal for the Advancement of Mental Health* 6(2).
- Barry, M. (2007). Generic principles of effective mental health promotion, *International Journal of Mental Health Promotion*, 9(2).
- Barry, M. & Jenkins, R. (2007). *Implementing mental health promotion*. Oxford: Churchill Livingstone Elsevier.
- Brownson, R.C., Colditz, G A., & Proctor, E.K. (2012). *Dissemination and Implementation Research in Health: Translating science to practice*. New York: Oxford University Press.
- Centers for Disease Control & Prevention, Retrieved from <http://www.cdc.gov/healthcommunication/healthbasics/whatishc.html>
- Healthy Canada by Design – Retrieved from <https://hcbdclasp.files.wordpress.com/2013/03/winnipeg-kte-report-final.pdf>
- Mantoura, P. (2014). *Defining a population mental health framework for public health*. Montreal, QC; National Collaborating Centre for Healthy Public Policy. Retrieved from http://www.ncchpp.ca/550/Population_Mental_Health.ccnpps
- Mantoura, P. (2014). *Framework for healthy public policies favouring Mental Health*. Montreal, QC: National Collaborating Centre for Healthy Public Policy. Retrieved from http://www.ncchpp.ca/550/Population_Mental_Health.ccnpps
- Mantoura, P. (2015). *Sharing public health practitioners' needs in population mental health: Highlights and avenues for action*. Montreal: National Collaborating Centre for Healthy Public Policy. Retrieved from http://www.ncchpp.ca/67/New_Publications.ccnpps?id_article=1467
- Mental Health Foundation, (2005). *Choosing mental health: A policy agenda for mental health and public health*. London: Mental Health Foundation. Retrieved from http://www.mentalhealth.org.uk/content/assets/PDF/publications/choosing_mental_health.pdf?view=Standard
- Ottawa Charter, Public Health Agency of Canada, Retrieved from <http://www.phac-aspc.gc.ca/ph-sp/docs/charter-chartre/index-eng.php>
- Raphael, D. (2009). Restructuring society in the service of mental health promotion: Are we willing to address the social determinants of health? *International Journal of Mental Health Promotion* , 11(3).

Scanlon, K. & Raphael, B. (2000). *Building capacity for promotion, prevention and early intervention in mental health*. New South Wales Public Health Bulletin 11(3).

VicHealth, Clifford Beers Foundation, World Federation for Mental Health, & The Carter Center (2008). *The Melbourne Charter for promoting mental health and preventing mental and behavioural disorders*. Retrieved from <https://www.vichealth.vic.gov.au/media-and-resources/publications/melbourne-charter>

VicHealth, (2012). *Capacity building for health promotion*, information sheet. Retrieved from <https://www.vichealth.vic.gov.au/media-and-resources/publications/capacity-building-for-health-promotion>

World Health Organization, (2014). *Mental Health: Strengthening our response*. Retrieved from <http://www.who.int/mediacentre/factsheets/fs220/en/#>

WRHA, (2012). *Framework for Action: Cultural Proficiency & Diversity*, Retrieved from <http://www.wrha.mb.ca/community/commdev/files/Diversity-FrameworkForAction.pdf>