

BEST PRACTICE MODELS

BEST PRACTICE MODELS for Mental Health Promotion

[9] Mental Health Promotion

- a) Community awareness programs
 - i Involvement of Consumers and Carers
 - ii Public information campaigns
- b) Mental Health consultation to agencies

[9 a ii] Public information campaigns

Information campaigns that aim to reduce stigma by broadening the public perception of services must make careful use of language to strengthen the sense of “just like us”. Hence, instead of the dichotomy “healthy vs mental disorder” the community health service would recognize children who were “not stressed”, “coping” (to be monitored), “struggling” (in need of assessment), “unwell” (in need of treatment). This categorisation could be made by parents or any of the Tier One or Tier Two professionals. It uses non-stigmatising lay language but is explicit in service expectations.

Community Health Centres are coordinated through local government administration albeit receiving funding from the State Government Health Department.

Best practice programs are not only about cultural change to reduce stigma but also about strengthening all public health and welfare services which improve general health, nutrition, housing, education, employment, reduction of addictive substances, strengthening of community networks and provision of improved access to treatment programs.

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