

**The Mental Health Services Conference Inc.  
of Australia And New Zealand**



**AUSTRALIAN AND  
NEW ZEALAND  
MENTAL HEALTH  
ACHIEVEMENT AWARDS**

**SERVICE & MEDIA  
AWARDS  
2011**

**ADELAIDE CONVENTION CENTRE  
SOUTH AUSTRALIA**

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2011 Achievement Awards - Adelaide

# AUSTRALIAN AND NEW ZEALAND MENTAL HEALTH SERVICE AWARDS

Presented By: Minister Mark Butler, Federal Minister for Mental Health and Ageing

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IN AUSTRALIA OR NEW ZEALAND**

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**AUSTRALIAN AND NEW ZEALAND MENTAL HEALTH MEDIA AWARDS**

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## **BACKGROUND**

The Mental Health Service Award program began in 1992. It is designed to reward and publicise services that have shown innovation and excellence. Service Awards offered are either Gold, Silver or Special and an Exceptional contribution to Mental Health Award. The program is not an exhaustive or fully objective measure of the best services in Australia or New Zealand, as it depends on services deciding to apply and the information they supply. Apart from the written material supplied, referees and others likely to be familiar with a service may be contacted. Six panels, drawn from different disciplines including consumer and carer organisations assess the applications. The panels are geographically spread across Australia and New Zealand. The Awards Committee may also score the entries, when necessary, e.g. if there is a conflict of interest.

### **A. SERVICE AND PROGRAM AWARDS**

The applications were rated on the following criteria:

1. Evidence that the program has made a significant contribution to the field of mental health on a local, state or national level.
2. Evidence that the program is doing something innovative or is maintaining high standards of service.
3. Evidence that the program has encouraged and supported the participation of consumers, family members and/or carers in the planning, implementation and evaluation of mental health service delivery. In category 2 it must be demonstrated that consumers are the major stakeholders and in category 3 that carers/families are the major stakeholders in the development and ongoing decision making of the program
4. Verification of the program's effectiveness (quality assurance measures, utilisation review, outcome evaluations etc). Programs can sound good, but we want to know that they achieve a high quality. Provide clear qualitative and quantitative evidence. Demonstrate that a high quality has been achieved.
5. Award potential or feeling factor, as certain things come across in submissions that are hard to quantify within the above criteria.

**In 2011 there were 47 applications received for the following categories:**

1. Non Government Organisation (NGO) Provided Services
2. Consumer Provided Services
3. Family/Carer Provided Services
4. Rural and/or Remote Services or Programs
5. Infant, Child And Adolescent Services or Programs
6. Mental Health Promotion or Mental Illness Prevention Program or Project.
7. e-health Services
8. Specialist Service or Part of a Larger Service

### **B. EXCEPTIONAL CONTRIBUTION TO MENTAL HEALTH SERVICES IN AUSTRALIA OR NEW ZEALAND**

These awards are made possible by generous grants from the Australian and New Zealand Governments in recognition of the importance they give to the development of best practice services throughout the two countries. This award program contributes to publicising the good work being done in an environment where only bad news seems to appear in the media. The following pages give you the contact details for the services and a short summary of their activities. You are encouraged to contact them and to visit their services.

## CATEGORY 1

### NON GOVERNMENT ORGANISATION (NGO) PROVIDED SERVICES

<b>GOLD AWARD:</b>	<b>WINNER</b>	<b>\$2,000</b>
<b>APPLYING SERVICE:</b>	TE WHARE PUNA WAIORA	
<b>ORGANISATION:</b>	Wellink Trust	
<b>ADDRESS:</b>	P.O. Box 6516 Wellington, NEW ZEALAND 6141	
<b>CONTACT PERSON:</b>	Ami Brown Phone: +64 4 801 8500 Fax: +64 4 801 8509; Email: <a href="mailto:AmiB@Wellink.org.nz">AmiB@Wellink.org.nz</a>	

#### BRIEF DESCRIPTION OF SERVICE

Wellink Trust's Te Whare Puna Waiora (The House of the Water of Life) is a ground breaking 4-bed pilot forensics service in Titahi Bay. People using this service are categorised as "Special Patients" under the Mental Health (Compulsory Assessment and Treatment) Act 1992, i.e. people who have been found unfit to stand trial or are acquitted on account of their mental status. Wellink regards the people in this service as "tenants" and treats them as such. Initially trialed from March 2008, the success of Te Whare Puna Waiora has led to two services of a similar model, (and a further one being planned), operating throughout the Central Region in New Zealand. Te Whare Puna Waiora supports people to transition back into the community from the Forensic Service Inpatient Units and then into their own homes. As they travel this journey they become accustomed to the rights, freedoms and responsibilities of citizenship, and a life in the community.

#### BACKGROUND DESCRIPTION OF ORGANISATION

Established in 1989 as a charitable trust, Wellink is a leading and innovative provider of recovery based mental health services in the wider Wellington region. Working in partnership with mental health clinical specialists and primary care for more than 20 years, Wellink has walked alongside thousands of people on their journey to recovery. Wellink's mission is **to enhance opportunities for recovery for people with experience of mental illness** and its Kaupapa (philosophy) is **fully inclusive and vibrant communities**. Wellink uses a holistic, peer lead approach to create an environment around each person that enhances their recovery and encourages them to flourish in the community. Wellink knows that recovery is possible as more than 60% of the people in staff and governance roles have themselves lived through the experience of mental illness. Wellink is funded by District Health Board contracts, Ministry of Social Development, and community fundraising, employs 120 full time staff and currently provides services for approximately 400 people each year in Wellington, Lower Hutt, Kapiti, and Porirua.

## CATEGORY 1

### NON GOVERNMENT ORGANISATION (NGO) PROVIDED SERVICES

**JOINT SILVER AWARD: FINALIST \$1,000**

**APPLYING SERVICE:** The Peer Work Project

**ORGANISATION:** Baptist Care (SA) Inc. (BC(SA)) and the Mental Illness Fellowship of South Australia Inc. (MIFSA)

**ADDRESS:** c/o Baptist Care (SA), 157 Beulah Rd, Norwood, SA 5067

**CONTACT PERSON:** Carmen Franke  
**Phone:** 08 8338 6799  
**Email:** cfranke@baptistcaresa.org.au

#### BRIEF DESCRIPTION OF THE PROGRAM

The Peer Work Project is jointly managed by Baptist Care (SA) and the Mental Illness Fellowship of South Australia. The Project commenced in 2005 with funding provided by the Mental Health Unit, Department of Health, South Australian Government. The Project's initial focus was providing training and mentoring support for people living with a mental illness who wanted to be peer workers. Over the years, the award-winning Project has evolved into a program that also assists employing organisations to prepare for the introduction of peer workers in their workforce, as well as providing support for employed peer workers. The Project has led to more than 360 consumers completing the Project's *Introduction to Peer Work* course, with good employment outcomes for graduates in the sector. The Project has contributed to the workforce development of peer worker roles and played a significant role in supporting mental health policy changes.

#### BACKGROUND DESCRIPTION OF ORGANISATION

Baptist Care (SA) Inc. (BC(SA)) is a not-for-profit NGO providing services in metropolitan Adelaide and regional South Australia, including: Homelessness, Aged Care, Youth Care, Refugee, Aboriginal, Employment, Adventure Camping and Health and Recovery Services.

The Mental Illness Fellowship of SA (MIFSA) is part of the national organisation, the Mental Illness Fellowship of Australia (MIFA). MIFSA is a not-for-profit, grassroots, self-help, support and advocacy organisation of people with serious mental illnesses, their families and friends. MIFSA's services include: Personal Helpers and Mentors Programs, Counselling, Therapeutic Groups, Support Groups and Community Education.

The Peer Work Project currently operates in metropolitan Adelaide. The Project is funded by the State Government (Mental Health Unit) with a current budget of \$210,000/annum. The Project currently employs 2.5 FTE (1.8 FTE are consumers) and trains about 60 consumers/annum with 140 people engaged through its Peer Network. More than 70 people are provided mentoring/employment support/annum.

**CATEGORY 1****NON GOVERNMENT ORGANISATION (NGO) PROVIDED SERVICES****JOINT SILVER AWARD: FINALIST \$1,000****APPLYING SERVICE: Building Family Skills Together****ORGANISATION: Mind  
The Bouverie Centre - Victoria's Family Institute  
Psychosocial Research Centre  
North West Area Mental Health****ADDRESS: 86-92 Mount St. Heidelberg VIC 3084****CONTACT PERSON: Janet Glover  
Phone: 03 9384 6544; Fax: 03 93846588  
Email: [jglover@mindaustralia.org.au](mailto:jglover@mindaustralia.org.au)****BRIEF DESCRIPTION OF THE PROGRAM**

Building Family Skills Together (BFST) Mind provides an in-home evidence-based service to families in Melbourne with an adult family member who has a serious mental illness, such as schizophrenia or significant mood disorder. BFST Mind targeted 'hidden families' that infrequently access services; parents with a mental illness, elderly parents caring for an adult child with mental illness or families from Culturally and Linguistically Diverse (CALD) background. The aim is to improve family relationships, and support recovery through learning more effective ways to communicate, and resolve daily challenges encouraging accomplishment of individual goals and aspirations. The evaluation of BFST Mind showed improved mental health and social connectedness of consumers and decreased burden for their families, confirming the effectiveness of this approach. Mind BFST piloted the initiative, in partnership with The Bouverie Centre, the Psychosocial Research Centre and North West Area Mental Health Service. The Federal funding will continue for 3 more years.

**BACKGROUND DESCRIPTION OF ORGANISATION**

Mind is one of Australia's largest not-for-profit, non-government providers of mental health services. With more than 60 programs across Victoria and South Australia employing 530 staff, Mind supports recovery for over 3000 clients including 500 young people with severe mental illness yearly. Mind grew operating income by 24 per cent to \$32.5 million from 2007/2008. Funding is primarily from State and Federal Governments. Mind supports people with mental illness in their recovery, to help them live well in the community, with or without symptoms. We work with people who have a range of often complex issues resulting from mental illness, and their families and carers, and have been doing this work for over 30 years in Victoria and now for more than four years in South Australia. Mind's programs emphasise the development of strong relationships between staff, clients and carers/families, and other mental health professionals. Carers and family members are recognised as valued partners in the provision of care to Mind clients.

**CATEGORY 1****NON GOVERNMENT ORGANISATION (NGO) PROVIDED SERVICES****SPECIAL JUDGES \$1,000****AWARD:  
(Digital/Social Media Focus)****APPLYING SERVICE:** Lantern Mental Health 2.0 Unconference**ORGANISATION:** Lantern**ADDRESS:** 17 Taylor Street, Moorabbin, VIC 3189.**CONTACT PERSON:** Janet Hopkins  
Phone: 03 9093 5977; Fax: 03 9093 5988  
Email: [jhopkins@lantern.org.au](mailto:jhopkins@lantern.org.au)**BRIEF DESCRIPTION OF THE PROGRAM**

Technology is changing the way we communicate. It is estimated that within 18 months, half of all website views will come from mobile devices.<sup>1</sup> In 6 minutes spent online are currently spent on social media sites. Rapid developments are occurring in the broad field of electronic health, including e-mental health. Governments, consumers, health care providers and others are working on a range of projects and activities to harness the new technologies to improve the range and quality of mental health services and information. What is happening already and what are the future possibilities? What are the concerns? What about privacy? The Lantern Mental Health 2.0 Unconference was held in February 2011 with the aim of facilitating discussion and sharing knowledge around these issues. The unconference format is one that is participant driven - attendees were expected to come along with participation in mind, and they certainly did!

**BACKGROUND DESCRIPTION OF ORGANISATION**

Lantern is a community managed mental health service operating primarily in the middle south of Melbourne. Lantern provides a range of quality services to those affected by mental illness - be they users, carers, friends, family or the community.

**Our Vision:** Enabling people to create futures beyond mental illness**Our Mission:** Engaging with people affected by mental illness**Our Values:** Hope, Respect, Self-determination, Innovation and Opportunity

Established in 1994, Lantern was formed by a small and passionate group of people who were determined to see improved services and supports for people with disabilities arising from mental illness and their carers. Lantern provides a range of community inclusive Psycho-Social Disability Rehabilitation and Support Services (PDRS). Lantern also offers an employment service (Reach Out Employment), carer support, registered training (Southern Professional Training), Talking Realities, Blossom project, mental health promotion and community education. All Lantern services are recovery focused and strengths based.

## **CATEGORY 2**

### **CONSUMER PROVIDED SERVICES**

<b>GOLD AWARD:</b>	<b>WINNER \$2,000</b>
<b>APPLYING PROGRAM:</b>	<b>Consumer Research and Evaluation Unit</b>
<b>ORGANISATION:</b>	<b>Victorian Mental Illness Awareness Council (VMIAC)</b>
<b>ADDRESS:</b>	<b>Building 1, 22 Aintree St, Brunswick East, VIC 3057</b>
<b>CONTACT PERSON:</b>	<b>Lei Ning Phone: 03 9380 3988; Fax: 03 9388 1445 Email: lei.ning@vmiac.org.au</b>

#### **BRIEF DESCRIPTION OF PROGRAM/SERVICE**

The Consumer Research and Evaluation Unit (CREU) represents a unique consumer created and led research team. The CREU has a team of skilled personnel with experience in research and evaluation techniques with their greatest strength being derived from their lived experience. The CREU advocates for consumer research as an emerging field where research is initiated, designed, controlled, and conducted by consumers whereby new methodologies and approaches are developed from a consumer perspective. Rights based, grass roots consumer philosophy underlies CREU activities and seeks to add a different and complementary approach to research in the mental health sector. The CREU was established in 2006 with the commencement of a collaborative project – MH ECO (Mental Health Experience Co-design). MH ECO has become a national flagship initiative in mental health service quality improvement (<http://mheco.org.au>). The CREU has undertaken a number of state-wide projects which have contributed to the Victorian mental health system reform.

#### **BACKGROUND DESCRIPTION OF ORGANISATION**

The Victorian Mental Illness Awareness Council (VMIAC) was formed in 1981 to serve as Victoria's peak non-government organisation for people who have had experience or are currently experiencing mental health problems or emotional distress. VMIAC receives recurrent funding from both the State and Commonwealth governments. VMIAC also receives some philanthropic funds and donations for specific mental health consumer oriented projects. VMIAC currently employs 10 staff members who assist consumers statewide in a variety of ways, including: information provision, advice, peer support and self- help, individual, group and systemic advocacy, research and evaluation, and education and training for sections of the consumer workforce. VMIAC is an incorporated association with a significant membership base of consumers and consumer groups from across Victoria. The organisation is regularly consulted by Government departments and seeks to inform and influence these entities on mental health consumer issues.

## **CATEGORY 3**

### **FAMILY/CARER PROVIDED SERVICES**

#### **NO AWARD IN THIS CATEGORY**

## **CATEGORY 4**

### **REGIONAL AND/OR REMOTE SERVICES OR PROGRAMS**

**SILVER AWARD:** **FINALIST \$1,000**

**APPLYING PROGRAM:** **Rural Adversity Mental Health Program (RAMHP)**

**ORGANISATIONS:** **Centre for Rural and Remote Mental Health  
(University of Newcastle)  
Rural Local Health Districts in NSW  
Mental Health and Drug and Alcohol Office (NSW  
Health)**

**ADDRESS:** **Locked Bag 6005, Orange NSW 2800**

**CONTACT PERSON:** **Anne Tonna  
Phone: 02 6363 8446/0427 231 415; Fax: 02 63612457  
Email: [anne.tonna@gwahs.health.nsw.gov.au](mailto:anne.tonna@gwahs.health.nsw.gov.au)**

#### **BRIEF DESCRIPTION OF PROJECT**

NSW has experienced the worst drought in 100 years, and the financial impact and subsequent human cost will continue for many years. Rural communities also face major challenges including natural disasters, rural economic downturn and predictions of future drying and warming. Since 2007 the NSW Government funded Drought Mental Health Assistance Program (now RAMHP) has worked across rural NSW to help build individual, service provider and community capacity to cope and recover from drought, rural crises and climate variability. RAMHP is coordinated by the Centre for Rural and Remote Mental Health (CRRMH) in close collaboration with rural Area Health Services (now Local Health Networks) across NSW. RAMHP's approach is novel in linking mental health services through partnerships with a very broad range of organisations across agricultural, financial, government and non-government sectors and community groups to engage rural communities through information, education and practical mental health related support.

#### **BACKGROUND DESCRIPTION OF ORGANISATION**

Fully funded by NSW Health, the 2010/2011 budget is \$2.3M. Ten (10) workers distributed across NSW rural mental health services are supported by a Coordinator, part-time Academic, Project Officer, Education Officer, Administrative staff and 4 part-time consultant Psychiatrists.

Significant contributions are made by:

- Industry and Investment NSW
- General Practice NSW
- NSW Farmers Association
- The Black Dog Institute
- TAFE NSW Western Institute
- Department of Education and Training
- Centrelink
- Indigenous Medical Services
- Country Women's Association
- NSW Catchment Management Authority
- *beyondblue*
- Indigenous Mental Health Services
- Livestock Health and Pest Authority

From 2007 to date, RAMHP has participated in 470+ community events; led or supported 40 local service networks; delivered 218 Mental Health First Aid courses (3,500+ participants); conducted 15 consultative forums to identify the mental health impact of drought; conducted approx. 340 media interviews; delivered 12 Conference seminars and written 6 Journal articles (1 published and 5 in progress).

**CATEGORY 5****INFANT, CHILD AND ADOLESCENT SERVICES OR PROGRAMS****SILVER AWARD: FINALIST \$1,000****APPLYING PROGRAM: Youth Service Program****ORGANISATIONS: ARAFMI Mental Health Carers and Friends Association (WA) Inc****ADDRESS: 182 Lord Street, Perth WA 6000****CONTACT PERSON: Amy Nenke  
Phone: 08 9427 7100; Fax: 08 9427 7119  
Email: Amy.Nenke@arafmi.asn.au****BRIEF DESCRIPTION OF PROJECT**

ARAFMI offers free professional counselling and support to young people aged 8-18 years who care for a friend or family member with a mental illness. Counselling is offered on an outreach basis to schools or at an office. The service provides the following:

- Counselling and support;
- Education on mental illness;
- Advocacy, liaison and referral;
- Development of healthy coping strategies, self esteem and confidence;
- Safety plans: what to do in an emergency or if someone is unwell;
- Resources for young people to increase their understanding of mental illness; and
- Provision of information on services.

ARAFMI also offers holiday programs and camps for young people allowing them to interact with others with similar experiences and an opportunity for respite. Holiday program activities can include rock climbing, movies, adventure parks, Christmas parties and island trips. The holiday program is constantly in demand with an overflow of applications.

**BACKGROUND DESCRIPTION OF ORGANISATION**

ARAFMI WA was founded by mental health carers 35 years ago, we have a total of 13.8 FTE staff that are based in Perth Metro and 5.6 FTE in remote areas, Broome, Carnarvon and Port Hedland. We offer a range of supportive services such as counselling, information on mental illness, individual and state advocacy, support groups, counselling and holiday programs for young people, respite and a school education program. ARAFMI's Youth Service is funded by WA Mental Health Commission and is funded to employ 1.2 FTE staff. ARAFMI's Youth Service budget is \$113,000.500. Currently the service is funded to provide 1300 hours of client contact annually. ARAFMI continues to exceed this target due to high demand for the services. Currently ARAFMI has 43 active youth counselling clients and 75 active clients in the School Holiday Programs. The counselling service and holiday programs are offered to young people who reside north of the swan river.

**CATEGORY 6****MENTAL HEALTH PROMOTION OR MENTAL ILLNESS PREVENTION PROGRAM OR PROJECT**

<b>GOLD AWARD:</b>	<b>WINNER</b>	<b>\$2,000</b>
<b>APPLYING PROGRAM:</b>	<b>Mental Health and Parenting: Parent Group Program.</b>	
<b>ORGANISATIONS:</b>	<b>Central Coast Children &amp; Young People's Mental Health</b>	
<b>ADDRESS:</b>	<b>Suite 1, Level 2, 237 Mann Street, Gosford, NSW 2251</b>	
<b>CONTACT PERSON:</b>	<b>Deb Howe Phone: 02 43047878; Fax: 02 43047800 Email: <a href="mailto:dhowe@nscchahs.health.nsw.gov.au">dhowe@nscchahs.health.nsw.gov.au</a></b>	

**BRIEF DESCRIPTION OF PROGRAM**

Literature identifies that mental health problems can impact on parenting roles and subsequently children's behaviour. Additionally, evidence is lacking regarding the effectiveness and application of skills based parenting programs for parents with mental illness. Consultation with parents with mental illness found many felt isolated, guilty and worried about the impact of their mental health problems on their children. Parents were reluctant to join mainstream parent programs; those that had were still left "not knowing what to do"[1]. To address this Central Coast Children and Young People's Mental Health developed the Mental Health and Parenting: Parent Group Program. This innovative program is based on the Triple P – Positive Parenting Program. Two additional modules addressing the impact of mental health on parenting and common issues for children are included. A home visit component assists parents to implement positive parenting strategies. The evaluation showed the needs of parents with a mental illness were met and their parenting style improved.

**BACKGROUND DESCRIPTION OF ORGANISATION**

Central Coast Children and Young People's Mental Health (CC CYPMH) is a specialist youth mental health service within Central Coast Local Health Network. CC CYPMH provides mental health services for young people 12-24 years across the Central Coast region. CC CYPMH employs 51 FTE staff from a range of professional backgrounds, providing clinical services and mental health promotion, prevention and early intervention. Within the prevention team there is 1 FTE Prevention worker (Parenting & Children of parents with a Mental Illness) and 1FTE Prevention worker (Parenting and Perinatal Infant Mental Health). Annually CC CYPMH receives core funding from NSW health totalling \$2,460,958 and special projects funding totalling \$1,622,012.

**CATEGORY 6****MENTAL HEALTH PROMOTION OR MENTAL ILLNESS PREVENTION SERVICES, PROGRAM OR PROJECT****JOINT SILVER AWARD: FINALIST \$1,000****APPLYING PROGRAM: Music to Open Your Mind****ORGANISATIONS: South Metropolitan Area Health Service, Mental Health (SMAHS, MH)  
South Metropolitan Mental Health Advisory Group (SuMMAt)****ADDRESS: 18 Dalgety Street, East Fremantle WA 6158****CONTACT PERSON: Angela Piscitelli  
Phone: 08 9319 7220; Fax: 08 9319 7222  
Email: [angela.piscitelli@health.wa.gov.au](mailto:angela.piscitelli@health.wa.gov.au)****BRIEF DESCRIPTION OF SERVICE**

Music to Open Your Mind (MTOYM) is an annual community event in Fremantle WA which raises awareness of mental health. MTOYM is a free family concert and market day with live music, children's activities and information on mental health issues and services. Importantly, MTOYM includes both mental health and physical health promotion messages. Music was chosen as the theme due to its capacity to attract people, its universal nature and acknowledged properties in enhancing health and reducing stress. Music is part of everyday experience and can be used as a means for positive transformation. MTOYM was first held in 2007. In 2011, MTOYM was held on 27 March with an attendance of over 2000 people. Music to Open Your Mind acknowledges people with mental health problems as valuable members of the community and celebrates the services and partnerships which help people affected by mental illness and their families and carers.

**BACKGROUND DESCRIPTION OF ORGANISATION**

The South Metropolitan Area Health Service, Mental Health (SMAHS, MH), provides comprehensive mental health care for all ages, including assessment, intervention, treatment, consultation, education, support and liaison. Services are offered in community, outpatient and inpatient settings. The south metropolitan area of WA incorporates city, suburban and rural areas, across 16 local government areas, five health districts and 5000km<sup>2</sup>, with a total population of over 750,000 people. SMAHS is also the fastest growing health service in WA. SMAHS, MH is a major public mental health service with over 1100 clinical staff. In a year SMAHS, MH sees over 25000 consumers. The mission of SMAHS, MH is to inspire excellence in mental health care. We act with integrity, commitment and respect, which fosters flexibility, competence, reflectiveness, innovation, justice and safety, and supports partnership, leadership, stewardship and professionalism for our community.

**CATEGORY 6****MENTAL HEALTH PROMOTION OR MENTAL ILLNESS PREVENTION SERVICES, PROGRAM OR PROJECT****JOINT SILVER AWARD: FINALIST \$1,000****APPLYING PROGRAM: Moving Minds****ORGANISATIONS: Mental Illness Education ACT****ADDRESS: PO Box 4074, Ainslie, ACT 2602****CONTACT PERSON: Pam Boyer  
Phone: 02 6257 1195; Fax: 02 6162 1741  
Email: [pam@mieact.org.au](mailto:pam@mieact.org.au)****BRIEF DESCRIPTION OF SERVICE**

*Moving Minds* is a collection of thirteen digital stories – short films – made by people living with mental illness. They extend the work of Mental Illness Education ACT (MIEACT) to reduce stigma and discrimination towards people living with mental illness, increase mental health literacy, promote early intervention and to emphasise recovery. Personal stories of living with mental illness reach a new, bolder and broader dimension through publication as digital media on the internet ([www.mieact.org.au](http://www.mieact.org.au)). *Moving Minds* was developed in a mental health promotion framework, and its creative process reflects best possible practice in community development. The collection provides an outstanding new electronic resource for mental health promotion, with over two thousand web viewings since its launch in May 2010. Also published as a DVD, the collection is being used by mental health services, the tertiary education sector, and the community sector. The project won an ACT Health Promotion Award in November 2010.

**BACKGROUND DESCRIPTION OF ORGANISATION**

The mission of Mental Illness Education ACT (MIEACT) is to reduce stigma towards people living with mental illness, promote mental health literacy and encourage people to get help early for mental illness. Its approach to this work is unique. The community-based organisation trains and supports people who live with mental illness, or who care for someone with mental illness, to speak publicly about their personal experience. MIEACT's work in schools was evaluated in 2003 by Professor Debra Rickwood of the University of Canberra and found to have a positive effect in reducing stigma towards people with mental illness and improving mental health literacy. The work has also been found to have a positive impact on the recovery of Volunteer Educators. MIEACT is recognized by the ACT Government as a key organization for mental health promotion in the ACT, and has also won numerous awards over its 17 year history (see [www.mieact.org.au](http://www.mieact.org.au))

**CATEGORY 6****MENTAL HEALTH PROMOTION OR MENTAL ILLNESS PREVENTION SERVICES, PROGRAM OR PROJECT****JOINT SPECIAL JUDGES**

**AWARD:** \$1,000  
**(Aged Care focus)**

**APPLYING PROGRAM:** Environmental Change And Intergenerational Programs – The Key To Positive Mental Health Outcomes For Residential Aged Care Stakeholders.

**ORGANISATIONS:** UnitingCare Ageing - Hunter Central Coast and New England Region

**ADDRESS:** Starrett Lodge, 35-45 Louisiana Road, Hamlyn Terrace, NSW 2259 or  
 Regional Office of UCA H CC & NE Region, PO Box 153, Cardiff, NSW 2285

**CONTACT PERSON:** Brian Howell  
 Phone: 02 49436 077; Fax: 02 49422019  
 Email: [brian.howell@uchunter.org.au](mailto:brian.howell@uchunter.org.au)

**BRIEF DESCRIPTION OF SERVICE**

Although benefits of enabling environments and intergenerational programs (IGP) have been identified for older persons, adults with dementia are rarely targeted for such interventions. Characteristics of dementia challenge care providers to create environments and activities that successfully engage these people. With consideration of participants' abilities and interests, therapeutic environments and beneficial IGP can be facilitated. A mothers and babies group was organized to capitalize on the improved therapeutic garden project in a 15 bed dementia specific unit. The results of both the garden and IGP were outstanding with statistically significant improvements across all Quality of Life indicators and BPSD scores. Behaviours supporting personhood were common during IGP and all participants responded well to 1-1 interaction with the babies. Cognitive ability was unassociated with affect of the garden and IGP. By using the principles of Person-Centred Care within the new stimulating environment our older residents with dementia now all enjoy their life as happy, active, social and mentally healthy individuals.

**BACKGROUND DESCRIPTION OF ORGANISATION**

As a service group of UnitingCare NSW.ACT, UnitingCare Ageing is responsible for the Uniting Church's ministry for older people, particularly those who are disadvantaged, vulnerable and isolated. With around 14,000 people in our care, UnitingCare Ageing is the single largest provider of aged care services in New South Wales and the ACT. We seek to provide positive lifestyle choices for older people living in Residential Care and the community that result in enriching and fulfilling lives. Our services are delivered in a Christian context characterised by compassion and love for all. Our team of Chaplains and Pastoral Care workers also provide comfort, counselling and advocacy for residents, clients, families, volunteers and staff as a holistic expression of care.

## CATEGORY 6

### MENTAL HEALTH PROMOTION OR MENTAL ILLNESS PREVENTION SERVICES, PROGRAM OR PROJECT

#### JOINT SPECIAL JUDGES

**AWARD:** \$1,000  
(Aged Care focus)

**APPLYING PROGRAM:** Positive Living in Aged Care

**ORGANISATIONS:** NSW Health, Older People's Mental Health Policy Unit  
Aged and Community Services NSW & ACT Inc,  
Aged Care Association of Australia - NSW

**ADDRESS:** Level 3/9 Blaxland Rd, Rhodes NSW 2138

**CONTACT PERSON:** Mary Pillars  
Phone: 02 8754 0400; Fax: 02 9743 4556  
Email: plac@agedservices.asn.au

#### BRIEF DESCRIPTION OF SERVICE

The Positive Living in Aged Care Awards (PLAC) utilises a partnership approach to promoting mental health and wellbeing of residents in NSW residential aged care facilities (RACFs). It is an initiative of the NSW Older Peoples' Mental Health Working Group, in partnership with the two NSW peak bodies for residential aged care. The Project, implemented in response to high prevalence of mental health problems in RACFs, aims to:

- identify, showcase, and promote innovative strategies that have a positive impact on the mental health and wellbeing of residents by building supportive, inclusive environments; and
- improve capacity by promoting partnerships between RACFs, specialist mental health services/initiatives for older people and national initiatives including *beyondblue*.

The PLAC awards are open to all Commonwealth funded residential aged care facilities in NSW. They are now in their 4th year and are presented and shared with the aged care and mental health sectors annually at a positive ageing seminar. The project partners are currently working with organisations such as *beyondblue* and Mental Health Coordinating Council to develop the project nationally.

#### BACKGROUND DESCRIPTION OF ORGANISATION

The PLAC project is managed through Aged & Community Services Association of NSW & ACT (ACS) in partnership with Aged Care Association Australia – NSW (ACAA-NSW). ACS and ACAA-NSW are the two peak bodies that represent and advocate for the residential aged care sector. ACS represents over 300 organisations providing over 1,600 services to more than 100,000 people. ACS members range from very large multi-site organisations to very small rural and remote stand-alone facilities. The PLAC project, funded through NSW Health is overseen by the NSW Older Peoples' Mental Health Working Group. This broad stakeholder group which provides advice to the Mental Health and Drug & Alcohol Office, NSW Health was established to support the implementation of the NSW Service Plan for Specialist Mental Health Services for Older People (SMHSOP) 2005-2015 and other strategies to improve older people's mental health.

## **CATEGORY 7**

### **E-HEALTH SERVICES**

**JOINT SILVER AWARD:      FINALIST   \$1,000**

**APPLYING PROGRAM:            OnTrack**

**ORGANISATIONS:                Queensland University of Technology**

**ADDRESS:                         Institute of Health and Biomedical Innovation,  
60 Musk Avenue, Kelvin Grove, QLD 4059**

**CONTACT PERSON:                Jennifer Connolly  
Phone: 07 3138 0048 ; Fax: 07 3138 6030  
Email: [jennifer.connolly@qut.edu.au](mailto:jennifer.connolly@qut.edu.au)**

#### **BRIEF DESCRIPTION OF THE PROGRAM/PROJECT**

OnTrack is an online psychology service to support mental health and wellbeing, by improving access to psychological services. It offers anonymous visitors information, screening measures and feedback, and helps practitioners apply psychological strategies. It supports self-management by consumers, with online tools, written and audio resources, diary-based monitoring, and feedback on progress. OnTrack is free, and gives Australians 24-hour access to interventions, wherever they live. It uses evidence-based methods, is informed by consumer and practitioner input, and is attractive and easy to use. Distinctive features include its flexibility (users can choose program segments and pace). It targets issues not previously addressed by online services, and is unique in addressing co-occurring substance use. Its programs focus on recurrent depression, alcohol use, co-occurring depression and alcohol, risk of psychosis, and support for families and friends. Programs to support victims of natural disasters and people with diabetes will shortly be released.

#### **BACKGROUND DESCRIPTION OF ORGANISATION**

OnTrack was developed by Professor David Kavanagh and colleagues at the Institute of Health and Biomedical Innovation, Queensland University of Technology. Its development was sponsored by Queensland Health's Mental Health Branch, with over \$600k in funding support. OnTrack offers mental health consumers free access to online psychological programs for a variety of mental health concerns, and provides an opportunity for practitioner skill building through its specialised practitioner program. OnTrack is staffed by 2 full-time and 4 part-time psychologists who work closely with 2 in-house web application developers. This unique infrastructure allows for rapid program development, timely upgrades and easy addition or expansion of programs. The team also has 5 postgraduate psychology students involved in evaluation of programs. OnTrack was launched on November 25<sup>th</sup> 2009 and has over 1200 consumers and 200 practitioners registered across all programs. In 2010, it won the Queensland Mental Health Week Achievement Award for a Government Service/Program.

## **CATEGORY 7**

### **E-HEALTH SERVICES**

**JOINT SILVER AWARD: FINALIST \$1,000**

**APPLYING PROGRAM:** **Keeping Families and Children in Mind: Children Of Parents with a Mental Illness (COPMI) Mental Health Worker Education Resource**

**ORGANISATIONS:** **Australian Infant Child Adolescent and Family Mental Health Association (AICAFMHA)**

**ADDRESS:** **Ground Floor, 77 King William Road,  
North Adelaide SA 5006**

**CONTACT PERSON:** **Elizabeth Fudge  
Phone: 08 8367 0888 ext 21; Fax: 08 8367 0999  
Email: fudgee@aicafmha.net.au**

#### **BRIEF DESCRIPTION OF THE PROGRAM**

The *Keeping Families and Children in Mind: COPMI Mental Health Worker Education Resource* (accessible at <http://www.copmi.net.au/>) is a flexible online learning resource developed primarily for Australian mental health workers about working with families where a parent experiences mental illness. The resource can be accessed by individual learners or utilised by Workforce Educators in a group setting. It consists of six modules (Mental Health and Families, The Parent, The Child, The Family, Carers and Putting it into Practice) and is free, flexible, and easy to use. Videos and scenario-based interactive activities provide opportunities for workers to reflect on family focussed practice. The resource also provides practical strategies and many resources to assist workers to support families where a parent experiences mental illness. Parent consumers, their carers and children contributed substantially to the development of the resource and are featured in video and audio clips throughout, ensuring a strong 'lived experience' voice.

#### **BACKGROUND DESCRIPTION OF ORGANISATION**

AICAFMHA was formed by, and for, mental health workers and consumers of mental health services and their carers. The Association's primary aim is to actively promote the mental health and wellbeing of infants, children, young people and their families. The COPMI national initiative is being undertaken by AICAFMHA with funding provided by the Australian Government Department of Health and Ageing. The aim of the COPMI initiative is to promote better mental health outcomes for children of parents with a mental health problem or disorder. The COPMI team currently consists of a Manager, Workforce Development Officer, Consumer and Carer Participation Officer and Information and Project Support Officers. The team works together with consumers, carers, children, academics and workers in the mental health and related sectors and secures the services of education, research and communications experts to develop information materials (for families and workers) and workforce education resources.

## CATEGORY 8

### SPECIALIST SERVICE OR PART OF A LARGER SERVICE

**JOINT SILVER AWARD: FINALIST \$1,000**

**APPLYING PROGRAM:** The 'Strengths' model of case management in a community mental health service.

**ORGANISATION:** St Vincent's Mental Health, Melbourne

**ADDRESS:** 46 Nicholson St. Fitzroy, VIC 3065

**CONTACT PERSON:** Bridget Organ  
**Phone:** 03 9288 4396; m: 0419489204;  
**Fax:** 03 288 4802  
**Email:** [bridget.organ@svhm.org.au](mailto:bridget.organ@svhm.org.au)

#### BRIEF DESCRIPTION OF SERVICE

Mental health policies emphasise the importance of services providing opportunities for consumers to recover from mental illness and associated disability. Since 2004, St. Vincent's Mental Health (SVMH) in Melbourne has been developing a new way of thinking about how best to support recovery for consumers. Using the 'Strengths' model of case management, as implemented in Timaru, New Zealand, the approach to case managers' clinical work is being transformed. There has been an enthusiastic uptake of the model by staff and consumers. The approach focuses on strengths rather than weaknesses. The consumer is in charge and growth and change is always possible, goals are set by the consumer and the community is seen as an oasis of resources. Consumer comments include:

*'By looking at the Strengths approach I can work out more things I would like help with'  
 'It's where we lead our own way, we sort of take control'*

#### BACKGROUND DESCRIPTION OF ORGANISATION:

SVMH Melbourne is a comprehensive area based mental health service, providing public specialist mental health services to the inner urban east area of metropolitan Melbourne. St Vincent's is a tertiary teaching hospital with academic links to the University of Melbourne. Funded by the Victorian Government the service has a budget of \$31m and 287.6 FTE staff. There are approximately 800 mental health consumers receiving treatment at SVMH at any one time. Services include 24 hour Triage, Crisis Assessment and Treatment Service, Mental Health clinicians in the Emergency Department, Acute Inpatient Service, Residential Rehabilitation unit, two Community Mental Health Services providing Mobile Support and Treatment Services, Continuing Care Services, a Homeless Outreach Team and a Primary Mental Health Service. SVMH also provides regional and state wide specialist mental health services. 'Strengths' has been implemented in the community rehabilitation and continuing care part of SVMH.

## **CATEGORY 8**

### **SPECIALIST SERVICE OR PART OF A LARGER SERVICE**

**JOINT SILVER AWARD: FINALIST \$1,000**

**APPLYING PROGRAM: Making a real difference to consumer outcomes: Knowing the People Planning (KPP)**

**ORGANISATION: Mental Health Services, Hawkes Bay DHB, NZ**

**ADDRESS: PO Box 9014 Hastings NZ**

**CONTACT PERSON: Kim Henneker  
Phone: +64 6 878 8109  
Email: kim.henneker@hawkesbaydhb.govt.nz**

#### **BRIEF DESCRIPTION OF PROJECT**

Thanks to KPP, consumers are at the centre of their own service planning in Hawkes Bay. KPP is a practical approach that assists clinicians meet the needs and get better outcomes for individual long-term consumers, and the data also provides essential planning information. Consumers co-produce with clinicians personal recovery plans to manage their own mental health condition and be fully independent. The met and unmet needs recorded in these plans for everyone on the caseload are aggregated to become a needs census that shows what is working well and where action and investment is required, so that the service plan is based on real information. In 2003, Hawkes Bay was a service unresponsive to consumer wishes. The South Team adopted KPP and since then can show a record of change and improvement: results that are having national and local impact.

#### **BACKGROUND DESCRIPTION OF ORGANISATION**

Hawkes Bay, on the east coast of New Zealand, has a population of 156,000 of whom 24% identify as Maori. In 2005 the area was reputed to have 'the worst health status in New Zealand'. In 2003, consumers, their families and whanau complained that the DHB's mental health service was difficult to access and did not provide support that met identified needs. The service was in crisis. 40 people were inappropriately accommodated in the acute unit. Kim Henneker and John Conneely, two community team leaders, persuaded stakeholders to examine needs by using KPP. They commenced manual data collection in 2004 and have continued since. The annual survey includes everyone on the South Team caseload, about 230 on average. The KPP data has been found so useful that it soon will be added to the electronic clinical information system to include all consumers in Hawkes Bay.

**CATEGORY 8****SPECIALIST SERVICE OR PART OF A LARGER SERVICE****SPECIAL JUDGES**

**AWARD:** **FINALIST \$1,000**  
**(Research focus)**

**APPLYING PROGRAM:** **Family Connections Program**

**ORGANISATION:** **Illawarra Institute for Mental Health, University of Wollongong  
 Queensland University of Technology  
 University of Queensland**

**ADDRESS:** **Illawarra Institute for Mental Health  
 Building 22, University of Wollongong  
 Wollongong, NSW, 2522**

**CONTACT PERSON:** **Frank Deane  
 Phone: 02 4221 4523; Fax: 02 4221 5585  
 Email: fdeane@uow.edu.au**

**BRIEF DESCRIPTION OF PROJECT**

Family Connections is a guided self-help correspondence program that aims to improve the recovery of family members who provide support to people with psychosis. The program provides traditional education and information to carers, but also provides structured exercises to support carers to identify and pursue life directions and goals that are important to them. The focus is not on skills to better “manage” the person with a mental illness, but instead on supporting carers to lead a rich and meaningful life even with the reality of caring for a relative with psychosis. Key program content focuses on areas such as strengths identification, mindfulness skills, motivational strategies, identifying life values and setting individual and family goals with associated action plans. The program is innovative both in its content, assisting family members to focus on their own recovery and also with respect to the mode of delivery.

**BRIEF DESCRIPTION OF ORGANISATION**

The Family Connections program was developed by: Professor Frank Deane, Dr. Trevor Crowe and Dr. Sarah Marshall (Illawarra Institute for Mental Health, University of Wollongong), Dr. Angela White (University of Queensland) and Professor David Kavanagh (Queensland University of Technology). The program is coordinated from the Illawarra Institute for Mental Health at the University of Wollongong. A research trial to evaluate the effectiveness of the Family Connections program was funded by the Australian Rotary Health Research Fund from 2009-2011 (for study design see Figure page 6). The trial received \$150,000 in funding over 3-years and targeted family members caring for a relative with psychosis around Australia, residing in regional, rural and remote locations. Eighty two participants have participated and given that this is a correspondence based program they reside across Australia from NSW, QLD, VIC, TAS, WA and SA. The program has the potential to provide services to all of Australia.

**CATEGORY 8****SPECIALIST SERVICE OR PART OF A LARGER SERVICE****SPECIAL JUDGES**

**AWARD:** **FINALIST \$1,000**  
**(Training focus)**

**APPLYING PROGRAM:** **NSW Police Mental Health Intervention Team/  
 Schizophrenia Fellowship of NSW Inc**

**ORGANISATION:** **NSW Police and Schizophrenia Fellowship of NSW  
 Inc**

**ADDRESS:** **Locked Mail Bag 5014 Gladesville NSW 1675**

**CONTACT PERSON:** **Rob Ramjan**  
**Phone: 02 9879 2600; Fax: 02 9879 2699**  
**Email: [rob@sfnsw.org.au](mailto:rob@sfnsw.org.au)**

**BRIEF DESCRIPTION OF PROJECT**

The NSW Police often provide the front line of intervention for people with a mental illness. In the 2008-09 financial year there were over 30,000 mental health contacts. In 2006 the Fellowship brought Major Sam Cochrane, Memphis Police, to Australia to present their Crisis Intervention Team. Very productive meetings were arranged with the Assistant Commissioner Dave Owens which led to officers going to Memphis for the CIT training. Subsequently the program was amended and adopted by the NSW Police with a target of 10% of front line officers trained through the four day program within five years. The pilot, evaluated by Charles Sturt University was undertaken in 2007-8. The successful four day program comprising lectures, consumer carer panel and roll play scenarios is now being rolled out throughout NSW. Consumers and carers have been integral throughout and the Fellowship has continued to play a role in the training.

**BRIEF DESCRIPTION OF ORGANISATION**

SFNSW sits on the Advisory and Education Committees and delivers components of the four day course including a consumer and carer panel discussion. The SFNSW is an incorporated association and a registered charity with about 4,000 members, 480 volunteers and 200 staff serving NSW with a budget of \$12 million mostly funding from state and commonwealth grants. In 2009-10 we served 11,201 individual consumers and carers. The NSWPF consists of 16,142 officers who serve a population of seven million. Community based policing is provided from more than 500 police stations. New South Wales covers 801,600 square kilometres comparable in size to Texas in the USA and double the combined geographic areas of England, Scotland and Wales. In 2009 NSW Police Force responded to 34, 000 mental health related incidents. These figures have been stable for the past two years. Funding is provided by the NSW Government.

## **EXCEPTIONAL CONTRIBUTION TO MENTAL HEALTH SERVICES IN AUSTRALIA or NEW ZEALAND**

**AWARD WINNER:**                      **LEANNE CRAZE  
NSW**

**CONTACT DETAILS:**                      **Email: [Leanne.Craze@bigpond.com](mailto:Leanne.Craze@bigpond.com)**

### **BRIEF DESCRIPTION OF THE AWARD RECIPIENT**

Dr Leanne Craze's contribution to the field of mental health is through long professional contribution since the 1980s and commitment to supporting a national mental health consumer voice and leadership of the innovation inherent in the consumer consultation and outcome of the 2009 Commonwealth Government sponsored Scoping Study to Inform the Establishment of a New Peak National Mental Health Consumer Organisation.

Leanne is widely acclaimed for her expertise in social research consultancy and her extensive knowledge of and contribution to mental health policy, service design and delivery and law. Her understanding of and commitment to the principles and practice of social justice are also widely acknowledged.

Leanne's ability to identify and frame an important emerging mental health issue and to then bring groups together to address that issue, has seen her contribute to a number of significant changes.

- As Secretary to the HREOC's Mental Illness inquiry, Leanne contributed to the Commission's recommendations for reform
- Leanne used her knowledge of mental health law to co-draft the National Model Mental Health Laws, a blue print for legislative reform.
- Leanne's PhD thesis, the Care and Control of Mentally Ill Offenders in NSW, provided a framework for legislation and service reform for mentally ill offenders including the removal of executive discretion.
- Leanne's research led to the establishment of the NSW Mental Health Advocacy Service and the introduction of legal representation at mental health inquiries.

This award represents an acknowledgement of an exceptional contribution, the results of which will flow on to enhance the mental health and wellbeing of all

## **AUSTRALIAN AND NEW ZEALAND MENTAL HEALTH SERVICE**

### **MEDIA AWARDS 2011**

#### **BACKGROUND**

The Mental Health Media Awards program commenced in 1998. It is designed to encourage accurate and sensitive media coverage of mental health issues, to break down stigma and to educate the community about mental health. There are three categories, as follows:

- 1. Print media**
- 2. Broadcast media**
- 3. Special Media Achievement**

In 2011 there were 28 entries received for the three media categories.

The entries were rated on the following criteria:

- Evidence that the entry has been well researched, demonstrates a positive attitude and is factually accurate.
- The content of the entry is sufficiently complete and well rounded to impart a good understanding of the issues.
- Appropriate reporting of suicide and mental illness, entry must conform to Mindframe guidelines. Please refer to website: <http://www.mindframe-media.info>

These awards are made possible by generous grants from the Australian Government and the New Zealand Government in recognition of the importance it gives to excellence in media reporting of mental health issues.

## BROADCAST MEDIA

**WINNER**                                 **\$2,000**

**TITLE:**                                 **The Silent Epidemic**

**WINNERS:**                           **Renee Kennedy, Mark Hamlyn and Ili Bare**

**ORGANISATION:**                 **Beyond Screen Productions Pty Ltd**

**ADDRESS:**                           **109 Reserve Road  
Artarmon, NSW 2064**

**CONTACT PERSON:**               **Renee Kennedy  
Email: [renee\\_kennedy@optusnet.com.au](mailto:renee_kennedy@optusnet.com.au)  
[mark\\_hamlyn@beyond.com.au](mailto:mark_hamlyn@beyond.com.au)**

### DESCRIPTION OF ENTRY:

Every month, an estimated 200,000 Australians deliberately hurt themselves. They cut, scratch, burn and sometimes even break bones. It's called self-harm, and it peaks in teenagers and young people. *The Silent Epidemic* explores this dark and often secret behaviour, asking why more and more people are turning to self-harm as a way to cope with life. Interweaving their personal stories with scientific enquiry, *The Silent Epidemic* casts a unique lens onto what is fast becoming a problem that can no longer remain hidden. In response to the growing numbers, a group of Melbourne scientists are hunting for a radical solution to self-harm with a world-first experiment. *The Silent Epidemic* charts their progress: it is both a wake-up call, and ultimately, a story of hope.

### BRIEF C.V. OF KEY PERSON/S

#### **Renee Kennedy - Producer**

As the Acting Head of Production at ScreenWorld in 2009 and now Beyond Screen Production in 2010, Renee Kennedy has produced and overseen a diverse range of factual/documentary productions. In 2007 Renee produced *Constructing Australia: The Bridge*, which won the 2008 Logie Award for Best Documentary, a Grenfell Award 2007 and an Australian Writers' Guild (AWGIE) Award 2007.

#### **Ili Bare – Director & Co-Writer**

Ili Baré is a freelance documentary director. Her previous credits include episodes of the Logie-winning series *Dynasties* (ABC TV), *Baby Boom to Bust* (SBS) and *Are You My Mother?* (SBS). She was nominated for the 2008 UN Media Peace Awards for her documentary, *A Small Town Welcome* (ABC TV).

#### **Mark Hamlyn – Executive Producer & Writer**

As the head of Specialist Factual at ScreenWorld in 2009 and now Beyond Screen Production Pty Ltd in 2010, Mark Hamlyn has overseen a diverse range of factual/documentary productions.

**PRINT MEDIA****WINNER** **\$2,000****TITLE:** **Down on the Farm – Depression and mental health in the rural south****JOURNALIST:** **Yvonne O'Hara****ORGANISATION:** **Southern Rural Life – part of the Allied Press group of community newspapers****ADDRESS:** **P O Box 91  
Alexandra, Central Otago, New Zealand****CONTACT PERSON:** **Yvonne O'Hara  
Email: [yvonne.ohara@alliedpress.co.nz](mailto:yvonne.ohara@alliedpress.co.nz)****DESCRIPTION OF ENTRY:**

Yvonne O'Hara is an agricultural reporter and won a New Zealand Mental Health Foundation media grant to research and write a supplement about stress, depression and other mental health issues among farmers in Otago and Southland, New Zealand, in 2009. The supplement was also intended to help reduce the stigma associated with mental illness. Yvonne talked to farmers who had been through stress, depression and attempted suicide as well as mental health professionals. Yvonne included symptoms, types of support available in the rural sector, rural support trusts' roles and the need for farmers to seek help rather than be staunch, ignore their problems and "just get on with it". There is a high suicide rate in the agricultural sector as farmers and contractors are under significant financial, climatic and red tape pressures. The supplement was published shortly after Christchurch's first earthquake and during Southland's biggest snow event for years.

**Yvonne O'Hara** has been a journalist since 1998. She trained at Wellington Polytechnic as a mature student when she was 35. After graduating she has worked at the Wainuiomata News and the Central Otago News. For the last seven years she has been senior reporter for Southern Rural Life, an agricultural newspaper, which goes to 21,000 rural box holders in Otago and Southland. Both the paper and Yvonne have won awards from the New Zealand Community Newspaper Association. She received the Mental Health Foundation grant of \$12,000 in 2009. She is most interested in mental health in the rural sector and climate change issues as well as new agricultural technology advances.

## **SPECIAL MEDIA AWARD – BROADCAST COMMUNITY FOCUS**

**WINNER** **\$2,000**

**TITLE:** **Community Radio Suicide Prevention Project**

**WINNER:** **Ian Watson**

**ORGANISATION:** **Community Broadcasting Association of Australia**

**ADDRESS:** **15 Glyn St  
Coorparoo, QLD 4151**

**CONTACT PERSON:** **Ian Watson  
Email: [iwatson@cbaa.org.au](mailto:iwatson@cbaa.org.au)**

### **DESCRIPTION OF ENTRY:**

The Community Broadcasting Association of Australia's national suicide prevention project seeks to provide help-seeking and well-being messages to a wide and diverse network of communities nationally. This project utilises both satellite and local radio broadcasting to provide 24 hour a day national delivery of suicide, mental health and well-being messages through over 270 radio stations nationwide. It aims to raise awareness of mental illness, address the stigma surrounding mental illness, and encourage a diverse national audience to seek help if they are affected by mental illness.

The project has produced and broadcast 20 audio segments each month since August 2008, including interviews with mental health service providers, and consumers and carers from Indigenous communities, rural and remote communities, and culturally and linguistically diverse communities. This entry is an example of the monthly content produced by Ian Watson, which reaches an audience of over 9 million Australians (McNair Ingenuity research, 2010).

**Ian Watson** has over 15 years experience as a writer, radio producer and communications professional. He currently works as a consultant to the community radio sector, producing educational content focusing on improving awareness of key health and mental health issues and services. In recent years, Ian has focused on communicating with Indigenous communities, culturally and linguistically diverse communities, older persons, and people in rural and remote areas of Australia. His work in this area has been recognised through winning a Queensland Media Award, and being nominated as a finalist in the United Nations Media Peace Awards, Premier's Awards for Reconciliation, and Older People Speak Out Media Awards.

Through developing and producing the national Community Radio Suicide Prevention Project, Ian hopes to raise awareness of mental illness, address the stigma surrounding mental illness, and encourage a large and diverse national audience to seek help if they are affected by mental illness.

## SERVICE AND PROGRAM AWARDS ASSESSMENT COMMITTEE MEMBERS

Chair:	Roger Gurr	New South Wales
Deputy Chair and Co-ordinator:	Lynne Dunbar	New South Wales
Admin Assistant:	Anne Allen	New South Wales
Members:	Jenni Beattie	New South Wales
	Tom Brideson	New South Wales
	Andy Campbell	New South Wales
	Jenny Cardno	New Zealand
	Ann Dadich	New South Wales
	Gaynor Ellis	Queensland
	John Farhall	Victoria
	Julia Hennessy	New Zealand
	Barbara Hocking	Victoria
	Gillian Holt	New South Wales
	Lee Hopkins	South Australia
	Steve Hopkins	New South Wales
	Robyn Humphries	Victoria
	Nick Kowalenko	New South Wales
	Sharon Lawn	South Australia
	Lyn Mahboub	Western Australia
	Julie Millard	New South Wales
	Martin Orr	New Zealand
	Janet Peters	New Zealand
	Tully Rosen	New South Wales
	Warwick Smith	Western Australia
	Vicki Stanton	New South Wales
	Andrea Taylor	New South Wales
	Anil Thapliyal	New Zealand
	Shirley Wigan	Queensland

## MEDIA AWARDS ASSESSMENT COMMITTEE MEMBERS

Chair:	Roger Gurr	New South Wales
Deputy Chair and Co-ordinator:	Lynne Dunbar	New South Wales
Admin Assistant:	Anne Allen	New South Wales
Deputy Chair:	Paul Dillon	New South Wales
Members:	Warwick Blood	Australian Capital Territory
	Andy Campbell	New South Wales
	Catharine Campbell	New South Wales
	Dick Gilling	New South Wales
	Douglas Holmes	New South Wales
	Jeremy Little	Victoria
	Janet Peters	New Zealand
	Robyn Thompson	Victoria