

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



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

**SERVICE & MEDIA
AWARDS
2012**

**CAIRNS CONVENTION CENTRE
QUEENSLAND**

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AUSTRALIAN AND NEW ZEALAND MENTAL HEALTH SERVICE AWARDS

**Presented By: Professor Allan Fels, AO, Chair, National Mental Health
Commission and Dean, Australia and New Zealand School of Government**

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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 2012 there were 43 applications received for the following categories:

1. Clinical and Nonclinical services supporting recovery
 - a. Larger organisation (more than 50 full time employees)
 - b. Smaller Organisation (50 or less full time employees)
2. Mental Health Promotion or Mental Illness Prevention Program or Project.
3. Education Training and Workforce Development
- Focus Categories for 2012**
4. Consumer Provided
5. e-health
6. Primary Care / GP focus
7. Rural and/or Remote
- For any other entry**
8. Special Achievement

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
CLINICAL AND NON-CLINICAL SERVICES SUPPORTING RECOVERY
A) Larger Organisation**

GOLD AWARD: WINNER \$2,000

APPLYING SERVICE: WALSHtrust

ORGANISATION: WALSHtrust

ADDRESS: PO Box 21-865, Henderson,
Auckland 0650, New Zealand

CONTACT PERSON: Rob Warriner
Phone: +64-9-837-5240, +64-021-809-077
Fax: +64-9-836-6341
Email: rwarriner@walsh.org.nz

BRIEF DESCRIPTION OF SERVICE

WALSHtrust is a non-government, not-for-profit organisation that provides specialist mental health support services to people living in the West Auckland region. Established by community members in 1988, WALSHtrust now offers a range of support services that aim to support people's recovery from mental illness, enhance their personal health and well-being, and promote their personal capacity and resilience. In 2012, WALSHtrust supports nearly 500 people and their families. The services offered are often very practical and include: daily living skills (such as meal preparation and planning, budgeting, shopping, parenting, house-keeping, problem-solving), accessing and retaining benefit entitlements, rental accommodation/housing, employment, support and assistance in meeting their health (physical and mental) needs. WALSHtrust staff aim to apply an approach that communicates people's worth and potential so clearly, that they are inspired to see it in themselves.

BACKGROUND DESCRIPTION OF ORGANISATION

WALSHtrust has provided a range of mental health support services in the West Auckland region since 1988. It covers a diverse population of just over 200,000 people; 68% identify as European, 14% Maori, 11% Pacific peoples, 7% Asian. Services are provided by contracts with Waitemata DHB, Ministry of Social Development, and Accident Compensation Corporation (ACC). WALSHtrust's current budget is around \$5.2m; during a 12 month period between 500 and 600 people will make use of the support services offered. At any one time, around 400 people will be using WALSHtrust services. We employ around 70 FTE staff. WALSHtrust is also a provider of social housing; we access rental housing through Housing New Zealand and the private market. We also own a small number of properties. Our social housing options are prioritised for people whose lives have been affected by mental illness.

**CATEGORY 1
CLINICAL AND NON-CLINICAL SERVICES SUPPORTING RECOVERY
A) Larger Organisation**

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

APPLYING SERVICE: **St Vincents Health, O'Brien Urban Health Program,
Caritas Mental Health Unit**

ORGANISATION: **St Vincent's Health, O'Brien Urban Health Program,
Caritas Mental Health Unit**

ADDRESS: **Level 4, O'Brien Centre, Cnr Victoria and Burton St
Darlinghurst NSW 2010**

CONTACT PERSON: **Douglas Holmes
Phone: 041 346 4469
Email: djholmes@stvincents.com.au**

BRIEF DESCRIPTION OF THE PROGRAM

The Caritas Mental Health unit at St Vincent's Hospital in Darlinghurst has gone through a process over the last seven years moving the service towards becoming a recovery focused service. St Vincents has adopted the Strengths model as a way of introducing strengths based practice throughout all of its services. The Strengths model, initially developed in Kansas in the 1980's requires a detailed assessment of the consumer's strengths, abilities, resources and goals to be completed so that a recovery goal plan can be developed. In the inpatient ward, the Star Wards project has been introduced and utilises consumer involvement and participation principles: a project run and developed by the charity Bright in the UK. The program has 75 activities that make a consumers stay in an inpatient unit more comfortable and therapeutic. More information about Star Wards can be found at www.starwards.org.uk

BACKGROUND DESCRIPTION OF ORGANISATION

Caritas Mental Health Unit (27 beds) is part of a NSW public funded health unit within St Vincent's Hospital, that serves the health needs of the Inner City of Sydney (122,000 residents). O'Brien Urban Health mental health program currently have 133 F.T.E. staff and a budget funded by NSW Health in excess of \$22,000,000. St Vincent's Hospital is located in a neighbourhood with the highest concentration of homeless persons, people living with HIV/AIDS, a high proportion of alcohol and drug use and one of the highest rates of street crime. St Vincents Emergency department had over 54,000 presentations last year, 64% being from outside our catchment area. Of these over 5,400 people were triaged as needing follow up mental health care; 780 were admitted to the P.E.C.C. (Psychiatric Emergency Care Centre 6 beds) for up to 40 hours and 385 admitted to Caritas Mental Health Unit for an average length of stay of 9 days.

**CATEGORY 1
CLINICAL AND NON-CLINICAL SERVICES SUPPORTING RECOVERY
B) Smaller Organisation**

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

APPLYING SERVICE: **Triple Care Farm**

ORGANISATION: **Mission Australia: Triple Care Farm**

ADDRESS: **188 Knights Hill Rd, Robertson, NSW 2567**

CONTACT PERSON: **Nichole Sullivan**
Phone: 02 4860 7402; Fax: 02 4885 1563
Email: sullivann@missionaustralia.com.au

BRIEF DESCRIPTION OF THE PROGRAM

Triple Care Farm is a residential rehabilitation program for young people aged 16 - 24 years. Situated in the New South Wales Southern Highlands over an expanse of 110 acres, the program aims to give young people struggling with co-morbid substance addiction and mental illness, the space and opportunity to create a life worth living. Triple Care Farm takes a holistic approach to recovery, offering its participating young people, or “students,” opportunities to make real and lasting change through psychological intervention, case management support, vocation and education training and sport and recreation. Through such an approach, Triple Care Farm aims to provide individualised care across all areas of personal development. Underpinning this holistic care is the philosophy of personal responsibility; students are expected to be active participants in the program and are invited to direct their journey, constantly reflecting upon and discussing their goals as they progress towards recovery.

BACKGROUND DESCRIPTION OF ORGANISATION

Triple Care Farm is a “safe place for change” situated in the Southern Highlands, NSW. The program invites approximately 100 clients from across Australia to participate each year, with referrals being accepted from the young person themselves, their families, mental health workers, juvenile justice, probation and parole, as well as many other agencies. Triple Care Farm is a non-government organisation with primary funding through Mission Australia and the Sir David Martin Foundation. Other major funding and sources include the Australian Government, donations from individuals, other community organisations and corporate bodies. Triple Care Farm is run to a budget of approximately \$2.6M annually. “Students” at Triple Care Farm are assisted in their journey to recovery by 22.8 full time equivalent staff, from varying backgrounds and expertise, including; psychologists, social workers, vocational and educational trainers, musicians, youth and welfare workers, and many others.

CATEGORY 2 MENTAL HEALTH PROMOTION OR MENTAL ILLNESS PREVENTION OR PROJECT

GOLD AWARD: **WINNER \$2000**

APPLYING SERVICE: **Perinatal Mental Health Partnership Group**

ORGANISATION: **Peninsula Health,
Peninsula General Practice Network,
Frankston and Mornington Peninsula Municipalities:
Maternal and Child Health Services**

ADDRESS: **Peninsula Health Mental Health Service
15-17 Davey St, Frankston, VIC 3199 .**

CONTACT PERSON: **Priscilla Yardley
Phone: 9784 6999; Fax: 9784 6900
Email: pyardley@phcn.vic.gov.au**

BRIEF DESCRIPTION OF THE PROGRAM

The Perinatal Mental Health Project is leading the way in addressing gaps in identifying and supporting women in the antenatal and postnatal period who are at risk of mental health problems. A health services partnership group formed in November 2010 collaboratively and innovatively developed and implemented a project that has included routine screening of women in the perinatal period, training health professions in assessment of mental health, implementing specific referral pathways and resources for services, and a GP Linkage Service for women without a GP. Results of the project reveal that 12-15% of women are being identified as at risk of mental health problems and provided with follow-up and support. Approximately 5% have been linked to a GP through the GP Linkages Service. Results of a pre-post survey confirm an increase in screening (46% to 68%) with 75% using the referral pathways and 36% reporting overall improvement in accessing services.

BACKGROUND DESCRIPTION OF ORGANISATION

There are three main organisations involved in Perinatal Mental Health Partnership who provide services to the region's population of over 300,000 people. Peninsula Health has approximately 4,625 employees. The large majority of funding comes from the Victorian Government through activity based funding and specified grants with total revenue of 365.3 million in 2010. Frankston and Mornington Peninsula Municipalities Maternal and Child Health Services are funded in partnership with local and State Governments. The Frankston Municipality has 14 Maternal and Child Health Centres and a budget of \$965,000 and 6,671 total active client. The Mornington Peninsula Municipality has 17 Maternal and Child Health Centres and a budget of \$2,124,394 and 5,834 total active clients and 30 employees. The Peninsula General Practitioner Network (PGPN) is a member-based organisation with over 300 GPs who operate in 78 practices providing primary care services. The PGPN is funded through the Federal Department of Health and Aging and operates to a budget of 1.4 million dollars with 19 employees.

CATEGORY 2 MENTAL HEALTH PROMOTION OR MENTAL ILLNESS PREVENTION OR PROJECT

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

APPLYING PROGRAM: **The Festival for Healthy Living**

ORGANISATION: **The Royal Children's Hospital Integrated Mental Health Program**

ADDRESS: **50 Flemington St, FLEMINGTON, VIC, 3030**

CONTACT PERSON: **Harry Gelber**
Phone: 0409 378 042; Fax: 03 9345 6010
Email: harry.gelber@rch.org.au

BRIEF DESCRIPTION OF PROGRAM/SERVICE

The Festival for Healthy Living (FHL) is an innovative mental health promotion and prevention strategy developed to promote positive mental health and emotional wellbeing in primary and secondary schools and their communities. It uses visual and performing arts to build the capacity of children, young people, schools and communities to strengthen mental health and wellbeing. Fundamental to its success is strategies to engage parents and families in the Festival for Healthy Living program as a means of strengthening parent-school engagement and promoting student connectedness and wellbeing. Another key aim is to contribute to and support partnership building across the health, education and arts sectors in order to promote better service integration. The Festival for Healthy Living's unique approach in integrating the use of creativity and innovative approaches in school-community partnership development has made the program a leader in the field.

BACKGROUND DESCRIPTION OF ORGANISATION

The Royal Children's Hospital Integrated Mental Health Program (RCH IMHP) is a publicly-funded CAMHS for children and young people between 0 - 15 years who live in the Western Metropolitan Region of Melbourne. The annual budget of approximately \$12 million is provided primarily by the Victorian Department of Health. The 170 full and part time staff represent a range of disciplines including Psychology, Social Work, Psychiatry, Nursing, Paediatrics, Occupational Therapy and Speech Therapy. There are approximately 570 active clients across the organisation at any time. The majority of clients are seen as outpatients and the inpatient ward has 16 beds. Services include telephone advice and triage, prevention and early intervention, assessment, consultation and liaison, and treatment. Treatment is individualized and family-centred, and may include individual, group or family therapy, and case management. Specific treatment programs are provided for most mental disorders, with clinical research and training.

CATEGORY 3**EDUCATION TRAINING AND WORKFORCE DEVELOPMENT**

| | |
|--------------------------|---|
| GOLD AWARD: | WINNER \$2,000 |
| APPLYING PROGRAM: | Facilitating transfer of training through values clarification and coaching. |
| ORGANISATION: | Illawarra Institute for Mental Health, University of Wollongong Aftercare; Neami Limited Richmond Fellowship Queensland SNAP Gippsland Inc |
| ADDRESS: | IIMH Building 22, University of Wollongong, NSW 2522 |
| CONTACT PERSON: | Frank Deane Phone: 02 4221 4523; Fax: 02 4221 5585 Email: fdeane@uow.edu.au |

BRIEF DESCRIPTION OF PROGRAM/SERVICE

The transfer of training into routine practice remains a significant and costly problem for service organisations. While the adoption of recovery-based services, underpinned by appropriate values, is a priority of the Fourth National Mental Health Plan (Australian Health Ministers, 2009), recovery policy represents a major workforce development challenge worldwide (Slade, Amering & Oades, 2008). The Collaborative Recovery Model (CRM) is an award-winning workforce development program, which is becoming widespread in Australia and has made inroads internationally (Oades & Anderson, 2012). However, the rate of transfer of the model into practice following training could be improved. The Community Managed Organisations in this application implemented CRM training and coaching over a 1 year period. This has resulted in organisation-wide improvements in transfer and recovery practices as reflected in clinical audit data. The organisations now routinely train their staff in this recovery approach and have imbedded the coaching models to support ongoing implementation in practice.

BACKGROUND DESCRIPTION OF ORGANISATION

Members of the Illawarra Institute for Mental Health (iiMH) at the University of Wollongong developed the Collaborative Recovery Model, and have trained clinicians in all mainland states of Australia, and in Hong Kong and Canada. The iiMH worked in collaboration with four Community Managed Organisations: Neami, Aftercare, SNAP Gippsland and Richmond Fellowship Queensland (RFQ), which between them serve areas in NSW, Victoria, South Australia and Queensland. These community-managed organisations play an essential role in the evolution of mental health services in Australia becoming recovery oriented. Over 200 mental health staff received Collaborative Recovery Training and were allocated to one of two forms of coaching over 12 months. The research was supported by an Australian Research Council Linkage grant and partner contributions over a period of three years.

CATEGORY 3

EDUCATION TRAINING AND WORKFORCE DEVELOPMENT

| | |
|--------------------------|--|
| SILVER AWARD: | FINALIST \$1,000 |
| APPLYING PROGRAM: | Mental Health Professional Online Development (MHPOD) |
| ORGANISATION: | Psychosocial Research Centre, CADRE Design Pty Ltd, Mental Health Workforce Advisory Committee, Department of Health Victoria |
| ADDRESS: | 17/50 Lonsdale St, Melbourne, VIC 3000 |
| CONTACT PERSON: | Mark Davies Phone: 03 9096 5553 Email: Mark.Davies@health.vic.gov.au |

BRIEF DESCRIPTION OF PROGRAM/SERVICE

MHPOD is an evidence-based online learning resource primarily designed for nurses, social workers, occupational therapists, psychiatrists and psychologists working in mental health in Australia, based on the National Practice Standards for the Mental Health Workforce. It is expected that others, including consumer workers, carer workers, Aboriginal health workers, and other mental health workers will also find it useful. There are about seventy hours of material on forty five topics, written and produced in Australia. The topics range from recovery to legislation and dual disability. Aims of MHPOD include supporting the mental health workforce, and improving access to evidence-based educational programs. The content has been written by the Psychosocial Research Centre at the University of Melbourne, and produced by CADRE Design. The broad project team, like the workforce, is multidisciplinary and located throughout Australia. Quality assurance has been undertaken by an expert group including consumer and carer representatives, clinicians and academics

BACKGROUND DESCRIPTION OF ORGANISATION

The development of MHPOD was primarily a collaboration between the Psychosocial Research Centre, CADRE Design and the Mental Health Workforce Advisory Committee Secretariat.

The Psychosocial Research Centre (PRC) undertakes research, training, service development and policy reform, aimed at improving outcomes for adults recovering from mental illness through psychological and social treatments and approaches. The PRC is a collaboration of the University of Melbourne, La Trobe University and North Western Mental Health. The Centre also works with a broad range of community organisations to foster research and service partnerships.

CADRE Design is a leading eLearning developer (originating from the University of Western Sydney) specialising in interactive visualisations and simulations. They have produced a significant amount of content for the US and Australian markets across tertiary, school, corporate and government sectors. CADRE has a core team of 17 full-time producers, instructional designers, programmers and designers who have been working together for 10 years developing innovative yet reliable and deliverable solutions.

The MHWAC Secretariat supports development of the mental health workforce nationally.

CATEGORY 4 CONSUMER-PROVIDED

GOLD AWARD: **WINNER \$2,000**

APPLYING PROGRAM: **Voices Vic**

ORGANISATIONS: **Prahran Mission Uniting Care**

ADDRESS: **211 Chapel Street, Prahran, VIC 3181**

CONTACT PERSON: **Indigo Daya**
Phone: 0408 867 311 or 03 9692 9500
Fax: 03 9827 1044
Email: indigo@prahranmission.org.au

BRIEF DESCRIPTION OF PROJECT

Voices Vic, Prahran Mission, is an innovative, consumer-led recovery program which services all of Victoria. At Voices Vic we work with the experience of hearing voices, and we believe recovery is possible for everyone. 'Hearing voices' can be a part of many different mental health experiences. Too often, people who hear voices have some of the worst recovery and socio-economic outcomes: 72% unemployed, 54% homeless, extensive poverty, continued distress, repeated hospital admissions, reduced mortality and social isolation. Voices Vic delivers, and educates in, specialised approaches to recovery for voice hearers. Our work is driven by the experience of people who have recovered themselves. We work in two arenas:

1. A consumer-led centre of excellence for working with voices: peer-support groups, direct support, volunteering and employment
2. Building the capacity of the mental health system, families/carers and broader community to understand voices and support recovery: training, conferences, resources and public talks.

BACKGROUND DESCRIPTION OF ORGANISATION

Prahran Mission services people experiencing homelessness, economic disadvantage, and mental health issues. Our services include day rehabilitation, drop-in support, mother support, outreach, aged-care, social firms, supported housing, employment assistance and material aid. Voices Vic provides statewide, cross-sector coordination, education and support for consumer-led recovery.

| | Prahran Mission | Voices Vic |
|----------------|---|--|
| Area | Melbourne's Inner South/East and Southern/Eastern Metropolitan Regions of Melbourne | Victoria |
| Budget | \$9.26m | \$227,000 |
| Funding | Local, state and federal government, grants and private donors. | Grants, private donors and self-generated income from training and events. |
| Staff | 170 staff and 150 volunteers | 6 staff, 9 volunteers |
| Active Clients | 3,500 | 775 network members |

CATEGORY 4 CONSUMER-PROVIDED

| | |
|--------------------------|--|
| GOLD AWARD: | WINNER \$2,000 |
| APPLYING PROGRAM: | Our Consumer Place |
| ORGANISATIONS: | Our Consumer Place |
| ADDRESS: | 51 Stanley St, West Melbourne VIC 3051 |
| CONTACT PERSON: | Flick Grey Phone: 03 9320 6802; Fax: 03 9326 6859 Email: flickg@ourconsumerplace.com.au |

BRIEF DESCRIPTION OF PROJECT

Our Consumer Place is a resource centre run entirely by people with 'mental illness' ("consumers"). This experience provides a crucial source of insight. We are unique in Australia. We provide information, training and support to consumer-developed groups and projects, drawing from the Australian consumer community and international best-practice. We participate in the broader mental health sector to foster consumer perspective and provide training and advice for organisations to more effectively support consumer leadership. Publications include:

- "So, you have a 'Mental Illness' ... What now?" a groundbreaking booklet providing an introduction to mental illness *from a consumer perspective*.
- "Speaking Our Minds" a guide to sharing our stories, purposefully and safely.
- "Deep Insight: Leaders in the international mental health consumer/survivor movement share their thinking," and
- "Psychobabble: The little red book of psychiatric jargon": a glossary that (amusingly) explains the terms used in mental health from our perspective.

BACKGROUND DESCRIPTION OF ORGANISATION

Our Consumer Place is funded by the Victorian Department of Health with a budget of \$250,000 per annum. We are auspiced by Our Community. Our focus is Victoria, but there is great demand nationally for our resources and training. We endeavour to make our materials as accessible as possible, with most resources available free through our website. Our materials are also accessed internationally, especially by consumers and mental health organisations in New Zealand. We are supported by the infrastructure of Our Community, an innovative social enterprise that provides advice and tools for community groups in Australia. Two consumer leaders are employed (EFT 1.4), but we draw extensively on an informal network of dozens of consumer leaders and the support infrastructure of Our Community. Our formal membership includes nearly 1000 people, although this represents only a fraction of people accessing our resources. For example, there are 1500 hits to our website every day, several thousand people have attended our training, and our newsletters are distributed in countless psychiatric facilities and services.

CATEGORY 5

E-HEALTH

NO AWARD IN THIS CATEGORY

CATEGORY 6 PRIMARY CARE/ GP FOCUS

GOLD AWARD: **WINNER \$2,000**

APPLYING PROGRAM: **H2M Service (HIV & HCV Mental Health in Primary Care Service)**

ORGANISATIONS: **St Vincent's Hospital, Sydney**

ADDRESS: **L4 O'Brien Building, St Vincent's Hospital,
Darlinghurst NSW 2010**

CONTACT PERSON: **Kurt Andersson-Noorgard
Phone: 02 8382 1564; Fax: 02 8382 1402
Email: kandersson@stvincents.com.au**

BRIEF DESCRIPTION OF PROJECT

The H2M service provides mental health assessment and treatment to HIV/HCV positive clients of general practitioners within inner city Sydney, the epicentre of the HIV/ HCV epidemic in Australia. Since the development of anti-retrovirals and other effective treatments the life-span of people living with HIV and HCV has increased creating a shift in the focus from a palliative to a chronic care approach. This multi-disciplinary service integrates knowledge of HIV/HCV, Mental Health, AOD, Sexual Health and health promotion to impact on a client's mental and physical health in a manner that improves access to care directly for the consumer but also indirectly improves mental health care within primary care by way of opportunistic education at regular case conferences. This service is unique in Australia and sees the piloting of "micro-teams" specifically focussed on blood borne viruses though easily adaptable to other chronic health conditions.

BACKGROUND DESCRIPTION OF ORGANISATION

Located within St Vincent's, Sydney, H2M has no geographical boundaries with the prescriber status and location of the GP of importance. The GP must be an S100 prescriber to qualify as a referrer. This assists with maintaining S100 prescribers in the community by reducing isolation, preventing burnout, and improving psychotropic prescribing skills. In the H2M model the GP retains the central responsibility to oversee all related healthcare with supplemental care and advice proffered as needed. The service is funded via the HIV & Related Programs within NSW and is staffed by one Clinical Nurse Consultant, a Clinical Psychologist and a Psychiatrist 1 day per week. To date 1323 individuals have been referred with 65 active clients. Evidence based interventions are undertaken and outcomes are assessed using validated measures and feedback is provided to the GP via letter and case conferencing which have been ongoing for the past 9 years.

CATEGORY 7 RURAL AND/OR REMOTE

SILVER AWARD: FINALIST \$1,000

APPLYING PROGRAM: A Person-Centred Mental Health Workshop for the Health and Welfare Workforce

ORGANISATIONS: Broken Hill Department of Rural Health (Sydney University) & Far West Local Health District (NSW Health).

**ADDRESS: PO Box 457
Broken Hill NSW 2880**

**CONTACT PERSON: Elizabeth Martin
Phone: 0418 459 295; Fax: 08 8087 5240
Email: emartin@gwahs.health.nsw.gov.au**

BRIEF DESCRIPTION OF THE PROGRAM/PROJECT

Over the last six years, the Person-Centred Mental Health Workshop has been delivered to over 350 health and welfare staff as well as nursing, medical and social work students, in Far West NSW. Workshop content and format is the product of a collaborative venture between consumers of the local mental health service and the local Mental Health Academic. It combines consumer driven literature, contemporary mental health practice and the consumers "lived experience" to deliver lessons to health workers about the impact of their practice. Quantitative and qualitative data collected at the workshops confirm participants reflect upon their attitudes when working with people experiencing mental health difficulties. It also highlights that the aspects of the workshop that the participants most valued was the stories delivered by the consumers. While the workshop remains a local, rural program, it has been recognised and commended at local, state and national levels.

BACKGROUND DESCRIPTION OF ORGANISATION

The Far West Local Health District (FW LHD) has a population of approx 32 000 and services the towns of Broken Hill, Balranald, Dareton, Ivanhoe, Tibooburra, Menindee, Wentworth, White Cliffs and Wilcannia; in the sparsely settled New South Wales Outback. Broken Hill is the largest regional centre in the western half of New South Wales. The Broken Hill University Department of Rural Health (BH UDRH) was established in 1997 to improve health care in far western NSW. The BH UDRH provides high quality support and education for rural and remote health workers by encouraging academic staff to spend time in the bush and fostering partnerships to improve the quality of health care for rural Australians. Working closely with local health and welfare partners the BH UDRH delivers successful rural placements for students from more than 25 Universities across Australia and provides professional development and support for local health and welfare professionals.

CATEGORY 8 SPECIAL ACHIEVEMENT

GOLD AWARD: **WINNER \$2,000**

APPLYING PROGRAM: **Children Of parents with a mental Illness (COPMI) national initiative**

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

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

CONTACT PERSON: **Lydia Trowse
Phone: 08 8367 0888; Fax: 08 8367 0999
Email: trowse1@aicafmha.net.au**

BRIEF DESCRIPTION OF SERVICE

Over a million Australian children have at least one parent with a mental illness. A range of factors associated with families where a parent experiences mental illness can have a negative impact on a child's development and wellbeing. The COPMI national initiative aims to foster better mental health outcomes for children of parents with a mental illness, reduce stigma and help friends, family and workers in a range of settings and identify and respond to the needs of these children and their families. This is achieved by developing information for parents, their partners, carers, family and friends to support these children and by providing training resources for workers to support families either individually or through community services and programs. COPMI resources are developed in consultation and under the guidance of people with a lived experience of parental mental illness, and leading researchers and service providers in the mental health field.

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. COPMI is being undertaken by AICAFMHA with funding provided by the Australian Government's Department of Health and Ageing. The aim of COPMI is to promote better mental health outcomes for children of parents with a mental health problem or disorder. The COPMI team consists of a Manager, Workforce Development Officer, Consumer and Carer Participation Officer, Communications Coordinators and Project Support Officers. The team works with consumers, carers, children, academics and workers in the mental health and related sectors and engages the services of education, research and communications experts to develop information materials (for families and workers) and workforce education resources. COPMI's pool of consumers and carers in Australia has 76 members.

CATEGORY 8 SPECIAL ACHIEVEMENT

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

APPLYING PROGRAM: **The Mental Health Rights Manual: A Consumer Guide to the Legal and Human Rights of People with Mental Illness in NSW 2011**

ORGANISATION: **Mental Health Coordinating Council**

ADDRESS: **PO Box 668 Rozelle NSW 2039**

CONTACT PERSON: **Corinne Henderson
Phone: 02 9555 8388 #101; Fax: 02 9810 8145
Email: corinne@mhcc.org.au**

BRIEF DESCRIPTION OF RESOURCE

The Mental Health Coordinating Council in 2011 launched an online resource: the *Mental Health Rights Manual: A Consumer Guide to the Legal and Human Rights of People with Mental Illness in NSW*. In collaboration with the Public Interest Advocacy Centre (PIAC) MHCC authored a plain English manual which is a unique 'living' document. Incorporating the latest legislative and policy reforms, the manual brings together vital information crucial to anyone navigating the mental health and legal service systems in NSW. Each page of this extensive resource is dated to reflect currency, and readers can easily become acquainted with their rights; find explanations regarding the service systems and find out where they can access support and information for themselves or those they wish to assist. Speaking to a diverse community, the manual has been developed specifically for people with a mental illness, carers and families; and non-legal community service providers. The manual is freely available and can be printed off in part or full from the microsite on MHCC's home page at: <http://mhrm.mhcc.org.au>

BACKGROUND DESCRIPTION OF ORGANISATION

The Mental Health Coordinating Council (MHCC) is the peak body representing community managed organisations (CMOs) in NSW. Funded primarily by NSW Health, and retaining 24 employees, membership consists of over 250 CMOs whose activity is related to the promotion and/or delivery of services for people affected by mental illness. Service types include a range of recovery orientated clinical, psychosocial, housing and employment services, as well as education, training, advocacy and information services. MHCC participate extensively in policy and sector development and facilitate linkages between state and Commonwealth governments, the non-government and private sectors, and consult widely to respond to policy and legislative reform and affect systemic change. MHCC also conduct research projects and develop collaborative programs on behalf of the sector; and is a Registered Training Organisation delivering nationally accredited training and professional development to the mental health workforce through MHCC Learning and Development.

EXCEPTIONAL CONTRIBUTION TO MENTAL HEALTH SERVICES IN AUSTRALIA or NEW ZEALAND

AWARD WINNER: Trevor Hazell
NSW

CONTACT DETAILS: Email: Trevor.Hazell@hnehealth.nsw.gov.au

BRIEF DESCRIPTION OF THE AWARD RECIPIENT

Trevor Hazell has worked at the Hunter Institute of Mental Health for 15 years and led the organisation as its Director for the past ten. He has worked to expand the Institute's focus to include the application of health promotion strategies to the field of mental health. He led its early work in exploring ways in which professionals from a range of sectors can play a role in building resilience in individuals and communities leading to the evolution of the Institute's *Mindframe* and *Response Ability* programs. In recent years he has supported the growth of the Institute's work to include the development of models to better understand mental health promotion and the prevention of mental ill-health and the development of a national program to address the impact of major depression on those who love or care for a person with depression (the Partners in Depression Program). He is a leader who has invested in building the capacity of the Institute's staff and other partners to ensure a co-ordinated and collaborative approach to improving mental health outcomes in Australia.

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

SPECIAL AWARD

EXCEPTIONAL CONTRIBUTION TO MENTAL HEALTH SERVICES IN AUSTRALIA or NEW ZEALAND

AWARD WINNER: **Barbara Hocking, OAM
VIC**

BRIEF DESCRIPTION OF THE AWARD RECIPIENT

Since 1995, Barbara Hocking has been Executive Director of SANE Australia – a national charity working for a better life for all people affected by mental illness through education and support, applied research and campaigning for improved services and attitudes.

Amongst other responsibilities, Barbara is a member of the Australian Suicide Prevention Advisory Council, the National Media and Mental Health Working Group, and serves on the Boards of SANE Australia and RUOK? Limited.

Barbara was born in Belfast, Northern Ireland, and educated at Queen's University where she gained a BSc (Hons) in Zoology, before going on to study Education and Health Education.

Previously SANE's Education Officer, Barbara has also worked in Health Promotion and Education in Australia, the United Kingdom, and Papua New Guinea.

She retired from her position as Executive Director of SANE Australia on 15 July 2012.

SANE works in partnership with a wide range of community, professional, academic, philanthropic and corporate groups and has won a number of awards for its applied research, education, campaigning and community awareness work.

SANE operates the SANE Helpline, a national 1800 Freecall telephone and online Helpline service, providing information and advice on all mental illnesses and referral to local services and through which the community's concerns on a wide range of mental health issues are monitored. Reducing the stigma associated with mental illness, suicide prevention and improving the overall health of people with chronic illness (improved physical health for people with mental illness and improved mental health for people with other chronic conditions), are important campaign areas for SANE. (More can be learned about this work at www.sane.org.)

This award is in recognition of extraordinary leadership and dedication to the understanding of mental health issues within Australia and internationally; For a powerful positive influence in the area of stigma and discrimination reduction; For participation with wisdom and creativity in domains ranging from mental health policy development to groundbreaking TV programs. 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 2012

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 2012 there were 26 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.
- For appropriate reporting of suicide and mental illness, entry must conform to Mindframe guidelines. Please refer to website: <http://www.mindframe-media.info>
- Impact and Reach of publication or broadcast. Include material which supports the positive response of the audience (local or national) e.g. community response in the form of letters, emails, phone calls, talkback radio, blogs, twitter etc

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: **A Little Known Depression**

WINNERS: **Karen O’Sullivan**

ORGANISATION: **Channel 7**

ADDRESS: **160 Harbour Esplanade
Docklands VIC 3008**

CONTACT PERSON: **Karen O’Sullivan
Mobile: 0409126792
Email: ko’sullivan@seven.com.au**

DESCRIPTION OF ENTRY:

Following the suicide of Alan Bond’s wife Diana Bliss in Perth, it was brought to my attention that a growing number of seemingly happy, stable, financially comfortable women in their middle-aged years were taking their own lives. After doing some research and making some enquiries with Medical contacts, the term Peri-Menopausal depression began to enter into conversations. I decided to follow up with a story highlighting the condition and coincidentally, I discovered the Alfred Hospital in Melbourne was about to launch its own trials involving women with this little spoken about condition. Tanaz Mesic bravely agreed to tell her story and outline her experience with PMD. In my story, Professor Jayashri Kulkarni from the Alfred Hospital lifted the lid on the seriousness of this condition, referring to the growing suicide rate of women in the age group who are susceptible to Peri Menopausal Depression. As a result of the story going to air, the Alfred Hospital’s Research department provided the feedback that many women who had seen the story had contacted the hospital to participate in the trials. The story was downloaded onto the 7News Website alongside contacts for Suicide support groups.

BRIEF C.V. OF KEY PERSON/S

- Karen O’Sullivan:
- Mother of four, lives in Country Victoria.
- Health Reporter Channel 7 News Melbourne since 2003
- Career in journalism spanning 22 years including Radio and Television
- Highlights: breaking the story involving the separation of Conjoined twins Krishna and Trishna, live broadcasting during the 2011 opening of the Royal Children’s Hospital by Her Majesty the Queen.
- Twice winner of the Luminous Award, a National Award for the Excellence of reporting in the area of Cancer (2006/2011), and a Highly Commended at this year’s Quill Awards for a feature length story about a young girl’s recovery after a horror school bus crash in country Victoria

PRINT MEDIA

| | |
|------------------------|---|
| WINNER | \$2,000 |
| TITLE: | Who's helping adult survivors of abuse? Child abuse, adult anguish |
| JOURNALIST: | Jill Margo |
| ORGANISATION: | The Australian Financial Review |
| ADDRESS: | GPO Box 506 Sydney NSW 2029 |
| CONTACT PERSON: | Jill Margo Email: jillmargo@optusnet.com.au |

DESCRIPTION OF ENTRY:

These two pieces aimed to raise awareness about a neglected group in our community. The adults in this group were abused as children many years ago, before there was a common language to describe their predicament. Today abused children receive much compassion but then, children struggled into adulthood unheard and unsupported. Today, if they raise it, they are not uncommonly told to “get over it already.” An estimated 2 million Australians are now living with the legacy of this complex trauma. Although many readers of the *AFR* would have been personally affected by such abuse, a financial newspaper is not a place they would expect to read about it. The context of the *AFR* added legitimacy to these issues and the pieces generated more reader response than usual. Personal stories usually make complex issues more understandable and Wayne Yole’s disclosure made an impact – as detailed in the supporting document from ASCA.

Jill Margo AM is a health journalist on *The Australian Financial Review*. In 30 years in journalism she has also worked on *The Sydney Morning Herald* and *The Australian*. During this period she has won 19 international and national media awards, including two Walkleys. Last year she was awarded a Churchill Fellowship for field work in men’s health. In 2009 she was appointed to the board of the Victor Chang Cardiac Research Institute and is currently a board member. In 2006 she was awarded an Order of Australia for services to journalism and cancer. She pioneered men’s health journalism in Australia and for more than a decade, served on national working parties charged with developing clinical guidelines for the management of prostate cancer. She also helped rewrite these guidelines for consumers. Jill holds a BA (Honours) in English literature and is a bestselling author and biographer.

SPECIAL MEDIA ACHIEVEMENT AWARD

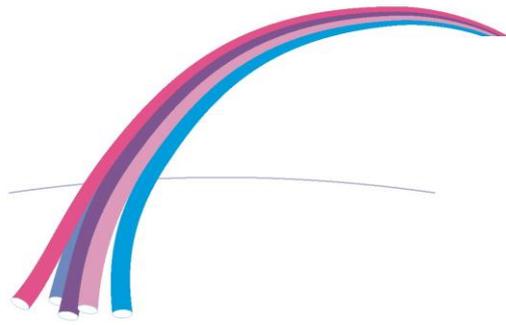
NO AWARD IN THIS CATEGORY

SERVICE AND PROGRAM AWARDS ASSESSMENT COMMITTEE MEMBERS

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| | Jenny Cardno | New Zealand |
| | Judi Clements | New Zealand |
| | Ann Dadich | New South Wales |
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| | Julia Hennessy | New Zealand |
| | Lynda Hennessy | New South Wales |
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| | Julie Millard | New South Wales |
| | Bill Moon | Victoria |
| | Vito Nonumalo | New Zealand |
| | Janet Peters | New Zealand |
| | Tully Rosen | New South Wales |
| Vicki Stanton | New South Wales | |
| Andrea Taylor | New South Wales | |
| Janet Watterson | New South Wales | |

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| | Douglas Holmes | New South Wales |
| | Jeremy Little | Victoria |
| | Janet Peters | New Zealand |
| | Robyn Thompson | Victoria |



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