

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



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

**SERVICE & MEDIA
AWARDS
2004**

**Funded By
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**AUSTRALIAN AND NEW ZEALAND MENTAL HEALTH
SERVICE AWARDS**

PRESENTED BY PROFESSOR ALLAN FELS

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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. 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. We do not have the resources for systematically reviewing all services. Apart from the written material supplied, we do contact people who are likely to know if a service is genuine. Six panels, drawn from different disciplines including consumer and carer organisations assessed the applications. The panels are geographically spread around Australia and New Zealand. The Awards Committee may also score the entries, when necessary, e.g. if there is a conflict of interest.

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 involved consumers in planning and management.
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. How can you 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 2004 there were 55 applications received for the following categories:

- 1. CONSUMER-RUN PROGRAM or SERVICE**
- 2. FAMILY/CARER-RUN PROGRAM or SERVICE**
- 3. RECOVERY PROGRAM or SERVICE**
- 4. SPECIALIST SERVICE OR PART OF A LARGER SERVICE**
- 5. DUAL DIAGNOSIS**
- 6. INFANT, CHILD AND ADOLESCENT**
- 7. MENTAL HEALTH PROMOTION OR MENTAL ILLNESS PREVENTION PROGRAM or PROJECT**
- 8. EXCEPTIONAL CONTRIBUTION TO MENTAL HEALTH SERVICES IN AUSTRALIA OR NEW ZEALAND**

The money awarded and expenses were generously granted by the Australian (\$AUD50,000) and New Zealand (\$NZ10,000) 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
CONSUMER-RUN PROGRAM or SERVICE**

AWARD: **WINNER** **\$3,000**

APPLYING PROGRAM: **Consumer Evaluation of Mental Health Services (CEO-MHS) Project.**

ORGANISATION: **Illawarra Area Mental Health Services,
Illawarra Institute for Mental Health,
University of Wollongong**

ADDRESS: **Department of Psychology, Northfields
Avenue, Wollongong, 2522**

CONTACT PERSON: **Dr. Lindsay Oades
Tel: 0439 625 868; loades@uow.edu.au**

BACKGROUND DESCRIPTION OF ORGANISATION:

The Illawarra Institute for Mental Health, University of Wollongong, established the Consumer Directed Research Group comprising three academics, two mental health consumers, and a representative of the Illawarra Area Health Service. The CEO-MHS program, including the specific research requirements of the ARC project not only aimed to develop an evaluation framework and questionnaire but to demonstrate genuine consumer involvement within mainstream research, ie to demonstrate that consumers are not just passive “subjects”. Consumers have been involved in all aspects of the research process including (a) pre-grant planning (b) grant submission (c) project management (d) research assistant recruitment (e) data collection (f) results interpretation (f) conference presentations (g) journal publications; (h) future submissions for grant funding (i) availing consumers of the same intellectual community, support and resources open to academic and student researchers and (j) employing the consumer researchers within the University rather than in the Health Service, providing them with the autonomy to comment on the service. The initial funding proposal submitted in 1999 was not considered by the ARC and instead was passed on to the National Health and Medical Research Council because it concerned a “medical” issue. It became clear to the group that the members of the ARC panel, who were largely non-medical scientists, did not understand the significance of the project, and that the very reason that consumers’ views were viewed from a medical perspective may have been disempowering. For this reason a second proposal was submitted in 2000 with the controversial title “Are crazies credible?” This proposal received unanimous support and was funded in the 2001 round. The funding issues discussed illustrate the difficulties experienced by the team in launching this project, but also demonstrates the effectiveness of partnership.

BRIEF DESCRIPTION OF SERVICE OR PROJECT:

The principal aim of the Consumer Evaluation of Mental Health Services (CEO-MHS) program has been to develop an evaluation framework and consumer-constructed questionnaire that can be used by mental health consumers, clinicians and managers to evaluate mental health services from a consumer perspective. The novel approach of this program involves training consumers as researchers so they can take a more meaningful and prominent role in the development of the framework and questionnaire. As part of the overall program, a specific research project was funded in 2001 by an Australian Research Council Strategic Partnerships with Industry in Research and Training (ARC-SPIRT). The partners to the grant included mental health consumers and academics associated with the Illawarra Institute for Mental Health (iimH) and the Illawarra Area Health Service (IAHS). The project has made an important contribution to mental health services not only in terms of its final outcomes and outputs, including the evaluation framework and consumer-constructed questionnaire, but also through the process of active consumer involvement and partnership in the overall program as described below.

**CATEGORY 1
CONSUMER-RUN PROGRAM or SERVICE**

AWARD:	FINALIST
APPLYING PROGRAM:	depressioNet.com.au – Peer to Peer Support Services
ORGANISATION:	depressioNet
ADDRESS:	3 Laura Court, Box Hill North Victoria, 3129
CONTACT PERSON:	Ms Anna Shelmerdine Tel: 03 9898 9165 Fax: 03 9898 9016 Email: anna@depressioNet.com.au

BACKGROUND DESCRIPTION OF ORGANISATION

depressioNet was established as a private philanthropic organisation in June 2000. With the assistance of Freehills, a new independent, non-profit organisation with DGR and ITEC status was established in June 2002 and with an inaugural board, this organisation officially took control of, and responsibility for, the depressioNet.com.au Internet site and service on 1st July 2003. The Board members are: Ms Sarah Cornally Chair, Principal of Sarah Cornally; Ms Leanne Pethick, Director/CEO (Founder of depressioNet); Mr Neil Cole Lawyer, Playwright; Leonard Pethick, Secretary; Dr Rob Moodie CEO, Vic Health; Ms Barbara Wilby, Marketing Executive. **Type:** Charitable, people focused organisation. **Area Served:** Australia and New Zealand. **Budget:** DepressioNet operates to an annual budget of approximately \$300,000. **Staff Numbers:** DepressioNet has 3 full time permanent staff and 20 to 25 volunteers. **Funding Sources:** Partnerships (\$160k), Government Grants (\$45k), Donations (\$20k), Project Specific Philanthropic Grants (\$65k). Number of active clients: Approx 15,000 visitors each week.

BRIEF DESCRIPTION OF THE SERVICE/PROGRAM:

depressioNet is a charitable organisation which provides information, help and 24 hour peer based support created by and for ‘people like us’ – Australians from a variety of backgrounds who live with depression and related conditions. depressioNet is more than an internet site. Our comprehensive information resource compliments our resource/referral and online communications services. depressioNet helps people living with depression and related conditions to local health care professionals and a range of relevant services in their local area. depressioNet’s peer to peer support services allow people with depression to provide encouragement, support and understanding to each other via online communication forums. These award winning forums (messageboard and chat facilities) allow people to understand they are not alone in their experience of depression and that with appropriate professional treatment they can be depression free or manage their symptoms and live fulfilling lives. It enables people to overcome the challenges of isolation, either due to stigma, geography or disability and reach out for the help and treatment they need.

**CATEGORY 1
CONSUMER-RUN PROGRAM or SERVICE**

AWARD:	FINALIST
APPLYING PROGRAM:	The Platform Team
ORGANISATION:	ORYGEN Youth Health (formerly MH-SKY Youth Program)
ADDRESS:	35 Poplar Rd, Parkville, VIC, 3052
CONTACT PERSON:	Esther Singer Tel: 03 8346 8209 Fax: 03 9347 9099 Email: esther@unimelb.edu.au

BACKGROUND DESCRIPTION OF ORGANISATION

ORYGEN Youth Health is a specialist mental health service for young people living in the Western and North Western areas of Melbourne. It is unique among Victorian services because of its target age range – 15 to 25 years of age. The service aims to offer assessment and treatment for emerging disorders of mental health in a youth-friendly environment. A comprehensive range of services is offered including mobile outreach, a community treatment team, group programs and family programs. The service also incorporates a major research centre and translation and promotion services which aim to work with the community in a health promotion and prevention framework. Youth/Consumer Participation is being integrated across the service and incorporated into our guiding policies and frameworks. The service is funded through the Department of Human Services Victoria Budget is approximately \$8.5 million per annum (this covers clinical and research programs). Staff numbers: 230 (112 clinical and 128 research). Number of active clients: average 750 per annum.

BRIEF DESCRIPTION OF THE PROGRAM ENTERED FOR AWARD

The Platform Team is a ground breaking project which has drawn on the strengths of young people facing mental health issues to transform a service. It is a program designed by young consumers and driven by their interests and needs. As part of The Platform Team young people have contributed their time and energy to a diverse range of projects all aimed at changing the culture of mental health services. While many services claim it is too hard to engage young consumers in service planning and delivery, The Platform Team is living proof that consumer participation in youth services is possible and brings huge rewards to young people and services. While The Platform Team started as a single group three years ago – it now encompasses a wide range of projects including: young people (consumers) sitting on interview panels to select new staff; producing a newsletter for consumers of the service; community education to reduce stigma and promote help-seeking among young people; training for staff and other youth services from a youth consumer perspective establishing a peer support program for consumers including peer visits to the hospital unit.

**CATEGORY 2
FAMILY/CARER-RUN PROGRAM or SERVICE**

No Finalist in this Category

**CATEGORY 3
RECOVERY PROGRAM or SERVICE**

AWARD: **WINNER \$3,000**

APPLYING PROGRAM: **The Apollo Program - Richmond Fellowship of Victoria**

ORGANISATION **Richmond Fellowship of Victoria (RFV)**

ADDRESS: **126 Waiora Rd, Rosanna, 3084
RFV Head Office - 2 Wellington St,
Collingwood, VIC 3066**

CONTACT PERSON: **Steve Price
Phone: (03) 9459 0677 or 0407600387
Fax: (03) 9459 0877
Email: sprice@rfv.org.au**

BACKGROUND DESCRIPTION OF ORGANISATION:

The Richmond Fellowship of Victoria (RFV) manages in excess of 35 programs in both metropolitan Melbourne and regional Victoria. These programs employ over 350 full time and part time staff. The organisation's Head Office is located in Collingwood. The RFV is funded primarily by grants from the government and closely networks with a broad range of community and health organisations. It has an operational budget of over \$12M. The Richmond Fellowship prides itself in its ability to deliver a diverse range of services, which seek to ensure best possible outcomes for consumers. The organisation works within a culture that encourages significant consumer participation, promotes a culture of learning and professionalism.

BRIEF DESCRIPTION OF SERVICE OR PROJECT:

The Apollo Program is a Victorian Residential Rehabilitation Service, with a recovery focus, for young adults who experience mental health issues. In addition to the residential program, it incorporates a Dual Diagnosis service (mental health and drug/alcohol issues) and a day activity program, Sprout, based at an old market garden site. The program has made a significant contribution to the field of mental health, from its support of local individuals and their families, to its role in statewide program evaluation development, and its links to the ANZ banking group. Clients are active participants in service planning and implementation. A number of special projects have been initiated in response to their needs and interests, for example creative arts projects, a drama group, and Discovery '03 - a trip to outback Australia. Overall, Apollo aims to assist individuals in their recovery through innovative and responsive service provision that is supportive and fun!

**CATEGORY 3
RECOVERY PROGRAM or SERVICE**

AWARD: **FINALIST**

APPLYING PROGRAM: **Gippsland Accommodation Rehabilitation Support Service Inc (GARSS)**

ORGANISATION **Gippsland Accommodation Rehabilitation Support Service Inc (GARSS)**

ADDRESS: **14 Hall Avenue, Newtown, Wellington, NZ**

CONTACT PERSON: **Gayle Vinall**
Tel: (03) 5133 9237 Fax: (03) 5133 9756
Email: gaylev@garss.asn.au

BACKGROUND DESCRIPTION OF ORGANISATION:

Type: GARSS is a community based not-for-profit Psychiatric Disability Rehabilitation Support Service. **Area served:** GARSS has two physical locations in Gippsland (1) Morwell (head office), and (2) Warragul. GARSS also conducts accredited and non-accredited Adult Education classes in three other Gippsland Locations in (1) Wellington Shire – Sale, (2) South Gippsland Shire – Korumburra, and (3) Bass Coast Shire – Wonthaggi. The geographical area encompasses a majority proportion of eastern Victoria. **Funding sources:** Victorian State Government Department of Human Services. **Staff numbers:** 19 including admin staff and management. **Number of active clients:** GARSS has 126 active clients that receive service from any one or more of the following programs; (1) Youth specific intensive home based outreach and psychosocial day program, (2) Adult home based outreach, (3) Adult Education, (3) Housing, (4) Adult psychosocial day program, (5) Community Education, (6) Volunteer program, (7) Drop in, (8) Leisure programs, and (9) SAFE, self abuse program.

BRIEF DESCRIPTION OF SERVICE OR PROJECT:

The program, as a collective endeavour, increases awareness and reduces stigma in the community. Incorporated into a recovery program, it empowers service consumers to be actively involved in mental health promotion in the broader community. This program entails: 1. Community education, a consumer led activity where service consumers speak about their personal experiences and challenges of living with a mental illness in various community and educational settings. 2. 'Its Only Paranoia' – GARSS Band, a consumer music group who write, perform, record and produce music that depict living with a mental illness. The band also plays at various community events. 3. Crazy minds creative hands, art exhibition, a creative display of artwork, poetry and sculpture created as part of therapy and exhibited to the greater community exhibit that mental illness is not a restriction to achieving. The collaboration of programs is a holistic and innovative approach for recovery and health promotion.

CATEGORY 4**SPECIALIST SERVICE or PART OF A LARGER SERVICE**

AWARD:	WINNER \$3,000
APPLYING PROGRAM:	Northern Area Mental Health Service – Consumer Participation in Staff Selection Strategy.
ORGANISATION	Northern Area Mental Health Service
ADDRESS:	185 Cooper St, Epping. Victoria. 3076
CONTACT PERSON:	Robyn Humphries Tel: 03 8405 8881 Fax: 03 8405 8892 Email: robyn.humphries@mh.org.au

BACKGROUND DESCRIPTION OF ORGANISATION:

The Northern Area Mental Health Service (NAMHS) is part of NorthWestern Mental Health, a division of Melbourne Health. NorthWestern Mental Health comprises 4 adult area mental health services, an Aged Persons' Mental Health Service and Orygen Youth Health. It is the largest Mental Health service in Victoria. The NAMHS was established in 1995. It is a public sector clinical mental health service that provides an integrated range of hospital and community based psychiatric services for adults and their families in the local government areas of Darebin and Whittlesea in metropolitan Melbourne, with a total population of approximately 235,000. It currently has 150 staff, and approximately 800 registered clients. The NAMHS is funded by the Mental Health Branch of the Department of Human Services, Victoria and receives an annual budget of \$13.5 million. The service comprises a 25 bed Acute In-patient unit at the Northern Hospital, a Crisis Assessment & Treatment Team (CATT), Psychiatric Consultation & Liaison Service, 2 Community Mental Health Centres (CMHC), a Mobile Support & Treatment Service (MSTS,) a 20 bed Community Care Unit (CCU), and a Primary Mental Health & Early Intervention Team.

BRIEF DESCRIPTION OF SERVICE OR PROJECT:

The Northern Area Mental Health Service (NAMHS) has an ongoing commitment to consumer participation in the planning, design, implementation and review of services. Consumer Participation in Staff Selection (CPSS) was a consumer-initiated strategy that, from the outset, was directly informed by the National Standards for Mental Health Services. Since July 2001, consumers have been recruited and trained to participate as members of staff selection panels. To date, in excess of 50 staff have been appointed by interview panels that have included a consumer. An independent evaluation of this strategy in November 2003 concluded, "...the CPSS has been a highly successful strategy and an innovative example of collaborative partnership between consumers and providers of mental health services."

**CATEGORY 4
SPECIALIST SERVICE or PART OF A LARGER SERVICE**

AWARD:	FINALIST
APPLYING PROGRAM:	VICSERV Professional Development Program
ORGANISATION	Psychiatric Disability Services of Victoria (VICSERV) Inc
ADDRESS:	370 St Georges Rd., NORTH FITZROY VIC 3068.
CONTACT PERSON:	Susan Pepper Tel: 03 9482 7111 Fax: 03 9482 7281 Email: susan@vicserv.org.au

BACKGROUND DESCRIPTION OF ORGANISATION

VICSERV is the peak body for non-government Psychiatric Disability Rehabilitation and Support (PDRS) services in Victoria. These services, which foster the well-being of people with a psychiatric disability, and their carers, include housing support, home-based outreach, psychosocial day programs, residential rehabilitation, mutual support and self help, employment, respite and advocacy. The PDRS sector receives \$53m in government funding, and has a workforce of over 1,000. It is primarily for the workers at these 150 sites that the VICSERV Professional Development Program has been developed. The primary source of funding is the Victorian Department of Human Services, Mental Branch which provides core funding (approx \$½ million) for the development and delivery of the training courses, publications, sector co-ordination and policy work. VICSERV currently has a staff of ten full and part time workers, and a pool of trainers. Publications are sold throughout Australia, and overseas. Training courses are delivered interstate, on request.

BRIEF DESCRIPTION OF THE SERVICE/PROGRAM:

VICSERV develops and delivers a comprehensive Professional Development Program to psychiatric disability rehabilitation and support workers, primarily in Victoria. At the heart of VICSERV's Professional Development Program is the six module keyworker training course, and our popular three day residential course, The Principles and Practice of Psychosocial Rehabilitation. This training covers both the core and specialist skills required for the delivery of psychosocial rehabilitation and support for community based workers. During the 2002-2003 financial year, 728 people attended over 889 days of training. The satisfaction rate was 90%. VICSERV's training modules are supported and extended by a new series of books which act as texts for the courses, and as extension reading. They are excellent, highly readable stand alone documents, that do not need to be read in conjunction with the training. A quarterly journal, *New Paradigm*, is also produced which contains articles highlighting the latest research and current practice.

**CATEGORY 4
SPECIALIST SERVICE or PART OF A LARGER SERVICE**

AWARD:	FINALIST
APPLYING PROGRAM:	City of Port Phillip Access Arts
ORGANISATION	City of Port Phillip
ADDRESS:	St Kilda Town Hall cnr Brighton Rd and Carlisle Street St Kilda VIC 3182
CONTACT PERSON:	Rosemary Joy Tel: 9209 6530 Fax: 9682 9103 Email: rjoy@portphillip.vic.gov.au

BACKGROUND DESCRIPTION OF ORGANISATION

The City of Port Phillip Access Arts is a local government initiative based in Council's Arts and Festivals Unit. Developed to cater for the diversity within the City of Port Phillip which includes a relatively high number of people with mental illness due to the level of supported accommodation in the area. Area served: The City of Port Phillip – St Kilda, South Melbourne, Port Melbourne. Access Arts Budget: \$61,000; Funding source: The City of Port Phillip; Staff numbers: 1 part-time Access Arts Development Officer (20hrs); 3 part-time arts workers (2-4hrs/week for 25-48 weeks/year); 1 part-time support staff (2-4hrs/week for 25-48 weeks/year); No. of active clients: 44. Audience numbers over one year: 3000+.

BRIEF DESCRIPTION OF THE SERVICE/PROGRAM

City of Port Phillip Access Arts creates visual and performing arts opportunities for people living with a mental illness or a disability. Initiatives include the RAG Theatre Troupe, the BiPolar Bears and KickstART Contemporary Art, which have established an unparalleled reputation in Australia for innovation and excellence in local government for arts created by people with mental illness. Highlights over the past eleven years include: The RAG Theatre Troupe tour to Canada's Madness and Arts World Festival; the development of an education kit and video was developed to meet the demand for information about the RAG Theatre Troupe's methods of devising theatre based on the experience of mental illness; tours of regional Victoria; the BiPolar Bears performances and workshops at the Asia Pacific Wataboshi Music Festival in Brisbane; the release of the BiPolar Bears debut CD in 2003 and many performances and exhibitions at community festivals, arts events and conferences.

**CATEGORY 5
DUAL DIAGNOSIS**

AWARD: **FINALIST**

APPLYING PROGRAM: **Triple Care Farm**

ORGANISATION **Mission Australia**

ADDRESS: **PO Box 70 Robertson, NSW, 2577**

CONTACT PERSON: **Alex McPherson**
Tel: (02) 4885 1265 Fax: (02) 4885 1563
Email: McphersonA@mission.com

BACKGROUND DESCRIPTION OF ORGANISATION:

Triple Care Farm Mission Australia is a non government organisation that provides a residential rehabilitation program for young people with complex needs including mental health illness, substance misuse and behaviour issues. TCF works with clients from across Australia with a high percentage of referrals received from NSW and ACT. Triple Care Farm operates a 24 hour a day 7 day per week service, with a team of 12 full time staff, 9 part time staff and 8 volunteers and an operating budget of over \$1 million dollars annually. Triple Care Farm accommodates up to 18 young people at a time and supports young people when they return to the community through the aftercare program. At any one time Triple Care Farm is servicing up to 40 young people through the rehabilitation program and the aftercare program.

BRIEF DESCRIPTION OF SERVICE OR PROJECT:

Triple Care Farm, Mission Australia is an accredited, medium term holistic residential treatment program for young people aged 16 to 21 years with complex needs including mental health problems and substance use disorders. It is a voluntary program, and accepts both state wide and interstate referrals. There are a number of components to the Triple Care Farm program. These include the residential unit, sport and recreation program, a vocational / educational program, counselling and case management program and placement and aftercare program. Triple Care Farm's aims to assist young people through: Rehabilitation and treatment; Reducing the use of illicit drugs; Reducing the risk of infectious diseases; Improving physical and psychological health; Improving social functioning. It is designed to educate, entertain and inform. The CD features young people's stories, writing, poetry, art, theatre and music. The first production run of 18,000 CDs will be distributed to high schools, health services, youth services, councils, community centres and non-government organisations at no cost. Every year-eleven student in the Mid North Coast will be given a copy. High Schools are offered a classroom kit including CDs, user manual and tools to aid integration with curriculum.

**CATEGORY 6
INFANT, CHILD AND ADOLESCENT**

AWARD:	WINNER \$3,000
APPLYING PROGRAM:	Addressing Family Violence Programs (AFVP's)– (Including the PARKAS Model & Training Package) RCH MHS
ORGANISATION	Victoria's - Royal Children's Hospital Mental Health Service (RCH MHS)
ADDRESS:	50 Flemington Street Flemington, Vic. 3031
CONTACT PERSON:	Wendy Bunston Tel: (03) 9345 6011 or 0418 546 950 Fax: (03) 9345 6010 Email: wendy.bunston@rch.org.au

BACKGROUND DESCRIPTION OF ORGANISATION

The four treatment initiatives that make up our 'Addressing Family Violence Programs' (AFVP) are: 1. *Group Work Model/s and Training* 2. *Community Interventions* 3. *Educational Products* 4. *School Interventions*. These four initiatives operate under the umbrella of the Royal Children's Hospital Mental Health Services & Travancore School's-Community Group Program (CGP). The budget overall per year for the AFVP is some \$20 000. In addition to this, the collaborative nature of these projects add a further \$2000 to \$5000 contribution made by other organisations (i.e. salaries/resources provided). Currently three clinical members of the CGP are directly responsible for running the AFVP, involved in running the group work program, participating in the school based interventions and affiliated training on top of their other work requirements within the CGP. They are also actively involved in a number of important community collaborations targeting family violence. Some 150 children, young people and families have been through the award winning PARKAS program, over 200 professionals through the PARKAS (and affiliated) training and two schools are currently involved in our PVC's program. The PARKAS program has twice been recognised as a 'best practice' program, and the reputation of the RCH MHS's Addressing Family Violence Programs has led to team members being invited onto a number of important community committees established to address family violence.

BRIEF DESCRIPTION OF SERVICE OR PROJECT:

Addressing Family Violence Programs (AFVP's) is a child and adolescent mental health initiative aimed at tackling the harmful neuro-psycho-social effects of chronic family violence on infants/children and young people in the Western, north Western suburbs of metropolitan Melbourne. Commencing with a collaborative mental health/community health child and mothers groupwork program (PARKAS – Parent's Accepting Responsibility Kids Are Safe) in 1997, this initiative has grown to incorporate an array of family, school and community interventions. These have included the production of educational products, a national award winning training package, an interagency collective known as Kids Safe From Violence – West (KSFV-W) and other subsequent community committees, and a school based intervention program. This initiative has serviced some 150 children, young people and parents/carers. We are currently providing two separate school based intervention programs and to date the training packages (two day intensive) have been provided to well over 200 professionals from Victoria and interstate.

**CATEGORY 7
MENTAL HEALTH PROMOTION OR MENTAL ILLNESS PREVENTION
PROGRAM or PROJECT**

AWARD: **WINNER \$3,000**

APPLYING PROGRAM: **OutaSite: Intergalactic Guide to High School”, transition to high school educational CD ROM**

ORGANISATION **Central Coast Health, Children and Young Peoples Mental Health Service, and Department of Education and Training (DET), Central Coast District Office.**

ADDRESS: **293-295 Mann St
Gosford NSW 2250**

CONTACT PERSON: **Reg Davis
Phone: (02) 4356 9364 0414193072 (m)
Fax: (02) 4356 9350
Email: rdavis@doh.health.nsw.gov.au**

BACKGROUND DESCRIPTION OF ORGANISATION:

“OutaSite” was a project of School-Link, a collaboration between the Central Coast Children and Young Peoples Mental Health Service and the Department of Education, Central Coast District Office. School-Link is a project that was an initiative of the Centre for Mental Health and is aimed at promoting emotional wellbeing in schools. The School-Link Co-ordinator works with both Health and Education in promoting programs that address mental health issues in schools. The Children and Young Peoples Mental Health (CYPMH) Program is a Team of the Central Coast Mental Health Service working with children and adolescents aged 0-18 years. It services the Central Coast area located between Sydney and Newcastle with a population of approximately 300.000 people. CYMPH is funded through the NSW Department of Health and has team of approximately 30 mental health workers.

BRIEF DESCRIPTION OF SERVICE OR PROJECT:

Focus groups of local Year 6 & 7 students and research findings indicate that transition from Primary to High School is a time of high mental health risk.. An interactive CD ROM, ”OutaSite: an intergalactic guide to high school” was developed by Health and Education workers as a fun, engaging and informative resource that could be used in class and individually with identified “at risk” students. The CD ROM has games, quizzes and information around mental health issues like stress and anger management, bullying, conflict resolution, and making friends. It explores issues around help seeking and problem solving in real school scenarios and has video of students relating their experience of going to high school. The CD ROM has an extensive teachers area outlining successful transition programs that have been developed in local schools. 3000 copies of OutaSite were distributed state-wide through schools and the School –Link Network.

**CATEGORY 7
MENTAL HEALTH PROMOTION or MENTAL ILLNESS PREVENTION
PROGRAM or PROJECT**

AWARD: **FINALIST**

APPLYING PROGRAM: **Barwon Health Mental Health Service
Flipper Card Initiative**

ORGANISATION: **Barwon Health Mental Health Service**

ADDRESS: **Cnr Swanston & Myers Sts
Geelong, Victoria. 3220**

CONTACT PERSON: **Philip Dunn
Tel: 03 52267 415 Fax: 03 52267436
Email: PHILIPD@BarwonHealth.org.au**

BACKGROUND DESCRIPTION OF ORGANISATION:

Barwon Health is the largest regional health service provider in Victoria, serving the Geelong community and Barwon-South-Western region that encompasses the Surf Coast Shire, Golden Plains Shire and City of Greater Geelong. Population – 410,000. The main programs are acute medical and surgical services, rehabilitation and aged care services and community and mental health services. The Barwon Health Mental Health Service provides a comprehensive package of specialist services, including assessment, treatment and ongoing care to people of all ages, who have a serious mental health problem. Specialist services provided include drug and alcohol services, dual diagnosis services, rehabilitation services, services for children of parents with a mental illness, clozapine support program, high prevalence disorders primary mental health team and early intervention service, mental health promotions, consumer consultants, aged residential high level care facility, court liaison service, family education courses, homeless outreach service and a shared disordered eating service with the GP Association. There are 24 acute psychiatry inpatient beds for the region and 15 rehabilitation beds. The service has 250 FTE staff, which is multidisciplinary with psychiatrists, registrars, nursing staff, social workers, occupational therapists, psychologists, alcohol and drug workers and speech pathologists. The service has an egalitarian approach to service delivery with generic case managers across most service areas. The budget is approximately 20 million and is sourced from Victorian State Government Department of Human Services and the Commonwealth Department of Family and Ageing. Barwon Health Mental Health Service has approximately 1226 active clients.

BRIEF DESCRIPTION OF SERVICE OR PROJECT:

Educating young people about mental health has many challenges and requires innovation and development of youth-friendly products. A fresh approach in providing mental health information in the Barwon Region, Victoria is the “Flipper Card”. The cards aim to improve young people’s mental health literacy and knowledge of services. The card includes positive mental health messages, facts about adolescent mental health and a listing of services that young people can access for help. The unique design, which enables the card to “flip” between sequences of panels, provides a new format for presenting information to young people. The card is bright and attractive: combining photographs, graphics and colour to engage young people. The project was funded by Rotary and managed by a reference group with consumer and service representation. TAFE students undertook the design and artistic aspects. 10,000 copies have been distributed to students in years 9/10 across Geelong with a mental health education program. Results of research conducted shows over 70% of young people thought the card was a good way of getting mental health messages to young people and nearly 50% would use the card to seek help for themselves or a friend.

**CATEGORY 7
MENTAL HEALTH PROMOTION or MENTAL ILLNESS PREVENTION
PROGRAM or PROJECT**

AWARD:

FINALIST

APPLYING PROGRAM:

Scream on the Green

ORGANISATION:

NSW Consumer Advisory Group – Mental Health Inc (NSWCAG); Marrickville Council; Marrickville Youth Council

ADDRESS:

PO Box 1108 Rozelle NSW 2039

CONTACT PERSON:

**Yvette Cotton
Tel: 9556 9219 Fax: 95551041 Email:
info.nswcag@tpg.com.au**

BACKGROUND DESCRIPTION OF ORGANISATION

NSW Consumer Advisory Group – Mental Health Inc (NSW CAG) The state CAGs were established as part of the National Mental Health Strategy to give the fledgling consumer and carer movement in Australia genuine political clout. The NSW Centre for Mental Health encouraged incorporation and on 29th July 1994 NSW CAG became an incorporated body under the NSW Associations Incorporation Act 1984. NSW CAG is a state-wide organisation with a budget of \$170,000 per year from the Centre for Mental Health. There is one full time and two part time staff members. **Marrickville Council** is committed to ensuring young people have access to opportunities to address their needs, foster their talents, allow them to express their views and contribute to the development of the local community. (Marrickville Council Social Plan 1999). Council resolved in its Management Plan 2001-2004 that in 2002 it would “Develop a strategic plan with young people - to facilitate young people’s social and economic participation in the community and build on existing partnerships between government and community agencies.” The position of Community Worker, Youth Services is Council’s Officer that is responsible for helping young people gain access to services, become involved in planning, advocate for young peoples’ rights, raise community awareness of the needs and achievements of young people in the local area, and act as a catalyst for the development of a range of activities and programs that address the needs young people. **Marrickville Youth Council** is considered the youth advisory committee to Council. Membership is restricted to 20 voting members. The objectives of the Marrickville Youth Council are to: Ensure that young people in the Marrickville area are able to express their views on issues affecting them and the local area. Develop an appreciation within the community of young people, their contribution to the local area and the issues concerning them. Provide advice to Council on the needs of and issues affecting young people. Youth Council meets monthly. Membership is made up of young people who are either local high school students, employed, unemployed, tertiary students of diverse backgrounds. MYC advises as well assist with the running of Youth Week annually. The MYC is chaired by young people and receives secretariat support and direction by Council’s Community Worker – Youth Services.

BRIEF DESCRIPTION OF THE SERVICE / PROGRAM

The “Scream on the Green” live music festival was organised by the Marrickville Youth Council and Marrickville Council in partnership with NSW Consumer Advisory Group – Mental Health Inc (NSW CAG) and MTC Work Solutions. It was the feature event of Youth week in April 2003 and was held at Sydenham green. The festival consisted of headline acts such as Tim Freeman (from the Whitlams) and MC Wire complimented by a program of local and interstate bands and hip hop artists. A couple of the other numerous activities were 4 on 4 basketball and screen printing workshops. Information with referral numbers including NSW CAG, kids help line, Homeless persons (Sydney and Rural) and Lifeline’s Just Ask was provided on stickers, postcards and magnets to all participants in their bag of information. NSW CAG produced these and also held a stall on the day. This was a great opportunity to ensure that services for people who may need assistance with mental health problems could profile their information.

EXCEPTIONAL CONTRIBUTION TO MENTAL HEALTH SERVICES IN AUSTRALIA or NEW ZEALAND

AWARD:

WINNER

ORGANISATION:

Lifeline's 24 hour crisis telephone counselling service

CONTACT PERSON:

**Cath Blunt
Lifeline Australia
Level 1, 14 Thesiger Court
Deakin ACT 2600
Tel: 02 6215 9400 Fax: 02 6282 6566
Email: national@lifeline.org.au**

BRIEF DESCRIPTION OF THE AWARD RECIPIENT

Lifeline's 24 hour crisis counselling service is staffed by trained volunteers and has provided Australians with a listening ear for the last 40 years. Located in 60 locations throughout rural and regional Australia, Lifeline's 4,500 counsellors provide the equivalent of 52 years of non stop compassion every year. Lifeline is the only generalist counselling service available for 24 hours a day every day of the year and is the backstop for helping professions and mental health services who are not available after hours. Help is available at any time, anywhere, for the cost of a local call. Lifeline is now operative in 15 countries and 250 communities across the world and represents a unique Australian primary mental health care promotion, prevention and intervention tool.

Lifeline was establishment in 1963 by the late Reverend Dr Sir Alan Walker. In keeping with Sir Alan's original vision, Lifeline centres overcome time and distance by providing compassion and care to all Australians. The purpose of Lifeline is to strengthen the capacity of communities and individuals to make life-affirming choices which alleviate distress and promote well-being. In 2002, over 80,000 calls to Lifeline were known to be about mental health. This was about 27% of counselling calls received. Lifeline's commitment to mental health focuses on the 24-hour counselling service 13 11 14 continuing to play a pivotal role responding to the needs of our callers. Lifeline operates in 42 communities throughout Australia as self governing member centres. These Centres recruit and train volunteers from the local community to provide a 24 hour telephone counselling service in addition to providing information, referral and associated services in their area. Lifeline relies on financial support from the community. Lifeline shops around the country raise 80% of operational costs each year by selling donated clothing, furniture and books. Telstra has been Lifeline's major sponsor since 1993 and provides Lifeline's telephone infrastructure. There are 10,000 Lifeline volunteers Australia wide. In addition, 2,500 volunteers are trained annually to staff the 24 hour telephone counselling line.

**AUSTRALIAN AND NEW ZEALAND
MENTAL HEALTH SERVICE**

**MEDIA AWARDS
2004**

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 is a category for print media and a category for broadcast media.

In 2004 there were 28 entries received for the two media categories.

The entries were rated on the following criteria:

1. Evidence that the story has been well researched and is factually accurate.
2. The content of the story is sufficiently complete and well rounded to convey a good understanding of the issues.
3. Any evidence of the positive effect of the publication or broadcast.

The money awarded and expenses were generously granted by 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

AWARD: **WINNER \$3,000**

TITLE: **All in the Mind**

ORGANISATION: **ABC Radio National (and freelance)**

JOURNALISTS: **Natasha Mitchell**

ADDRESS: **Science Unit
ABC Radio National
GPO Box 994
Sydney NSW 2034**

CONTACT PERSON: **Natasha Mitchell
Phone 02 8333 2219 Fax:02 8333 1414
Email: natasha.mitchell@your.abc.net.au**

DESCRIPTION OF ENTRY:

All in the Mind is a weekly radio program which is broadcast nationally in Australia, as well as in Asia and Canada via the ABC's Radio Australia network. The program explores the mind, brain and human behaviour in interdisciplinary ways. Natasha Mitchell initiated the program because of a personal commitment to open, critical and candid discussion about mental health matters and personal stories around mental health and wellbeing.

The following 5 programs are a representative body of work aired on ABC Radio National's All in the Mind program (broadcast nationally in Australia, as well as in Asia and Canada via the ABC's Radio Australia network.)

1. Aotearoa Minds: Maoris Taking on Mental Health (May 2004). This program is the first of a two part series focussing on Maori lead innovations in mental health in New Zealand, in response to critical needs amongst Maori people.
2. Cognitive Behavioural Therapy: Good for Everyone? (2003). CBT is discussed widely as the therapy for which there is the most clinical evidence for its efficacy. This feature looks more deeply at debate around the limitations of the therapy in some contexts – a debate that has had very little coverage in the media.
3. Bipolar Disorder: Treating the Rollercoaster (2004). This program explores, in part, the legacy of Lithium as a treatment for Bipolar disorder the revival of research into the critical role that psychotherapy can play in bipolar affective disorder.
4. The Antidepressants Debate: Depressed Bothered or Bewildered? – Parts 1 and 2 (October 2003) The debate was held publicly in Perth at Murdoch University between Dr David Healy, author of the controversial titles *The Antidepressant Era* and *Let them Eat Prozac*; and Professor Ian Hickie of *beyondblue*, and the Brain and Mind Institute. Grace Groom of the Mental Health Council of Australia and two people with their own experiences of antidepressants also participated – as of course did a public audience.

Natasha Mitchell is a science and health broadcaster with the ABC's Radio National.

PRINT MEDIA

AWARD: **JOINT WINNER** **\$1,500**

TITLE: **Dancing with Strangeness**

ORGANISATION: **Good Weekend
GPO Box 506
Sydney NSW 2001**

JOURNALIST: **Janet Hawley**

CONTACT PERSON: **Janet Hawley
Tel: 02 9958 1218
Email: jhawley@access.fairfax.com.au**

DESCRIPTION OF ENTRY:

In this profile of the amazing Dr Fred Frese, Janet tries to explain the fascinating and frightening world of schizophrenia, what it feels like from the inside and outside. The article provides a touching portrayal of Dr Fred Frese and his wife Penny Frese and how Dr Frese, went from being diagnosed with paranoid schizophrenia and remanded into the indefinite care of the state in the 1960s to becoming an international respected doctor who lectures on schizophrenia. The article explores not only Dr Frese's illness and diagnosis, and how his own children have been diagnosed with mental illness, but it paints a vivid image of how the thought processes of people with schizophrenia differ from 'normals'. The article also discusses the link between the creative mind and madness as typified in Nobel prize-winning maths genius John Nash portrayed in the film "A Brilliant Mind".

SERVICE AWARDS ASSESSMENT COMMITTEE MEMBERS

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Deputy Chair:	Lynne Dunbar	New South Wales
Co-ordinator:	Douglas Holmes	New South Wales
Members:	Robert Bland	Tasmania
	Stephen Brand	New South Wales
	Andy Campbell	New South Wales
	Sheryl Carmody	Western Australia
	Sarah Cavanagh	ACT
	Tony Colechin	New South Wales
	Vicki Cowling	Victoria
	John Farhall	Victoria
	Ellie Fossey	Victoria
	Julia Hennessy	New Zealand
	Barbara Hocking	Victoria
	Rhoda Immerman	New South Wales
	Sam Jansons	South Australia
	Vaidyanathan Kalyanasundaram	Queensland
	Robert King	Queensland
	Nick Kowalenko	New South Wales
	Chris Lloyd	Queensland
	Pam MacDonald	New South Wales
	Leonie Manns	New South Wales
	Graham Martin	Queensland
	Tony Ovidia	New South Wales
	Murray Patton	New Zealand
	Tim Robinson	Victoria
	Phil Robinson	South Australia
	Cath Roper	Victoria
	Vicki Ryan	New South Wales
	Andrea Taylor	New South Wales
	Peter Wakeford	New South Wales
	Shirley Wigan	Queensland

MEDIA AWARDS ASSESSMENT COMMITTEE MEMBERS

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	Andy Campbell	New South Wales
	Catharine Campbell	New South Wales
	Jenny Cashels	New South Wales
	Nicky Cheshire	New South Wales
	Dick Gilling	New South Wales
	Barbara Hocking	Victoria
	Andrea Kincade	Victoria