

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



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

**SERVICE & MEDIA  
AWARDS  
2007**

**MELBOURNE CONVENTION  
CENTRE**

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

**Presented By: Senator The Hon Brett Mason, Parliamentary Secretary to the  
Minister for Health and Ageing**

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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.

### **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 1 it must be demonstrated that consumers are the major stakeholders and in category 2 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. 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 2007 there were 46 applications received for the following categories:

1. **Non Government Organisation (NGO) Provided Services**
2. **Consumer Provided Services**
3. **Family/Carer Provided Services**
4. **Regional/Rural/Remote Programs**
5. **Infant, Child And Adolescent Services or Programs**
6. **Mental Health Promotion or Mental Illness Prevention Program or Project.**
7. **Specialist Service or Part Of A Larger Service**

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

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

**CATEGORY 1  
NON GOVERNMENT ORGANISATION (NGO) PROVIDED SERVICES**

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

**APPLYING PROGRAM: Community Living Services**

**ORGANISATION:**

- Counties Manukau District Health Board: Provider Arm Mental Health Services;
- Counties Manukau District Health Board: Mental Health Funding & Planning and Service Development;
- Mahitahi Trust
- Penina Health Trust
- Affinity Services Limited
- Pathways Trust
- Challenge Trust
- Framework Trust
- Pathways Trust Intensive Community Living Services

**ADDRESS:** c/- Counties-Manukau District Health Board,  
Manukau City, Private Bag 94052,  
South Auckland Mail Centre 1730,  
Auckland, New Zealand

**CONTACT PERSON:** Sue Hallwright  
Tel: 64-9-262 9516 Fax: 64-9-262 9501  
Email: SHallwright@CMDHB.ORG.NZ

**BACKGROUND DESCRIPTION OF ORGANISATION:**

Counties Manukau District Health Board is responsible for the funding and provision of health services for a population of approximately 440,600 people. It is the fastest growing area in New Zealand and is noted for its high numbers of Maori and Pacific peoples and their relative youthfulness. By the end of 2006, the six Community Living Service (CLS) providers together employed a total of 28 FTEs and offered support services to approximately 257 consumers who had a history of high usage of mental health services. The total amount of funding targeted for Community Living Services is \$3.5M and represents 7 % of the available budget for CMDHB community mental health services for adults. A unique feature of the service is that each provider has a flexifund which is used to pay for additional supports for a consumer to achieve a full life in the community, based on their particular needs.

**BRIEF DESCRIPTION OF SERVICE:**

The Community Living Service (CLS) was developed in Counties Manukau in 2004 in response to a shortage of individualised community living options and supports for service users. This shortage had resulted in people remaining for a longer time than necessary in inpatient services and residential rehabilitation, and contributed to a high level of inpatient occupancy, extended admissions and ongoing pressure on acute inpatient and crisis respite services. To address these issues, Counties Manukau District Health Board's (CMDHB's) Mental Health Development Team established community services designed specifically to assist services users previously in inpatient services and residential rehabilitation to obtain suitable housing and to live full lives in the community. This application is a summary of the results of a comprehensive evaluation undertaken by CMDHB over 2006 using both quantitative and qualitative methods. The findings show that CLS is an effective and cost efficient programme resulting in positive outcomes for consumers.

**CATEGORY 1  
NON GOVERNMENT ORGANISATION (NGO) PROVIDED SERVICES**

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

**APPLYING SERVICE:  
and ORGANISATION: WALSH Trust**

**ADDRESS: PO Box 21-865, Waitakere City,  
Auckland 0650, New Zealand**

**CONTACT PERSON: Rob Warriner  
Tel: +64 9 837 5240/021-809-077  
Fax: +64 9 836 6341  
Email: [rwarriner@walsh.org.nz](mailto:rwarriner@walsh.org.nz)**

**BACKGROUND DESCRIPTION OF ORGANISATION**

WALSH Trust has been a leader in the provision of community-based mental health support services in West Auckland since 1988. It is a uniquely home-grown service proud of its community-based origins. The mission statement focuses upon three core elements, underpinning services offered: 1) **choice** – support to access a range of options that best meet a person's unique and individual needs; 2) **recovery** – support that enables people to enjoy 'mental health', in spite of a 'mental illness'; 3) **community** – services that are provided in people's communities – not ours. In 2006 WALSH Trust employed 80 staff, holds a budget of \$4.5m and offers a range of services to around 350 people including: Mobile community support; Housing; Personal/vocational development; Training (NZQA unit standards); Supported Employment. WALSH Trust are also active participants in regional and national initiatives to continue the development of quality, recovery focussed, community-based mental health services.

**BRIEF DESCRIPTION OF THE SERVICE**

Established in 1988, by 2003 WALSH Trust had grown to become a key provider of mental health support services in West Auckland. However the development of the organisation had struggled to keep pace with the demands of contractual compliance, workforce development, and organisational sustainability. Further, the process of transition from founding, charismatic leadership to successors remained incomplete. In response the Board embarked upon a pathway to restore WALSH Trust to a position of health, where a culture of hope, optimism, and indeed recovery pervaded, where the organisation could once again confidently aspire to its full potential. In 2006, WALSH Trust has more than doubled its contract revenue of 2002. Service provision has expanded, service quality has lifted with the introduction of staff development programmes (more clearly linked to remuneration), and the introduction and use of IT now enables greater ability to monitor and plan service delivery.



## **CATEGORY 2 CONSUMER PROVIDED SERVICES**

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

**APPLYING PROGRAM:** Consumer Companion Project

**ORGANISATION:** Bayside Initiatives Group Inc. and Southside District Health Service - Bayside

**ADDRESS:** P. O. Box 585,  
Cleveland, QLD 4163

**CONTACT PERSON:** Deen Minter  
Tel: 07 3828 6750 Fax: 07 3822 1422  
Email: [deen2@optusnet.com.au](mailto:deen2@optusnet.com.au)

### **BACKGROUND DESCRIPTION OF ORGANISATION**

Bayside Initiatives Group Inc. is a consumer initiative programme focussed on helping to empower Mental Health consumers by developing social networks; providing direction for mental health programmes and services; and raising community awareness of mental health issues. Consumer companions are employed by the bayside Initiative group. They actively represent as consumer consultants on various meetings/forums at Bayside Mental Health.

Southside District Health Service- Bayside Mental Health is principally a state government funded secondary mental health service, with some additional funding from commonwealth programmes. It services a population of 170.000. It has a budget of \$13 million, 740 clients, 130 staff and 23 beds inpatient unit. It provides services across all age spectrums. The service has a number of key partnerships with NGOs and government agencies.

### **BRIEF DESCRIPTION OF PROJECT**

#### **Consumer Companion Project – Southside District Health Service, Bayside**

The Consumer Companion Project's purpose is to support consumers of the acute inpatient unit of bayside inpatient unit of Bayside Mental Health Services during their admission, orientation and discharge processes. The project is a peer support service that acknowledges the value of lived experience in recognising the negative experiences of living with a mental illness. By using lived experiences and personal stories we can empower others to move towards self-directed recovery by offering hope, inspiration, role modelling and self-determination. Living with mental illness does not have to be negative experience and a person's journey through recovery can be enriching and valuable experience. The consumer companion programme challenges the stigma of the stereotypical person with mental illness when the person is destined to hopelessness and dependency. The consumer companions working alongside the mental health staff transforms the mental health service and adds a valuable dimension to service delivery

**CATEGORY 3**  
**FAMILY/CARER PROVIDED SERVICES**  
 No Award in this category

**CATEGORY 4**  
**REGIONAL/RURAL/REMOTE PROGRAMS**

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

**APPLYING PROGRAM:**            **Australian Integrated Mental Health Initiative Northern Territory**

**ORGANISATION:**                **Menzies School of Health Research**

**ADDRESS:**                        **PO Box 41096  
 Casuarina NT 0811**

**CONTACT PERSON:**              **Tricia Nagel**  
**Tel: 08 8922 8196   Fax: 08 8927 5187**  
**Email: [trish.nagel@mezies.edu.au](mailto:trish.nagel@mezies.edu.au)**

**BACKGROUND DESCRIPTION OF ORGANISATION:**

The Australian Integrated Mental Health Initiative in the Northern Territory (AIMHI NT) is one location of a multi site NHMRC-funded project that aimed to improve indigenous mental health outcomes (2003-2008). It receives core funding from the NHMRC of \$67,000 per year. The NT project, based in Darwin at Menzies School of Health Research, targets the Top End of the NT. It has a reference group, steering committee, stakeholder group and three key partners: Department of Health and Community Services (DHCS), Top End Division of General Practice (TEDGP), and the Cooperative Research Centre for Aboriginal Health (CRCAH) which each provide in kind support and additional funding. The project currently employs 3 part time and two full time employees. The many mental health promotion resources and publications developed in the course of the consultation and collaboration with stakeholders across the Top End have stimulated interest across Australia and overseas.

**BRIEF DESCRIPTION OF PROJECT**

The Australian Integrated Mental Health Initiative in the Northern Territory (AIMHI NT) has developed a range of innovative multi media resources to promote indigenous mental health in collaboration with Aboriginal Mental Health Workers. They emphasize the importance of families, promote cultural identity, and highlight the strength and resilience of Indigenous people. The tools use pictures, spoken language and animated characters to get a simple message across – what keeps us strong, what takes our strength away, what happens when people get sick, and what helps us to get better. The novel resources have grown from partnerships between indigenous clinicians and researchers. They use the traditional approach of story telling to tell new narratives of stress and recovery. The tools enhance partnerships between service providers, and promote understanding of cultural difference. The resources and the training have stimulated international interest, and have been sought after by services across Australia.

## **CATEGORY 4 REGIONAL/RURAL/REMOTE PROGRAMS**

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

**APPLYING PROGRAM:** **Collaborative Family Practice Project**

**ORGANISATION:** **Bendigo Health Psychiatric Services;  
Loddon Mallee Region Child Protection  
Program;  
Loddon Mallee Region Youth Justice  
Program**

**ADDRESS:** **PO Box 126,  
Bendigo VIC 3552**

**CONTACT PERSON:** **Caitlin Fraser  
Tel: 03 5454 7617 Fax:03 5454 7620  
Email: cfraser@bendigohealth.org.au**

### **BACKGROUND DESCRIPTION OF ORGANISATION**

The *Collaborative Family Practice Project* (CFPP) is based in the Loddon Southern Mallee Region of Victoria. This is a large Victorian rural of approximately 280,000 people over and covers an area of 38,000 sq km. The major towns in the region include Bendigo, Castlemaine, Echuca, Swan Hill and Kyneton, as well as numerous smaller communities. The region is one of the most socioeconomically disadvantaged in the state, with areas of severe social and economic deprivation. The agencies responsible for the CFPP are the Psychiatric Services, Bendigo Health and the Loddon Child Protection and Juvenile Justice agencies. These services are funded by the Victorian Department of Human Services. The number of clients in each agency varies. The AMHS employs approximately 220 staff in community and inpatient treatment services, provided to children and adolescents, adult and older person. Child protection and Juvenile Justice have a combined staff of approximately 80.

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

Families affected by parental mental illness, and those involved with the child protection and juvenile justice systems are among the most vulnerable in our community, and their significant overlap among this group. The Collaborative Family Practice Project (CFPP) is an innovative program designed to enhance the mental health and wellbeing of these families and young people by working at the client /family, practitioner and services system level. The program provides staff working in child protection, juvenile justice and mental health care with education and training, secondary consultation and ongoing support and mentoring in their work with families and young people. Direct clinical services to families including mental health assessments, short-term counselling and psycho-education are also provided. The project is supported by a multi-disciplinary, multi-agency working party that assists the work of the consultants and facilitates collaborative practice among agencies working in this area.



**CATEGORY 5  
INFANT, CHILD AND ADOLESCENT SERVICES OR PROGRAMS**

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

**APPLYING PROGRAM:** **The Consumer Consultant Role in Mater CYMHS**

**ORGANISATION:** **Mater CYMHS Management Unit**

**ADDRESS:** **Level 2 Community Services Building  
Annerley Road  
South Brisbane Qld 4101**

**CONTACT PERSON:** **Erica Lee  
Tel: 07 3840 6140 Fax: 07 3840 1644  
Email: Erica.Lee@mater.org.au**

**BACKGROUND DESCRIPTION OF ORGANISATION**

Mater Child & Youth Mental Health Services (CYMHS) is a publicly funded service that delivers a range of services to infants, children, adolescents and young adults (0-25years). There are 3 Community Clinics that service an ambulatory care population of over 100 000 young people. The Inpatient Unit, servicing much of the south eastern corner of the state, covers a population of 325 000 young people. The Adolescent Drug and Alcohol Withdrawal Service is a state-wide facility with a catchment population of over 335 000 Adolescents. In the 05/06 financial year Mater CYMHS provided a service to around 2000 children and young people across the service. As well as the abovementioned services, CYMHS has a Day Program, Multi Systems Therapy Team, Consultation & Liaison Service and a Parent Aid unit. The service provides a coordinated multidisciplinary team approach and are supported by specialist programs that work across sites, these include: • Research Unit • Early Intervention Program • Outreach service • Infant Mental Health Program • Consumer Consultants • Indigenous Consultant

**BRIEF DESCRIPTION OF SERVICE**

The value of Consumer Participation has been highlighted in numerous policy documents guiding Australian mental health service delivery over the last ten years. However, there has been little focus on the unique issues associated with consumer and carer participation in child and adolescent mental health services. The model of participation adopted by Mater CYMHS was an innovative development in service delivery, which saw the employment of two Consumer Consultants in 2002, a first in Queensland. In an organisation which has been preparing for consumer participation for some years, this program highlights the effectiveness of the Consumer Consultant role in service planning, delivery and evaluation. The Consumer Consultants at Mater CYMHS have developed a range of promotional materials, designed and conducted surveys, engaged in staff and consumer training, chair consumer groups, support parents during times of crisis and frequently speak at conferences and workshops. It can be shown that consumer involvement at various levels has had a positive impact for the families using Mater CYMHS.

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

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

**APPLYING PROGRAM:**            **Mental Health First Aid (MHFA) Training  
and Research Program**

**ORGANISATION:**                **ORYGEN Research Centre,  
University of Melbourne**

**ADDRESS:**                        **Locked Bag 10,  
Parkville, VIC 3052**

**CONTACT PERSON:**              **Betty Kitchener  
Tel: 03 9342 3771 Fax: 03 9342 3745  
Email: bettyk@unimelb.edu.au**

**BACKGROUND DESCRIPTION OF ORGANISATION**

Betty Kitchener and Professor Tony Jorm began the Mental Health First Aid (MHFA) Training and Research Program in mid-2000 to increase the mental health literacy of the Canberra community. Since April 2005, the Program has been auspiced by the ORYGEN Research Centre, the University of Melbourne. The MHFA Program currently has 9 staff. Betty Kitchener is the Training Director. Professor Tony Jorm is the Scientific Director. There are two Trainers of the Aboriginal MHFA (AMHFA) Program, one Trainer of the Youth MHFA (YMHFA) Program, two administration officers and two researchers. Over 500 MHFA instructors, spread across every state and territory of Australia, are employed by local organizations or run MHFA courses on a private basis. This Program is now approaching being self sustaining, using fees obtained from its Instructor Training courses and several grants. Two Commonwealth grants from the National Suicide Prevention Strategy and one grant from OATSIH have aided the development of the CALD, Youth and Aboriginal MHFA Programs. A research grant from NSW Health and an ARC linkage grant have been awarded for evaluation of some of these MHFA programs. A grant from the Rotary Health Research Fund is contributing to the development of National Guidelines for MHFA.

**BRIEF DESCRIPTION OF PROGRAM**

The Mental Health First Aid (MHFA) Training and Research Program offers a 12-hour training course designed to teach members of the public how to provide initial help to someone developing a mental health problem or in a mental health crisis situation. The course covers first aid for the disorders of depression, anxiety, psychosis and substance misuse and for the crises situations of suicidal thoughts, panic attacks, exposure to traumatic events, behaviour which is perceived as threatening and overdose. The course has spread across Australia and to seven other countries. Specialized versions of the course have been developed for assisting youth, culturally and linguistically diverse people, and Aboriginal and Torres Strait Islander people. The effectiveness of the course has been demonstrated in a range of studies.

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

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

**APPLYING PROGRAM:** **Mental Illness Education ACT**  
**And ORGANISATION:**

**ADDRESS:** **PO Box 4074**  
**Ainslie ACT 2602**

**CONTACT PERSON:** **Jane Pepper**  
**Tel: 02 6205 1178 Fax: 02 6205 0866**  
**Email: jane.pepper@act.gov.au**

**BACKGROUND DESCRIPTION OF ORGANISATION**

MIEACT founded in 1993 and incorporated in 1998 is a highly respected innovator in the provision of mental health education and training in the ACT. Through the Mental Illness Education Australia Coalition it is affiliated with similar organisations throughout Australia. MIEACT's core business revolves around an extraordinary group of volunteers with a personal experience of living with a mental illness who donate their time to conduct presentations.

MIEACT conducts approximately 200 sessions annually with school, community and Government agencies. ACT Health provides core funding of \$230,000 and smaller grants have been received Healthpact since 1995 and more recently from ACT Health Promotion Grants. Staff team 1 full time and 6 part time; Number of volunteers 50. We have received numerous awards in recognition of the excellent management and contribution of volunteers, and contribution to the improvement to services in mental health.

**BRIEF DESCRIPTION OF SERVICE**

Mental Illness Education ACT (MIEACT) is a highly regarded community organisation that since 1993 has promoted understanding and awareness of mental health throughout the ACT community. Using a community development framework, MIEACT has created innovative ways to decrease stigma towards people with mental illness and increase understanding of mental health issues. Central to its educational programs are the voices of people with stories of mental illness. MIEACT has an extraordinary group of volunteers –each with personal experience of living with a mental illness - involved in the development and delivery of programs.

Programs include

- school education program and website about broad mental health issues for young people
- community theatre project, book and online gallery about body image and self esteem for young people
- community education program and radio program for the general community
- Culturally and Linguistically Diverse Program for the Chinese, Finnish and Tongan communities



**CATEGORY 7  
SPECIALIST SERVICE OR PART OF A LARGER SERVICE**

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

**APPLYING PROGRAM:** McPherson Community, a Dual Disability Adult Residential Service

**ORGANISATION:** Richmond Fellowship Victoria

**ADDRESS:** 2 Wellington Street,  
Collingwood VIC 3066

**CONTACT PERSON:** Judy Hamann  
Email: [jhamann@rfv.org.au](mailto:jhamann@rfv.org.au)

**BACKGROUND DESCRIPTION OF ORGANISATION:**

Richmond Fellowship Victoria (RFV) is a not-for-profit organisation providing innovative, responsive and accessible services to people who experience a psychiatric disability that impacts seriously on their life and health. It was established in 1957 in Richmond, England by Elly Jansen who believed that people with psychiatric disabilities benefit from living in supportive communities rather than institutions. Over 3,150 people with serious psychiatric or emotional disabilities, dual disability or homelessness, and their carers, receive service from RFV each year. Clients typically have low prevalence mental illnesses with primary diagnoses including schizophrenia, bipolar disorder, depression/anxiety and personality disorder. RFV operates across metropolitan and regional Victoria and South Australia. It is the largest Psychiatric Disability Rehabilitation and Support Service (PDRSS) in Victoria, providing >40 programs and employing >400 staff. The organisation is funded (98%) by ongoing recurrent State Government grants and has a current operating budget of approximately \$AUD22 million.

**BRIEF DESCRIPTION OF SERVICE**

McPherson Community in western Melbourne is one of only two facilities in Victoria, providing accommodation and support for people with both an intellectual disability and a mental illness. Before moving into this residence, clients, generally aged 40-60, faced enormous challenges finding a full range of services to meet their many and complex needs. This was because services for those with intellectual disability are separate from those with mental illness. McPherson Community differs, making the service fit the person, rather than making the person fit the system. Resident works with a Key Worker to develop an Individual Program Plan identifying individual needs and the services to be put in place to meet them via a strengths-based recovery approach. Success is indicated by positive feedback from questionnaires completed by residents, and others involved in their care and support, who report stabilisation of psychiatric conditions and significant reductions in challenging behaviours. This service has resulted in people having developed sufficient confidence and living skills to move to alternate stable accommodation, such as mainstream community residential units.

**SPECIAL JUDGES AWARD: \$1,000**

**APPLYING PROGRAM:** Collaborative Recovery Model and Training Program

**ORGANISATIONS:**

- Illawarra Institute for Mental Health
- University of Queensland
- South Eastern Sydney and Illawarra AHS
- Sydney West Area Health Service
- Aftercare
- Psychiatric Rehabilitation Association;
- Illawarra Division of General Practice.
- The Prince Charles Hospital HS District
- Richmond Fellowship Qld.
- Latrobe Regional Hospital MH Service
- SNAP
- NEAMI

**ADDRESS:** Bldg 22, University of Wollongong, 2522

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

**BACKGROUND DESCRIPTION OF ORGANISATION**

The Illawarra Institute for Mental Health at the University of Wollongong, co-ordinates the High Support stream of AIMhi. AIMhi is funded by the National Health and Medical Research Council (NHMRC) with contributions from participating partner organisations. There are currently 10 trial sites composed of both government and non-government mental health organisations. These are located throughout NSW, QLD, VIC and SA. To date there have been 500 mental health workers trained in the Collaborative Recovery Model across 4 Australian States. There are also over 300 consumers, diagnosed with serious mental illnesses, who are currently involved in the project in varying capacities.

**BRIEF DESCRIPTION OF THE PROGRAM**

The Australian Integrated Mental Health Initiative - High Support Stream developed, delivered and evaluated the Collaborative Recovery Training Program (CRTP). The underlying philosophy of recovery focussed on the development and maintenance of effective collaborative relationships, promoting autonomy and skills focusing on motivation enhancement, needs identification and collaborative goal and task setting. Over 500 mental health workers across four states in both government and NGO services were trained. There were significant improvements in staff recovery knowledge and attitudes following training. Over 240 consumers participated in the evaluation and identified a significantly greater presence of recovery facilitating practices as part of the support they received from workers after completion of the CRTP. Greater use of personally meaningful activities to achieve goals was associated with significant improvements in mental health outcomes.

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

**AWARD WINNER:** **Sandy Jeffs**  
**Melbourne, VIC**

**CONTACT DETAILS:** **125 Reeves Road**  
**Christmas Hills, VIC 3775**  
**Tel: 03 97301761; 0418523644**  
**Email: sandyjeffs@ozemail.com.au**

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

Sandy Jeffs grew up and went to school in Ballarat. She graduated from La Trobe University in 1975. She had her first psychotic episode when she was twenty-three and since then has had a long struggle with schizophrenia requiring many hospitalisations. Over that time she has become an advocate for mental health and was among the first to speak publicly about her struggles with schizophrenia.

Sandy has done a lot of media work, including radio and television appearances as well as published essays on mental health. She gives talks to community groups, school and university students about mental illness and teaches nursing students. She has travelled around Australia to speak at conferences to GPs and psychiatrists. She has been a keynote speaker at conferences in Australia and New Zealand, receiving standing ovations. Her poetry has been widely published in anthologies, magazines and a book entitled 'Poems from the Madhouse'. Sandy Jeffs poems invite readers into the paradoxical world of insanity; the confusion and clarity, the courage and the fear, the bleak despair and the black comedy. Her works remind us of the extraordinary capacity of the human being to retain sanity in disaster. Sandy has received awards for her work in mental health from SANE Australia and the Mental Illness Fellowship. She was also an inductee onto the Inaugural Victorian Honour Roll of Women: Women Shaping the Nation 2001. She was on the board of the Mental Illness Fellowship between 1996-2000.

Sandy has wholeheartedly displayed the qualities of deep compassion and creativity given towards the recovery of others and accompanied by a unique message of hope and health through her poetry and humour. This award acknowledges an exceptional contribution to Mental Health Services

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

**AWARD WINNER:** Sharon Lawn

**ORGANISATION:** Margaret Tobin Centre  
Flinders Medical Centre,  
Bedford Park SA 5045  
Tel: 08 8404 2321; 0434 601 714  
Fax: 08 8404 2101  
Email: [sharon.lawn@fmc.sa.gov.au](mailto:sharon.lawn@fmc.sa.gov.au)

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

Sharon Lawn commenced work in mental health in 1985. She completed her PhD on smoking in mental health and from 1998 to 2005 was chair of the Tobacco in Mental Health Advisory Committee. She also contributed consultation, research, advice and impetus to mental health services throughout Australia, New Zealand and overseas (USA, UK and Europe) in relation to tobacco use in mental health settings. Sharon is currently involved in developing policy to support non-smoking inpatient and outpatient facilities in South Australia by the end of 2008. Sharon was involved with consumers through the Tobacco and Mental Illness project which had a focus of quit smoking and this was identified as a priority area for mental health. Numerous Be Smoke Free programs have now been run for consumers over the last nine years, with a high success rate. Through Sharon Lawn's involvement with the Chronic Disease Self Management Project funding became available to engage consumers in a Partnerships in Care project. This linked consumers into the Chronic Condition Self Management Model of service delivery, which provided the vision for the Peer Supported Hospital to Home Project. The project's focus is to support consumers post inpatient discharge to ease the transition home. The project uses the skills and experience of people with a lived experience of mental illness and currently living well with that mental illness to provide support to others with mental illness.

The Peer Supported Hospital to Home Project serves mental health consumers in the south of Adelaide by easing their transition from hospital to home. Under Sharon Lawn's guidance, peer consumers who are living well assist consumers who are leaving the hospital to reintegrate into the community by providing support for a total of 12 hours over two weeks. The funding is provided by Metro Home Link. There are several such peer support workers, and the number of clients varies at any time, depending on how many people are discharged from the hospital and which of those people decide to receive the service. The project has been peer based and addresses issues such as funding for peer consultants and peer workers, quality assurance and support

This award recognises over twenty years of inventive and noteworthy work in mental health enriched by a holistic vision of health, optimism and collaboration with consumers to deliver quality recovery programs. It also acknowledges the exceptional contribution to mental health services in South Australia, the results of which flow on to enhance the mental health and wellbeing of all.

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

### **MEDIA AWARDS 2007**

#### **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, a category for broadcast media and a new category for Community/Regional/Rural media.

In 2007 there were 25 entries received for the three 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**

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

**TITLE:**                   **Black Dog**

**ORGANISATION:**       **'Landline'**  
**ABC - TV**

**WINNERS:**               **Sally Sara**  
**Pip Courtney**  
**Russell Maggs**

**ADDRESS:**              **GPO Box 9994**  
**Brisbane QLD 4001**

**CONTACT PERSON:**     **Pip Courtney**  
**Tel: 07 3377 5620/5622**  
**Fax: 07 3377 5631**  
**Email: Courtney.philippa@abc.net.au**

**DESCRIPTION OF ENTRY:**

'Black Dog' examines the issue of depression among rural men. It was broadcast after more than 7 months of research and interviews. The story generated an unprecedented response. Mensline Australia, which was featured in the report, received more than one thousand calls to its help-line in the 24 hours after the broadcast (it usually received 50 in the same period of time). Beyond Blue received more than 300 calls on the same day, it usually receives an average of 40. We also received dozens of emails and letters in response to the story.

Beyond Blue has included a copy of the story in its 'Don't Beat About the Bush' kits, which have been distributed to thousands of men in rural Australia.

'Black Dog' was thoroughly researched and was presented in a responsible and ethical manner. It was broadcast nationally on ABC – TV's Landline program

**Sally Sara: Presenter/Reported ABC-TV Landline**

Sally is an award winning foreign correspondent. She spent five years living and working in Africa and has reported from more than 25 countries including Iraq, Sierra Leone, Rwanda and South Africa.

**Pip Courtney: Reporter**

Pip is a highly experienced reporter who has been with Landline since 1993. She has won numerous awards for rural and environmental reporting. Sally Sara and Pip Courtney collaborated to produce the story.

**Russell Maggs: Editor**

Russell is a highly skilled editor who crafted the mix of vision and audio for 'Black Dog'

**PRINT MEDIA****GOLD AWARD: WINNER \$2,000****TITLE: Every Fortnight: a life lost, just begun****ORGANISATION: The Sunday Age  
Melbourne, VIC****JOURNALIST: Deborah Gough****CONTACT PERSON: Deborah Gough  
Tel: 03 9601 3017  
Fax: 03 9601 3103  
Email: dgough@theage.com.au****DESCRIPTION OF ENTRY:**

School newsletters sometimes carry a picture of a student – often smiling in school uniform – announcing the student’s sudden death and, cryptically, cautioning against rumours and blame. Clearly some suspect suicide. Rather than pursue such rumours, The Sunday Age sought to gain an understanding of what type of events most commonly take place in the lead up to a school-age death by intentional self harm. It took eight months of careful negotiation with the Coroner’s Court to gain access to the files. The stories we found were heart wrenching, but the statistics could not tell of the sadness felt. To do those files justice the paper found Rod Kindred, whose son, Travis was not the subject of the files, but whose story was, by now all too familiar.

**Deborah Gough** began her reporting career at Fairfax Community Newspapers as a cadet for the Williamstown Advertiser. She was a regional editor of four suburban newspapers in Melbourne’s inner west before joining the short-lived Melbourne Express as chief of staff and day editor. On the paper’s closure she joined the Age where she has worked a property columnist, section deputy editor and social affairs reporter. After returning from maternity leave in 2006 she joined the Sunday Age where she is now Education and Families reporter

**COMMUNITY/REGIONAL/RURAL PRINT MEDIA****GOLD AWARD: WINNER \$2,000****TITLE: Mental Illness Stigma****ORGANISATION: Examiner Newspapers  
Thornlie WA****JOURNALIST: Raquel De Brito****CONTACT PERSON: Raquel De Brito  
Tel: 08 9326 8489 Fax: 08 9493 1061  
Email:  
debritor@sundaytimes.newsltd.com.au****DESCRIPTION OF ENTRY:**

This story was inspired by Raquel attending a public meeting one night about a mental health facility being proposed in the area. Residents had given the heads up about the meeting and urged her to attend because they were outraged with the lack of community consultation over the proposed facility. Raquel went into that meeting for a story about residents being left in the dark by the State Government. However, comments made showed there was still a stigma attached to mental illness and so explored this further. As a result, the paper was flooded with letters. One woman from the area who lived with depression called and wanted to share her story. Her story was courageous and heartbreaking. She proved mental illness did not equate to violence. She pleaded with the community to embrace each other's differences and offered hope to others suffering in silence.

**Raquel De Brito** completed a Bachelor of Communications, majoring in journalism at Edith Cowan University in 2003. She then worked at local radio station Heritage FM where she wrote and read the news on air. Raquel started working as a journalist at the Examiner Newspapers in March, 2004. During her time at the community paper, she covered a broad range of issues within its distribution area. She has now moved on to the Sunday Times where she works as a full-time journalist.

## SERVICE AND PROGRAM AWARDS ASSESSMENT COMMITTEE MEMBERS

<u>Chair:</u>	<u>Roger Gurr</u>	<u>New South Wales</u>
<u>Deputy Chair:</u>	<u>Lynne Dunbar</u>	<u>New South Wales</u>
<u>Co-ordinator:</u>	<u>Douglas Holmes</u>	<u>New South Wales</u>
<u>Members:</u>	<u>Robert Bland</u>	<u>Tasmania</u>
	<u>Stephen Brand</u>	<u>New South Wales</u>
	<u>Jenny Cardno</u>	<u>New Zealand</u>
	<u>Andy Campbell</u>	<u>New South Wales</u>
	<u>Trish Campbell</u>	<u>New South Wales</u>
	<u>Edwina Champain</u>	<u>New South Wales</u>
	<u>Tony Colechin</u>	<u>New South Wales</u>
	<u>Ann Dadich</u>	<u>New South Wales</u>
	<u>Renee Edwards</u>	<u>South Australia</u>
	<u>Paula Hanlon</u>	<u>New South Wales</u>
	<u>Julia Hennessy</u>	<u>New Zealand</u>
	<u>Barbara Hocking</u>	<u>Victoria</u>
	<u>Robyn Humphries</u>	<u>Victoria</u>
	<u>Vaidyanathan</u>	
	<u>Kalyanasundaram</u>	<u>Queensland</u>
	<u>Robert King</u>	<u>Queensland</u>
	<u>Nick Kowalenko</u>	<u>New South Wales</u>
	<u>Leonie Manns</u>	<u>New South Wales</u>
	<u>Graham Martin</u>	<u>Queensland</u>
	<u>Janet Peters</u>	<u>New Zealand</u>
<u>Sadie Robertson</u>	<u>New South Wales</u>	
<u>Tim Robinson</u>	<u>Victoria</u>	
<u>Cath Roper</u>	<u>Victoria</u>	
<u>Kris Sargeant</u>	<u>New South Wales</u>	
<u>Andrea Taylor</u>	<u>New South Wales</u>	

## MEDIA AWARDS ASSESSMENT COMMITTEE MEMBERS

<u>Chair:</u>	<u>Roger Gurr</u>	<u>New South Wales</u>
<u>Deputy Chairs:</u>	<u>Lynne Dunbar</u>	<u>New South Wales:</u>
	<u>Paul Dillon</u>	<u>New South Wales</u>
<u>Co-ordinator:</u>	<u>Douglas Holmes</u>	<u>New South Wales</u>
<u>Members:</u>	<u>Warwick Blood</u>	<u>Australian Capital Territory</u>
	<u>Andy Campbell</u>	<u>New South Wales</u>
	<u>Catharine Campbell</u>	<u>New South Wales</u>
	<u>Dick Gilling</u>	<u>New South Wales</u>
	<u>Andrea Kincade</u>	<u>Victoria</u>
	<u>Jenny Mackellin</u>	<u>New South Wales</u>
	<u>Wayne Oldfield</u>	<u>South Australia</u>
	<u>Sophie van der Merwe</u>	<u>Victoria</u>