Mainstreaming Mental Health Promotion: Promoting mental health across sectors

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Mainstreaming Mental Health Promotion

• What progress has been made?

• What challenges lie ahead?
Mainstreaming Mental Health Promotion

“Mental health promotion is essential to effectively address the current global public health challenges”

“All public health policies and programmes should incorporate a mental health promotion component if we are to successfully reduce the burden of priority public health problems and the inequities related to ill health”

adapted from the 7th WHO Global Health Promotion Conference in Nairobi (2009)
Mainstreaming Mental Health Promotion

• Mental health promotion is critical to population health and wellbeing and the social and economic prosperity of society

• Growing international evidence and knowledge base on effective interventions and policies
  – demonstrating health, social and economic gain

• Scaling up the implementation of effective policies and interventions that will make a critical difference

• Unlocking the potential in other sectors of society and among local communities and families
Milestone Publications

• WHO (2002) *Prevention and Promotion in Mental Health*
• WHO (2004/5) *Promoting Mental Health: Concepts, Emerging Evidence, Practice*
• WHO (2004/5) *Prevention of Mental Disorders: Effective Interventions and Policy Options*
• IUHPE Special issue on the evidence of mental health promotion effectiveness (Jané-Llopis, Barry, Hosman & Patel, 2005)
• O’Connell, Boat & Warner (2009) *Preventing Mental, Emotional and Behavioral Disorders Among Young People: Progress and Possibilities*
Mainstreaming Mental Health Promotion

Engaging diverse sectors:

- Child and family support services – early years interventions on maternal and child health, parenting, home visiting, pre-school education
- Education sector – school-based programmes; building academic success on social and emotional learning
- Community sector – community organisations (e.g. sports, arts, volunteering) and community development approaches
- Employment sector – mental health promotion in the workplace
- Public Policy – environment, transport, housing, planning, urban regeneration -> the wellbeing agenda
Mainstreaming Mental Health Promotion

Mental health and wellbeing are essential for the wellbeing and optimal functioning of individuals, families, communities and societies

- Keyes’ concept of optimal mental health and ‘flourishing’ - social and emotional wellbeing

A key indicator of a nation’s social and economic development

- Increasing recognition of the wider policy and economic case for investing in promoting mental health and wellbeing
- Mental Health Action Plan for Europe (WHO, 2005)
- UK Foresight Project on Mental Capital and Wellbeing (2008)
- National indicators of population wellbeing – social progress
Mainstreaming Mental Health Promotion

Mental health and wellbeing are a fundamental right of every human being, without discrimination.

Mental health is most threatened by poor, unjust and unequal living conditions, conflict and violence.

Advanced through respectful, participatory means where culture and cultural heritage and diversity is acknowledged and valued.

(Melbourne Charter, 2008)

- Promoting mental health is central to addressing social and health inequities.
- Markers of social disadvantage are all associated with poorer mental health.
- WHO Commission on the Social Determinants of Health (WHO, 2008)
Mainstreaming Mental Health Promotion

Promoting a greater understanding of how:
• the experience of inequity impacts on mental health
• being a woman or a man, being young or old, being from an ethnic minority or indigenous community affects mental health
• poverty and deprivation affects mental health
• the experience of being discriminated against impacts on mental health

*Equal Minds: Addressing Mental Health Inequalities in Scotland* (Scottish Executive, 2005)
Mainstreaming Mental Health Promotion: What does it mean?

• Equal importance of physical health and mental health
  – health professionals and the general public
• Equity in funding
  – proportion of funding for mental health and proportion assigned for promotion and prevention activities
• Equity in access to support and services
  – universal provision of mental health promotion interventions
  – early years, schools, workplace, communities
• Equity in maximising potential for good mental health
  – conditions that foster positive mental health – structural, community and individual levels; social gradient
Mainstreaming Mental Health Promotion: Factors that create and protect mental health

- Individual level – identity, self-esteem, efficacy and life skills
- Social networks - social relationships, support, exchange, sense of social belonging and inclusion
- Community level – community involvement, civic engagement, leisure, membership of clubs etc., volunteering
- Societal level – cultural, economic and social policies
  - role in wider society, work, citizenship, democratic participation, environment
- **Access to resources and life opportunities**
  - supportive relationships, education, employment, opportunities for social inclusion
- Addressing social inequity, injustice, stigma and discrimination that deny access to life opportunities and resources
Mainstreaming Mental Health Promotion: Addressing stigma

• Importance of tackling stigma and raising greater public awareness from a public health perspective
  – enable people to engage with mental health in a more positive way

• Stigma and discrimination are identified as the single most important barrier to overcome in the community (WHO, 2001)

• Reduce the likelihood of people contacting the services for help due to fear of being labelled and discriminated

• Reduce the willingness of policymakers to invest in mental health - low priority
Mainstreaming Mental Health Promotion: Increase the visibility of mental health

- Build greater community understanding of mental health and its importance for health and wellbeing
- Empower and mobilise communities and individuals to shape and initiate their own actions to promote wellbeing
- Broader concept of mental health literacy
- Advocacy – influencing policy for the promotion of mental health and ensuring that the conditions that create and protect mental health are accessible to all
Mainstreaming Mental Health Promotion: Policy development and implementation

• International policy developments
  – Australia, New Zealand, European level, Scotland, England, Canada

• Political commitment – policy implementation
  – Leadership, accountability, building infrastructure, funding, technical expertise, workforce development

• Lack of investment in developments in low and middle income countries
  – The Lancet 2007 and 2011 series on global mental health
  – WHO Mainstreaming Health Promotion Initiative
  – Barry, Clarke, Jenkins & Patel (2012) – evidence review in LMICs
Mainstreaming Mental Health Promotion: Implementing Effective Programmes

• Growing international evidence base on the effectiveness of mental health promotion and prevention
  - dissemination and adoption of evidence-based practice across a range of diverse population groups and settings (Herrman et al., 2005; Hosman et al., 2005; Barry & Jenkins, 2007; European Dataprev initiative- *Health Promot Int* special issue, Vol 26, 2011)

• Equal access - the effective scaling up of interventions in standard service delivery
  - maternal and child health, schools, workplaces, community service
  - universal and targeted provision
  - cultural transferability of interventions – models and approaches

• Implementation research – systems change
  - implementation complexity – dynamic change in multi-level systems
  - sustainability – systems transformation for enduring change
  - rigour vs relevance – context specific planning, delivery and evaluation
  - new research paradigms
  - generate contextually sensitive practice-based evidence
Mainstreaming Mental Health Promotion Research

- Inclusion of indicators of positive and negative mental health in population health surveys
- Research in and for low and middle income countries
  - building the evidence base
- Evaluation of promotion and prevention interventions
  - measuring the equity impact of mental health promotion policies and programmes e.g. evidence on early years interventions
  - evaluating wider health and social gains
  - evaluating the impact of upstream interventions e.g. housing, urban regeneration, income support, education, employment
  - mental health impact assessment of public policies
Mainstreaming Mental Health Promotion: Developing Partnerships

- Engaging a wider set of partners in other sectors
  - the relevance of mental health to their core functions; synergistic actions
- Sectors – workplace, education and training, housing, planning
- Reorienting health services – other health professionals
  - mental health services – recovery, healing and trauma
  - primary care – integrated mental and physical health
- Engaging the wider community – building greater public understanding of the importance of positive mental health as a resource for everyday life
  - young people - social media; communities - violence prevention, postconflict and reconciliation, economic empowerment
- Advocacy and communication strategies – clear message targeted for different audiences, using appropriate language and media
- Multisectoral collaboration and partnerships
Mainstreaming Mental Health Promotion: Developing an Effective Workforce

• Workforce development is critical to delivering on mental health improvement at a population level
  – necessary knowledge, skills and abilities in developing and translating theory and research into effective policy and practice

• Enabling change, partnership working, advocacy, leadership, communication, programme planning, needs assessment, implementation, evaluation
  – base of multidisciplinary knowledge and ethical values

• Education & training - academic preparation and continuing professional development

• Vital for the sustainability of global mental health promotion
Looking to the Future

- Promoting mental health is an integral component of good health and quality of life
- Critical to population wellbeing and the social and economic prosperity of society
- Growing knowledge base on effective programmes and policies
- Demonstrated wider health, social and economic gain

- What is needed to make a critical difference in the future?
Looking to the Future

widening the field of vision

• Policy and practice that will deliver on improved mental health at a population level
  – policy that addresses the social determinants of mental health
  – coordinated multisectoral policy – mental health in all policies

• Effective implementation of research and policy into practice
  – research and practice base of effective implementation
  – innovative and creative practice-based evidence

• Build the capacity of the workforce
  – identifying the workforce and who is responsible for implementation; specific skills, competencies & training
  – bridge the gap between mental health specialists and public health specialists
Looking to the Future

**widening the field of vision**

- **Investing in research and evaluation**
  - monitoring positive mental health status and patterns at a population level – measure what matters
  - undertake systematic evaluation studies as an integral part of good practice; expand the evidence base

- **Invest in policy, practice and research development in low and middle income countries**
  - international donors, governments and NGOs

- **Engaging diverse sectors**
  - mobilising a demand for a mentally healthy society
  - wider public engagement - concern with emotional and social wellbeing & how social values, culture, and public policies impact on mental health and wellbeing