

The SANE approach to health promotion

Nikki Woolley
Mind and Body Project Coordinator
SANE Australia



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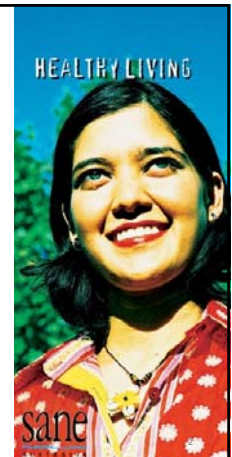
SANE Australia

A national non-government organisation

working for a better life for people affected by mental illness

- Education
- Applied Research
- Campaigning for improved services and attitudes

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Mental Illness Prevalence

One year prevalence (Adult) 20%

Anxiety disorders	14%
Depression	6%
Substance use disorders	5%
Psychotic disorders	1-2%

Severely disabled with psychosis, bipolar disorder, depression or anxiety 3%

Life time prevalence 45%

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The Mind and Body Project

The physical health of people with a mental illness

The mental health of people with a chronic physical health condition



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Health or wellness in an individual includes physical health, mental and emotional health, and for many includes spiritual health and the health of the individual's whole family.



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Links between Hepatitis and mental illness

HCV rates are up to 11x more in people with severe mental illness than general population

Antiviral treatment (Interferon) has depression and other neuropsychiatric symptoms as possible side effects

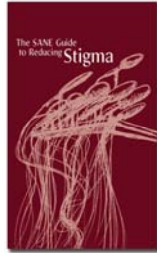


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Some similarities

- Both affected groups are marginalised and experience stigma and discrimination
- Both experience fear of disclosure, social isolation and rejection
- Other health issues are often not picked up



Some differences

- Prevention
- Infection control is not an issue
- People with hepatitis may not know they are infected



How do we work in a mental health promoting way?

- Build good foundations
- Participation, and ideally leadership, from the affected group
- Consider equity – who will benefit from this work? And whose need is greatest?



- Is anyone else already doing it?
- A collaborative approach is generally more effective and sustainable
- Will this approach enhance the health of the whole person?



Health promotion campaigns using national media
Like minds, like mine, NZ

- 10 year investment across two governments
- Grounded in consumer leadership
- Celebrities open about their mental illness
- Foundation of community action and education



Like minds, like mine, NZ
Successful campaign

- Significant changes in the public's attitudes and behaviour
- 79% of public recall the ad
- "If I got a mental illness, I think some of my friends would reject me"*
- Improved 23% since benchmark survey
- Behaviour change achieved



Victorian anti-smoking social marketing

One of top three most cost-effective interventions for reducing smoking

One half of all Victorians who tried to quit said that TV commercials helped

Social marketing is most effective when it achieves a specific threshold level of awareness

SANE Signs of mental illness campaign



SANE Signs of mental illness campaign

Smoking and mental illness news coverage

SANE as credible media source

Idol' accused of exploiting mentally ill Ten show 'bullying' vulnerable people

By SUSHI DAS

CHANNEL Ten's Australian Idol is exploiting mentally ill young people, with judges ridiculing and humiliating them in the name of entertainment, according to a complaint by health professionals.

Psychiatrists raised the alarm after they saw a former patient "laughed at and humiliated" by judges in an audition for the show. Ten yesterday said the welfare of contestants was of paramount importance.

Australian Idol, whose judges use blunt and sometimes brutal comments in their assessments, broadcasts a selection of auditions in the weeks leading up to the talent contest of 12 finalists.

Melanie Evans, a consultant psychiatrist with Oregon Youth Health, said that over the years she had seen several of her patients with serious illness, such as bipolar disorder and schizophrenia, being bullied

mental health group, this week lodged a complaint with mental health charity SANE, through Signabreach, a program set up by the charity to monitor how the media treat mental illness.

The complaint says criticisms from judges in reality programs that targeted young people "are often tantamount to bullying".

Dr Evans said mentally ill people did not behave or dress in an outlandish way just to be funny on the show. "They are generally incapable of assessing their own ability and not always at risk," she said.

"Some of these clients have been significantly bullied throughout their lives, so it's just a repetition of abuse that happens to them on these shows."

SANE's executive director, Barbara Hocking, said criticism could worsen the health of a mentally ill person. Sarah Feib-

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Collaboration and partnerships

Stakeholder involvement from the start

Share ownership where this enhances sustainability

Planning, implementation, evaluation and write up



Sustainability

A multi-level approach. From the individual to the group, the organization, the community (using the media) and potentially beyond

Share any learnings and/or innovations with the sector

Secure on-going funding or make the work part of the existing service



Common mistakes in Health Promotion

Being reactive rather than proactive.

Doing a one-off project that works well – but with no resources to continue with it.

Providing a great project that increases the health of people who are already healthy and ok financially – increasing the inequity

