



Minding your head

Public information campaign news

Issue 3
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The work outlined in this newsletter was undertaken by the Health Promotion Agency for Northern Ireland (HPA) in response to actions outlined in the suicide prevention strategy *Protect life: a shared vision* and the mental health strategy *Promoting mental health*. This work was commissioned by the Department of Health, Social Services and Public Safety. Previous issues of the newsletter can be found at www.healthpromotionagency.org.uk

Evaluation of the 2008 Minding your head campaign

The first phase of the Minding your head public information campaign was launched in March 2007 and focused on promoting, protecting and enhancing mental wellbeing and the prevention of suicide and self-harm. Detailed information on phase one was provided in issues one and two of this newsletter.

Phase two of the public information campaign, launched in June 2008, focused on encouraging self-help and help-seeking behaviour among young men. Given the higher



incidence of suicide among young males, this group had been identified as a key target group in the *Protect life* strategy, with a key action "to implement a targeted information and awareness campaign for young males, aimed at breaking down the current male culture of not discussing their problems openly".

Following a review of research relating to the mental health of young men, the literature suggests that masculinity appears to limit young men's ability to communicate and address health issues generally, with the stigma associated with mental health issues further exacerbating this problem. The research evidence also suggests that women appear more likely to experience mental health problems, whereas men in contrast are more likely to take their own lives. Indeed this research also found that: mental health problems in men are more likely to go undetected; men are less likely to recognise the symptoms of mental health problems; men are less health literate than women; and men are less likely to seek help for mental health problems.

Research investigating public attitudes to mental health conducted by the HPA in March 2006 found that males (69%) were significantly more likely than females (61%) to say they had no experience of mental health problems ($p < 0.01$). In terms of age, the 16–24 year olds (80%) were most likely to say they had no such experience (either personally or through others) ($p < 0.001$). Which may be indicative of the fact that they cannot or do not

continued overleaf...



Sound Mind reprint and distribution

In September 2008 the *Sound Mind* resource booklets were reprinted and to date 5,200 of the teacher's resource and 42,000 of the young people's resource have been distributed to post-primary schools across Northern Ireland.

Copies of the resource are available to download from the HPA website www.healthpromotionagency.org.uk or by calling Action Mental Health on 028 90 403726.

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identify emotional issues as mental health problems. The 16–24 year age group was most likely to agree with the statement “I would find it hard to talk to someone with mental health problems” (29%) ($p < 0.01$).²

In developing the campaign, a number of advertising concepts were tested with males aged 16–34 across Northern Ireland. Testing also included a group of men, all of whom had experience of suicide within their families, and two young male service users who had attempted suicide. The testing provided feedback on

the different advertising approaches and highlighted the strengths and weaknesses of each. One concept, ‘Mask’, was particularly strong. The majority of those involved in testing identified strongly with the concept, which depicts a male who maintains a front of contentment with his friends but in reality is in emotional distress. The key message conveyed is “don’t cover up your problems, take the first step and talk to someone”. The concept was used to develop television, radio and poster advertising. Feedback during testing highlighted a need to show the main character in the advertising taking action and speaking to someone and this was incorporated into the TV advertising campaign.

Campaign elements

• Television advertisement

The ‘Mask’ concept featured a young man having a good time in public but when alone he removes a mask to reveal his real face, with an expression that is bleak and miserable. A shorter ad featuring the young man talking to someone on the phone was shown in the same ad break slot. The TV advertising was broadcast on UTV and Channel Four.

• Radio advertisement

Three 30 second radio advertisements presenting different scenarios of young men covering up what they are really feeling were developed and broadcast on Downtown/Cool FM and Talksport radio stations.

• Outdoor/washroom advertising

The campaign included bus and outdoor poster advertising. Posters were displayed in male washrooms in bars and clubs across Northern Ireland, and beer mats were also distributed to these venues.

• Website

The website www.mindingyourhead.info, which was launched as part of the first phase of the campaign, and was promoted on all the campaign advertising as well as via Google adwords. These are online advertisements which appear when using Google search and key words such as ‘feeling down’,

‘depression’, ‘self-harm’, and which provide a link to the Minding your head website. The young men’s section of the site was updated with some new issues.

The campaign ran throughout June 2008 and February 2009.



Campaign evaluation method

Methodology

A representative survey of 1,027 adults was carried out. This included a booster sample of young males aged 16–24 (n=300 males) to allow for specific analysis of this population target group. The sample was representative of the Northern Ireland adult population (aged 16 and over) in terms of age, sex, social class and area of residence. The questionnaire was administered face-to-face using computer assisted personal interviewing in August 2008.

The chi-square statistical test was used to test

for associations between groups within the data. Statistically significant findings are shown where appropriate and three levels of significance are present, ie $p \leq 0.05$, $p \leq 0.01$ and $p \leq 0.001$. For instance, if a finding is significant at the $p \leq 0.05$ level, it would be expected in a similar population 95 times out of 100.

Findings

Awareness of Minding your head campaign 2008

Young males are traditionally hard to reach in public information campaigns. However, the level of general public exposure to the campaign was recorded at 79%, with exposure among the campaign target group of 16–24 year old males at 82%.

Prompted recall to elements of the campaign (n=1,023)

	Any element %	(sig)	TV %	(sig)	Radio %	(sig)	Poster	(sig)	Beer mats	(sig)	Website	(sig)
All	79	-	65	-	43	-	27	-	9	-	22	-
Sex												
Male (n=363)	73	*	60	**	46	-	27	-	9	-	21	-
Female (n =417)	79		68		41	-	26	-	9	-	24	-
Age												
16-29 (n=228)	84	***	73	***	53	***	32	***	14	***	32	***
30-49 (n=287)	82	-	68	-	52	-	31	-	10	-	26	-
50-64 (n=163)	74	-	64	-	36	-	25	-	8	-	20	-
65+ (n=102)	56	-	45	-	22	-	14	-	1	-	3	-
Social class												
ABC1 (n=328)	79	-	65	-	44	-	31	*	9	-	27	**
C2DE (n=452)	75	-	64	-	43	-	24	-	9	-	19	-
Target group												
16–24 males (n=263)	82	-	68	-	54	**	35	*	13	-	30	*
Others (n=545)	77	-	66	-	45	-	24	-	10	-	24	-

* $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$

TV advertising

Approximately two out of three (65%) respondents said that they had seen the campaign's TV advertisement, with a significantly higher level of recall reported by women (68%) compared with men (60%). However, an analysis of unweighted data found no significant variation in response between those in the campaign target group who are traditionally harder to reach and others in the sample.

Radio advertising

Forty three percent of respondents said that they had heard at least one of the three radio ads. This compares favourably to 29% who recalled hearing the radio advertisements during the 2007 campaign. A greater proportion of respondents in the campaign target group were able to recall the radio ad compared with others in the sample (54% compared to 45%, $p < 0.01$).

Poster advertising

Twenty seven percent of respondents were able to recall having seen the 'Don't cover up your problems' poster advertising. Those most likely to recall the campaign poster were in:

- younger age groups (16–29, 32%; 30–49, 31%; 50–64, 25%; 65+, 14%: $p < 0.001$)
- higher social classes (ABC1, 31%; C2DE, 24%: $p < 0.05$)
- the campaign target group (35% compared to 24%: $p < 0.05$)

Beer mats

Nine percent of respondents were able to recall having seen campaign beer mats. Those in the target group, 16–24 age males (13%) were slightly more likely to recall the beer mats than any other group (all others 10%) but the difference was not statistically different.

Mindingyourhead.info

Over 1 in 5 (22%) of respondents could remember

the www.mindingyourhead.info website being advertised via the campaign materials.

The respondents more likely to recall the website were:

- the 16–29 age group (32%): (30–49, 26%; 50–64, 20%; and, 65+, 3%: $p < 0.001$)
- higher social classes (ABC1, 27%: C2DE, 19%: $p < 0.01$)
- Target group (16–24 males) compared with others in the sample (30% compared to 24%: $p < 0.05$)

Of those who had seen the website advertised, 16% reported visiting it. This equates to 4% of the total sample.

TV advertising relevant and believable?

Those who were aware of TV and radio advertising were asked about their initial reactions. Over 9 out of 10 thought the TV advertisement was thought provoking (93%) and believable (96%). Six out of 10 said it was relevant to them, with 36% saying it was not relevant to them.

Compared with others in the population, those in the oldest age group (65+, 88%) were less likely to say that they found the ad believable (16–29, 96%; 30–49, 97%; 50–64, 98%: $p < 0.001$).

Respondents in the 30–49 age group (95%) were more likely to say that the ad had been thought provoking compared with respondents in other age groups (16–29, 92%; 50–64, 90%; 65+, 93%: $p < 0.05$).

Those who had been exposed[†] to mental health problems either themselves or through family or work, were more likely to say the TV ad was relevant (76% vs. 51%: $p < 0.001$). Indeed, a greater proportion of those who had experienced mental health problems personally said that the TV ad was relevant to them compared with others in the population (76% vs. 58%: $p < 0.01$).

TV advertisement reaction		Believable %	Relevant %	Thought provoking %
TV: Mask (n=660)	Others (n=599)	96	60	93
	Target group males 16-24 years(n=61)	95	61	92

[†]This measure of exposure is based on respondents who: have experienced mental health issues themselves or have cared for a relative or someone else with mental health problems or exposed to mental health issues through work or exposed to mental health issues via some other source (ie based on categories 1 to 5 in question A8)

There was no significant variation in response between those in the campaign target group (males aged 16–24 years) and others in the sample in terms of finding the TV ad thought provoking, believable, or relevant.

Did the campaign encourage activity?

Respondents were asked how much each element of the campaign had encouraged them to think about or do something about their mental health.

Fifty percent of those exposed to any element of the 2008 campaign (TV, radio, poster or leaflets) said that it had encouraged them to do at least one of the following: think about their own mental health; discuss

mental health issues; do something to improve their mental health; get information on mental health issues; or seek help for themselves or someone else. This is an increase on 2007, when 34% of those who had been exposed to campaign elements had been encouraged to do at least one these activities.

Figures for 2008 show an increase for all activities as a result of being exposed to any campaign element. Particularly high increases were observed for those who thought about their own mental health (20 percentage point increase on 2007); discussed mental health issues (18 percentage point increase on 2007); and did something to improve their mental health (19 percentage point increase on 2007).

Impact of campaign elements on activity to promote mental health

	Think about your own mental health %	Discuss mental health issues with anyone %	Did something to improve mental health %	Get information on mental health %	Seek help for yourself %	Seek help for someone %	At least one action %
2007 Any campaign element (TV, radio, poster, leaflet) (n=740)	24	13	5	7	5	5	34
2008 Any campaign element (TV, radio, poster, beer mat) (n=778)	44	31	24	11	8	6	50

How did 16–24 year old males respond to the 2008 campaign?

Nearly 6 out of 10 (58%) 16–24 year old males were prompted by the TV advertisement to think, discuss or take action with regard to their own or another's mental wellbeing; 52% were prompted by the radio advertisement, 45% by the poster and 41% by beer mats to think about, discuss or take action with regard to their own or another's mental health.

As expected, young males were less likely to be

prompted into action than the rest of the adult population. They were less likely than the rest of the sample to say that the TV ad had encouraged them to discuss mental health or emotional wellbeing issues with anyone, do anything to improve their mental health or emotional wellbeing, or get more information on mental health or emotional wellbeing issues

However, young males (16–24 years old) were just as likely as others to be prompted to think

about their mental health: well over half (57%) were motivated by the TV advertisement to think about their mental health; just under half, 47%, were motivated by the radio ad to think about their mental health; almost 4 in 10 were motivated by the posters and

1 in 4 of those who saw the beer mats were motivated to think about their mental health. In response to all of the elements, with the exception of the poster, young males (16–24 years old) were equally as likely as others to seek help for themselves or others.

Impact of individual campaign elements on activity to promote mental health

	Think about mental health %	Discuss mental health issues with anyone %	Do something to improve mental health %	Get information on mental health %	Seek help for yourself %	Seek help for someone %	Any activity %	Base (n) %
Saw campaign element 2008 (TV, radio, poster, beer mat)	44	31	24	11	8	6	50	778
Mask TV ad								
16-24 males	57	27***	17***	7**	5	5	58	217
Others	56	39	28	13	9	8	65	465
Radio ads								
16-24 males	47	18	21	6	4	6	52	48
Others	44	28	17	6	6	3	49	396
Poster ad								
16-24 males	39	13	13	3	2**	3	45	111
Others	44	22	17	6	8	3	51	193
Beer mats								
16-24 males	25	8	8	3	8	0	41	40
Others	33	16	14	6	8	5	36	67

* p<=0.05; **p<=0.01; ***p<=0.001 (unweighted)

The target group did not statistically significantly differ from others with regard to action prompted by hearing the radio advertisements or seeing the beer mats although beer mats also appeared to have the greatest encouragement to getting young males to

seek help for themselves: 8% of those who saw the beer mat sought help for themselves compared with 5% of those who saw TV, 4% radio, and 2% posters.

It is encouraging to find that overall campaign

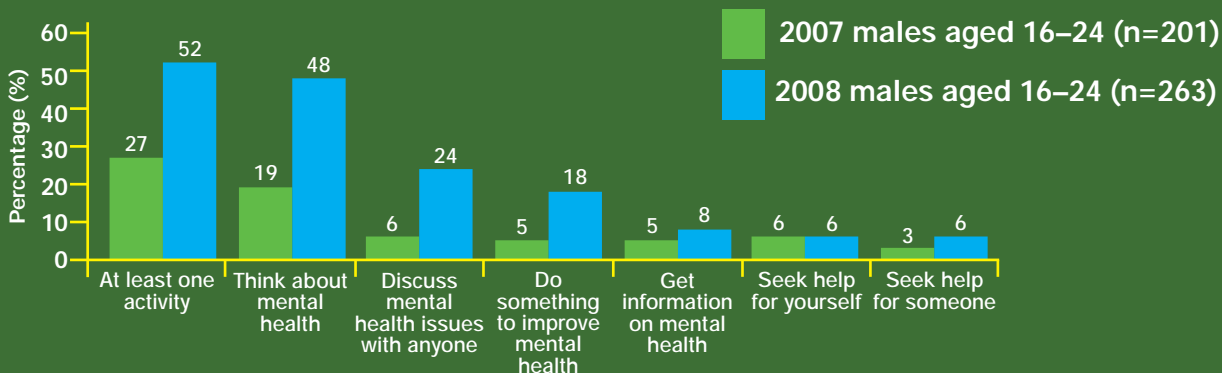
exposure among young men aged 16–24 is not statistically different from other respondents in the survey. This is important in the context of previous evaluations which found that exposure among 16–24 year old males was significantly lower when compared with others in the population. With regard to the TV campaign advertisement the evaluation found no difference in exposure level between this group and others in the population.

The campaign radio ads and the use of posters to target younger males appears to have been particularly effective, with a greater proportion of this group able to recall these campaign elements possibly due in part to targeting through

radio stations such as Talksport, which has a predominantly male audience, and placing posters in male wash rooms in pubs and clubs. Awareness and reaction to the 'Mask' concept also suggests that it has been effective in attracting attention and provoking thought.

When we compared actions in response to the campaign for the target group with last year's campaign it is very encouraging to note that figures for 2008 show: that the target group are significantly more likely to think about their mental health (48% compared to 19%); discuss mental health issues (24% compared to 6%); or do something to improve their mental health (18% compared to 5%).

Exposure to campaign elements



References

1. Addis M, Mahalik J. Men, masculinity and the contexts of help-seeking. *American Psychologist* 2003; 58(1): 5-14.
2. Health Promotion Agency for Northern Ireland. Public attitudes, perceptions and understanding of mental health in Northern Ireland. Belfast: HPA, 2006.

Mind your head welcomed by colleges

Mind your head – a student guide to mental health has been welcomed warmly across the education sector in Northern Ireland following its launch in September 2008.

Katie Morgan, President of NUS/USI said: "The development and launch of *Mind your head* is regarded by both staff and students as a great success. Its student-friendly language is useful to both further education (FE) and higher education (HE) students and is a subtle way of providing students with the useful information that they need."

Elaine Kelly, Open Your Mind Coordinator with NUS/USI, added: "We have distributed the majority of the guides and would definitely like a reprint in 2009 if possible."

"I have also included the document as an option of support for students in the benchmarking survey we are doing from

January to April across all HE and FE campuses."

Ann McGarrigle of the North West Regional College said: "The *Mind your head* booklet was given out to all first year students, at induction sessions at the beginning of the new college year. It was also available to students at freshers' days around all of our campuses.



"Staff and students commented on how much relevant, useful information it contained. The booklet is easily read, colourful, bright and is a handy size, which attracts and suits students."

Mind your head has been distributed to over 42,000 first year students aged 16 and over, throughout all FE and HE colleges and universities across Northern Ireland.

Minding your head – monitoring and development

The Minding your head website (www.mindingyourhead.info) was developed to support the media campaign. Aimed at the general public, the website includes sections for young people, adults, older people and professionals. In addition to information on the signs and symptoms of poor mental health and what can be done to stay mentally healthy, each section provides information on issues that may be particularly relevant for the group. For example, new sections were added on school/college for young people and on retirement for older people.

Visits to the website are monitored using Google Analytics, a web tool which provides a range of statistical information, including number of visitors, date and time of use, how the site was accessed, the most commonly used keyword search terms, country of use and the most visited pages. This information can be useful in evaluating the use of the website and impact of campaigns, as will be shown later.

Visitors to the website are also encouraged to complete a feedback form on the content and usability of the site.

The information gathered from analysis of statistics and user feedback is used to inform the ongoing development of the website.

Statistics

Figure 1 shows the total number of visits to www.mindingyourhead.info from August 2007 to

October 2008. In general, there is an increasing trend in the number of visits to the site. However, the graph also reflects increased use coinciding with campaign activity.

Peaks in the number of visits to the website are observed in January (n=2,795) and March (n=2,841). This increase coincides with broadcasting of the Phase one television advertisements, 'It's me' and 'Share it', which were broadcast throughout January and March 2008. A new publication, *The pocket guide to good mental health* was produced and distributed during February and March to social security offices, bus and train stations, GP practices, sports shops and retail outlets.

At this time www.mindingyourhead.info was also promoted using Google Adwords. Information about the website appeared when search words such as depression, mental health, self-harm and suicide were input to the Google search facility.

In June 2008 the number of visits to the website recorded was 3,196, almost double the number obtained for May (1,610). The increase corresponds with timing of the media campaign 'Mask' (phase two of the campaign), which targeted young men in distress. The website logo was prominently displayed in campaign advertising through television, outdoor advertising, washroom posters and beer mats.

Increases in the number of visits to the website during campaign periods highlight the need for promoting it on an ongoing basis.

Figure 1: Total monthly visits to www.mindingyourhead.info August 2007 – October 2008

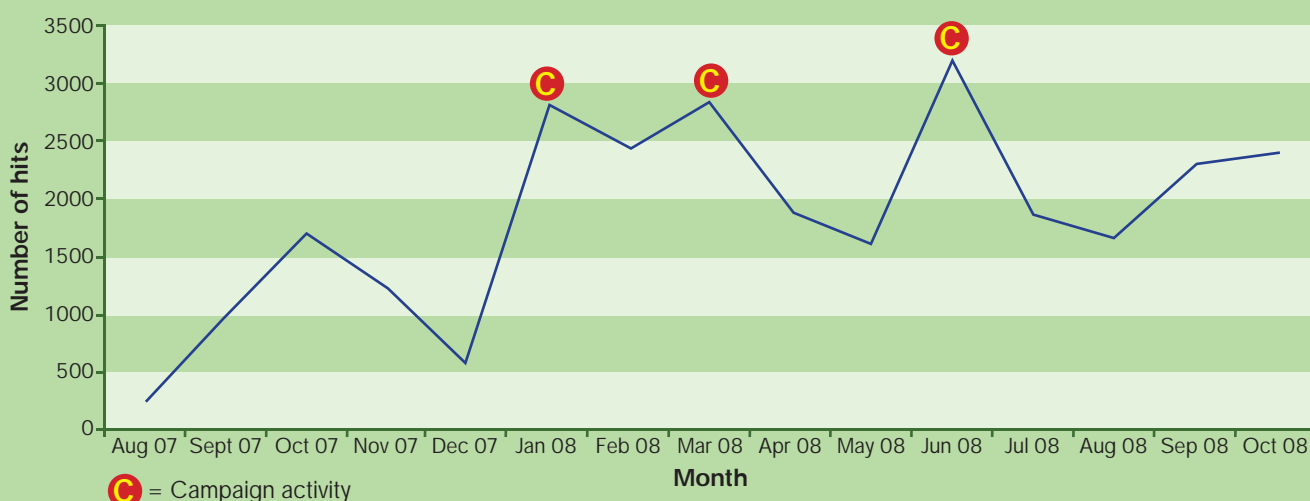


Table 1 provides figures for how visitors accessed the site, expressed as a percentage of the total number of visits. It shows that during the month of June the number of visitors accessing the site directly, ie using the correct web address, increased from 14% in May to 32% in June and fell again to 15% in July.

Table 1: Sources of traffic to www.mindingyourhead.info May 2008–October 2008

	May 2008 %	June 2008 %	July 2008 %	Aug 2008 %	Sept 2008 %	Oct 2008 %
Direct	14	32	15	11	14	13
Referred	33	21	32	32	33	31
Search engine	53	48	52	57	53	56

The impact of such advertising is also reflected in the top keywords search terms used to locate the site. Table 2 shows the five most commonly used keywords used by those who have accessed the site. Again, this shows the impact of campaign activity, where variations on the phrase 'minding your head' occupy the five top places.

Table 2: Top five keyword search terms for Minding your head, May 2008–August 2008

	May 2008	June 2008	July 2008	August 2008
1	feeling down	minding your head	feeling down	feeling down
2	depression	mindingyourhead	depression	relationship breakdowns
3	minding you head	www.mindingyourhead.info	mind your head	depression
4	relationship breakdown	mind your head	minding your head	minding your head
5	mind your head	mindingyourhead.info	relationship breakdowns	mental health northern ireland



In terms of top content, apart from the home page, the directory of services and information on early warning signs of mental health problems are the two most visited pages. This information has led to further development of the website as discussed later.

It is also interesting to note that the average number of hits is higher during the week (Monday–Thursday) and declines at weekends. This could suggest that users may be accessing the site at work or from school/college/library and may be important in targeting future website advertising for example through workplace intranets etc.

Website user feedback

Obtaining feedback from users is an essential element of monitoring the effectiveness and impact of www.mindingyourhead.info

This provides users with an opportunity to make suggestions on how the website can be improved. A prize draw for those who submit feedback takes place every three months. Entrants can win one of five cash prizes of £50.

The analysis of feedback does not provide an indication of the profile of users of the website since not all submit feedback and those who do tend to have a particular interest in the issue.

Analysis of feedback submitted to the website between 5 June 2007 and 14 November 2008 was conducted. During this time, 244 valid responses were made.

- Over three quarters of those who provided feedback (n=244) were female (78%) and 22% were male (see Table 3).
- Most of the feedback submitted was from younger age groups, with 40% received from those aged between 16–24 years and 33% from those aged between 25–34 years.
- When asked how often they used the internet, over three quarters of respondents (79%, n=241) said they used it every day, 17% at least once a week but not every day, and 3% used the internet less than once a week.
- When asked how they had found out about www.mindingyourhead.info 44% of respondents (n=243) said they had found out about the website from a television advertisement, link from another website (19%), search engine (18%), leaflet (7%) and poster (4%). Other responses included university, school, flyer and bus advertising.
- Just over two thirds of respondents (n=240) said that they were using the website for themselves (68%), 14% were using it in a professional capacity for others while 8% said they were using it for a friend or family member. Other reasons (11%) given for using the website included study purposes or curiosity.
- When asked what information they were hoping to find 233 respondents (96%) gave a reply, with a total of 276 suggestions (see table 4).

Table 3: Age and gender of respondents

Gender (n=244)	%
Male	22
Female	78

Age (n=241)	%
Under 16	3
16–24	40
25–34	33
35–44	14
45–54	9
55–64	2
65 and over	0

Table 4: What information were you hoping to find?

	n	% of responses
Help for themselves or others	34	15%
General information around mental health	31	13%
Information/help for depression	27	12%
Signs and symptoms of mental health problems	20	9%
How to cope with poor mental health	19	8%
Services/support	19	8%
Information/help for stress	11	5%
Curiosity	10	4%
How to maintain good mental health	9	4%
Information/help for anxiety disorders	9	4%
Information/help for self-harm	8	3%

- Eighty four percent (84%) of those who responded (n=240) said that they had found information that had helped them. When asked to specify what information had helped, a wide variety of responses were given (n=159, 200 responses). Table 5 shows the ten most common responses with the directory of services (n=32) and information on early warning signs (n=27) reported as most helpful. Thirty nine respondents (16%) said they had not found any information that helped them. When asked to specify the reason for this, 24 responses were received, the most common being that the information provided was limited (n=7).

Table 5: Information found to be helpful

	n	% of responses
Service/contacts information	32	20
Early warning signs / Signs and symptoms of mental health problems	27	17
General information on mental health	19	12
Signposting – links	13	8
Encourage them to talk to someone/seek help	9	6
Reassurance	9	6
How to get help	7	4
Maintaining good mental health	7	4
Coping with a mental health problem	6	4
Definition of mental health	5	3
Campaign information	4	3

- The majority (88%) of respondents (n=240) rated the information provided on the website as very good (64%) or quite good (24%). While the majority (95%) felt that the website was very easy (77%) or easy (18%) to use.

Table 6: Respondents rating of information provided and ease of use

	Very good	Quite good	Quite Satisfactory	Quite bad	Very bad
Information provided	64	24	10	2	<1
	Very easy	Easy	Satisfactory	Difficult	Very difficult
Ease of use	77	18	4	-	<1

- Overwhelmingly, the majority of respondents (93%, n=241) said they would use the site again. Of those who said they would not use the site again (7%), the most commonly reported reason was that they felt that there was limited information on the site.
- Of those who responded, 95% said they would recommend the site to others. The most common reasons given for not recommending the site were that there was nothing useful (six responses), there were other better resources/sites (three responses) or that information was limited (two responses).

Table 7: Respondents who would use or recommend the site

	Yes %	n
Use again	93	241
Recommend	95	239

When asked what issues affecting mental health they would like to see more information on 165 respondents gave a reply (n=165, 203 responses).

Six responses said more information on mental health conditions (n=6). However, a further 77 responses requested information on specific mental health conditions with information/help for depression, anxiety, postnatal depression, substance use and self-harm most commonly requested. Fourteen responses related to different aspects of young peoples' mental health.

Of those who said they had used the directory of services (n=177), 96% said they found it useful.

Table 8: What issues affecting mental health would you like to see more information on?

	n	% of responses
Information/help for depression	21	13
Information/help for anxiety disorders	16	10
Services/support	11	7
Coping with poor mental health	8	5
Information/help for postnatal depression	8	5
Information/help for substance use	8	5
Impact on/support for friends/family	6	4
Information on mental health conditions	6	4
Personal experiences - examples	5	3
Information/help on eating disorders	5	3

When respondents were asked to suggest how the site could be improved, 133 respondents (169 suggestions) replied. Encouragingly, the most common response obtained was that the website was good as it is. A further 25 responses gave positive comments which included "excellent" "good" "well laid out" and "easy to use". Some respondents felt that overall the site should provide more detail while the issue of information on specific mental health conditions was again raised (see Table 9).

Table 9: How could this site be improved?

	n	% of responses
Good as it is/doesn't need improved	27	20
Positive comments - good/excellent/ok/well laid out/easy to use/ helpful/clear/good contacts/good links	25	19
More detail	17	13
Technical issue	17	13
Forum/personal experiences/ Q&A section	14	11
Services	9	7
Wider advertising	8	6
Advice - rather than redirect	4	3
Information on mental health conditions	4	3
More links	4	3
Comments from users	2	2
First time on the site	2	2

Website development

Website statistics and user feedback is used to plan development of the site and a number of actions have already been implemented in response to monitoring. Users have found sections on early warning signs useful and so sub sections on 'Self-harm', 'Suicide', 'What to look out for' and 'What you can do' have been included under each main section. New information sections on 'Alcohol and drugs', 'Anger management' and 'Breaking up' have also been added in response to user need.

A list of publications has been added to each section, allowing users to access a range of mental health literature.

A news section has recently been added to the website which allows users to read about recent issues and HPA activities around mental health. The campaign section has been updated to include the most recent TV, radio and poster advertising.

Some users access the website in a professional capacity or for study purposes. A series of seminars organised by the Design for Living partnership took place in 2007 and to preserve and disseminate the learning that took place at the seminars, a collection of key issue papers have been published under the professionals section of the website. The issues covered include masculinity and mental health, the nature of self-esteem and understanding concepts

for working with children and young people.

Future plans

Users have requested more information on specific mental health conditions and so new sections on depression, anxiety, postnatal depression and schizophrenia are planned.

Users have accessed the directory of services and reported it to be useful. The HPA is currently undertaking an extensive update of the directory to include regional and local services. This action will also go some way to addressing a need for information around mental health services as highlighted in the McCartan report.

Regional training developments – mental health promotion and suicide prevention

The HPA has been reviewing the training objectives identified in the Promoting mental health strategy and the Protect life strategy. We have liaised with stakeholders from all sectors, and have taken note of the wide range of views expressed.

Throughout the process, a number of key themes have emerged, including the need for coordination, and consistency between core training programmes and quality assurance in relation to training standards and delivery. Outline proposals were presented during a series of consultation seminars in June 2008 where there was broad consensus about ways of addressing these issues.

A training advisory group has been established to agree standards and recommendations to be included in the final report, which will be presented to the DHSSPS early in 2009.

If you have an interest in these developments and to date have not been involved in any of the consultations please contact Michelle McMaster at m.mcmaster@hpani.org.uk

We would like to acknowledge the contributions made by all key stakeholders in the process to date and for the ongoing commitment while this work is being completed.

Mental Health Promotion Network celebrates World Mental Health Day

Five hundred and eighty people attended events organised by the Mental Health Promotion Network as part of the World Mental Health Day celebrations.

The Mental Health Promotion Network, which is facilitated by the HPA, includes representatives from statutory, voluntary and community organisations who work to promote mental health across Northern Ireland.

Following on from the success of last year's events the HPA provided funding for a facilitator for five seminars held between 7 and 10 October. This year Dr Nick Baylis, who

lectures in Cambridge University on the skills of wellbeing, provided a very insightful overview of the importance of having a well-balanced way of life that enables individuals and the world around us to thrive and flourish. Dr Baylis focused on a range of wellbeing principles and strategies which can be used to enhance our relationships, work and home life.

Participants who attended the events have provided very positive feedback and comments particularly in relation to how they have been encouraged to put into practice some of the hints and tips which Dr Baylis provided as part of his very engaging seminars.

Sports organisations embrace Mental Health First Aid Training

Contact was made with sporting organisations seeking support for and involvement with the campaign. It was hoped that by linking with organisations such as the Gaelic Athletic Association (GAA), Irish Football Association (IFA) and Irish Rugby Football Union (IRFU) that we could get messages to both supporters and those involved with the sports. As well as distributing and displaying campaign materials the organisations raised awareness of mental health issues at training camps, hosted information on their websites, included campaign advertising in match programmes and promoted campaign messages on public announcement systems at matches.

Following the successful engagement of the GAA, IFA and IRFU in the Minding your head campaign, Sport Northern Ireland facilitated a two-day Mental Health First Aid training course for key personnel working in the area of sport and physical activity across Northern Ireland.

The training was attended by 10 participants from a diverse range of organisations. They found the experience to be valuable in helping raise their awareness and understanding of mental health and improving their confidence in dealing with these issues in their personal and professional lives.

Michael Boyd, Head of Community Relations at the IFA said: "Sports governing bodies have a responsibility to promote mental health as well as physical health. The Mental Health First Aid Training is an excellent course which helps raise

awareness and understanding of mental health issues. It equips participants with the tools and knowledge to make a positive and meaningful difference."

Aileen Tohill, Health and Wellbeing Officer at the Ulster Council GAA, said: "The Mental Health First Aid training course is an excellent course, and I personally found the two days a worthwhile experience. The course was presented in a very professional manner by the trainers, and while the issue is serious, their approach certainly put us at ease and made learning easy. I gained a thorough insight into mental health and how best to look after it. Should anyone present with a difficulty I now feel more confident in assisting them to seek the support services they require."



Above: Lending their support to the launch of the HPA's campaign to encourage young men to talk about their problems and seek help are, from left, Ulster Rugby's Justin Fitzpatrick; Crusaders' Colin Coates; Dr Brian Gaffney, Chief Executive, HPA; and Armagh's Oisín McConville.



Left: Antrim Minors promote the Minding your head campaign at Casement Park.



Promoting positive mental health at work guide

Promoting positive mental health at work: A guide for employers has been developed by the HPA as part of the Work Well programme.

The guide outlines the benefits to employers and staff of supporting mental health and wellbeing in the workplace. Advice is provided on how to do this at an organisational and an individual level.

The legal requirements for employers and sources of help and support are also included in the resource.

Mental Health First Aid

Having demonstrated its effectiveness in mental health promotion in other countries, the award-winning Mental Health First Aid (MHFA) training was piloted in Northern Ireland as part of a Cross Border and Working Together (CAWT) initiative in 2005/2006.

Fifteen instructors were trained in Scotland's Mental Health First Aid programme. Five of the instructors were from the Republic of Ireland and ten from Northern Ireland.

During the pilot programme MHFA was delivered to participants from a range of organisations, including youth services, education, primary care and child and adolescent mental health.

Over 230 participants took part in the pilot and the evaluation showed very promising results. A summary report of the evaluation is available on the HPA website www.healthpromotionagency.org.uk

Since the completion of the pilot programme, instructors have continued to deliver MHFA using Scotland's materials. Due to increasing demand for MHFA the HPA has recently signed a memorandum



of understanding with Australia and is currently adapting its materials specifically for use in Northern Ireland. This process is being informed by the findings from the pilot evaluation and the experiences of the existing instructors in the Training for Trainers events planned for February 2009.

ASIST evaluation

An all-island action plan on suicide prevention has been developed in conjunction with the DHSSPS in Northern Ireland and the National Office of Suicide Prevention in the Republic of Ireland. One of the key issues on the action plan is the acknowledgement of the need for greater all-island cooperation in relation to the development and evaluation of suicide prevention related training programmes.

The all-island Applied Suicide Intervention Skills Training (ASIST) programme has been rolled

out since 2003. An evaluation of the programme is currently ongoing and will include views of stakeholders, ASIST trainers and ASIST participants.

It is anticipated that the first phase of the evaluation will be completed in March 2009 with a further follow-up of participants to take place later in 2009.

For further information on the evaluation contact Dr Karen Beattie or Naomi McCay at the Health Promotion Agency on 028 90 311611.



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