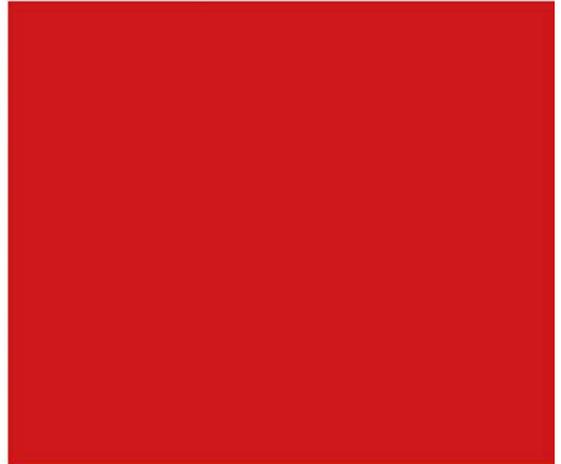


Quarterly Report February 2016



Centre for
Rural & Remote
Mental Health

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Centre for Rural and Remote Mental Health

T + 61 2 6363 8444 F +61 2 6361 2457 E crrmh@newcastle.edu.au

Locked Bag 6005 Orange NSW 2800



Website



Facebook



Twitter



YouTube



1. Centre for Rural and Remote Mental Health – Director’s Quarterly Report – February 2016

The Minister for Mental Health – the Hon Pru Goward visited the Centre for Rural and Remote Mental Health in Orange on Monday 8th February. She was joined by local MP Mr Andrew Gee and formally announced the 5 year funding award from NSW Health to the Centre and RAMHP. Please see the communications report for [who attended](#) and the [media](#) related to the event.



There have some staff movements over the reporting period, with Jo Porter and Nick Moran leaving. Rosie Dunnett has joined the team as the new Administrative Officer.

1. Meetings

Mr Trevor Hazell

NSW Mental Health Commissioner’s Suicide Prevention Advisory Group

On 1st February Mr Trevor Hazell attended the first meeting of this group in Sydney. This three-three hour meeting mainly focussed on briefing the Advisory Group on the Proposed Suicide Prevention Framework for

NSW <http://nswmentalhealthcommission.com.au/publications/proposed-suicide-prevention-framework-for-nsw> and the CRESP trial of a systems approach to suicide prevention in four trial sites using a multiple baseline stepped approach.

The Advisory Group provided feedback on a number of important issues including:

- Lack of resources in many rural communities to enable a systems approach
- The controversy that the trial will most likely be conducted in locations on the eastern coast and not west of the Great Dividing Range
- The need to seriously consider the language used to communicate about the research project, especially since CRESP' have identified communities with high suicide rates and suicide attempt presentations which will not be included in the trial.

It was a good opportunity to meet new stakeholders and to renew acquaintance with many important and influential individuals and agencies involved in suicide prevention.

Mr Trevor Hazell had the opportunity to brief Professor Helen Christensen, Director and Chief Scientist, Black Dog Institute.

Meeting with the Hon. Sarah Mitchell MLC, Parliamentary Secretary for Regional and Rural Health and Western NSW.

On 11th February, Mr Trevor Hazell and Ms Fiona Livingstone (Farm-Link Coordinator) attended a meeting with Sarah Mitchell and her advisor. Items discussed included:

- Update on RAMHP and Farm-Link
- Discussion about the Interpersonal Theory of Suicide
- Discussion about suicides in Narrabri and what the CRRMH would like to do.

The main outcomes of the meeting were that Ms Mitchel will refer the matter of Narrabri to the Premiers Department in her capacity as Parliamentary Secretary for Western NSW and that CRRMH would write to the Chair of the Parliamentary Friends of Mental Health to request an opportunity to brief all rural politicians about the Centre and its programs.

Ms Mitchel expressed her regrets that she could not attend the February meeting of the CAC but is very keen to attend a meeting later in the year. She also recommended that the CRRMH brief The Hon. Senator Fiona Nash and with the Hon. Marc Coulton MP, member for Parkes in relation to the matter in Narrabri.

Black Dog Institute's Expert Working Group

Mr Trevor Hazell was invited to be a member of an Expert Working Group to assist the Institute which has been engaged by the Department of Health to develop a resource for Primary Health Networks to help guide them in establishing an evidence-based systems approach to suicide prevention within their region.

Other members of the Expert Working Group will include:

- Professor Helen Christensen, Director and Chief Scientist, Black Dog Institute
- Dr Abigail Anderson, CEO, Primary Health Network, Brisbane North
- Dr Timothy Smyth, Chair, Primary Health Network, Western NSW
- Professor Pat Dudgeon, Professor of Indigenous Studies, University of Western Australia

- Professor Tom Calma, Chair, Poche Indigenous Health Network
- Mr Darryl O'Donnell, Principal, Policy and Development, Aids Council of NSW (ACON)
- Ms Sue Murray, Chief Executive Officer, Suicide Prevention Australia
- Ms Nicole Cockayne, Director Research and Strategy, Black Dog Institute
- Dr Fiona Shand, Senior Research Fellow, Black Dog Institute
- Ms Karen Elliff, Head of Fundraising, Marketing and Communications, Black Dog Institute

NSW Farmers Mental Health Network

The Forum was held on the 10th March and was attended by approximately 20 participants including the President of NSW Farmers, Derek Schoen.

Fiona Livingstone (SPO Farm-Link) and Camilla Kenny (RAMH Coordinator from Dubbo) were also in attendance.

Key agenda items included:

- The problem of ICE in rural communities and the difficulty that arises with not having a consistent data source from which to be able to identify or confirm that particular communities are experiencing a major problem with ICE
- Sharing of information about new resources and initiatives
- The need for a resource to be developed that will aim to reduce the negative impacts of suicide events on farm families and their neighbours, farm employees, friends, service providers and other associates of a person who dies by suicide. The resource is likely to serve the purpose of linking such people to the resources and services that already exist rather than to invent a new one.
- The need to map the services available in rural NSW
- The future direction of the NSW Farmers Mental health Forum

The CRRMH has committed to work with NSW Farmers and the Centre for Agriculture Health and Safety to apply for funds to undertake this work.

Regional Assistance Advisory Committee

Further meetings of this Committee have been suspended, pending the Minister approving amended terms of Reference and membership of the Committee.

Australian Livestock and Property Agents Association (ALPAA)

Mr Trevor Hazell met with Mr Andy Madigan, the CEO of ALPAA in Sydney in February. Mr Madigan was very interested to hear about the Workplace Support Skills Training that is available through RAMHP. He intends to escalate this to his Board and get their approval to encourage ALPAA members in NSW

2. Programs and Services

2. The Rural Adversity Mental Health Program (RAMHP)

Mr Trevor Hazell

The Face-to-Face meeting of the RAMHP Coordinators and their supervisors was held on the 1st to the 4th March.

A 2016 version of the Program Handbook is nearly complete and will be finalised after discussion with RAMHP Coordinators at their next meeting. The Position Funding Agreement is also all but finalised, formal partnerships with the local health districts will then follow.

Mr Trevor Hazell, Ms Jenn Caine and Ms Sarah Maddox attended a meeting with Sonia Muir (DPI) and Lianne Corocher (Rural Resilience Program) to discuss how RAMHP could work closely with the Rural Resilience Program on matters to do with planning, reporting and coordination of the work undertaken by both programs. A positive outcome from this meeting was an invitation from DPI to invite all RAMHP staff to hold our scheduled August face-to-face meeting at Tocal Agriculture College in the Hunter Valley. They will also have their program meeting and we can plan some sessions together and also to arrange a time for more social interaction.

Recruitment has commenced in Hunter New England LHD, with Mr Trevor Hazell attending selection committees on Monday 22nd February (Tamworth) and 23rd February (Moree).

Ms Jenn Caine has all but completed the amended training program that will be delivered to quarry managers and workers. The bespoke video resources adapted for heavy industries have received very positive feedback from industry and stakeholders.

3. Act-Belong-Commit Community Wellbeing Project

Mr Trevor Hazell

The first meeting of the Steering Committee for season three of this project with clear evidence of ongoing commitment to the Project by project partners. There are high hopes for the season ahead and clear signs of better communication and cooperation with partners. The Project will be improved this year with the introduction in most clubs of a League Tag comp for female players.

Program staff at the CRRMH and the RAMHP Coordinators will play an important role in making the Program work in 2016.

Funding has been committed this year from Family and Communities, the Office of Sport, and Western Local Health District. There is a projected shortfall and additional funds will need to be raised prior to June 30th.

4. Act-Belong-Commit – Mentally Health Orange

Ms Courtney Bilske

The first 6 months of the Act-Belong-Commit (A-B-C) project has been to concentrate on building strong connections with partner organisations, and raise awareness of the project in the Orange community. During this time CRRMH staff have brought together a diverse group of steering committee members allowing for the needs of different sectors of the community to be addressed. This committee has focused energy on identifying barriers and enablers to rolling out the project in the community, which will be part of the implementation plan for the next 3 and 6 months.



Mentally Healthy Orange Launch – November 2015. Left – Mr Trevor Hazell with local MP Mr Andrew Gee. Top Right – Ms Victoria Smyth with Healthy Harold. Lower right – The Act-Belong-Commit Mentally Healthy Orange display.

In the lead up to the Launch of Mentally Healthy Orange in late November 2015, strong links were developed with local media which has helped foster relationships that shall benefit the A-B-C campaign during the implementation phase. This will assist in ensuring the campaign remains sustainable in the Orange community.

The Steering Committee are currently seeking members of the Orange community who would be willing and able to come on as ambassadors or champions. Ambassadors could provide support for particular events, and champions could assist with continued support of a particular community sector. This is pivotal in ensuring the A-B-C message is contextualised for different community sectors, and becomes recognisable and embedded in those target audiences.

Five sectors of the community were identified as requiring individual working groups. These are:

- Low SES Parents and Families
- New residents, particularly Culturally and Linguistically Diverse (CALD) audiences
- People with disabilities and their carers
- Youth (particularly those disengaged from school and employment)
- Aged/older people

Members of the steering committee will chair different working groups, and network to collate a team of willing participants to assist in the group. This will build autonomy of the Steering Committee and encourage them to take the A-B-C campaign message out into the communities they work with. This will also increase the sustainability of the project, as working group members take ownership of delivering A-B-C to their clients and further roll out into the community.

CRRMH A-B-C project staff will develop pilot programs, alongside the working groups. These are to be implemented in a number of interested schools and workplaces in the community. The organisations will be provided with tailored resource toolkits for A-B-C activities, facts and marketing material. The specific programs will also include evaluation requirements.

A-B-C has now have an extensive stakeholder reach that includes Family and Community Services, Orange City Council, Housing Plus, Mission Australia, CareWest/Ability Links, OCTEC, Department of Education, Marathon Health, Mental Health Drug & Alcohol and Volunteering Central West.

Recent meetings:

- a. Steering Group meeting
- b. Schools' conference planning

5. Farm-Link

Ms Fiona Livingstone

Key items of note from the Farm-Link team:

Inverell

In January, a 17 year old Aboriginal girl from Inverell suicided. Farm-Link was alerted about this by several community members, including staff from the Armajun Aboriginal Medical Service (AMS) in Inverell. Farm-Link offered to work with AMS to arrange a meeting for various service providers and community leaders to attend. The purpose of this meeting was to provide information, resources, and pathways to care, so that those affected had access to support. At this meeting, a school counsellor from the high school that the young girl attended asked Farm-Link to attend the school and speak with young Aboriginal girls. Farm-Link fulfilled this request, and disseminated various resources to the girls and their teachers. Farm-Link also contacted Headspace, who continues to offer their support to the school.

In mid-February, two young Aboriginal boys attempted suicide. While we are still waiting further information around this, Farm-Link contacted the National Standby Response Service again, and liaised with one of the coordinators around best practice when supporting Aboriginal people. Farm-Link remains in contact with the Aboriginal community and Nicole Turner from the Go4Fun program, to work together to support the community in the most holistic way possible, with the resources available.

Aboriginal Suicide Prevention Skills Workshop

A tentative date of the 10th March has been set for the pilot of the Aboriginal Suicide Prevention Skills Workshop (SPSW), to be held in Inverell. Attending this workshop will be Aboriginal health and mental health workers, Elders and community leaders. Farm-Link have begun to draft a workbook to accompany this workshop, however this will not be completed until after the pilot, should further editing be required. Co-facilitating this workshop will be Aboriginal ex-professional football player, Nathan Blacklock.

Clinical Training

Farm-Link has been working with the Black Dog Institute (BDI) to schedule dates for their clinical program; Advanced Training in Suicide Prevention. This training will be funded by Farm-Link, and rolled out in Moree, Inverell and Tamworth from April-June. In addition to BDI's own evaluation, Farm-Link is creating a more in-depth evaluation. The ethics application (NEAF) is currently being drafted by Dr Kate Davies.

New Staff

Project Officer, Ms Rachel McLay, recently presented Farm-Link's SPSW to community members in Inverell. This was Rachel's first solo delivery, which was excellent. UK Nuffield Scholar, Mr Aaron Naik, was present for the workshop. Mr Naik commented that he found the workshop inspiring, and he felt it was pitched at the right level for community, with a mix of general information, with extra detail provided around suicide prevention.



Farm-Link staff Fiona Livingstone and Rachel McLay with visiting Nuffield scholar Aaron Naik and other attendees at Inverell - Community College Northern Inland, where Suicide Prevention Skills Workshop was delivered (by Rachel).

Future Farmers Network

Mr Trevor Hazell and Ms Fiona Livingstone met with a Director of the Future Farmers Network (FFN) in Sydney, in mid-February. This was a very successful meeting, and the result was a mutual agreement that the CRRMH and Farm-Link would work with FFN to provide a monthly webinar for their members.

Australian Livestock Markets Association (ALMA)

Farm-Link recently liaised with the Executive Officer of the ALMA regarding a potential SPSW site. In April, a national meeting will be held amongst sale yard owners nation-wide. This will be held in either Dubbo or Forbes.

At this stage, it is planned that Farm-Link will deliver the SPSW during this meeting. It is envisaged that requests for SPSW will follow after this workshop.

3. Research

Dr Hazel Dalton

During this period, research has been very active – research has been ongoing; papers have been submitted, revised and accepted for publication; reports have been prepared; and primarily the team has been very busy with proposals, tenders and expressions of interest. Now in 2016, appointing a senior research lead is a priority for research, the Centre is hoping to advertise very soon.

Grants, tenders and evaluation proposals

Some funding successes for this period include:

- The UON - [Priority Research Centre for Brain and Mental Health](#) – Prof David Perkins is a named investigator, was funded in late 2015. Also the [Priority Research Centre for Gender, Health and Ageing](#) was funded and Dr Jane Rich is a named investigator. These priority research centres will provide staff at the CRRMH with methodological, research and especially early-career researcher support.
- Australian Coal Association Research Program (ACARP): Health-e Mines: the development and implementation of a virtual health system to improve mental health, reduce alcohol/other drug use, and fatigue-related problems in underground and open cut mines (10 investigators including Perkins and Inder; for \$481,483, funded on 9 December 2015).

Two **ARC Linkage grant** proposals submitted late last year have now reached the rejoinder phase and the teams (especially **Dr Jane Rich** and **Dr Kate Davies**) are busy preparing their responses to the reviewers' comments due back at the end of February. Those proposals are: **RAMHP and promotion of e-Mental Health** and **Capacity Building: Mental Health and Mining**.

1. **ARC Discovery Grant** submission – **Ageing Well, Perkins D, Inder K, Rich J, Kelly B et al.** progressing well for submission in March 2016.
2. **ARC- Discovery Early Career Research (DECRA) fellowship** application – **Dr Kate Davies** – due in March 2016 – The project will consider the impact of proposed mental health reforms on rural mental health consumers' perceptions of control and choice (ie. What is the impact of policy-level reform on the end users?). On track for submission.
3. **ARHRC collaborative NHMRC grant** application on **Palliative/End-Of-Life Care** will be submitted – **Dr Scott Fitzpatrick** is an Associate Investigator, this will be submitted by collaborators at the University of Sydney.
4. **TRGS – Translational Research Grant Scheme** – Expression of Interest (EOI) to NSW Health was submitted by Ms Pam Johnson (Mid-North Coast) regarding MNC Mental Health Integrated Care Collaborative (now IMHimpact MNC) project – CRRMH investigators include **Dr Kate Davies** and **Prof David Perkins**. **Dr Donna Read** was heavily involved in coordinating/helping to draft EOI submission for Translational Research Grants Scheme, attended information session etc.
5. Drs **Tonelle Handley, Kate Davies** and **Jane Rich** have worked with Robyn Considine to prepare a tender for **QLD Mental Health Commission's** call for research to **examine stigma and the workplace** (submission Friday 19 February 2016).

6. **EOI for Evaluation of Western NSW Integrated Care Strategy** - Western NSW LHD has been funded by NSW Health to [pilot an integrated care strategy](#) that is locally focused (population/patient needs and available health resources). They have been running since late 2014 and have recently sought an evaluation of the [Western NSW Integrated Care Strategy](#) (as the pilot is known).

The team includes **Prof David Perkins** (CI), **Dr Scott Fitzpatrick** and external collaborators: Dr Nick Goodwin (CEO of the [International Foundation for Integrated Care](#), who recently was awarded the 2016 Avedis Donabedian prize – which makes him the leading international authority on integrated care); Dr Georgina Luscombe and A/Prof Catherine Hawke (U Syd - SRH); and Dr Jannine Bailey and Dr Kam Wong (UWS – Bathurst RCS), with three other consultant experts. The EOI was submitted 15th Feb 2016. Considerable support was provided by **Dr Hazel Dalton**, **Dr Donna Read** and **Dr Caroline Veldhuizen** to put the submission together. **Dr Kate Davies** and **Ms Sarah Maddox** also provided some welcome critical feedback.

7. **EOI to Aussie Farmers Foundation- Project Farmers Post-Venture Guide** – **Mr Trevor Hazell** and **Ms Sarah Green** working with Prof Tony Lower – Centre for Agricultural Health & Safety (University of Sydney and ARHRC) and Mrs Sonia O’Keefe – NSW Farmers. The aim is to develop a resource guide to assist farming families, businesses and those in the community (e.g. paramedics, rescue personnel, health staff, personal colleagues) who will often be associated with the victim socially, to recover following a suicide event. Good post-vention (assistance following a suicide) is critical to ensure the grieving process and subsequent recovery of those with a connection to the deceased is fast-tracked. Failure to address this issue can result in family and friends of the suicide victim, being at increased risk of suicide themselves leading to clusters of cases. It can also lead to poor mental health in general terms and have cascading impacts for individuals and communities.
8. **Western NSW Primary Health Network (PHN)** – **Prof David Perkins**, **Dr Hazel Dalton** and **Dr Donna Read** will work with Adjunct Associate Professor Lee Ridoutt and Ms Victoria Hirst (HCA) to develop a Mental Health, Suicide Prevention and Drug and Alcohol Plan for the PHN. The most recent proposal was submitted on 18 February 2016. Also another proposal was submitted for the critical assessment of Western NSW PHN-funded allied health, early intervention and health promotion programs (Mrs Robyn Considine and **Dr Donna Read**).

Ongoing Projects

- **Health Service Evaluation** – On behalf of NSW Health Mental Health Drug and Alcohol office, the Centre is involved with the evaluation of models of care, integration of services, the mental health education needs of health service workers, including the NGO sector, the specific needs of rural and remote areas, mental health workforce development and future needs.
 1. Considine R, Rich J, Inder K, Perkins, D (2016) *Review of Step-Up and Step-Down Mental Health Services in New South Wales* – draft final report shared with rural Mental Health Directors for comment January 2016.
 2. Ridoutt L, Hirst V, Read D, Perkins D (2015) *What basic mental health education is required in rural and remote New South Wales for staff employed by non-governmental organisations?* – draft final report shared with rural Mental Health Directors for comment January 2016.

- The CRRMH has been collaborating with each of the **rural local health districts** to develop locally relevant research projects. Work on the integrated care collaborative at Mid-North Coast LHD (IMHpact MNC) has now led to the submission of an EOI for a translational grant scheme.
- **Mudgee Integrated Care Model evaluation** - Mudgee GP Integrated Clinic – Community Mental Health (CMH) host bookings at the GP for 1 day a week, whereby all bookings through the CMH team, allowing the team to manage people’s physical and mental health at same time. This model has been running for 5 years. The service now incorporates alcohol and other drugs. This model has not taken up successfully elsewhere, Dr Scott Fitzpatrick is keen to identify the enabling factors at Mudgee that make it a success and the possible barriers to successful implementation elsewhere. Dr Fitzpatrick has been working on this evaluation, making great progress – now primarily working on analysis of the transcripts from the many interviews taken in December/January (more than 12).

Collaborative Research

Australian Rural Mental Health Study (ARMHS)

Research continues for ARMHS, the flagship program of the Australian Rural Health Research Collaboration, with longitudinal data analyses underway on health service use (Inder, Rich, and Coombe), gender (Inder, Rich), injury (Inder, Booth), depression (Handley), farmer wellbeing (Brew). The ARMHS group continue their regular paper writing meetings.

ARHRC (Australian Rural Health Research Collaboration)

Dr Scott Fitzpatrick has been working with ARHRC collaborators in the development of another flagship research project (like Australian Rural Mental Health Study). Led by David Currow, this study centres on rural palliative care/end-of-life issues and the proposal will be submitted to the NHMRC this month.

Books on Prescription

This is a collaborative project with Central Western Libraries on using cognitive-behaviour therapy-based books for treatment of a range of mild to moderate mental health problems (see UK Books on Prescription scheme – [Reading Well](#)). The clinically vetted book shortlist for this Australian pilot scheme was completed at CRRMH in 2015, and the library has now ordered the texts. A GP information and training package is in development. A review paper on bibliotherapy has been written by Dr Scott Fitzpatrick who is looking to resubmit to a suitable journal that will be read by GPs. Books On Prescription ethics application (Level 3) conditionally approved, amendments have been submitted (prepared by Dr Scott Fitzpatrick and Dr Donna Read). Dr Donna Read has been progressing other aspects of the project in readiness for the roll out (including the creation of dedicated surveys in Survey Monkey). Training by RAMHP in Workplace Support Skills is being organised for the librarians and staff of the greater Central West Libraries Zone in preparation for the scheme. The team are meeting up with the library staff in early March.

PhD students

Candidates **Mr Len Kanowski**, **Ms Victoria Hirst** and **Ms Emma Austin** are continuing their studies. Congratulations to **Dr Jane Rich** who has a **new PhD student** - accepted and provided with a scholarship, **Shahinoor Akter** will arrive from Bangladesh in June. Her PhD proposal aims to qualitatively explore women’s

maternal health and wellbeing in rural tribal villages in Bangladesh. Shahinoor will be supervised by **Dr Jane Rich** and co-supervised by Kerry Inder and Deb Loxton. Shahinoor will be based at HMRI.

Publications

1. Boreland F, Lyle D, Brown A, **Perkins D.** (2015) *Effectiveness of introducing point of care capillary testing and linking screening with routine appointments for increasing blood lead screening rates of young children: a before-after study*, Arch Public Health. Dec 29;73:60. doi: 10.1186/s13690-015-0111-y.
2. **Coombe, J., Rich, J., Booth, A.,** Rowlands, A., Mackenzie, L., & Reddy, P. (2015). *Supporting rural communities after disaster: The Warrumbungle Bushfire Support Coordination Service*, PLOS Currents: Disasters. doi: [10.1371/currents.dis.6a4ee241c389755ad6f6f1c8688c0fb5](https://doi.org/10.1371/currents.dis.6a4ee241c389755ad6f6f1c8688c0fb5)
3. **Davies K,** Gray M (2015) *Mental Health Service Users' Aspirations for Recovery: Examining the Gaps between what Policy Promises and Practice Delivers* British Journal of Social Work (2015) 45, Supplement 1, i45–i61 doi:10.1093/bjsw/bcv089

Papers accepted for publication

1. Thornton, L., **Handley, T.,** Kay-Lambkin, F., & Baker, A. (2015). Is a person thinking about suicide likely to find help on the Internet? An evaluation of Google search results, Suicide and Life-Threatening Behavior. *Accepted for publication.*

Papers in preparation

Dr Jane Rich, Dr Tonelle Handley and Dr Kate Davies are working on a paper to draw on ARMHS data to examine younger people's experiences of distress and correlation with factors such as social support and employment.

Dr Tonelle Handley is also working on ARMHS analysis looking at depression over the five years (prevalence, long-term correlates and predictors).

Prof David Perkins updated that several papers are almost ready from the Mental Health and Mining Research projects, led by Ross Tynan and Robyn Considine.

4. John Hoskin Library

Mr Paul Stanfield

- The period since the last Community Advisory Committee, which includes December and January, as well as some of February was a quieter period, especially the last part of December and early January. Library requests have picked up significantly since the beginning of February, including literature searches, inter library loans, student registrations and article requests.
- **The Library Collections Committee** met twice in this period, including Thursday 26th of November and on Thursday 18th February, 2016. There was increased funding for the November meeting of up to \$2,000. Suggestions for resources, including Cath Hickie, re Psychiatry and general mental health texts. Priscilla Wallace was recommended to look at Indigenous resources. The next meeting on Thursday 26th of February saw more Child and Adolescent resources recommended for purchase, as well as Forensic Mental Health and several other areas in the collection which needed updating.
- **Library promotion.** Regular emails were sent out during this period informing users of information skills training availability (which includes medical database training and Endnote training), as well as available resources within the library. This period also saw information on new library resources which were on

display. There were also regular journal table of contents sent out including hard copy library holdings, Australasian Psychiatry and Journal of Rural Health. No further details on the digital repository at this stage.

- [Daily News Alerts](#) remains a popular feature of library services at John Hoskin Library. It is available for subscription through the [CRRMH](#) and the [RAMHP](#) websites.

5. Aboriginal Social & Emotional Wellbeing Activities and Directions *Prof David Perkins*

Prof David Perkins is in discussion with Dr Karin Lines, Director of NSW Health – Mental Health Drug and Alcohol Office regarding appropriate resourcing for the senior lead in Aboriginal Social & Emotional Wellbeing.

Minister Skinner's senior advisor nominated Senior Project Officer **Ms Nicky Turner** for Aboriginal Women of the Year award in NSW Health – winners will be announced in March.

6. Communications and Engagement

Ms Jocelyn Johnston

Highlights

- Great news for the CRRMH and RAMHP with the refunding announcement from the Hon. Pru Goward, Minister for Mental Health and Andrew Gee MP. The [event](#) went smoothly, was well attended by key stakeholders and was a good news story for the [media](#).
- CRRMH is continuing to develop strong media relationships and is working closely with the media and marketing staff at the University of the Newcastle to streamline some functionality and contribute to their communication tools.

Challenges

- The communications priority list is steadily growing and we need to be more effective and efficient about the way we work and how we can use other resources.

Communication Activities

Strategic Relationships

- The CRRMH is meeting up with The Land to review the partnership and to move forward with key projects such as the Glove Box Guide and online forums.
- Country Women's Association (CWA) – Contributed an article in their monthly newsletter about our programs and services as well as the 'How are you Going?' poster which was distributed to **10,000 people**. Thank you to CAC member Mrs Beryl Brain, from the CWA.

Events

- On **Monday the 8th of February**, the Hon Pru Goward, Minister for Mental Health visited the Centre with Andrew Gee MP regarding the announcement of \$19 million funding for a 5 year contract for the Centre and RAMHP. Key stakeholders attended included:
 - Prof Brian Kelly – interim Head of School - Faculty of Health and Medicine, UON, Ms Elaine Terry – Associate Director Faculty Services (PVC), Faculty of Health and Medicine, UON, Mrs Marie Russell, AM – CRRMH Community Advisory Committee, Dr Kevin Sheridan, AO – CRRMH Community Advisory Committee, Andrew Gee – local MP for Orange, Sonia Muir – Manager Business and Social Resilience Programs, (Rural Resilience program and Rural Women's

Network), DPI (for CAC DPI rep), Jason Crisp (MH Director Western NSW LHD), Derek Ferrie (Western NSW LHD), Tom Brideson – Chair of Aboriginal Advisory Committee, (NSW State-wide Coordinator of the Aboriginal Mental Health Workforce Program), Donna Stanley - Aboriginal Advisory Committee representative, (clinical leader of Aboriginal mental Health, Western NSW LHD).

- The Centre is looking forward to working with all our partners; including rural mental health services, Primary Health Networks, rural communities, NGOs as well as our advisory committees and staff to improve the mental health and wellbeing of rural and remote communities.

Friday Forum

During January and February due to Christmas holidays and limited resources, there has been no online forums. The next one is planned to be on the **5th of March at 12 noon on Bullying and Mental Health.**

November –Perinatal depression and anxiety

Panel members: Jennifer Wannan, *Mid-Wife and Child and Family Health Nurse from Western Local Health District*, Jenni Richardon, *National Anxiety & Depression Helpline and Programs Manager, PANDA*, Christina Hunt, *Perinatal & Infant Mental Health Clinical Coordinator/ SAFE START for Mental Health & Drug & Alcohol Service, Western LHD.*

December – Managing relationships over the festive season

Panel members: Anne Heath, *Area Manager for Interrelate (Central West)*, Naomi Lavery, *Senior Social Worker with Wollemi Child and Adolescent Mental Health Service, OHS*, Tim Adam, *Centre Supervisor for Lifeline Central Victoria and Mallee branch*, Nicole Thomas, *Community Member at SANE Australia.*

January – NO forum

February – NO forum

March – Planned forum on Bullying and Mental Health

Social Media

- CRRMH and RAMHP Facebook pages ‘likes’ are increasing as are the Act Belong Commit- Mentally Healthy Orange page and Farm-Link pages.
- Facebook continues to be used to promote the work and achievements of the Centre and programs, connect and share with key stakeholders, link people to help and promote positive mental health messages.
- Twitter accounts continue to be used though a social media plan needs to be developed about promoting our tools more effectively such as in our email signatures.

Mainstream Media

Media release distributed by Pru Goward MP, Minister for Mental Health and Andrew Gee MP: [\\$19 million for Centre for Rural and Remote Mental Health.](#)

Media included:

- Star FM -
- [ABC Newcastle](#)
- [-Prime News](#) (9th Feb 2016)
- [Prime 7 News](#) (11 Feb 2016)
- Editorial in [The Land](#) (10th Feb 2016) (Thursday 18th Feb)
- Article in the [CWD](#) (9th Feb 2016)
- [University of Newcastle Website](#) (Friday 12th Feb) and [Facebook](#)

Media Release: [CRRMH develops Australian Centre for Integrated Care](#) distributed Friday 18th December 2015 (MOU with IFIC - included photo of Nick Goodwin and David)

RAMHP distributed a media release: [Xmas on stress](#)

- CWD, Radio, Dubbo photo news

Websites

- Social media plug-ins and daily tweets/ Facebook posts are now integrated on our websites keeping the front page more active.
- Website stories and fresh content have continued to be generated for both websites although they could be more frequent pending resources.
- Still continuing to investigate the option of a more cost effective and easier to maintain website platforms available.
- Helping the Mentally Healthy Orange team plan for the next phase of the Act Belong Commit Mentally Healthy Orange website to be rolled out – <http://actbelongcommitorange.org.au/>

Collateral Produced

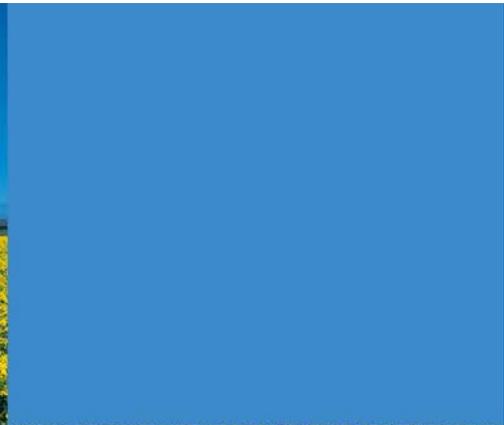
- 2 new Farm-Link and 20 new RAMHP pull up banners for the coordinators have been delivered to the Centre. The RAMHP ones will be handed out at the Face to face meeting in March.
- The Centre has contributed to the Faculty of Health and Medicine's handbook with an article about what we do and including Professor Perkins credentials. We will have access to a high quality PDF one page document about the Centre and David to use for our own purposes.
- Meeting high demand, we are currently developing a culturally appropriate version of the mental health continuum poster – 'Are you OK?'. This poster will be distributed to Aboriginal groups and stakeholders who are very excited about the concept.
- Assisted develop a rework of the Workplace Support Skills (WSS) work book for the Institute of Quarriers.

Projects going forward

- Continued growth of all social media channels –more online campaigns and use of audio
- Facilitation of media training to staff and RAMHP Coordinators. The next RAMHP Coordinator training session will involve a four hour session including media training and tips and tricks on how to use an ipad and phone to take photos and short engaging videos for social media and the web. This will

increase staff confidence and provide them with some practical skills in both engaging with the media and using their ipads to take photos and videos.

- Development of Communications Strategic Plan for 2016 for the CRRMH.
- Developing relationships with partners and collaborating on key projects and cross promoting.
- Work with International Foundation for Integrated Care (IFIC) - Implementation of subsequent communications strategy



Centre for Rural and Remote Mental Health

T + 61 2 6363 8444 F +61 2 6361 2457 E crmh@newcastle.edu.au

Locked Bag 6005 Orange NSW 2800



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