

Community Mental Health and Wellbeing Plan

Introducing Change

September 2021 – December 2022



September 2021

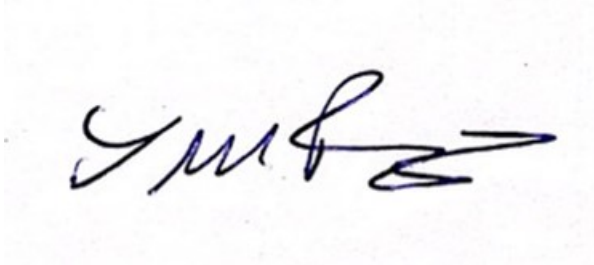
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Mindful Margaret River
(Augusta Margaret River Mental Health Alliance)

Endorsed by



Martin Ringer
Chair, Mindful Margaret River

Purpose

The Mindful Margaret River Community Mental Health and Wellbeing Plan 2021-2022 (CMHWP) seeks to introduce change through building resilience and improving the wellbeing within the community by actively supporting partnerships between the community and service providers, coordinating and implementing community driven approaches to social and mental wellbeing of residents in the Shire of Augusta Margaret River.

Overview

The Augusta Margaret River Mental Health Alliance, known as Mindful Margaret River (MMR) was formed in response to multiple studies completed over 2018-19 which have carefully examined what is needed in our community to improve the overall mental health and wellbeing of our community members.

The MMR project continues in this plan, **Introducing Change** (CMHWP 2021-2022) to build on the foundations developed through the **Setting of Foundations** (CMHWP 2019-2022) on four (4) priority areas: **building access, knowledge, services** and **collaboration** across mental health services and community mental health literacy in the Augusta Margaret River community. Mindful Margaret River brings together a Board of 8 community members and 10 people representing key government agencies to work in partnership to take local action. The roles within this project include:

MMR Board

The Board is comprised of 8 people who govern the project, making the key decisions and driving collaboration between government agencies and community.

MMR Professional Liaison Team

There are 10 individuals representing key government agencies.

MMR Volunteer Taskforce

The MMR volunteer taskforce is comprised of around 70 community representatives from a broad range of different backgrounds who are able to bring different perspectives to the group. These members are responsible for implementing the actions outlined in this plan and for promoting the plan within the community. Importantly, they are there to engage directly with community members, to be a known leader within the community, to assist people to make connections and to lend a helping hand where they can.

MMR Executive Officer

The project employs an officer in order to ensure consistency and project support across the volunteer teams. This person provides much needed coordination point for ongoing implementation and monitoring of progress against this plan, as well as providing a central point for public communications, logistics and volunteer coordination.

Mindful Margaret River Organisation Structure



How this group was formed

MMR formed by the community for the community following two mental health reports on the Augusta Margaret River community which were delivered in 2018-19. These reports offered a range of recommendations across community activity and health services in the area. A call for expressions of interest from community members, to form a group to lead action on mental wellbeing. The process to date has been inclusive of all, focused on action and collaboration. MMR is an incorporated group and there has been consistent support from various non-for-profits, incorporated community groups and government agencies to ensure this work continues.

How this plan was developed

This plan has been developed through the MMR Board and MMR Volunteer Taskforce as part of the review of our 2019-2021 Community Mental Health and Wellbeing Plan. This has included analysis of several consultation documents and reports. CMHWP and are central to this plan as it has been reviewed. These documents include:

- Shire of Augusta Margaret River *Community Strategic Plan 2036*
- Shire of Augusta Margaret River *Empowering Youth Plan 2022-2027*
- Shire of Augusta Margaret River *Public Health Plan 2021-2024*
- Shire of Augusta Margaret River, *Tackling Disadvantage and Inequality Report* May 2018.
- Lishman *Mental Health and Wellbeing in the Shire of Margaret River Final Report*, Centre for Rural and Remote Mental Health, 2019.
- GP Down South /WAPHA *Health and Community Services Access and Mapping Project Final Report*, June 2019.
- LAMP AMR *Youth Services Analysis Report* February 2019.
- Productivity Commission Draft Report – Mental Health 2019
- Mindful Margaret River *Community Mental Health and Wellbeing Plan 2019*
- Mindful Margaret River *Action Plan 2021-2022*

These are available at the Mindful Margaret River website, mindfulmargaretriver.org.au

Links to existing strategies

This plan acknowledges the existing strategic framework of:

National Strategies:

National Drug Strategy 2017-2026

National Alcohol Strategy 2019-2028

The 5th *National Mental Health and Suicide Prevention Plan*

State Strategies:

WA Path to Safety: WA Strategy to reduce family and domestic violence 2020-2030.

WA Alcohol and Drug Interagency Strategy 2018-2022

WA Mental Health, Alcohol and Other Drug Services Plan 2015 – 2025 (the Plan)

WA Mental Health Mental Health Promotion, Mental Illness and Alcohol and Other Drug Prevention Plan 2018-2025

WA Suicide Prevention Strategy 2020: Together we can save Lives

WA Public Health Plan for Western Australia, Objectives and Policy Priorities for 2019-2024

Working document

The 2021-2022 Community Mental Health and Wellbeing Plan is an 15-month plan. However, there may be cases where strategy and key priority areas will adopt some variation according to emerging trends in the community. The plan will be reviewed in 15 months' time (December 2022) to ensure progression of the assigned strategies.

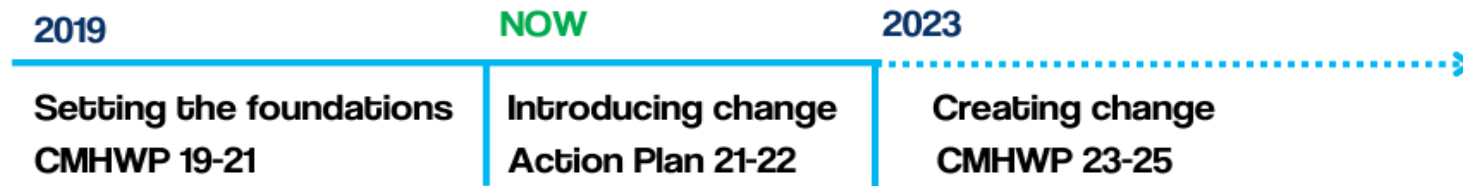
Communications plan

The below table outlines a brief summary of the communications support that will be provided to ensure a consistent and professional approach for Mindful Margaret River initiatives. This is currently led by the Executive Officer. Work includes coordinating communications across the volunteer teams, administrating and disseminating useful resources, and leading promotions and initiatives associated with the short-term outcomes articulated in this plan.

TASK	LEAD	TASK DESCRIPTION	ACTION	PROGRAM DATES
1. Maintain an effective and practical set of communication platforms for Mindful Margaret River	Executive Officer	Website/Logo/Social Media: MMR website & Facebook page Member Booklet PDF Exploration of other media i.e. radio, mobile app	All teams will contribute to information provision through a designated team member to be collated and sent for consideration for inclusion in MMR website and Facebook page.	Ongoing
2. Continue to manage technological platforms and provide administrative updates.	Executive Officer	Present a visible, valued, coordinated face for MMR in the community—so that people know we exist, know what we do, and can find a portal to communicate with us.	Disseminate the relevant Mental Health information forwarded by appointed team members.	April 2021 ongoing
3. To oversee the totality of our communications and provide expert advice or suggestions to members of Mindful Margaret River as well as respond to media enquiries.	Executive Officer	Provide guidance on professional and effective communication methods. To provide MMR response to media in relation to mental health queries and promotions.	Liaise with all project leaders and support the mechanics and consistency of Mindful Margaret River communications.	Ongoing

Priority areas- Introducing Change Action Plan

Mindful Margaret River Community Mental Health and Wellbeing Plan (CMHWP)



Priority 1: Community Wellbeing -

Under this priority, four separate volunteer taskforce groups were formed.

Taskforce 1 - Promote wellbeing messages and information.

Goal: To actively promote wellbeing to the community through a variety of communication mediums. To increase local mental health literacy and provide pathways for community to start the conversation on wellbeing as well as accessible, tangible tools to get support.

Taskforce 2 - Increase community awareness of local support services and ways to be connected

Goal: To support wellbeing conversation starters in community groups, work places, clubs and others in a safe and supported way.

Taskforce 3 – Build community capacity for wellbeing and mental health by supporting community to host/run activities focused on local/specific needs.

Goal: To support community members to build their practical knowledge and skills around mental health through recognised accredited training programs.

Taskforce 4 – Support sporting clubs to incorporate mental health, A&OD messaging.

Goal: Build mental health literacy within sporting clubs. Support training and conversations around good mental health. Increase and promote access to local, relevant and timely mental health information.

Priority 2: Youth Wellbeing

Under this priority, two separate volunteer taskforce groups were formed.

Taskforce 5 – Support Eco Health pilot programme to increase mental health and wellbeing of youth

Taskforce 6 - Build strong relationships with the high school to increase opportunities for youth connectedness and mental health literacy

Goal: To build strong relationships to increase youth connectedness and resilience

Priority 3: Men's wellbeing, particularly isolated and rural men

Taskforce 7 - Support the wellbeing and mental health of isolated community members through connection - focus on rural men, men's groups, early intervention and vulnerable groups.

Goal: To create a network to support each other to connect with hard to engage or isolated community members. To share information, cross promotion, celebration and increase opportunities to build mental health literacy across all groups.

Priority 4: Women's wellbeing

Under this priority, two separate volunteer taskforce groups were formed.

Taskforce 8 – Support and resources for family and domestic violence local initiatives

Goal: For women in the Shire of Augusta Margaret River experiencing domestic and/or family violence to be provided with the right level of support, information, referral at the right time. For community-based peer support groups to be linked in with appropriate services, support, information and referral. For Mindful Margaret River to advocate to the right level of government regarding local needs in this space and to engage with politicians, services, funding bodies to address gaps in service locally.

Taskforce 9 - Support community wellbeing and mental health through linking up community members – women focus

Goal: For women in the AMR community to proactively look after and prioritise their social and emotional health and wellbeing across all life stages. Life stages/key groups include: Young adults, Motherhood, Menopause, Older Women, FIFO.

Team 1 - Wellbeing - Goal

Promote wellbeing messages and information (Mental Wellbeing Plan 1.1; 3.2; 3.1)

Goal: To actively promote wellbeing to the community through a variety of communication mediums. To increase local mental health literacy and provide pathways for community to start the conversation on wellbeing as well as accessible, tangible tools to get support.

Task	Current resources	Needed from volunteers	Measure
<p>Develop a plan to disseminate information on how to get help to the wider community.</p> <p>Develop and disseminate local wellbeing information via various mediums.</p>	<p>Knowledge gathered through Curtin partnership and various workshops and meetings.</p> <p>Other existing mental health promotions campaigns like Think Mental Health;</p> <p>Website;</p> <p>Facebook;</p> <p>Mail;</p> <p>Times;</p> <p>AMR Radio;</p> <p>Rotary pages;</p> <p>Newsletter potential</p>	<p>Volunteer to curate all existing information from communications workshops;</p> <p>Volunteer writers of articles for MAIL;</p> <p>Editor for MAIL articles prior to being sent to MAIL;</p> <p>Radio promotion engagements - CHAIR;</p> <p>Rotary and other content curation;</p> <p>Others</p>	<p>Number of publications, promotions created, distributed;</p> <p>Number of awareness raising activities;</p> <p>Number of people reached</p> <p>Number of Mail articles;</p> <p>Number of FB posts & views;</p> <p>Number of website hits;</p> <p>Number of Radio promotions & engagements;</p> <p>Number of media releases;</p> <p>Published information in Rotary</p>

Team 2 - Wellbeing – Goal**Increase community awareness of local support services and ways to be connected (Mental Wellbeing Plan 1.1.5 & 1.1; 2.1; 3.1)****Goal: To support wellbeing conversation starters in community groups, work places, clubs and others in a safe and supported way.**

Task	Current resources	Needed from volunteers	Measure
Be responsive to community requests to provide information on wellbeing in the community and promote good mental health.	Community;	People that are able/willing to speak to community groups, employers and others in relation to mental health supports available in our community.	Number of community engagements focused on raising community awareness;
	Clubs;	Volunteer to edit/organise the Local Wellbeing Supports Package LWSP (guide to talking to community)	Number of requests from the public for information;
	Existing Blue Pages;	Volunteer to induct TF members in LWSP	Number of attendees at community engagements.
	Health Professionals' Networks;	Promotion of volunteers to talk to community about wellbeing.	
	Facebook;		Example: mental wellbeing facilitation at Bunnings
	Website;		

Team 3 – Wellbeing – Goal

Build community capacity for wellbeing and mental health by supporting community to host/run activities focused on local/specific needs (Mental Wellbeing Plan 1.2 & 1.1.6; 2.1; 3.1)

Goal: To support community members to build their practical knowledge and skills around mental health through recognised accredited training programs.

Task	Current resources	Needed from volunteers	Measure
<p>MMR to act as connector between community and support/training organisations via volunteer base to facilitate preventative and educational activities.</p> <p>Recruit providers, trainers, facilitators and/or volunteers to be responsive to community requests to support training.</p>	<p>Taskforce;</p> <p>Local knowledge; Local networks;</p> <p>Local trainers for MHFAT;</p> <p>Assist;</p> <p>Funding bodies like the Lions</p> <p>SPMR;</p> <p>SJOG;</p>	<p>Volunteers who are able/willing to work with community groups and work to source funds for training and engagement as needed.</p> <p>Volunteers to work with local sponsor organisations to find funding for training as needed.</p> <p>Volunteers to identify free training and provide to team responsible for promotion, community awareness raising</p> <p>Volunteers with suicide prevention training.</p> <p>Volunteers to support local ASIST training in MR</p> <p>Volunteers who are willing to undertake safeTALK Train the Trainer 2 day course and deliver 4 x safeTALK sessions (3.5 hours) per year</p>	<p>Number of community gatherings supported by MMR to come together to support good mental health and wellbeing;</p> <p>Number of attendees at community gatherings</p> <p>Number of workshops held for community, in community;</p> <p>Number of attendees at workshops</p> <p>Example: Suicide postvention meetings supported by MMR, facilitated by SJOG, volunteers, GP Down South.</p>

Team 4 - Wellbeing – Goal

Support sporting clubs to incorporate mental health, A&OD messaging (Mental Wellbeing Plan 2.2.1 & 1.1; 1.2; 2.1; 3.1)

Goal: Build mental health literacy within sporting clubs. Support training and conversations around good mental health. Increase and promote access to local, relevant and timely mental health information.

Task	Current resources	Needed from volunteers	Measure
Engage the Sport and Recreation committee to identify gaps/opportunities and link groups up with appropriate volunteer/support/training	<p>Strong Sport and Recreation Committee;</p> <p>Shire Taskforce members;</p> <p>Sporting club Taskforce members;</p> <p>Existing funding and support for mental health promotion in sports clubs; A Stitch in Time;</p> <p>St John of God team members; Mental Health Commission support</p>	<p>Volunteers that are interested/linked into sports clubs to lead discussion and gather information on what currently exists,</p> <p>Volunteers to support Recreation Centre A Stitch in Time talks and follow on FREE eLearning.</p> <p>Volunteers to identify what clubs would like in relation to mental health training/programs ongoing.</p> <p>Volunteers to facilitate/support/connect mental health programs/activities in our local sporting clubs.</p>	<p>Engagement with Sport and Recreation committee;</p> <p>Understanding of interest and need completed;</p> <p>Number of linkages/supports/training provided as a result of connecting groups to existing training/programs/funding;</p> <p>Number of attendees at training events;</p> <p>Number of individuals in clubs that participate in events</p>

Team 5 – Youth - Goal

Support Eco Health pilot programme to increase mental health and wellbeing of youth (Mental Wellbeing Plan 1.3.1 & 1.2; 1.3; 2.1; 3.1)

Task	Current resources	Needed from volunteers	Measure
Support the Eco health program to improve resilience, self-confidence and connectedness.	Current program running	Volunteer support for team leaders Suzanne Hicks and Sandra Robertson. MMR to provide support as needed to support this program, identify local supports/funding.	Number of activities supported; Number of participants; Participant feedback; Community/school feedback
<i>This program is in progress. This is a collaborative and innovative project involving multiple stakeholders, supports and is being evaluated. Mindful Margaret River is committed to supporting the Eco Health project in any way possible. To find out more, contact Suzanne Hicks directly.</i>			

Team 6 – Youth - Goal**Build strong relationships with the high school to increase opportunities for youth connectedness and mental health literacy (Mental Wellbeing Plan 1.1; 1.2; 1.3; 2.1; 3.1; 4.1)****Goal: To build strong relationships to increase youth connectedness and resilience**

Task	Current resources	Needed from volunteers	Measure
Develop strong connections and relationships with the Margaret River Senior High School staff and wider community to increase communication, awareness, promotion and access to a variety of early intervention opportunities and ways for youth to get support. Can also include other schools in our area depending on TF members, time, interests.	Taskforce members at the school; Student Services; Department of Education training; Headspace; Shire trainee;	Volunteers linked to the high school. Volunteers with an interest in programs, early intervention and mental wellbeing for youth in our community.	Number of collaborations with schools; Increased communication between school and community; Shared information, promotion by school of programs and other activities available to broader community; Number of engagements; Number of students/families reached

Team 7 - Men and isolated community members - Goal

Support the wellbeing and mental health of isolated community members through connection - focus on rural men, men's groups, early intervention and vulnerable groups (Mental Wellbeing Plan 1.2.2 & 1.1; 1.3; 2.1; 3.1; 4.1)

Goal: To create a network to support each other to connect with hard to engage or isolated community members. To share information, cross promotion, celebration and increase opportunities to build mental health literacy across all groups.

Task	Current resources	Needed from volunteers	Measure
<p>Work at engaging with isolated individuals, particularly older men, rural men, people that are hard to engage through online or mainstream methods of health promotion.</p>	<p>Men's Sheds in Augusta, Margaret River and Cowaramup;</p> <p>Open the Gate connection;</p> <p>Community groups;</p> <p>Local aged care, NDIS providers;</p>	<p>Volunteers to act as key contact or champion in each men's shed or other group as conduit of wellbeing messaging;</p> <p>Connecting the group back up to volunteers/supports/training over the course of the year as identified by members.</p> <p>Volunteers for community education forum lead by Dr Durey on connection and mental health (November at the HEART)</p> <p>Number of engagement opportunities;</p> <p>Number of training opportunities</p>	<p>Engagement with Men's Shed's; Open the Gate or other similar 'men's groups;</p> <p>Understanding of interest and need completed;</p> <p>Number of linkages/supports/training provided;</p> <p>Number of participants in activities</p>

Team 8 – Women FDV - Goal

Support and resources for family and domestic violence local initiatives (Mental Wellbeing Plan 2.1; 1.1; 1.2; 1.3; 2.1; 3.1; 4.1)

Goal: For women in the Shire of Augusta Margaret River experiencing domestic and/or family violence to be provided with the right level of support, information, referral at the right time. For community-based peer support groups to be linked in with appropriate services, support, information and referral. For Mindful Margaret River to advocate to the right level of government regarding local needs in this space and to engage with politicians, services, funding bodies to address gaps in service locally.

Task	Current resources	Needed from volunteers	Measure
Support local FDV support services and movements. Lobby the government regarding gaps in services through appropriate channels.	Taskforce members with specific skills and interest in FDV.	Volunteers interested in supporting community members in starting an FDV peer support group; Volunteers to support community members that are interested in the start-up of a refuge in Margaret River; Volunteers that are interested in completing a service audit (based on existing data provided); Volunteers to link up the community with data available.	Engagement with services that deal with FDV; Record of advocacy to government; List of existing services and gaps; Support for community start ups; Number of community members supported.

Team 9 – Women wellbeing - Goal**Support community wellbeing and mental health through linking up community members – women focus (Mental Wellbeing Plan 1.2.2; 1.3; 2.1; 3.1)****Goal: For women in the AMR community to proactively look after and prioritise their social and emotional health and wellbeing across all life stages. Life stages/key groups include: Young adults, Motherhood, Menopause, Older Women, FIFO.**

Task	Current resources	Needed from volunteers	Measure
Work at engaging with various women's groups to identify gaps and opportunities and link groups up with appropriate volunteer, support and training	Existing local groups; MR Community Centre; MMR; Shire connections.	Volunteers to act as key contact or champion in various women's groups; Volunteers to act as conduit of wellbeing messaging; Connecting the group back to volunteers/supports/training over the course of the year as identified by members.	Number of groups contacted; Number of connections made; Number information posts; Shared to various groups; Number of engagement opportunities; Number of training opportunities.

APPENDIX 1

Planning for an effective plan

Prior to establishing and implementing a community plan, a number of steps need to happen to ensure the resulting plan has been developed in partnership to reflect the communities needs and has the best chance at creating sustainable change.

It is important that the community have a strong understanding of the issues and have ownership of the strategies developed to address them. To ensure this, processes should be put in place that allow community input into all stages of the development and implementation of the Plan, including progress made against addressing the issues. This plan is revision of actions based on a review of our 2019-2021 Community Mental Health and Wellbeing Plan as well as the feedback from all our activities between 2019-2021, survey results from our membership and wider community and participation and collaborations with our professional liaison teams.

