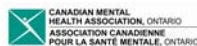


## Mental Health Promotion: Bridging Concepts and Practice

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## This presentation

- Present concepts of mental health promotion, including key reasons why MHP is a mainstream activity
- Identify strategies and best practices to promote positive mental health
- Provide examples of MHP initiatives & tools
- Discuss opportunities to infuse MHP in your work

## Mental Health

“ ... is the capacity of each and all of us to feel, think, and act in ways that enhance our ability to enjoy life and deal with the challenges we face. It is a positive sense of emotional and spiritual well-being that respects the importance of culture, equity, social justice, interconnections and personal.”

Health Canada, 1997

## Positive Mental Health

A state of ‘flourishing’ Corey Keyes, 2007

1. emotional well-being
2. psychological well-being
3. social well-being

A validated model based on positive psychology

- positive mental health is more than the absence of mental illness
- you can experience poor mental health despite not having a mental illness

## Mental Health

- created through our interactions with the world around us and influenced by societal, economic and systemic structures that extend far beyond the control of individuals
- these factors increase or decrease opportunities for individuals, organizations and communities to be mentally healthy

## Mental Health Promotion

“...the process of enhancing the capacity of individuals and communities to take control over their lives and improve their mental health.

*Mental health promotion uses strategies that foster supportive environments and individual resilience, while showing respect for culture, equity, social justice, interconnections and personal dignity.”*

(Health Canada, 1997)

## Reasons to Invest in Mental Health Promotion



- Positive mental health is a basic human right
- People who flourish contribute to society
- Prevalence of mental illness is increasing
- Growing burden of mental illness cannot be addressed by 'treating' one person at a time
- Disadvantaged populations are disproportionately affected
- MHP is important to recovery from mental illness
- Positive mental health is essential for quality of life

## Risk Factors



- **individual level**
  - physical illness; attention deficit,
  - parental mental illness
  - academic failure
- **interpersonal & community level**
  - family distress, peer alienation
  - work stress, unemployment
  - lack of social support
- **societal level**
  - poverty
  - violence and trauma
  - discrimination, social exclusion and social injustice

## Protective Factors



- **individual level**
  - adaptability, sense of security and feelings of mastery
  - coping and problem solving ability
  - feelings of optimism
  - resilience
- **interpersonal & community level**
  - family harmony, positive parent-child interactions
  - achievement and recognition in school or work
  - community tolerance
- **societal level**
  - social inclusion, civic engagement and participation
  - access to economic resources, services and supports

## Social Determinants of Health



- socio-economic conditions that impact physical and mental health
- conditions in which people are born, grow, live, work and age
  - shaped by distribution of money, power and resources
- these circumstances are shaped by economics, social policies, and politics

## Health Disparities



- lack of equitable access to SDOH is associated with inequalities in health status, including poor mental health
- large disparities in SDOH among a population increase the magnitude of poor health
- there is a reciprocal association: poor mental health is associated with low levels of education, unemployment, low income, adverse life events and poor physical health



## Quick Quiz



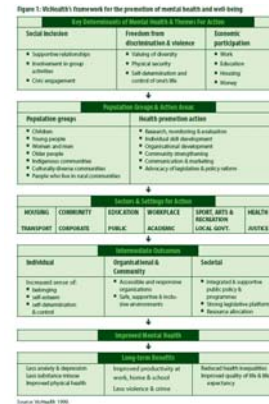
1. Which province reports highest rates of positive mental health?
2. Which factor was most consistently related to positive mental health?
3. Do males or females report higher coping ability & emotional well-being?
4. Are there differences among ethno-racial populations in terms of positive mental health?

see CIHI. "Exploring Positive Mental Health"  
[www.cihi.ca/cphi](http://www.cihi.ca/cphi)

### 3 Most Significant Determinants of Mental Health

1. Social inclusion
2. Freedom from discrimination and violence
3. Access to economic resources

Reference:  
**Mental Health Promotion in Ontario: A Call to Action.** 2008.  
 CAMH, CHP at University of Toronto, CMHA Ont, Health Nexus, OPHA  
[www.ontario.cmha.ca/admin\\_ver2/maps/mental\\_health\\_promotion\\_in\\_ontario\\_2008.pdf](http://www.ontario.cmha.ca/admin_ver2/maps/mental_health_promotion_in_ontario_2008.pdf)



### Principles for MHP Interventions

- Evidence-based
- Culturally appropriate and equitable
- Meaningful engagement
- Focus on determinants of health, risk and protective factors
- Comprehensive, holistic approach
- Multiple settings, policy support

### Ottawa Charter for Health Promotion

1. Develop personal skills
2. Strengthen community action
3. Create supportive environments
4. Build healthy public policy
5. Reorient health services

World Health Organization, 1986

### Evidence-based strategies to increase social inclusion

- 'whole school' approach in primary and secondary schools
- access to public space for recreation and leisure
- volunteerism and civic participation
- culturally-appropriate policies and programs that promote inclusion of new immigrants & refugees
- community arts & cultural programs
- enhancing social networks & social support

### Evidence-based strategies to address violence & discrimination

- policies to address discrimination associated with race, ethnicity, gender, sexual orientation or disability
- anti-bullying strategies and anti-discrimination programs and policies in schools and workplace
- target at-risk populations who may be perpetrators or victims
  - intimate partners
  - parents
  - immigrants & refugees
  - adolescents
  - seniors

## Evidence-based strategies to increase access to economic resources



- literacy programs, job training and job readiness
- access to childcare to remove barriers for women participating in the workforce
- youth employment programs
- incentives and inducements for employers to recruit new Canadians and youth
- employment for people with disabilities by enhancing and enforcing workplace accommodation
- ensuring access to affordable housing
- reducing poverty & ensuring adequate income

## Resources



Canadian Best Practices Portal for Health Promotion and Chronic Disease Prevention [www.phac.gc.ca/cbpp](http://www.phac.gc.ca/cbpp)

Best Practices Guidelines for Mental Health Promotion for Children and Youth [www.camh.net](http://www.camh.net)

Best Practices Guidelines for Older Adults, Immigrants and Refugees

Mental Health Promotion in Ontario: A Call to Action  
[http://www.ontario.cmha.ca/admin\\_ver2/maps/mental\\_health\\_promotion\\_in\\_ontario\\_2008.pdf](http://www.ontario.cmha.ca/admin_ver2/maps/mental_health_promotion_in_ontario_2008.pdf)

Evidence Based Mental Health Promotion Resource  
[http://www.health.vic.gov.au/healthpromotion/downloads/mental\\_health\\_resource.pdf](http://www.health.vic.gov.au/healthpromotion/downloads/mental_health_resource.pdf)

## Jakarta Declaration on Health Promotion



1. promote social responsibility for health
2. increase investments to address health and social inequities
3. consolidate and expand partnerships for health
4. strengthen communities and increase community capacity to empower individuals
5. secure infrastructure for health promotion

World Health Organization, 1997

## Recent Canadian Developments



### ▪ National Mental Health Strategy

Mental Health Commission draft strategy released January 2009

*“Action is taken to promote mental health and well-being and to prevent mental health problems and illnesses”*

### ▪ Ontario Mental Health & Addictions Strategy

Ministry of Health and LTC discussion paper released July 2009

*“Create healthy communities and build community resilience”*

## Get Involved



- mental health promotion is everyone's business
- speak out about needs, gaps and solutions
- collaborating with others to implement strategies that promote mental health in all spheres and sectors

## Contacts



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