Population Mental Health Promotion: Conceptual, policy and implementation perspectives

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Ollscoil na hÉireann Gaillimh
Declaration of real or potential conflicts of interest

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I have no real or potential conflict of interest related to the material that is being presented today.
Overview

• Conceptual perspectives - concepts, principles and frameworks for population mental health promotion

• Policy perspectives - embracing a whole-of-government and whole-of-society approach to improving population mental health and reducing inequities

• Implementation perspectives - systems and structures for supporting effective intersectoral action; delivery mechanisms, skills and competencies for implementing evidence-based strategies
Adopting a Public Health Approach
‘there is no health without mental health’

• Treatment approaches on their own are not sufficient to improve population mental health (WHO, 2002; 2004; 2013)
  o need a comprehensive public health approach embracing promotion and prevention alongside treatment and recovery
  o cardiovascular disease -> addressing the ‘causes of the causes’ - prevention and promotion alongside improved and more accessible treatment and recovery

• Paradigm change in thinking about mental health
  o a focus on mental health rather than solely on mental disorder
  o strategies for creating the greatest mental health gain for the greatest number of people
  o shift from a deficit model of illness to the health potential of people and their everyday settings for living

➤ reframing the challenge of improving mental health
A population health promotion perspective

- **Healthy Population**
  - Build resilience and maintain healthy lifestyle and environments
  - Health Promotion

- **Population at Risk**
  - Reduce avoidable risks
  - Prevention of disorders and health problems

- **Population with Symptoms**
  - Early diagnosis and intervention
  - Detection and identification

- **Populations with Disorders**
  - Treatment and recovery of avoidable disability
  - Optimal management and care

Adapted from *Building Capacity to Promote the Mental Health of Australians. 1996*
Promoting population mental health and wellbeing

- Promoting mental health is a critical strategy in improving population health and wellbeing, contributes to social and economic development and greater social cohesion.

- Growing recognition of the importance of promoting positive mental health and enhancing social and emotional wellbeing across the life course (WHO, 2013).

- Mental health is created where people live their lives.

  - broadening our concept and understanding of what constitutes good mental health and how it can be promoted.
Conceptualising Mental Health

Mental health may be defined as:
“a state of emotional and social well-being in which the individual realises his or her own abilities, can manage the normal stresses of life, can work effectively, and is able to play a role in his or her community“ (WHO, 1999)

• Concept of positive mental health (Keyes, 2002; Huppert, 2005; Ryff et al., 2006)
  o subjective wellbeing and life satisfaction
  o positive functioning, engagement and social wellbeing

• Keyes’ concept of ‘flourishing’
  o abilities to develop psychologically, physically, emotionally, intellectually, socially and spiritually

➤ indigenous wellness frameworks
Evidence base for promoting mental health and wellbeing

• The promotion of mental health leads to lasting benefits for the improved health and wellbeing of individuals, their families and society (WHO, 2013)

• Compelling evidence that mental health promotion and primary prevention interventions
  o reduce risk factors for mental and behavioural disorders
  o enhance protective factors for good health and wellbeing
  o lead to lasting positive effects on a range of social, economic and health outcomes → academic performance, employment, social functioning and physical health

• Convincing social and economic case for investing in the promotion of population mental health and wellbeing
Policy Frameworks


“The essential role of mental health in achieving health for all”

• comprehensive strategies for promotion, prevention, treatment and recovery in a whole-of-government approach
• to protect and promote the mental wellbeing of all citizens
• responsibility extends across all sectors and all government departments

➤ mainstreaming mental health into public health, poverty reduction, economic development and social policies
Policy Frameworks

• The Helsinki Statement on Health in All Policies (HiAP) & Framework for Country Action (WHO, 2013)

  “HiAP is an approach to public policies across sectors that systematically takes into account the health implications of decisions, seeks synergies, and avoids harmful health impacts in order to improve population health and health equity”

  ➢ accountability of policymakers for health impacts at all levels of policy-making

• WHO Shanghai Declaration (2016) – health promotion actions to achieve the Sustainable Development Goals (UN, 2015)

  • ensuring healthy lives and promoting wellbeing across all ages is essential to the SDGs
  • SDG3.4 – promote mental health and wellbeing
Policy Frameworks for Action

• **Whole-of-government approach**
  o mental health in all policies approach - cross-sectoral responsibility for addressing the social determinants of mental health and addressing mental health inequities
  o priority for more than the mental health sector - policy coherence

• **Whole-of-society approach**
  o multisectoral partnerships identifying and creating synergies to promote and enhance mental health - flourishing society
  o engaging new actors from across diverse sectors such as; child care, education, welfare, community, youth services, media, arts and culture, sports, urban design, local authorities, environment, economic and social policies

➢ *participation of all of government and the wider community in creating the conditions for positive mental health and wellbeing*
WHO & Calouste Gulbenkian Foundation (2014) *Social Determinants of Mental Health*

“Mental health and many common mental disorders are shaped to a great extent by the social, economic, and physical environments in which people live”

• calls for actions to improve the conditions of daily life
• whole-of-government and whole-of-society approach – comprehensive and universal actions across the life course, multiple sectors and levels

➢ *policy making at all levels of governance and across sectors can make a positive difference to mental health outcomes*
**Health Promotion action areas**

- Build healthy public policy
- Create supportive environments
- Reorient health services
- Strengthen community action
- Develop personal skill

Combined into Health Promotion strategies

**Systems**

- Policies
- Environment
- Organisation
- Community
- Person

**Health Promotion Principles** (participation, empowerment, equity, social justice)

**Health Promotion Socio-ecological Model** (Ottawa Charter, WHO, 1986)

*The process of enabling people to increase control over their health and the determinants of health*
Adopting a health promotion approach

• **Building healthy public policy** – putting mental health promotion on the policy agenda - health, economic and social policies
  - multisectoral policy development, legislation, regulation, organisation change
  - policy and advocacy skills; leadership, inter-governmental action

• **Creating supportive environments** – social, physical, cultural and economic environments
  - mediating structures – homes, schools, workplaces, community settings, local authorities
  - skills of embedding mental health promotion into a systems-based settings approach; partnership working

• **Reorienting health services** – embedding mental health promotion and prevention into mainstream health services
  - integrating mental health promotion and prevention as a core part of routine consultations and universal provision in primary care and mental health services
  - organisation and structure of health services and training of the broader health workforce
Adopting a health promotion approach

• **Strengthening community action** – community engagement and participation
  o empowerment of communities in identifying and addressing mental health needs at the community level
  o community development skills – communication, mobilising local action

• **Developing personal skills** – enabling personal and social development
  o social and emotional skills development across the life course from early years to old age – life skills, sense of control, positive mental health literacy
  o implementing and scaling-up evidence-based skills development interventions across sectors – antenatal care, parenting, schools, communities, online

➢ *synergistic actions across different levels of intervention*
Implementing Mental Health Promotion

• Working across sectors to implement intersectoral actions and participatory policy processes

• Ensuring access to resources and life opportunities
  o supportive relationships, education, employment, income, housing, social inclusion

• Removing structural barriers to good mental health
  o addressing social inequity, injustice, poverty, marginalisation and discrimination that deny access to life opportunities

• NCCs for Public Health (2017) *Population Mental Health Promotion for Children and Youth – collection of papers*
  o increase understanding of positive mental health as an essential focus for public health practice in Canada
  o integrating mental health promotion into public health practice
The six National Collaborating Centres for Public Health (NCCPH) developed this collection to increase understanding of population mental health promotion for children and youth and start a discussion about how to better integrate and strengthen public health practice in this area. The documents give complementary perspectives across the priority focus areas of the Collaborating Centres to provide numerous entry points for the public health sector. Our hope is that this collection will inspire and guide public health practitioners and professionals to explore positive mental health for children and youth as an essential focus for public health practice.
Evidence-based Actions

- Knowledge base on effective programmes and policies
  - growing research and practice base of effective implementation
  - identifying priority actions or ‘best buys’

- Policies and interventions for which there is evidence of their cost effectiveness and their feasibility in terms of cultural acceptability and capacity to be delivered by existing systems (Carter et al., 2000)

- Interventions that cover population groups across the life course and include actions, which can be delivered across different settings and delivery platforms
Evidence Syntheses


Barry, Clarke, Morreale, & Field (2017) Review of the evidence on the effects of community-based programs on young people’s social and emotional skills. *Adolescent Research Review*

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<th>POPULATION</th>
<th>Core set of actions</th>
<th>Evaluation</th>
<th>Evidence</th>
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| Legislation / regulation) | - Laws & regulation to reduce demand for alcohol use [taxes, restrictions to access, ad bans, enforcement of BAC limits]  
- Laws to restrict access to means of self-harm/suicide  
- Integrate mental health into Occupational Health and Safety regulations | • Best buy  
• Good buy | • Sufficient evidence from HIC & LAMIC  
• Sufficient evidence from HIC. Promising evidence from LMIC |
| Information / awareness | • Mass promotion public awareness campaigns to improve mental health literacy & reduce stigma | • Good buy | • Sufficient evidence from HIC. Insufficient evidence from LAMIC |

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<th>COMMUNITY</th>
<th>Core set of actions</th>
<th>Evaluation</th>
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<tbody>
<tr>
<td>Workplaces</td>
<td>• Integrate mental health into workplace Health and Safety practices</td>
<td>• Good buy</td>
<td>• Sufficient evidence from HIC. Promising evidence from LAMIC</td>
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| Schools | • Universal Social Emotional Learning (SEL) programmes adopting whole school approaches  
• Targeted interventions for vulnerable children | • Best buy  
• Best buy | • Sufficient evidence from HIC & LAMIC  
• Sufficient evidence from HIC & LAMIC |
| Community | • Preschool education and community-based parenting programmes  
• Multi-component out-of-school youth empowerment programmes  
• Economic and/or health empowerment programmes for families living in poverty  
• Parenting and family strengthening for school-going children (3-16 years) | • Good buy  
• Good buy  
• Good buy | • Sufficient evidence from HIC & promising evidence from LAMIC  
• Promising evidence from LAMIC  
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| Primary health care (including community outreach) | • Promote infant & maternal mental health (incl parenting skills) as part of routine antenatal and postnatal care and home visitation programmes  
• Training primary health care providers in opportunistic mental health promotion and prevention interventions for adults and older people | • Best buy  
• Good buy | • Sufficient evidence from HIC & LAMIC  
• Sufficient evidence from HIC & promising evidence from LAMIC |
Promising Interventions

• Interventions to facilitate re-employment – Jobs programme/ Tyohon Job Search programme in Finland (Vuori & Silvonen, 2005)

• Urban regeneration, housing improvement, fuel poverty

• Positive ageing – psychosocial interventions to reduce social isolation – volunteering, befriending, intergenerational programmes and targeted outreach (Forsman et al., 2011)

• Community-based peer support programmes (youth mentoring, Widow-to-Widow bereavement support)

• Social prescribing; supported employment initiatives – recovery approaches
Evidence-informed policy and practice

- Robust case for action - high quality comprehensive interventions carried out in collaboration with parents, families, communities and services can produce *multiple and lasting positive benefits*
  - lead to improvements not only in mental health but also improved social functioning, academic and work performance and general health behaviour
  - effects are especially evident for the most vulnerable groups
  - cost-effective interventions - health, social and economic benefits

- Policy support – universal health care, family support, preschool and childcare support, educational and employment policies, welfare, social inclusion and poverty reduction

  ➢ *wider public policy measures to reduce health and social inequities and poverty*
Capacity Development

• Strengthen public health capacity to deliver on population mental health and wellbeing

• Policy - decision-makers engage in multisectoral policy development and implementation

• Practice - strengthening effective implementation through partnerships with other sectors to effect systems change

• Local communities - ensuring that the conditions that create and protect positive mental health and wellbeing are accessible to all
Capacity Development

• **Structures to support multisectoral policy development and implementation**
  - political mandate for cross-sectoral action
  - common governance structure – accountability
  - operational structures - effective delivery mechanisms
  - infrastructure, resources, leadership, expertise, workforce development

• **Implementation systems and frameworks for multisectoral action**
  - mainstreaming sustainable mental health promotion policies and practices into standard support and service delivery
  - creating delivery mechanisms within existing systems based on collaboration and partnerships
Capacity Development

• Organizational capacity and human resources to achieve priority actions

• Workforce development – knowledge and skills mix
  o skills of intersectoral working, leadership, partnerships, advocacy,
  o mobilising and engaging individuals, communities and other sectors
  o bridging the gap between public health and mental health specialists

• New research paradigms
  o innovative research approaches to capture and measure systems change
  o support for transdisciplinary and translational research

➤ the necessary knowledge, skills and abilities in translating policy, theory and research into effective action
Developing Competencies for Mental Health Promotion

• International literature on health promotion competencies
  o Australia, Canada, New Zealand and a number of European countries
  o progress in identifying a set of skills, knowledge, attitudes and abilities that
    are unique to health promotion

• International collaboration to identify domains of core
  competency in health promotion
  – IUHPE, SOPHE, CDC and international leaders in the field

• Galway Consensus Conference Statement on Domains of Core
  Competency in Health Promotion (Allegrante et al., 2009; Barry
  et al., 2009)
The CompHP Project Handbooks

- Barry, M M; Battel-Kirk, B; Davison, H; Dempsey, C; Parish, R; Schipperen, M; Speller, V; Zanden, van der, G; Zilnyk, A. (2012). *The CompHP Project Handbooks*. International Union for Health Promotion and Education (IUHPE), Paris.


Domains of Core Competencies

• **Ethical values and principles** for health promotion include a belief in equity and social justice, respect for the autonomy and choice of both individuals and groups, and collaborative and consultative ways of working.

• **Knowledge Base** - the core competencies require that a health promotion practitioner draws on a multidisciplinary knowledge base of the core concepts, principles, theory and research of health promotion and its application in practice.
Domains of Core Competencies

• **Enable Change** - enable individuals, groups, communities and organisations to build capacity for health promotion action to improve health and reduce health inequities

• **Advocate** with, and on behalf, of individuals, communities and organisations to improve health and well-being and build capacity for health promotion action

• **Mediate** through partnership - work collaboratively across disciplines, sectors and partners to enhance the impact and sustainability of health promotion action

• **Communication** - communicate health promotion action effectively, using appropriate techniques and technologies for diverse audiences

• **Leadership** - contribute to the development of a shared vision and strategic direction for health promotion action
Domains of Core Competencies

• **Assessment** - conduct assessment of needs and assets in partnership with stakeholders, in the context of the political, economic, social, cultural, environmental, behavioural and biological determinants that promote or compromise health

• **Planning** - develop measurable health promotion goals and objectives based on assessment of needs and assets in partnership with stakeholders

• **Implementation** - implement effective and efficient, culturally sensitive, and ethical health promotion action in partnership with stakeholders

• **Evaluation and Research** - use appropriate evaluation and research methods, in partnership with stakeholders, to determine the reach, impact and effectiveness of health promotion action
Capacity Development for Population Mental Health

• Developing mental health promotion policies that will deliver on improved mental health at a population level
  o creating an enabling policy structure for comprehensive and universal actions on a cross-sectoral basis
  o policy and decision-makers – engage in multisectoral policy analysis, development and implementation

• Advancing research to support effective action
  o strengthening and expanding the evidence base – upstream interventions
  o investing in implementation research
  o monitoring the status and determinants of positive mental health at a population level
• Strengthening effective implementation
  o systems and support structures for multisectoral action
  o delivery mechanisms for embedding mental health promotion practices into mainstream support and service delivery in a sustainable manner

• Investing in mental health promotion practice
  o aligning capacity to deliver on population mental health
  o scaling-up and integrating population level actions based on cross-sectoral planning and delivery

• Developing workforce capacity
  o base of multidisciplinary knowledge, skills and values
  o working in partnership with other sectors to effect systems change
  o mobilising public engagement
Sustainable Action

ensuring that the conditions that create and promote population mental health and wellbeing are accessible to all