

# Neami Health Promotion Framework

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## Health promotion at neami

People with a mental illness have an increased likelihood of developing diabetes, various cancers and cardio vascular disease. It also appears that the diagnosis and treatment of these conditions may be delayed in people with mental illness contributing to substantially higher levels of morbidity and mortality for those with a mental illness than the general population (VICSERV 2008). Neami is committed to doing what it can to improve the physical health outcomes of people with mental illness and integrates this commitment in all aspects of its work with consumers.

Neami initiated its *Smoking and Wellbeing* program in 2007 conducting research and developing programs in conjunction with state partners. In 2010 Neami funded Health Promotion Officers in each state with the overall aim of improving health and well-being outcomes for consumers. The Health Promotion Officers resource Neami service sites to offer an integrated and holistic approach to supporting consumer well-being in keeping with the World Health Definition of health:

*"A state of complete physical, social and mental well-being, and not merely the absence of disease or infirmity..."*

This definition sits neatly with the concept of recovery and integrates well with the Collaborative Recovery Model.

## Health Promotion Priorities

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The Health Promotion Project is coordinated and supported by the Service Development team. An annual planning process draws on available literature to inform priorities and reflect the common themes associated with supporting improved health outcomes for consumers.

*The Neami 2011-2012 Health Promotion Priority Areas:*

1. Smoking and Mental Health
2. Physical Health Needs Identification
3. Oral Health
4. Chronic Disease Self-Management (e.g. Diabetes, cardio-vascular disease)
5. Healthy Behaviours Program

*Health Promotion Officers* are responsible for the planning, development, implementation and evaluation of health promotion activities including health education, community development and community engagement processes, advocacy, lobbying strategies, social marketing, health policy, and structural and environmental strategies. Workforce development and capacity building strategies are also important components of health promotion practice. In keeping with the whole of organisation approach, staff are encouraged to reflect on their own health behaviours, and to initiate activities to support their own health and well-being and a healthy workplace.

Each service site identifies a *Site Champion* who with the support of the State Health Promotion Officer (HPO) and service manager ensures all staff are resourced and have the capacity to help implement the Neami annual Health Promotion strategic directions, priority areas and projects. See attached HP site champion guidelines

The HPO'S report directly to the State Manager and work closely with service delivery teams, by supporting and resourcing these positions to incorporate health promotion initiatives within their practice. A Neami HP strategy meeting is held quarterly, reporting back against the annual HP priorities.

The Neami Health promotion framework was developed as part of the health promotion project and is designed to guide:

- Neami’s State Managers, the state-based Health Promotion Officers (HPO), HP site champions, CRSW’s and Managers to implement the identified health promotion priority areas.
- Staff orientation to the health promotion project and the priority areas.
- Building links with health agencies in the community.
- Recognising the links between health promotion and sustainability.

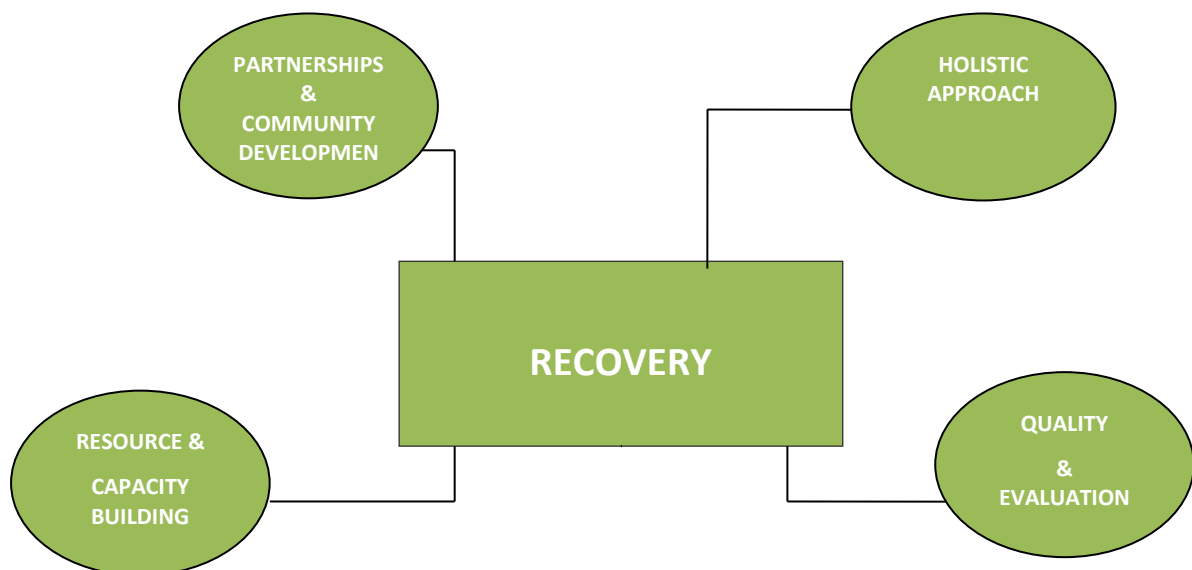
## Neami’s Health Promotion framework

Neami is committed to working in partnership with consumers at all levels of the organisation. This commitment is articulated in Neami’s vision of *Full citizenship for all people living with a mental illness in Australian society* and enacted through the Mission *Improving mental health and well being in local communities. The 2011-2014 Strategic Directions identify four key strategies which are;* lead through innovation; promote services that achieve quality recovery outcomes; expand services for people with complex mental health and social needs; and develop a skilled and diverse workforce committed to recovery.

The Neami Health Promotion Framework is also aligned with the Ottawa Charter and consists of 4 interrelated components

- Resource and Capacity Building
- Partnerships and Community Development
- Quality and Evaluation
- Holistic Approach

The focus on health promotion for both consumers and staff is integrated into all aspects of what we do and we use every opportunity to promote workplace health and optimal health and well-being.



## Recovery focus

“Recovery is being able to live a meaningful and satisfying life, defined by each person, in the presence or absence of symptoms. It is about having control over and input into your own life. Each individual’s recovery, like his or her experience of the mental health problems or illness, is a unique and deeply personal process.” Scottish Recovery Network

Neami employs the Collaborative Recovery Model (CRM), which focuses on the consumer’s strengths and values to direct their recovery path.

Neami focuses on individual’s strengths empowering consumers as a matter of self-determination; resulting from an increase in self-esteem and sense of self-efficacy. It requires that consumers have access to the *means* and *opportunity* to assume responsibility for their own lives and well-being and choose freely their own path to recovery.

Improvement of physical health has been identified as important to many consumers on their recovery journey. The Health Promotion Officers support Community Rehabilitation Support Workers to better facilitate the conversations that assist consumers to recognise health issues and be empowered to achieve their physical health goals.

The HP framework sets a context for staff to support consumer’s recovery by:

- Encouraging support workers to be alert to opportunities to pursue health related aspects when consumers are identifying their Valued Directions and goals
- Providing information, resources opportunities and support to make choices regarding their physical health, as well as their mental health and wellbeing
- Advocating for systemic change and removing barriers. For example improving flexible access to physical health care services and reducing cost to consumers.
- Involving consumers to participate in the process of developing, implementing and evaluating health promotion programs at Neami.
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Also see Neami Policy & Procedure Manual

[3.1 Rehabilitation \(Recovery Framework\)](#)

[3.19 Health promotion](#)

## Holistic approach

The Neami Health promotion project supports working in an integrated framework incorporating the following three elements and associated strategies. Community Rehabilitation and Peer Support Workers assist consumers to identify their strengths, values and goals and then explore how addressing health will assist in achievement of those goals.

- **Biomedical** - health as an absence of disease or disorders. Strategies to address health may include treatment, prescriptions and medications, surgery, referral pathways, increased responsiveness of health providers and supporting consumers to strengthen their relationships with GPs and other health professionals.
- **Behavioural** - health as the product of making healthy lifestyle choices. Strategies to improve healthy behaviours include education, enabling self-help and advocating for policies supporting lifestyle choices (e.g. Smokefree environments).
- **Socio-environmental** - health as the product of social, economic and environmental determinants that provide incentives and barriers to health of individuals and communities.

This includes broader advocacy, policy change, and community mobilisation to address systemic issues such as poverty or environmental pollution as determinants of health.

## Resource and capacity building

Capacity building refers to increasing and strengthening the skills, competencies and abilities of people and communities to assist in overcoming barriers that contribute to ill-health. By being better equipped with the necessary resources and skills to understand and take ownership of one's own physical health needs, the health outcomes of individuals and communities are able to improve significantly.

Health Promotion at Neami adopts a strengths-based approach to build on the existing capacity of consumers and staff by providing relevant resources (such as health education material, necessary partnerships, supporting consumer engagement in community health activities) to increase health literacy and awareness of one's own physical health. Where a gap is identified in existing resources, Neami aims to develop necessary and relevant material to meet the needs of consumers and staff. Typically consumers with mental health issues have poor health outcomes compared to that of the general population. The Neami health promotion team aim to empower and resource Neami staff in gaining better awareness, access and key strategies to improve consumers and staffs health and wellbeing.

## Partnerships and community development

As with all aspects of Neami's work, partnerships and a community development approach is integrated into our daily work. Community development involves changing the relationships and developing structures so that everyone can take part in the issues that affect their lives. It starts from the principle that within any community there is a wealth of knowledge and experience which, if used in creative ways, can be channeled into collective action to achieve the communities' desired goals.

Community development practitioners work alongside people in communities to help build relationships with key people and organisations and to identify common concerns. They create opportunities for the community to learn new skills and, by enabling people to act together, community development practitioners help to foster social inclusion and equality.

Definition of CD"Community Development Exchange. <http://www.cdx.org.uk/community-development/what-community-development>.

There is considerable evidence to suggest that resources, strengths and skills already exist within communities to address the physical health needs of consumers (e.g. community-based organisations, GP's etc). Neami engages with these people and organisations to develop strategies and pathways to address health needs of consumers and promote health and well-being.

Neami seeks to empower individual consumers and groups to advocate on their own behalf, improve their lives, and provide communities with access to resources. Neami's key priorities in partnership and community development are:

- Improving networks and partnerships within the community.
- Identifying health needs from consumers' point of view
- Influence local planning and delivery of services within communities.
- Developing structures that act as a resource.
- Improving self-esteem and skill development of consumers
- Widening the boundaries of the health care debate by involving people in defining their views on health and local services.

## Quality and evaluation

The Health Promotion project will evaluate initiatives during all stages of implementation and practice to assess the effectiveness of the program in improving physical health outcomes for consumers and staff.

The evaluation findings will be used

- In the annual planning cycles across all levels of the organisation
- To strengthen and develop the work of the Neami Health Promotion initiatives
- To assist in enhancing and strengthening partnerships with other health organisations and sectors.
- Empower consumers to be in control of their own health management
- For continuous improvement which may identify the need for further research

## References

Ottawa Charter for Health Promotion. WHO, Geneva, 1986

Community Development Exchange – [www.cdx.org.uk](http://www.cdx.org.uk)

Pathways to social inclusion Health Inequalities Psychiatric Disability Services of Victoria (VICSERV), 2008