

Refreshing ResponseAbility to support health professionals



Primary reviewed the communication strategy and current ResponseAbility promotion program for the Department of Health and made recommendations for future activity and funding.



The Hunter Mental Health Institute (HMHI) developed the ResponseAbility Initiative 15 years ago and it needed to be reviewed and refreshed in 2014. This initiative was specifically developed for the tertiary education sector, as part of the Federal Government's fourth National Mental Health Plan.

The communication strategy was developed to support the inclusion of mental health promotion, prevention, early intervention and suicide prevention, in the pre-service training of teaching and early childhood professionals who work with young people and their families.

Strategy

- » Reviewed the ResponseAbility context and environmental scan, including other federally funded programs raising awareness of mental illness
- » Conducted a qualitative survey of target audience understanding, use of resources and future needs of the program
- » Reviewed current resources, materials and proposed communication strategy to future proof against policy change.

Outcomes

- » Implemented the first communication-focussed survey of the program's target audience, generating feedback that guided a two year engagement program
- » Supported stakeholder engagement by HMHI project team to facilitate new and ongoing cooperative projects
- » The report was supported by the Department and recommendations ensured continued funding of the program

