



Mental Health Promotion For MO





Mental health promotion is a positive, effective approach involving any practice that enhances capacity for good mental health for the whole population through action at the individual, community and societal levels following an integrated approach

What is included in mental health promotion?

- Promoting harmony in the community through social networking
- Reducing levels of violence in the community
- Ensuring people are free from stigma and discrimination



- Promoting the rights of people with a mental health disorder
- Engaging in improving the facilities available for the treatment of mental health disorders in the community
- Educating people and increasing the knowledge of the community about mental health disorders

DIFFERENT METHODS FOR MENTAL HEALTH PROMOTION IN THE COMMUNITY

- **Mental Health education:** Mental Health education can be done through awareness campaigns on the occasion of World Mental Health day, World Suicide Prevention day etc. It is the most cost-effective intervention in raising awareness and minimizing stigma. The target groups include general public, patients, priority groups, leaders and decision makers.
- **Environmental modifications:** Availability and provision for playgrounds, parks, healthy school environment, healthy environment at work place etc.





- **Life skills education:** It is a method of health promotion that seeks to teach adolescents to deal effectively with the demands and challenges of everyday life (WHO 1997). Life skills include decision-making, problem-solving, creative and critical thinking, effective communication and interpersonal skills, self-awareness, and coping with emotions and stress.
- **Nutritional interventions:** Adequate provision for maternal and child nutrition, to prevent substance abuse and also for better mental wellbeing.
- **Lifestyle and Behavioral modifications:** It is very important for the individuals to stay away from substance abuse, violence and to practice healthy lifestyle which includes yoga, meditation and physical activity for a positive mental well-being.



STIGMA & DISCRIMINATION

- Stigma arises when someone sees you in a negative way because of a particular characteristic or attribute that they associate when they come to know that you have a mental health issue
- When someone treats you in a negative way because of your mental illness, this is discrimination



Public stigma

Stereotype	Negative belief about a group (e.g., dangerousness, incompetence, character weakness)
Prejudice	Agreement with belief and / or negative emotional reaction (e.g., anger, fear)
Discrimination	Behaviour response to prejudice (e.g., avoidance, withhold employment and housing opportunities, withhold help)

Self-stigma

Stereotype	Negative belief about the self (e.g., character weakness, Incompetence)
Prejudice	Agreement with belief, negative emotional reaction (e.g., low self-esteem, low self-efficacy)
Discrimination	Behaviour response to prejudice (e.g., fails to pursue work and housing opportunities)

HOW CAN YOU MINIMIZE STIGMA AND DISCRIMINATION?

- Educate the person with mental illness and their caregivers:
- Be non-judgemental
- Educate public to stop believing negative news about stigma
- Connect with media
 - Educating the media at any given opportunity also helps in bringing down the negative reporting that are prevalent in print, audio visual media and on social media platforms as the reach is far
- Support groups
- Upgrade the knowledge





- There is a lot of misinformation surrounding mental illness still present within our society.
- Myths, misunderstandings, and negative stereotypes and attitudes surround mental illness.



Sl. no	Myths	Facts
1.	Mental illnesses are caused by witchcraft, spells or possession by demons and are the result of punishment by a “Higher Power” (such as God or Karma)	Mental illnesses are the result of disturbances in usual brain function that lead to difficulties with the control of feelings, thinking and behaviours
2.	Mental illnesses are the result of a “moral failure” or laziness	Mental illnesses are not caused by a “moral failing” or laziness. Sometimes people with a mental illness experience severe fatigue or lack of interest as part of the illness, not as its cause.



Sl. no	Myths	Facts
3.	Mental illnesses are caused by the usual stresses of everyday life	Everyday life stresses are normal and necessary for learning and developing life skills. They do not cause mental illnesses. For some people, severe and persistent stress, increases the risk for developing a mental illness.
4.	People with a mental illness are violent	A mental illness rarely leads to violence. Most violence is not due to mental illness. People with mental illness are more likely to be victims of violence (including bullying).



Sl. no	Myths	Facts
5.	People with a mental illness cannot achieve anything	Sometimes a mental illness can make it difficult for a person to work (same as a physical illness), but with proper treatment a person with a mental illness can work very well. Some of the world's greatest achievers have had a mental illness.
6.	People with mental illness could snap out of it if they wanted to	People with mental illness will get better if they are appropriately treated.



Sl. no	Myths	Facts
7.	People with a mental illness will never get better	Most people with a mental illness will get well and stay well with the right treatment. Sometimes treatments will not be effective (just the same as with physical illnesses).
8.	Mental illnesses are too difficult to treat	Mental illnesses, because they affect how the brain functions, sometimes need more complex treatments. But this does not mean that they are too difficult to treat.



ROLE OF MEDICAL OFFICER

- **Connect with masses:** Given any opportunity, be a key stakeholder in talking about the issues surrounding mental illness whether it's in print, audio visual, or on social media.
- **Campaigns:** Initiate unique campaigns in your neighborhood that will bring community participation and support. Identify key stakeholders or influential persons who can play a crucial role in eradicating stigma towards persons with mental health disorders



- **Be non-judgemental:** As a doctor, avoid being judgemental towards the person taking treatment and his family members. The support and care that we show to them will ensure them to come regularly for treatment and follow ups and can remove the misconceptions that people hold about them.
- **Educate public to stop believing negative news about mental illness:** A change in public attitude towards the persons with mental illness is the key to bringing down stigma and increasing awareness. Educating the public about the myths and misconceptions, negative bias and stereotypes that they hold will make the community be more informed about how they treat Persons with mental illness.



STRATEGIES TO IMPROVE FUNCTIONING (LIVING WELL WITH MENTAL ILLNESS)

- Some people can go forward, in life easily with mental illness, and some have to struggle a lot going forward in life with mental illness and many people give up.
- Functioning is an umbrella term encompassing 'activities and participation of individuals in daily life situations' (WHO, 2001), thus by improving the functioning of the individuals, we can reduce disability and live a better life with higher wellbeing.





- Having systematic routine
- Take advantage of the things you can do
- Develop new hobbies and activities that make you happy
- Accepting help doesn't make you weak
- Joining a disability support group
- Nurture the important relationships in your life





Thank You

