

<p>Title The ABC of mental health: A universal mental health promoting programme to increase individual and community mental health</p>
<p>Type Oral presentation in plenary session</p>
<p>Theme “Mental Health” and “Resilience and Health through partnerships”</p>
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<p>Keywords Mental Health Promotion, Mental Health, Partnership, Resilience, Positive mental health</p>
<p>Specific learning/success Presentation of: - The programme, our experiences and findings with adapting and implementing the program to a Danish context, and some examples of ABC initiatives.</p>
<p>Abstract <u>Background:</u> In recent years there has been an increased focus on population mental health, and recognition that interventions focusing on mental health promotion may be critical in enabling individuals to protect their mental health. However, in Denmark focus has primarily been on treatment and targeted prevention. National and international experts suggest there’s a need to prioritize mental health promotion alongside prevention and treatment at the community level.</p> <p><u>Participants:</u> In spite of the many commendable documents presenting frameworks for mental health promotion, Act-Belong-Commit - that originated in Western Australia - appears to be the world's first and only attempt to develop and implement a population-wide mental health program, as distinct from mental illness prevention or early intervention initiatives.</p> <p><u>Activities:</u> In 2014 Denmark adopted the Act-Belong-Commit program under the title <i>ABC of mental health</i> which is currently being implemented in collaboration between the Danish National Institute of Public Health and a multitude of stakeholders e.g. Healthy Cities Network, The Danish Mental Health Foundation, and seven municipalities.</p> <p><u>Program theory:</u> The programme is based on universal principles of wellbeing. It targets individuals to engage in mentally healthy activities while at the same time supporting and encouraging organizations that offer mentally healthy activities to promote, and increase participation in, their activities. Overall, the ABC messages encourage people to be physically, spiritually, socially and mentally active, in ways that increase their sense of belonging to their communities, and that involve commitments to causes that provide meaning and purpose in their lives.</p> <p><u>Results:</u> Qualitative research has suggested that Danish people’s understanding of what constitutes good mental health and what people can do to keep mentally healthy are consistent with the underlying messages in the Act-Belong-Commit campaign, and hence translatable to a Danish context. How the ABC for mental health is used as framework for mental health promotion by stakeholders is currently being evaluated.</p>
<p>Website www.abcformentalsundhed.dk</p>