



Mental Health

The Mental Health Division aims to lead the development of a mental health system that brings about a reduction in the incidence and prevalence of mental illness and alcohol and substance misuse problems and their impact on the quality of life of individuals, their families and the community.

An increased effort in mental health continued during the year. Funding for the development and expansion of specialist mental health services for children and young people has increased 54 per cent in the past three years with rural and remote services the key beneficiaries.

Expanding specialist child and adolescent mental health services in Western Australia include intensive psychiatric treatment services for children up to 12 years of age, regionally-based psychiatric treatment services for young people aged 13 to 25 years and community-based services.

The most far-reaching program of expansion and reform of mental health services in Western Australia continued during 1999/2000. The driving principles underpinning these reforms include a strong focus on quality and effectiveness of services, building partnerships in service delivery, and emphasising mental health promotion. Many rural areas and parts of the Perth metropolitan area now have access to local mental health services where none existed before.

Priority areas in 1999/2000 included rural and remote service development, mental health promotion, illness prevention and quality improvement.

The focus of innovation in the Mental Health Division in 1999/2000 was on improving the capacity and culture for quality improvement in services.

The need for training that meets specific skill needs, rather than general training, has prompted a series of innovative training initiatives. These include piloting the use of telepsychiatry and CD-ROM technology, as well as the 'ADEPT' training program which tailors training to local needs and skills-based development.

During the year, more than 40 new projects were implemented through the Alcohol and Other Drugs program to fill identified gaps in services. These projects were designed on a time-limited basis to enable the integration of policy objectives over a three to five-year timeframe. They include centralised support service projects in drug withdrawal, brief intervention, general practitioner involvement and education.

Innovations

- Promoting new directions in mental health services – see page 37
- Expanding community mental health services – see page 27

- Expanding post natal depression services – see page 42
- Expanding the Positive Parenting Program – see page 42
- Reducing the risk of youth suicide through the Youth Counsellor Program – see page 48
- Supporting people with psychiatric disability through the Independent Living Program – see page 33
- Professor of Forensic Psychiatry Appointed – see page 42
- Improving central facilities for drug and alcohol treatment – see page 26
- Improving mental health program quality – see page 37
- Mental Health Conference – see page 37
- Encouraging mental health consumers and carers to make informed choices about advocacy – see page 25
- Using telepsychiatry to improve access to mental health services in rural WA – see page 46
- Expanding treatment options for the drug and alcohol program – see page 29



Innovations

Improving central facilities for drug and alcohol treatment

During the year, major additions to the existing central treatment services located in Moore Street East Perth were completed and the new complex was officially opened by the Minister for Health in April 2000. The site now houses the methadone clinic and provides additional consulting, group and support rooms for other associated treatment procedures. The work also included a new fully self-contained 2x2-bedroom suite to increase the capacity of the residential detoxification unit. The existing case management building has been remodelled to accommodate services for adolescents.

Involving GPs in screening for cervical cancer

The WA Cervical Cancer Prevention Program commenced funding of a general practitioner clinical audit of cervical screening. The audit, which will involve four participating Divisions of General Practice, is aimed at encouraging GP involvement in screening to help increase overall pap smear screening. Professional education activities identified through the audit will be provided during the participating GPs Pap Smear Month campaign.

WA Cervical Cancer Prevention Program staff were instrumental in the establishment of a National ATSI Women's Forum in 1999. As a result of this a working group is now in the process of developing a national strategy for increasing

cervical screening among Aboriginal and Torres Strait Islander women.

The database for the Nurse Pap Smear Provider Project was updated during the year and there are now 48 credentialed nurses practising throughout Western Australia.

Evaluating client satisfaction for better health outcomes

In line with the Health Department's "Strategic Quality Plan" to improve the quality of care in all of its services, more than 20,000 West Australians were surveyed during the year as part of the Client Evaluation of Health Services Project.

The Client Evaluation project captures information from a wide range of services and client types to provide feedback to health services to help them improve the care provided. Survey results are also used as annual key performance indicators by the Health Department and by every health service and public hospital in Western Australia.

The importance of this work is underlined by the fact that satisfaction with services has been associated with better health outcomes.

Trialing Clinical Information Access Online for clinicians

The Clinical Information Access Online (CIAO) project began in early 2000 with trials at selected sites across Western Australia. This pilot project delivers a wide range of web-based reference and health

knowledge databases to clinicians at the point of care via the Internet.

Trial sites were established at the Lower Great Southern and the Northern Goldfields Health Services, and Kalamunda, Bentley, Peel and Rockingham/Kwinana Health Services and further trials will begin shortly.

The project's four key objectives are:

- To help clinicians across the state make better decisions about patient care by providing up to date, accurate clinical information resources close to the point of care;
- To encourage collaboration between clinicians through the use of online peer support and information exchange mechanisms;
- To promote greater use amongst clinicians of information technology; and
- To devise a long-term, fully costed clinical information strategy – in consultation with interested parties – that complements other clinical information and technology initiatives.

There has been a significant increase in the use of the CIAO Website since the trial began, and the response from clinicians using the CIAO information resources has been very positive.

Opening of the Collaborative Training and Education Centre for surgical and medical skills

The Collaborative Training and Education Centre (CTEC) offers a

Delivering better drug and alcohol programs

Two phases of the Drug Aware Campaign targeting young people and parents were conducted in partnership with the Western Australian Drug Abuse Strategy Office. These phases focused on the harm caused by cannabis and stimulant type drugs including ecstasy, amphetamines and hallucinogens.

During the year the Health Department was a key player in designing and implementing the Host Responsibility Program. A major element of the program was a mass media campaign targeting social hosts about the responsible service of alcohol at private parties. The Health Department of Western Australia, the Western Australian Drug Abuse Strategy Office, the Office of Road Safety, Healthway, the WA Police Service, the Office of Racing Gaming and Liquor, and the Liquor Industry Council are all involved in the Host Responsibility Program.

Another initiative targeting alcohol-related harm was the support and extension in Western Australia of the National Alcohol Campaign "Drinking – where are your choices taking you" in early 2000. The mass media campaign targeted adolescents and provided information about the consequences of drinking too much and the benefits of moderate alcohol consumption.

The Health Department continued its support for alcohol accords, assisting with the development of the new Esperance and Port Hedland accords. The accords are

voluntary agreements between licensees, and representatives from health, police, related agencies and local government and are aimed at reducing alcohol-related harm and disruption in and around licensed premises. The Health Department also assisted with the production of a pamphlet for travellers detailing alcohol restrictions in the Kimberley region of Western Australia.

During the year, a project monitoring alcohol-related injury via Emergency Departments was extended to include Kununurra, Port Hedland and Carnarvon hospitals.

Introducing electronic distribution and return of ministerial documents

Paper-based systems traditionally used for dealing with ministerial documents are cumbersome and slow by modern standards. Using the Health Department's statewide computer network, ministerial documents are now distributed in electronic form to health agencies. This has resulted in a marked improvement in the timeliness of responses to ministerial correspondence and other ministerial support services.

Developing the Enterprise Information Model

The Information Planning Unit began developing a Health Enterprise Information Model for corporate metadata - data about data - to improve both business and technical understanding of health data and data-related processes.

When completed, the Enterprise Information Model will include standard data definitions and document how reported information is derived from that data. These standards are essential for information sharing to support patient-centred care and for the efficient integration of information systems across the health system.

The main benefit of the model is enhanced use of stored data and improved comparison of data across different collections through the use of common language. This will result in improved accuracy of information used and improved reporting to support decision-making.

Promoting health in many languages through the Ethnic Radio Project

Coordinated by the Multicultural Access Unit, the Ethnic Radio Project is a successful community-based project that has resulted in the recording of health messages into 12 community languages. The project aims to use radio as a medium to continue an effective means of communicating health information to culturally and linguistically diverse groups. Due to expressions of interest and requests for health promotion material from ethnic newspaper editors, the project is being extended to written media.

Expanding of treatment options for the drug and alcohol program

In recognition of the need for a comprehensive range of treatment options to achieve the best chances for successful

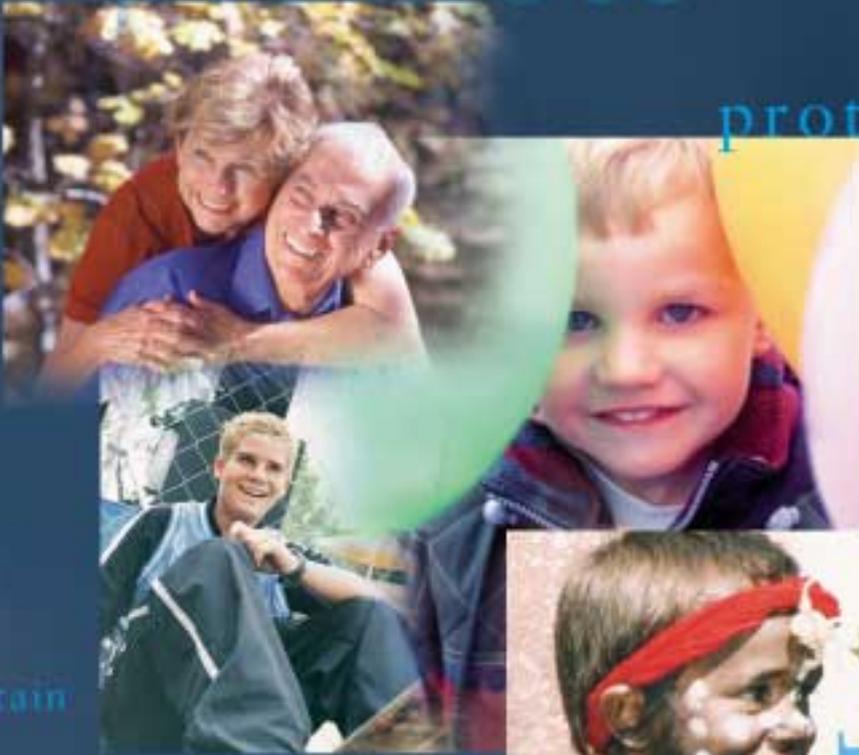


Advertising and Sponsorship

Cost centres	Advertising Agencies	Market research Organisations	Polling Organisations	Direct Mail Organisations	Media Advert Organisations
HEALTH ENHANCEMENT					
Nutrition Program					
Media Decisions	170,489.66				
Market Force	3,494.93				1300.6
Hides		8,420.00			
Donovans		32,950.00			
Right Marketing		8,040.00			
UWA		2,214.00			
Bandt & Gatter		5,800.00			
Northside Distributors				4,140.71	
Vinten Browning					17,370.80
TOTAL	173,984.59	57,424.00	-	4,140.71	18,671.40
Cervical Cytology Registry					
Vinten Browning	25,530.90				
Right Marketing		24,275.00			
Northside Distributors			5,212.60		
Australia Post			21,101.08		
Media Decisions					46,236.62
Marketforce Productions					4,078.86
Rural Press Regional Media					600.00
TOTAL	25,530.90	24,275.00	26,313.68	0.00	50,915.48
Breast Screen					
Marketforce Productions					40,330.56
Media Decisions					24,756.00
Northside Distributors				17,925.56	
TOTAL	-	-	-	17,925.56	65,086.56
Alcohol & Drugs					
Vinten Browning	122,369.00				
Hides Consulting Group Pty Ltd		64,102.66			
NFO Donovan Research		15,500.00			
Media Decisions					25,734.00
Marketforce					34,434.00
TOTAL	122,369.00	79,602.66	-	-	60,168.00
Smoking & Health					
Marketforce Productions	236,898.12				2,788.84
Hides Consulting		49,813.84			
Australian Community Research		22,611.00			
Australia Post – Mailwest deliveries				11,529.82	
Northside distributors				20,359.07	
Media Decisions					368,731.89
TOTAL	236,898.12	72,424.84	-	31,888.89	371,520.73

promote

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the
STORE

