### MENTAL HEALTH PROMOTION

**Primary Component:** Generic Skill Building  
**Secondary Component:** Community Development

**Goal:** To promote mental health, well-being and resiliency among the population

<table>
<thead>
<tr>
<th>OBJECTIVES</th>
<th>PLANNED ACTIONS (OTHERS TO BE IDENTIFIED)</th>
<th>STATUS (Planned, Initiated, Ongoing, Complete)</th>
<th>TARGET YEAR</th>
<th>INDICATORS (OTHERS TO BE IDENTIFIED)</th>
</tr>
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</table>
| To increase the population’s mental health literacy | - Develop Mental Health Literacy Network  
- Establish baseline of current level of mental health literacy for the WHR population  
- Develop plan to increase mental health literacy | O | Ongoing | Monitor:  
- Mental health literacy of population |
| | | P | | |
| | | I | | |
| Develop mental health promotion and resiliency toolkit resource for school settings | - Complete background work and compile materials for toolkit  
- Collaborate with Provincial Healthy Schools Initiative Resource Development | O | 2005 |  
- Availability of quality mental health resources in schools that support the development of resilience |
| | | I | | |
| To support the ongoing development of community capacity building for the promotion of mental health | - Link with and support Community Facilitators, Community Area Teams and WRHA funded organizations and other inter-sectoral partners in the following areas:  
  1. Raising awareness about the benefits of positive mental health  
  2. Raising awareness of suicide risk  
  3. Development of mental health promotion and prevention projects | P | Ongoing | Monitor:  
- The # of projects |
### AWARENESS AND UNDERSTANDING

**Primary Component:** Suicide Awareness Education  
**Secondary Component:** Media Education  

**Goal:** To promote awareness that suicide is a serious public health problem and that many suicides are preventable

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| To collaborate and contribute to suicide awareness planning at a regional, provincial and national level. | WRHA to actively participate in the following committees, working groups and associations:  
- Manitoba Network for Suicide Prevention  
- Aboriginal Suicide Prevention Committee  
- Manitoba Health Provincial Suicide Prevention Strategy Development Working Group  
- Canadian Association for Suicide Prevention | O | Ongoing | Monitor:  
- Number of meetings attended  
- Number of joint projects initiated |
| To develop an evidence-based suicide awareness education resource | Complete best practice review on suicide awareness education  
Establish working group to develop resource package | I | 2005 | Monitor:  
- Number of agencies using resource  
- Standardized suicide awareness education resource available |
| Increase media sensitivity and knowledge in reporting suicide and mental health issues | Engage media partners in dialogue in collaboration with WRHA Communications Department  
Complete audit of current practices of reporting suicide in print media based on recognized standards  
Develop pilot workshop for media | P | 2006 | Monitor:  
- Number of articles meeting Media Reporting Guidelines |
| Participate in provincial and regional public awareness campaigns that coincide with World Suicide Prevention Day | Work with other suicide prevention partners to organize campaign or activities | I | Ongoing | Monitor:  
- Participate in 2 out of 3 media mediums (television, radio, and print) |
**PREVENTION AND INTERVENTION**

**Primary Component:** Screening  
**Secondary Components:** Gatekeeper Training, Treatment/Intervention/Postvention and System Wide Protocols  
**Goal:** To better identify and help individuals at risk of suicide

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| Implement improved screening and referral processes | • In collaboration with Community Psychiatry identify screening tools and processes  
• Complete screening tools/processes pilot project in primary care sites where Shared Care is in operation  
• Expand screening/referral processes to other primary care sites | I  
P  
P | 2005  
2005  
2006 | Monitor:  
• Number of WRHA Primary Care Clinics using a mental health screening tool |
| Increase access to training for recognition of risk factors, warning signs and at risk behaviours, targeting gatekeepers, volunteers and professionals | • Promote benefits of gatekeeper training  
• Co-ordinate and provide ASIST training to all applicable WHRA/FSH staff  
• Establish a current baseline of the # of direct service staff who have ASIST certification  
• Strengthen collaboration and networking for trainers who provide ASIST throughout the Winnipeg Health Region  
• Increase availability of ASIST training for gatekeepers who interface with high risk populations (Aboriginal people, older adults and youth) | I  
O  
I  
P | Ongoing  
Ongoing  
2005  
2005-2006 | Monitor:  
• # of WRHA/FSH staff with ASIST training  
• # of training sessions provided to gatekeepers of high risk populations |
Primary Component: **Screening**  
Secondary Components: Gatekeeper Training, Treatment/Intervention/Postvention and System Wide Protocols

Goal: Enhance crisis response and clinical interventions to individuals at risk

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| Increase availability and accessibility of crisis services throughout the   | - Enhance Mobile Crisis Service staffing  
| Winnipeg Health Region                                                       | - Increase in person follow-up through Mobile Crisis Service  
|                                                                             | - Develop and implement pilot project at the Victoria General Hospital incorporating Mobile Crisis Services as a part of the intervention team  
|                                                                             | - Develop and Implement a Brief Treatment Service                                                                                 | I      | 2005         | Monitor:                                                                  |
|                                                                             |                                                                                                                                  | O      | Ongoing      | - Staff feedback                                                          |
|                                                                             |                                                                                                                                  | I      | 2005         | - Client satisfaction                                                     |
|                                                                             |                                                                                                                                  | P      | 2005         | - Emergency visits                                                        |
|                                                                             |                                                                                                                                  |        |              | - Access and quality of service received                                 |
| Develop a “high risk” profile and evidence based response protocols in      | - Identify “high risk” profile                                                                                                        | I      | 2005         | Monitor:                                                                  |
| conjunction with the Mental Health Program                                  | - Develop “high risk” protocols                                                                                                     | P      | 2005         | - Access and quality of treatment and support services available to “high |
|                                                                             | - Implement protocols                                                                                                              | P      | 2006         | risk” population(s)                                                       |
| Strengthen system wide protocols for responding to youth “at risk” in the   | - Participation on the Metro School Divisions Threat Protocol Development Committee                                                                 | C      | 2004-2005    | Monitor:                                                                  |
| school system in collaboration with Child and Adolescent Mental Health       |                                                                                                                                  |        |              | - Usage and effectiveness of protocols                                    |
| Program                                                                     |                                                                                                                                  |        |              |                                                                           |
# Knowledge Development and Transfer

**Goal:** Improve data collection, surveillance and research pertaining to suicide, attempted suicide and suicide prevention

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<tr>
<td>Collaborate with other suicide prevention partners to identify data collection needs</td>
<td>• Develop strategies and partnerships to influence data collection practices with regards to suicide</td>
<td>I</td>
<td>Ongoing</td>
<td>Monitor • Completed suicide and attempted suicide rates</td>
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<tr>
<td>Develop a Winnipeg Health Region Injury Data Report</td>
<td>• WRHA Population Health and Health System Analysis Unit to complete the Winnipeg Health Region Injury Data Report</td>
<td>I</td>
<td>2005</td>
<td>Availability of WHR Injury Data Report</td>
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