



Mental Health
Network

Mental Health Network

Communication Strategy

September 2020



Engage



Learn

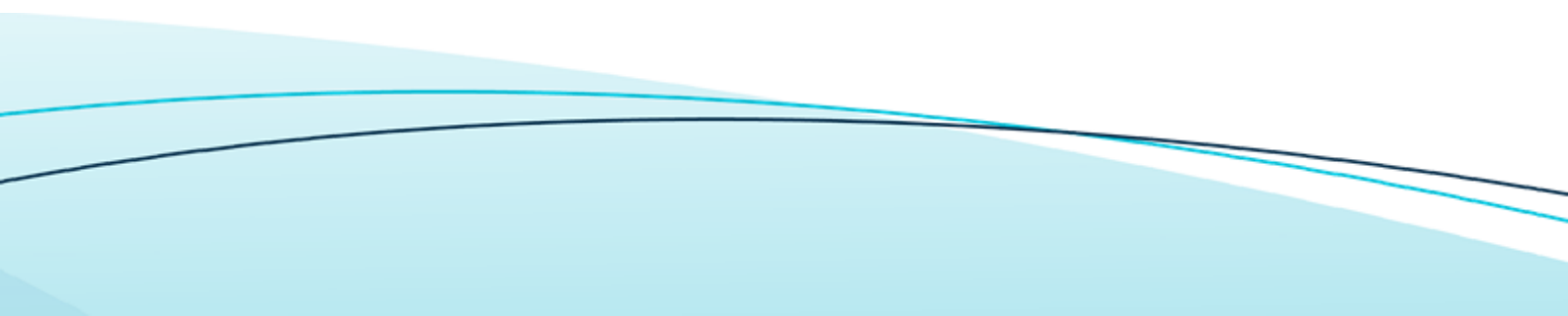


Inform



Improve

Executive Summary	1
Background	1
Objectives	2
Key Stakeholders	2
Communication Tools	3
Communication processes	8
Uploading documents to the Mental Health Network webpage	8
Sharing items on the Mental Health Commission Facebook page	8
Sub Network newsletters	8
Process for Sub Network Steering Committee to consult/contact wider Sub Network	9
Communication between Sub Networks	9
Communication between Sub Networks and Co-Leads	9
Communication between Sub Networks and the EAG	9
Communication between Steering Committees and external stakeholders	9
<i>Urgent requests</i>	10
Request for MHN Input received by Co-Leads	10
<i>Urgent requests</i>	10



Executive Summary

This communications strategy outlines the key messages and key performance indicators for internal and external communications by the Mental Health Network (MHN). It is intended as a guide for what and how the MHN communicates to all stakeholders.

The aim of this communications strategy is to ensure that a clear, consistent message of the role and branding of the MHN is evident in all internal and external communications. The key messages of the communications strategy align with the aims of the MHN:

- **Engage:** Facilitate effective collaboration between key stakeholders including; consumers and families, carers or supporters (support persons¹), health professionals, health and community services, the Mental Health Commission (MHC), the Department of Health (DoH) and all Health Service Providers (HSPs);
- **Learn:** Share knowledge, experience and ideas; and
- **Inform:** Provide independent and informed advice.

All regular communications should articulate messages around:

- What the MHN has done;
- Joining the MHN to connect and learn from others and to make a difference; and
- Mental health sector updates from other sources that will benefit members and potential members.

Messages will be communicated via a range of tools, including:

- Regular MHN newsletters to members;
- the MHN website; and
- mail-outs for events, promotional materials and external mental health sector updates.

The success of this communications plan will be evaluated by:

- Key performance indicators (KPI's) for each component; and
- An increase in the MHNs membership.

Background

The MHN is an independent entity that operates under the governance of and with the support of the MHC. The MHN is jointly sponsored by the MHC and the DoH.

The MHN aims to improve outcomes for people with mental health issues by strengthening capability and leadership and the provision and coordination of care and support across Western Australia.

The MHN supports the implementation of the Western Australian Mental Health, Alcohol and Other Drug Services Plan 2015-25, and identifies and informs emerging needs of the mental health sector in Western Australia.

While the MHN is affiliated with the DoH Health Networks, it has been governed by the MHC since 2017. The MHN also has a greater focus on the social determinants of mental health and engagement with consumers, supports and the broad mental health sector.

¹Refers to a family member or significant others impacted by someone else's mental health and/or alcohol and other drug use.

A large proportion of support persons are carers as defined in the Western Australian *Cares Recognition Act 2004*, the Australian *Carer Recognition Act 2010* and the Western Australian *Mental Health Act 2014*. In this document, the term "support persons" includes carers, families, significant others, friends and advocates.

Objectives

The objectives of the communication strategy are to:

- Engage and inform members of the MHN;
- Improve communication between the MHN Executive Advisory Group (EAG) and between Sub Network Steering Committees (Steering Committees);
- Improve communication between the Steering Committees and Sub Network members;
- Create communication processes to ensure coordinated and consistent messaging across the MHN;
- Recruit new members to the MHN;
- Provide consistent messaging of the MHNs role and expertise to both internal and external stakeholders;
- Develop strategies to engage with internal and external key stakeholders to drive increased engagement;
- Ensure that the MHN membership base is utilised during consultation;
- Promote information sharing between the Sub Networks;
- Encourage all voices to be heard, including the consumer, family and carer voice;
- Celebrate the MHNs successes and achievements to drive increase engagement; and
- Accurately communicate the purpose of MHN and drive progress towards its objectives in the future.

Key Stakeholders

The target audience for communications from the MHN includes all stakeholders involved with, or interested in, the work of the MHN. Key stakeholders include but are not limited to:

- the EAG;
- the Steering Committees;
- Steering Committee Co-Chairs (Co-Chairs);
- MHN members;
- the general public including consumers and their support persons;
- representative bodies and service provider organisations in the Western Australian non-government sector;
- Government agencies, including Federal Government agencies; and Educational institutions.

Communication Tools

Communication tool	Stakeholders	Messages	Responsibility	When	Inform, Engage, Advise	KPI/Evaluation
Newsletters	Current MHN members Potential MHN members	Recent achievements Current projects Call for engagement opportunities Mental Health events Professional development and educational opportunities	MHN Co-Leads MHC Project Officer	Every two to three months	Inform Engage	Schedule achieved (minimum four per year)
Sub Network specific newsletters	Sub Network membership base Potential Sub Network members	Recent achievements Current projects Call for engagement opportunities Mental Health events Professional development and educational opportunities	Steering Committee Co-Chairs MHN Co-Leads MHC Project Officer	Ongoing	Inform Engage	Information shared in timely manner
Mail-outs	Current MHN members Potential MHN members	Sector updates including events, EOs, consultations and policy development	MHN Co-Leads MHC Project Officer	Ongoing	Inform Engage	Information shared in timely manner
Sub Network specific mail-outs	Sub Network membership base Potential Sub Network members	Sub Network specific updates and engagement opportunities including, events, consultations steering committee recruitment and sector-specific updates and policies	Steering Committee Co-Chairs MHN Co-Leads MHC Project Officer	Ongoing	Inform Engage	Information shared in timely manner

Communication tool	Stakeholders	Messages	Responsibility	When	Inform, Engage, Advise	KPI/Evaluation
Co-Lead meetings with the MHC Project Officer	MHC Project Officer	Strategic planning Update key information	MHN Co-Leads MHC Project Officer	Weekly	Inform Engage Advise	Schedule achieved
Co-Lead meetings with the MHC System Development Executive	MHC System Development Lead MHC System Development Assistant Director MHC Chief Medical Officer, Mental Health	Strategic planning Update key information Address critical issues	MHN Co-Leads MHC Project Officer	Monthly	Inform Advise	Schedule achieved
Co-Lead meetings with the Commissioner	Mental Health Commissioner	Strategic planning Update key information Address critical issues	MHN Co-Leads MHC Project Officer	Quarterly (and as needed)	Inform Advise	Schedule achieved
Co-Lead meetings with other stakeholders	Key stakeholders and decision makers	What the MHN does What can we achieve together	MHN Co-Leads	Ongoing	Inform Engage Advise	Number of meetings held with key stakeholders
Website	Current MHN members Potential MHN members Key stakeholders	Current up-to-date MHN news All resources related to completed projects and recent achievements loaded onto website Publicise upcoming MHN events and consultations	MHC Project Officer	Ongoing	Inform Engage	All new resources loaded within one month of finalisation and approval. Achievements, events and public consultations publicised as appropriate.

Communication tool	Stakeholders	Messages	Responsibility	When	Inform, Engage, Advise	KPI/Evaluation
						Website content reviewed and updated in June and December each year.
MHC Facebook Page	MHC Facebook followers Potential MHN members	Recent achievements Current projects Call for engagement opportunities Mental Health events Professional development and educational opportunities	MHN Co-Leads MHC Project Officer MHC Communications Team	Ongoing	Inform Engage	Information shared in timely manner
MHN EAG meetings	EAG members	Information sharing and inclusivity Sub Network progress and updates	MHN Co-Leads MHC Project Officer	Bi-monthly	Inform Engage Advise	Schedule achieved
MHN EAG meeting minutes	EAG members Steering Committee Co-Chairs	Information sharing and improved communications between the EAG and Sub Network Steering Committees	MHN Co-Leads MHC Project Officer	Ongoing	Inform	Schedule achieved
Steering Committee Co-Chairs meetings	Co-Leads Steering Committee Co-Chairs MHC Liaison Representatives	Information sharing and improved communications between the Sub Network Steering Committees Sub Network progress and updates EAG meeting updates	MHN Co-Leads MHC Project Officer	Quarterly	Inform Engage Advise	Schedule achieved

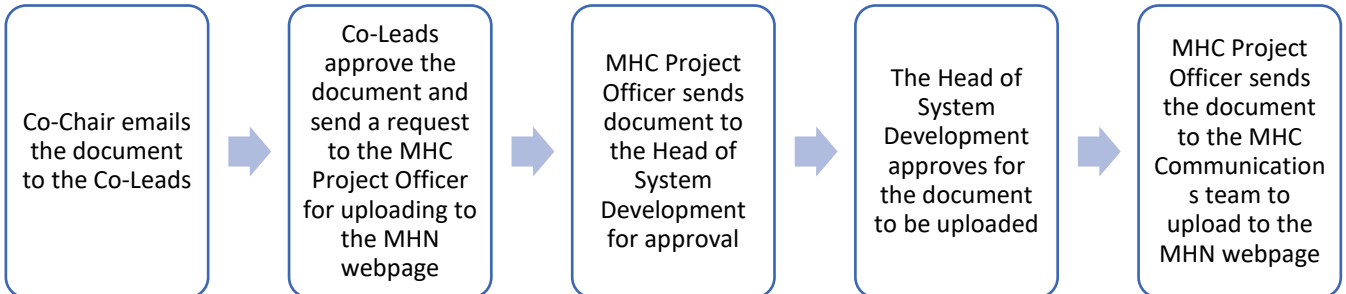
Communication tool	Stakeholders	Messages	Responsibility	When	Inform, Engage, Advise	KPI/Evaluation
Consumer and support person engagement	Consumer and support persons members of the EAG and Steering Committees. Consumers and support person members of the MHN	That they are a valued and integral part of health networks. That they are supported.	MHN Co-Leads Steering Committee Co-Chairs MHC Project Officer	Ongoing	Inform Engage	Two consumer and two support person members on each Steering Committee One consumer representative and one carer representative on the MHN EAG. Ensure consumers, families and carers are supported via toolkit
DoH Leads Forum	Current Leads of DoH Health Networks	Engaged with Health Networks	MHN Co-Leads	Six meetings per year	Inform Engage Advise	MHN Co-Leads to attend a minimum of three meetings per year
MHC weekly update	MHC employees	Publicise recent MHN achievements, upcoming events, consultations	MHN Co-Leads MHC Project Officer	Ongoing	Inform Engage	MHN achievements, events and public consultations publicised as appropriate.
DoH HealthPoint articles	Key stakeholders	Publicise recent MHN achievements, upcoming events, consultations	MHN Co-Leads MHC Project Officer	Ongoing	Inform Engage	MHN achievements, events and public consultations publicised as appropriate.
MHC Toolbox Sessions	MHC employees	Broaden MHC staff knowledge of the role and functions of the MHN and how to engage with the Sub Networks and MHN as a whole	MHN Co-Leads MHC Project Officer	Ongoing	Inform Engage	Increased engagement of the MHC with MHN and Sub Networks in policy development, consultation and expert advice.

Communication tool	Stakeholders	Messages	Responsibility	When	Inform, Engage, Advise	KPI/Evaluation
MHC Liaison Representative meetings	MHC Liaison Representatives	MHN (including Sub Network) priorities and alignment with MHC portfolios and resourcing	MHC Project Officer	Quarterly	Inform Advise	Schedule achieved

Communication processes

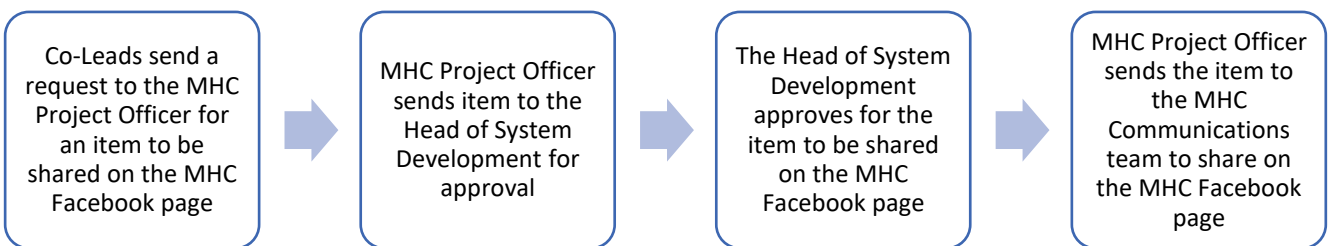
Uploading documents to the Mental Health Network webpage

All documents uploaded to the MHN webpage require prior approval from the MHN Co-Leads and the MHC Head of System Development.



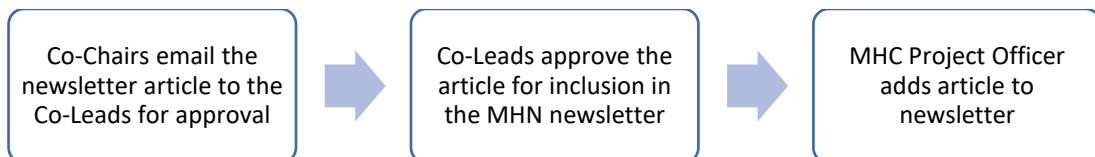
Sharing items on the Mental Health Commission Facebook page

All items shared on the MHC Facebook page require prior approval from the MHN Co-Leads and the MHC Head of System Development.



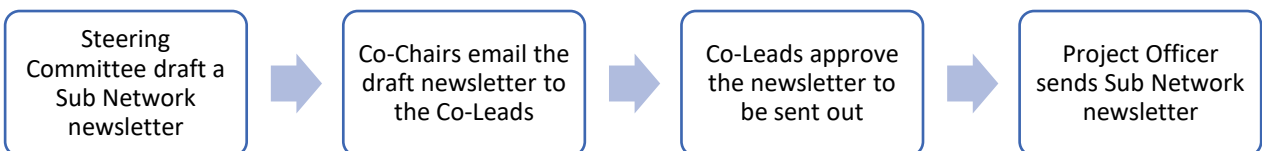
MHN newsletter Items

All articles included to the MHN newsletter require approval from the MHN Co-Leads.



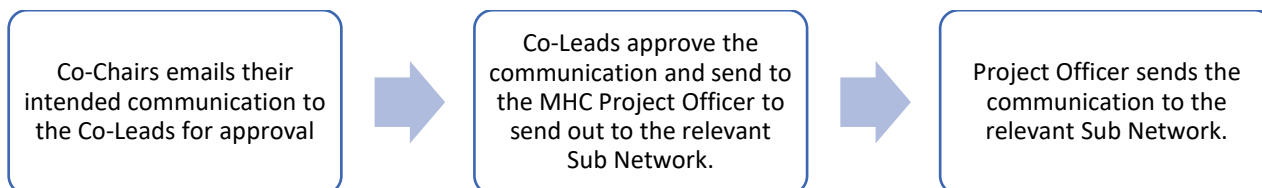
Sub Network newsletters

All articles included in a Sub Network newsletter require approval from the MHN Co-Leads.



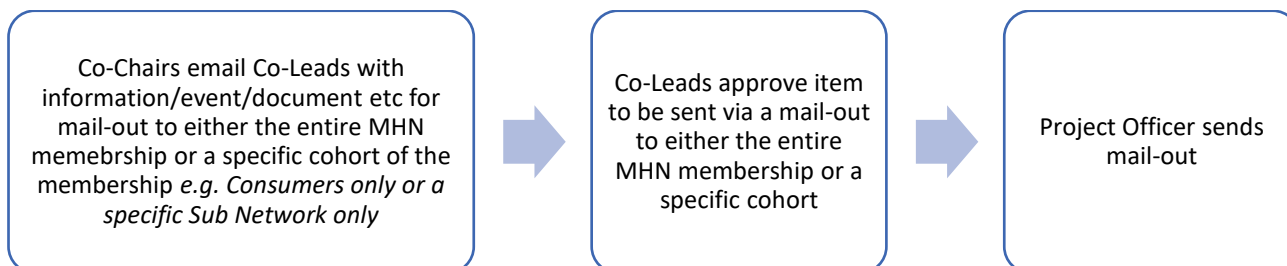
Process for Sub Network Steering Committee to consult/contact wider Sub Network

All communication between a Steering Committee and their wider Sub network requires approval from the MHN Co-Leads.



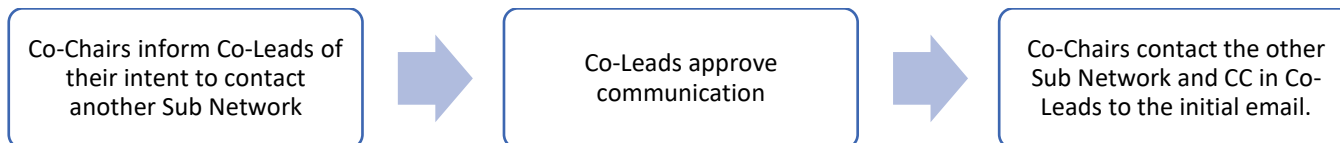
Mail-outs

All information included in mail-outs requires approval from the MHN Co-Leads.



Communication between Sub Networks

Communication between Steering Committees should take place between the Co-Chairs.



Communication between Sub Networks and Co-Leads

The Steering Committees Co-Chairs are responsible for all communication between the Sub Network and the Co-Leads.

Communication between Sub Networks and the EAG

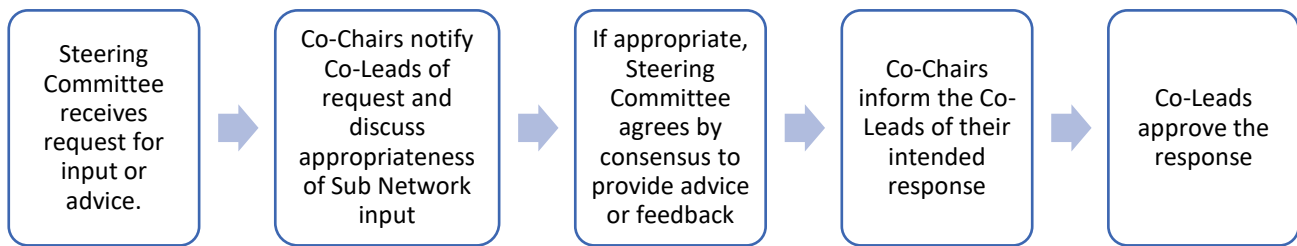
The Co-Leads will facilitate communication between Sub Networks and the EAG. Updates from EAG meetings will be a standing Agenda item for Co-Chairs meetings; the Co-Leads will provide Co-Chairs with a copy of the minutes from each EAG meeting.

It is the responsibility of the Co-Chairs to communicate with the EAG on behalf of their Steering Committee. Prior to communicating with the EAG, the Co-Chairs of the Steering Committee must discuss the matter with the Co-Leads.

Communication between Steering Committees and external stakeholders

A Steering Committee may receive requests from the MHC, the DoH or other government departments and non-government organisations, for input into key policy documents or products. Prior to providing feedback, the Co-Chairs of the Steering Committee must discuss the matter with the Co-Leads.

Advice and feedback from a Steering Committee should be communicated by the Co-Chairs, as approved by the Co-Leads. To ensure the integrity of the Sub Network, Co-Chairs, in their formal capacity, may only communicate on issues within the scope or authority of their Sub Network.



Note: Feedback from a Steering Committee will not be considered as endorsement from the MHN unless consultation has occurred with the wider MHN membership. In lieu of formal endorsement, the Steering Committee can provide feedback with the caveat that the matter has been discussed with the Co-Leads, a copy of the feedback is provided to the Co-Leads, and the feedback is noted as coming from the Steering Committee and does not constitute formal MHN endorsement.

Urgent requests

From time to time Steering Committees may receive an urgent request for input. If the request is urgent, with less than one-week turnaround time, the Co-Chairs may provide feedback on behalf of the Steering Committee without consultation.

In this case, the Co-Leads need to be aware of the urgent request, but do not need to approve the feedback before it is submitted. The Co-Chairs must however provide the Co-Leads with a copy of the feedback.

Request for MHN Input received by Co-Leads

The Co-Leads may receive requests from the MHC, the DoH or other government departments and non-government organisations, for MHN input into key policy documents or products. Where applicable, the Co-Leads will consult with Co-Chairs to ensure Steering Committee feedback is incorporated into advice.

Note: Feedback from the MHN Co-Leads will not be considered as endorsement from the MHN unless consultation has occurred with the wider MHN membership.

Urgent requests

From time to time the Co-Leads may receive an urgent request for input. If the request is urgent, with less than one-week turnaround time, the Co-Leads may provide feedback on behalf of the MHN without consulting with the Steering Committee Co-Chairs.

Level 1, 1 Nash Street
Perth Western Australia 6000

Telephone: 08 6553 6000

Email: mhnetwork@mhc.wa.gov.au

Website: www.mhc.wa.gov.au/about-us/mental-health-network



Mental Health
Network