

### Improving Mental Health Services Through Informed Choice: A Bottom-Up Approach to Changing Provider Behaviour

*Funding provided by: The Canadian Council on Learning*

#### **Project Goal**

To promote mental health and recovery through informed choice, and the adherence to best practices in treatment guidelines.

- We will focus on engaging consumers, families, caregivers and providers of mental health care services, from across Canada.
- We will use innovative technologies, in order to disseminate evidence-based, consumer-friendly information about mental health, mental illness and best practices in mental health service delivery.

#### **Importance**

Mental health problems are often misunderstood and even stigmatized due to misinformation, resulting in a large educational gap of the general public.

- People have become active consumers of health information with the Internet quickly becoming a major source of health information.
- Because of the increase of “Internet informed” consumers, there is a need for a consumer-friendly, entry and access point to credible information that is useful to consumers and their families/caregivers.
- Our hope is to help consumers to meet their provider's part way in exchanging information that is evidence-based, and in a language that is easy to understand.

#### **Technology**

With proper planning, the use of technologies such as teleseminars, webinars, podcasting (audio) and vodcasting (video) can be relatively cost-effective methods for engaging large audiences, and individuals in hard-to-reach communities.

- Our multimedia resources use an ‘edutainment’ approach to informing people about mental health and mental illness
- The website will act as an ‘educational hub’ of evidence-based information for consumers; as well as a place to access the treatment guidelines and multimedia resources.

#### **Key Consumer Benefits**

- Increased awareness of how mental health impacts their daily life.
- Enhanced access to information to make better decisions for themselves and their loved ones for the promotion of mental health and the prevention of mental illness.
- Increased knowledge and understanding of mental health issues, as consumers are linked to quality, credible information resources.

#### **Project Partners**

- National Network for Mental Health (NNMH) – Project Lead;
- Mood Disorders Association of Ontario (MDAO);
- Participants Council – North York General Hospital; and the
- Ontario Association of Patient Councils (OAPC).

**For more information and to access FREE resources, visit:**

[www.mentalhealthminute.com](http://www.mentalhealthminute.com)

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