Planning a World Health Day activity

Toolkit for organisers
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This document is intended for use by non-governmental organisations, professional and lay associations, universities, hospitals and other institutions who wish to organise an event in celebration of World Health Day 2001 on Mental Health.
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WHO MENTAL HEALTH ACTIVITIES | WORLD HEALTH DAY | 7th APRIL 2001

World Health Day 2001 objectives and theme

Background
For the first time in the history of WHO, the Director-General has decided to devote World Health Day 2001 to mental health. The Day is part of a systematic process for awareness raising and advocacy aimed at improving the mental health situation worldwide. It is one step in a sequence of WHO advocacy activities on mental health which includes discussion in the World Health Assembly (May 2001), theme of the World Health Report (June 2001) and several on-going departmental initiatives.

The Department of Mental Health and Substance Dependence in Geneva (MSD/HQ) is taking the lead within WHO to coordinate a strategy that will make the most optimal use of our global resources. The Regional Advisers for Mental Health and Substance Dependence are the focal points within each WHO regional office. WHO recognises that countless efforts have been made by many organisations to bring attention to the burden caused by mental health problems. WHO understands that this is not a problem which can be solved in isolation and welcomes the involvement of other partners in planning activities around World Health Day.

The Day
World Health Day is a unique opportunity to bring attention to mental health issues and reach the usually unreachable. It should be used for awareness raising within the “public-at-large” constituting all target audiences within and beyond the health sector: health ministers, health professionals, health insurers, patients/consumers, families, media, educators, students and the average citizen. All actions planned for World Health Day will work towards sensitising the general public and bringing about a positive change in public opinion. Public opinion can influence policy and decision-makers. A global response to WHO’s World Health Day through multiple activities in all countries can make the difference.

The Day should be a rallying point, an opportunity for generating enthusiasm to boost long-term actions, promote tolerance, inspire self-reflection and encourage those making a difference to stay the course.

The themes
For the purposes of the Day, WHO plans to highlight two key concerns around a limited and representative number of disorders: depressive disorders, schizophrenia, Alzheimer’s disease, alcohol dependence, epilepsy and mental retardation. In order to maintain focus, WHO has limited the official scope to only six highly-occurring disorders (in the fields of mental illness and neurological disorders) which are representative world-wide of the gap between available means of intervention and their application. Each country and organiser may certainly adapt their activity for World Health Day around the most prevalent disorder or one requiring the most attention within their community. In order to maintain a globally coherent message for the Day, WHO would appreciate that all organisers orient their activities around the following two concerns:

1. All societies need to focus on a reduction in the treatment gap of mental health disorders. Any advances have been made in research regarding the available treatment settings (hospitals, community care, etc) and evidence-based methods for intervention. Meaningful knowledge has been gained on the causation, associations, characteristics and the prevention of mental/brain problems. The benefits of this knowledge have yet to reach all populations, particularly the underprivileged.
Many countries are reluctant to effectively address the burden of existing mental health problems through appropriate policy, legislation and services.

More care, better care, access to care: what is needed in your region?

2. The pervasive effects of social exclusion resulting from stigma and discrimination and the out-dated nature of many mental institutions prevents people in need from seeking treatment.

Less exclusion, less discrimination will help those afflicted and their families to lead better and more productive lives and encourage those in need to seek treatment.

WHO will address these two concerns by dismantling common myths held by the public at large. In so doing, we expect to provide facts that will support the need for more care and less exclusion in relation to mental and brain disorders in all societies. Myths vary according to culture but can include the following: mental/brain disorders are only an issue for industrialised countries; only affect adults; are brought on by a weakness in character; are not a real illness (are imaginary); are untreatable; have no impact on society or the community and that patient and families are alone with the illness.

What WHO Headquarters can provide to organisers

Package

WHO Headquarters will produce a package of materials for use in conjunction with World Health Day. The materials will present the facts, figures and real stories from a global and regional perspective.

The headquarters package will include a brochure, poster and adhesive stickers with the logo and theme of the Day. Each region may be adapting the materials specifically to the objective conditions in their area.

It is expected that printed materials will be available as of December 2000. Electronic copies will be made available to WHO regional offices for local printing around end October 2000.

The enclosed Order Form may be used to obtain relevant materials. Regional and country-based organisations should address their requests to the respective WHO office.

Logo

The logo and theme for World Health Day 2001 should be available around 15th September 2000. They will be made available through the website or can be obtained from the World Health Day Liaison Officer after that date.

Website for World Health Day 2001

WHO headquarters will create and maintain a website for World Health Day. All relevant information and published materials will be available through the site. We plan to provide downloadable audio and video materials for the media. We expect to list activities being held worldwide on the occasion of World Health Day and also plan to link to other reliable internet resources pertaining to specific mental and brain disorders. WHO Regional Offices will also provide information about the Day on their websites.

WHO may decide to list organisations (and establish a link) on the World Health Day website entirely at its own discretion. Should there be any doubt as to the reliability of the proposed organisation/site, WHO will not include reference to the organisation.

Please use the attached form to request that your organisation be listed on the WHO World Health Day website.
Suggestions on how an organisation can mark World Health Day 2001

Activities need not be confined to one single day, but rather could be spread over a week, a month or even longer. To mark the Day, WHO Headquarters is currently establishing a programme of activities and has identified potential global events it will initiate in collaboration with the regional and country offices. Each regional and country office will likewise plan special activities to mark the Day. WHO welcomes all organisations concerned about mental illness and brain disorders to celebrate World Health Day 2001.

It is advisable that activities planned by external organisations are coordinated with WHO in order to maximise impact. We kindly ask organisations which are international in scope to contact the World Health Day Liaison Officer at WHO in Geneva. Organisations which are regional in scope should contact the WHO Regional Office and local organisations may be in contact with the WHO country office. Please refer to the section 6 “Who to contact at WHO”.

The following provides some ideas of activities which an organisation may wish to plan:

- Seminar with experts
- Round table debate with medical experts, scientists, media
- Open day in psychiatric institutions
- Film festival related to mental illness
- Exhibitions in museums of artwork by mentally ill persons
- Open letters in the press or editorials
- Radio or TV talk-show
- Special session in parliament
- Obtain a proclamation on mental health by political authorities (see sample in section 5)
- Street demonstrations and fairs
- Mental Health Walk, marathon or similar event
- Military “order of the day”
- Mass/sermons in places of worship

Your organisation may be able to mobilise well-known figures in your community to speak on the issue. Think about contacting public figures in the arts, literature, music, sports, fashion, politics, religious communities, unions, business, media, scientists, university leaders, health insurers, etc. as well as patients or family members who may be willing to share their stories and experiences.

Global activities being planned by WHO

WHO plans to initiate a drawing/short story contest among school children worldwide. More information on this programme should be available by early September.
Key WHO press releases and UN resolution 46/119

Press Releases on the website

WHO Press Releases may be found on our website: www.who.int/inf-pr-2000/en/
The following releases pertain to mental health issues:

12 November 99
Raising awareness, fighting stigma, improving care.

November 99
Fact Sheet: The global burden of mental and neurological problems

4 May 00
Mental Disorders can begin in teenage years and go untreated for life

4 May 00
“Out of the Shadows” A Global Campaign Against Epilepsy

United Nations Resolution 46/119 of 17 December 1991
“Principles for the Protection of Persons with Mental Illness and for the Improvement of Mental Health Care”
Below we highlight several principles enunciated in this landmark resolution.

Principle 1
Fundamental freedoms and basic rights
• All persons have the right to the best available mental health care, which shall be part of the health and social care system.
• All persons with a mental illness, or who are being treated as such persons, shall be treated with humanity and respect for the inherent dignity of the human person.
• There shall be no discrimination on the grounds of mental illness....

Principle 7
Role of the community and culture
• Every patient shall have the right to be treated and cared for, as far as possible, in the community in which he or she lives.

Principle 8
Standards of care
• Every patient shall have the right to receive such health and social care as is appropriate to his or her health needs, and is entitled to care and treatment in accordance with the same standards as other ill persons.
• Every patient shall be protected from harm, including unjustified medication, abuse by other patients, staff or others or other acts causing mental distress or physical discomfort.

Principle 3
Life in the community
• Every person with a mental illness shall have the right to live and work, to the extent possible, in the community.
Sample proclamation

The following sample text may be helpful in drafting a proclamation to be signed by government authorities and promoted by local associations.

Proclamation by the Head of State (Province/City)

Taking note
That the World Health Organization has selected mental health as the theme of the WORLD HEALTH DAY to be observed across the globe on 7 April 2001;

Mindful
Of the need to recognise that mental illness affects the lives of many of our citizens and residents of all ages and sectors;
Of the fact that mental illness reduces the quality of life and functioning in society;
Of the need to improve the services and make them available to all, and;
Of the fact that persons with mental illness and their families face exclusion from the benefits enjoyed by other members of society;

Thereby
I proclaim
That this (Country/State-Provence/City) joins the whole world in observing the WORLD HEALTH DAY devoted to MENTAL HEALTH, calling all sectors of society to hereby do so; and that increasing support will be provided to the efforts made by the World Health Organization in dispelling myths that have an adverse effect on the long overdue care of the persons with mental illness and on their full rights of citizenship too often denied.

Signature
Title

Given at... on the First Day of March of the Year Two Thousand and One.
WHO mental health activities | World Health Day | 7th April 2001

Who to contact at WHO

WHO welcomes support from all organisations concerned about mental illness and brain disorders to mark the Day. Planned events should pertain to the themes which have been outlined in these materials. Organisations should coordinate their plans with WHO as described below.

International organisations should contact WHO Headquarters:

Linda Merieau
Liaison Officer
World Health Day 2001
WHO Department of Mental Health and Substance Dependence
Avenue Appia, 20
CH-1211 Geneva 27
Tel: +41 22 791 21 11
Fax: +41 22 791 4160
e-mail: WHD@who.int

Regional organisations should contact the respective WHO Regional Office.

Country based organisations should contact the WHO Country Office.

Regional Office for Africa

Dr Custodia M andlhate
Regional Adviser, Mental Health
WHO
Parirenyatwa Hospital
P.O. Box BE 773
Harare
Zimbabwe
Tel: +263 407.69.51
Fax: +263 479.01.46

Regional Office for the Americas

Dr Claudio Miranda
Regional Adviser, Mental Health
WHO
525, 23rd Street, N.W.
Washington, DC 20037
U.S.A.
Tel: +1 (202) 974-3000
Fax: +1 (202) 974-3663

Regional Office for the Eastern Mediterranean

Dr A. Mohit
Regional Adviser, Mental Health
WHO
P.O. Box 1517
Alexandria - 21511
Egypt
Tel: +203 48.202.23
Fax: +203 48.389.16

Regional Office for Europe

Dr W. Rutz
Regional Adviser, Mental Health
Dr C. Goos
Regional Adviser, Substance Dependence
WHO
8, Scherfigsvej
DK-2100 Copenhagen 0
Denmark
Tel: +45 39.17.17.17
Fax: +45 39.17.18.18

Regional Office for South-East Asia

Dr Vijay Chandra
Regional Adviser, Mental Health
WHO
World Health House
Indraprastha Estate
Mahatma Gandhi Road
New Delhi 110002
India
Tel: +91 11.331.7804
Fax: +91 11.331.8607

Regional Office for the Western Pacific

Dr L M Ilan
WHO
P.O. Box 2932
1000 M anila
Philippines
Tel: +632 528.80.01
Fax: +632 521.10.36
Order form for materials

Please send the selected materials when available:

- Documentation, Poster, Stickers
- in arabic, chinese, english, french, russian, spanish

For the following purpose (indicate the required quantity):

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

To:

Organisation Name __________________________________________________________

Contact Name ______________________________________________________________

Address _________________________________________________________________

Telephone ______________________ Fax ____________________________

E-mail address ______________________________

Description of the Organisation: (include the relevant disorder)

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Delivery is by surface mail. Please allow 6-8 weeks for postal delivery. First deliveries are scheduled to begin by end December 2000.

Submit this form to the WHO regional office in your area

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Request to be listed on the World Health Day website

☐ Please list our event organised for World Health Day 2001 on the WHO website:

Organisation Name
Title of Event
Location Date of Event
Website to link to for further details on the event

The following information will not be printed on the website but may be needed to determine if the event is in compliance with WHO policy. In case of any doubt, the event will not be mentioned on the WHO website.

Name of Person in charge Telephone
Description of Event

☐ Please list our organisation on the WHO website as a source for information on mental/brain disorders:

WHO may choose to list organisations and establish a link entirely at its own discretion. Should there be any doubt as to the reliability of the proposed organisation/site, WHO will not include reference to the organisation.

Organisation Name
President
Address
Telephone Fax
URL address
Description of the Organisation (include the relevant disorder)

Contact Person Phone Number
E-mail address

Submit this form by Fax: +41 22 791 4160 to

Liaison Officer, World Health Day 2001, WHO, Department of Mental Health and Substance Dependence, Avenue Appia 20, CH-1211 Geneva 27

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Feedback form

Activities planned by external organisations

Kindly complete this form to report to WHO on the outcome of activities planned for World Health Day 2001

Organisation Name ____________________________________________

Contact Name ________________________________________________

Address _______________________________________________________________________

Telephone ___________________________ Fax ____________________________

E-mail address ____________________________________________________________

Short description of the Event:
Please include the subject addressed, type of activity, specific audience for which it was organised, and the attendance rate.

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

The activity received the following press coverage in our area:
You may attach press clippings for our reference.

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

This activity/event led to the following concrete actions or outcomes in our community/region.

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

We plan a follow-up activity: □ No  □ Yes

Submit this form by Fax: +41 22 791 4160 to

Liaison Officer, World Health Day 2001, Department of Mental Health and Substance Dependence, WHO, Avenue Appia 20, CH-1211 Geneva 27
Health, as defined in the WHO Constitution, is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.

Some 500 million people in the world suffer from mental or neurological disorders or from psychosocial problems such as those related to alcohol and drug abuse. Of every four people who turn to the health services for help, at least one is troubled by these disorders which are often not correctly diagnosed and thus not treated. WHO’s Department of Mental Health and Substance Dependence seeks to reduce problems related to mental and neurological disorders, as well as alcohol and drug abuse. WHO encourages the incorporation of mental health skills, knowledge and understanding within general health care and social development. And it helps Member States acquire the necessary skills to deal with psychosocial and behavioural problems.

Our mission statements

World Health Organization
The attainment by all peoples of the highest possible level of health.

Department of Mental Health and Substance Dependence
To promote mental health of the population world-wide and to reduce the burden associated with mental and neurological disorders, including substance use disorders. The cornerstones for achieving this goal include a gender perspective, promotion and protection of human rights and equity throughout the life span.