



Action Project Reference: 21-04

Organisation: Fiji Alliance for Mental Health

### Action Project Proposal:

“Develop A Campaign (Marketing Materials and Online Initiatives) for FAMH, World Suicide Prevention Day and World Mental Health Day”

### Who Are Fiji Alliance for Mental Health?

FAMH was established in 2010 as the peak mental health NGO in Fiji for advocacy, education and destigmatization. Its membership consists of mental health professionals, survivors, carers, academics, Ministry of Health staff and relevant NGOs such as PSA, YC4MH, FSNet, Lifeline, Empower Pacific and Fiji Women’s Crisis Centre. FAMH’s patron is the former first lady Adi Koila Mara Nailatikau.

### Mission:

To promote mental health through education, advocacy, capacity building, to support research and service delivery, combat stigma and discrimination about mental illness in Fiji

### *Our Values:*

Empowerment

Dignity

Knowledge

Leadership

Advocacy

FAMH will be a leader in advocating for survivors and carers, people working in mental health, and for mental health promotion in Fiji.

### **Long Term Aims & Vision:**

To develop and maintain a strong and sustainable organisation. Become an organization at the heart of leading the way to a new way of thinking towards mental health in Fiji.

#### *Our Future Fiji:*

To promote mental health and combat stigma and barriers in the community for people experiencing mental illness and related disability

- To improve mental health care through capacity building, advocacy, awareness raising, education, research and policy development
- To advocate for the integration of mental health care in general health and community based settings including facilities to support welfare and community participation

### **Current Challenges:**

- Funding and finding donors
- No full time office manager and projects manager

### **Further Information:**

There has been no progress to date in creating these initiatives and therefore you have a clean slate to work on.

The initiatives can be both in person and online events. However, in person events may be a challenge this year due to the current and probable future restrictions due to COVID-19 so it is probably better this year to focus more on creating an online campaign or virtual event.

The purpose of these initiatives are to both raise awareness of mental health and of the organisation.

### **Key Research & Discussion Areas:**

#### **PLANNING AND DELIVERY**

Tip: Have a tangible aim which is SMART (specific, measurable, achievable, realistic, and timely)

#### **Initiatives**

- What events have been held in the past by this organisation?

- What initiatives have other charities/ government ministries used during these days in previous years for these events?
  - How can you draw on these and improve/ adapt them?
  - What makes these initiatives successful?
  - Who do they appeal to?
  - Could FAMH work in partnership with any other organisations to create wider reaching initiatives?

### **Marketing**

- How have previous initiatives been marketed? - also consider what a successful marketing campaign looks like in Fiji
  - How might your approach vary in appealing to different demographics?
  - What different demographics might you need to consider?
  - What sites/ social media will you use in order to spread the word?
- What platforms are utilised effectively for advertising in Fiji?
- What financial, people and physical facilities are already available to plan and deliver your initiatives and materials?
  - What financial or other resources need to be developed?
  - Does the organisation have any kind of budget relating to these materials or initiatives?
- How will you ensure that the delivery of your materials are sustainable in the long-term?
  - Can you create initiatives that can be rolled out each year during these key dates?

## **CONTENT**

### **Initiatives**

- What is the purpose of your initiative?
- What content should you include in your initiative to ensure that you help to raise awareness around mental health and reduce stigmas?

### **Marketing**

- What format should these materials be in? (ie. are there any key sections that need to be included)
- How can you ensure that the materials will be accessible?
- Can you build on any existing marketing materials?

### **Barriers**

- What barriers are there to the planning and delivery of your initiatives and marketing?

How could these be overcome?

- Can you find any examples of how other organisations have overcome similar issues?
- How might your initiatives be reached out to multiple demographics (urban, rural, island communities)
- How could you overcome the following types of barriers to the success of your project?:
  - Financial (e.g. cost of creating/ running the initiatives and cost of producing the materials)
  - Practical (e.g. lack of time for the organization to spend on this, how to increase publicity, how to reach more remote communities)
  - Information and Knowledge (e.g. what information do you require in order to be successful in this project?)

#### Evaluation:

- Come back to your original aim - have your materials achieved the original purpose?
- What method of evaluation will you use/recommend to evaluate the success of the materials?
- How can these results be used to continue to improve the provision for these key events?

#### Useful Links:

- <https://www.facebook.com/fijiallianceformentalhealth/>
- <http://www.health.gov.fj/mental-health/>

#### Further Questions

Are there any questions you would like to ask Fiji Alliance for Mental Health Alliance to assist in completing this project?

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