



MEMORANDUM OF UNDERSTANDING BETWEEN PUNTUKURNU ABORIGINAL MEDICAL SERVICE (PAMS) AND MENTALLY HEALTHY WA

I. PARTIES

This document constitutes a Memorandum of Understanding (MOU) between PAMS, 65 Mindarra Drive, Newman WA 6753 and Mentally Healthy WA, Curtin University of Kent Street, Bentley WA 6102 (the Parties), for implementation of the Act Belong Commit Program from 30 March 2022 to 31 December 2022.

For more information about the Program, this document should be read in conjunction with the contract between Mentally Healthy WA, Act Belong Commit and PAMS.

II. PURPOSE

The purpose of this MOU is to operate the Act Belong Commit Program at PAMS with guidance and support from Mentally Healthy WA.

The scope of the MOU will define roles and expectations of the partners, and provide clear direction for areas of cooperation and implementation of the Act Belong Commit Program.

Act Belong Commit is a positive mental health promotion Program coordinated by Mentally Healthy WA at the School of Population Health, Curtin University. The Program is implemented through community groups and in health, education, worksite and recreation settings.

Mentally Healthy WA's mission is to enhance people's mental health and wellbeing by strengthening individual resilience and building community cohesion. The goal of the *Act Belong Commit* campaign is to encourage people to become more proactive about their mental health. Specifically, the objectives are:

- (i) to increase people's awareness that — in the same way as there are things they can and should do to strengthen and retain their physical health — there are things they can and should do to strengthen and retain their mental health;
- (ii) to increase knowledge of activities that strengthen mental health and wellbeing;
- (iii) to increase participation in activities that yield mental health benefits; and
- (iv) to encourage the creation of supportive environments for good mental health in a variety of settings, including schools, workplaces and community groups.

This MOU outlines PAMS's capacity for involvement in the Act Belong Commit Program. Puntukurnu Aboriginal Medical Service has one full time employee contracted to deliver the Pilbara Capacity Building Program and the Standing Strong Together Program on behalf of Mentally Healthy WA. Within this role, the employee will also be speaking to schools and stakeholders about the Act Belong Commit campaign to raise awareness and engagement with the campaign and its messages.

III. PUNTUKURNU ABORIGINAL MEDICAL SERVICE PROFILE

Puntuturnu Aboriginal Medical Service (PAMS) is an Aboriginal Community Controlled Health Service located in the East Pilbara region delivering services in communities located in the Great Sandy, Little Sandy and Gibson Deserts. We provide culturally responsive and appropriate fully comprehensive primary health care services in communities of Jigalong, Parnngurr, Punmu, Kunawarritji and Newman.

Puntuturnu Aboriginal Medical Service (PAMS) aims to provide the highest standard of patient care whilst incorporating a holistic approach toward diagnosis and management of illness. The scope of the term 'holistic' includes the development, promotion and maintenance of the physical, spiritual, social, economic and cultural well-being 'of all our indigenous people'.

We are Community Focussed: We have a deep awareness and understanding of the needs and aspirations of others. We walk alongside others to uncover strengths and talents, build community and advocate for social justice.

We are Community Controlled: We are responsive to Community need and we have the capacity to act and to influence because we are connected to and are a trusted member of the community.

We are Transparent: We recognise the need to be responsible in the manner in which we expend funds and are accountable to both our funders and the community.

We are Inclusive: We are non-judgmental, non-discriminatory and accepting of all people.

We are leaders: We are determined, while working with others, to stand courageously for our beliefs.

IV. PUNTUKURNU ABORIGINAL MEDICAL SERVICE'S INTENTIONS

- a. Provide a mentally healthy environment for all clients, stakeholders, staff and the wider community. Promoting positive mental health involves any action taken to maximise wellbeing in individuals and communities. Puntuturnu Aboriginal Medical Service intends to proactively support positive mental health promotion in individuals and the community through strategies that:
 - provide opportunities for individuals to be mentally, physically, spiritually and socially active **(ACT)**
 - encourage individuals to join and actively participate in the organisation's activities and those of partner organisations **(BELONG)**
 - encourage individuals to become a volunteer for the organisation, to set personal goals for achievement in the activities of the organisation and to be more broadly involved in other community events and environments **(COMMIT)**
 - reduce or remove economic or social barriers to participation in the organisation's activities by offering some low cost or free activities, and by accepting people of all backgrounds (including those with mental health problems)
 - encourage staff, volunteers and participants to treat all groups in the organisation and the community with respect, equality and openness
 - encourage role modelling of positive values, behaviour and interests
 - encourage support for building capacity in mental health promotion through proactively supporting training and developmental workshops and programs.

- b. Use, modify and adapt existing Act Belong Commit resources and advertising material as agreed between the Parties. Note, significant amendments to the content of Act Belong Commit resources must be approved by Mentally Healthy WA before distribution.
- c. Notify and consult with Mentally Healthy WA when undertaking the creation of new Act Belong Commit initiatives or resources (e.g. development of websites, advertising campaigns, conference presentations, targeted interventions, research projects etc.).
- d. Appoint a staff member to be the main Act Belong Commit contact. This staff member will incorporate the campaign into Social, Emotional Wellbeing Project Officer – Act Belong Commit. The Project Officer role is funded exclusively by the Mentally Healthy WA.
- e. Display the Act Belong Commit logo on their website www.puntukurnu.com.au/ with a hyperlink to the Act Belong Commit website (actbelongcommit.org.au).
- f. Promote the Act Belong Commit message at PAMS activities and events, including verbally, print and online. This could include Act Belong Commit presentations, public announcements at activities and events, display of signage and distribution of resources at information displays, logo acknowledgement on print and online promotional material, using #actbelongcommit on social media, written articles or Act Belong Commit adverts in organisational newsletters, competitions and media releases.
- g. Provide Mentally Healthy WA with the following evaluation material at six-monthly intervals (January and July each year):
 - A count of the events and activities held branded with Act Belong Commit;
 - Records of media coverage associated with the Act Belong Commit Program (ie. news articles);
 - A log of all presentations, workshops or forums delivered;
 - A brief qualitative report using template provided by Mentally Healthy WA (January only); and
 - Anecdotal evidence and feedback.

V. MENTALLY HEALTHY WA'S INTENTIONS

- a. Authorise PAMS a non-exclusive, non-transferable licence to use the Act Belong Commit Campaign logo and resources for promotion and publicity for the purpose of this MOU. Note: All intellectual property of the Act Belong Commit Campaign logo and resources vests with Curtin University.
- b. Train the main Act Belong Commit contacts in how to deliver the mentally healthy message at a local level.
- c. Coordinate and deliver of professional development workshops and webinars to staff delivering the Act Belong Commit message. Attendance is optional.
- d. Supply PAMS with initial signage and merchandise to brand Act Belong Commit activities and events. **The 12 month value for 2021 will be \$1,000.** Subsequent years' supply will be dependent on MHWAs budgets, the submission of evaluation reports and the level of Act Belong Commit promotions at PAMS, as outlined in those reports.

Note: it is the discretion of the Social Emotional Wellbeing Project Officer- Act Belong Commit and line manager to distribute merchandise and preserve signage and other resources. Local Act Belong Commit Project Officers may loan signage to partners of the Act Belong Commit Program and negotiate terms and conditions of loan with the organisation.

- e. Loan extra Act Belong Commit signage including A-frame ball target, pledge wall banner, pull-up banner and tear drop banner for major PAMS events (subject to availability). This signage must be returned to Mentally Healthy WA, in good condition, no longer than one month after culmination of the event.
- f. Provide electronic resources and materials related to the Act Belong Commit Program.
- g. Provide PAMS with templates and guidelines for the collection of basic process data.
- h. List PAMS as an official partner on the Act Belong Commit website (actbelongcommit.org.au).
- i. Promote PAMS events and activities on the Act Belong Commit website 'Activity Finder' tool, and provide access to the campaign's social media pages.
- j. Provide access to the Act Belong Commit online portal and partner Facebook group. Puntukurnu Aboriginal Medical Service can network with other partners, gain access to campaign resources, training and latest updates.
- k. Undertake mass media and targeted promotion of the Act Belong Commit Campaign message to the broad WA population.
- l. Develop standard media notes to adapt for publishing in local media. Note: it is the responsibility of PAMS to liaise directly with local media outlets.
- m. Send PAMS regular email updates relating to the Act Belong Commit campaign.
- n. Acknowledge PAMS in conference presentations and public forums where appropriate.

VI. TERMINATION

- a) Each Party shall have the right to terminate the MOU by giving one month's written notice to the other Party at any time. If the MOU is terminated by either Party, steps shall be taken to ensure that the termination does not affect any prior obligation, project or activity already in progress and that all reporting requirements for that period are completed.

VII. PRINCIPAL CONTACTS

The principal contacts for this instrument are:

Puntuturnu Aboriginal Medical Service

Beck Johnson
65 Mindarra Drive
NEWMAN WA 6753
Phone: (08) 9177 8307
Email: Rebecca.johnson@puntuturnu.com

Signed:  Date: 12/05/2022

CEO, Puntuturnu Aboriginal Medical Service

Mentally Healthy WA

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PERTH WA 6845
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Email: andrew.walton1@curtin.edu.au

Signed:  Date: 12/05/2022

Act Belong Commit Partnership Coordinator
Mentally Healthy WA, Curtin University