

**Mental Health
Australia**

Annual Issues & Opportunities Workshop — Webinar Report

Using Values and Frames to Motivate Change

Common Cause Australia

4 November 2020



Mentally healthy people,
mentally healthy communities

mhaustralia.org

Introduction: Annual issues & opportunities workshop

Each year, Mental Health Australia hosts a two-day Annual Issues and Opportunities Workshop for members of the National Register of Mental Health Consumer and Carer Representatives (National Register) and the National Mental Health Consumer and Carer Forum (NMHCCF). This year, members from the Culturally and Linguistically Diverse (CALD) Mental Health Consumer and Carer Group from the Embrace Multicultural Mental Health Project were also invited to attend.

This year, due to the COVID-19 pandemic, the two-day face-to-face workshop was not possible, so the 2020 Annual Issues and Opportunities Workshop will occur across the year as a webinar series.

These webinars aim to further develop the representative skills of mental health consumers and carers already participating in national policy initiatives. In particular, the webinars are designed to develop representatives' advocacy, policy development, and leadership skills. The webinars also provide important networking opportunities for representatives.

The theme for the 2020 webinar series is **Consumer and Carer Leadership in a Time of Crisis – Social, Environmental and Political**.

The fifth event in the Annual Workshop series was held on 4, 11 and 12 November 2020. This training was provided by Mark Chenery from Common Cause Australia, a network of people working to engage cultural values that create a more equitable, sustainable and democratic society.

Mark Chenery is a communications expert and trainer who works with mission driven organisations and political parties to incorporate a values-based approach to messaging. His background includes advertising and journalism and heading up the community engagement program of an international human rights organisation in Australia. Since establishing Common Cause Australia in 2014, he and his colleagues have trained over 5,000 campaigners, communicators and fundraisers from Australia and New Zealand in the science of values and framing. Mark has worked with dozens of organisations on values-based messaging. His research has changed the way many of Australia's leading mission driven organisations as well as government departments and agencies communicate with the public on social justice, health and environmental issues.

This report provides highlights from the webinar and a summary of the key themes and outcomes raised during the webinar or through the subsequent evaluation survey.



Webinar 5: Using Values and Frames to Motivate Change with Common Cause Australia

Webinar Outline

A total of 24 consumer and carer representatives attended the training, which was held across three days. All participants attended the first 3-hour session held on 4 November 2020, which covered:

- Introduction to the Common Cause values map
- How values drive attitudes and behaviours
- The power of priming values in your audience
- Spotting values in the real world

Participants were split into two groups for the second 3-hour session. One group received training on 11 November and the other group on 12 November. These sessions covered:

- Key principles for effective communications
- Practical application of values-based messages
- Experiencing using different values in communications

Key points raised by Mark Chenery during the training

- At the heart of the Common Cause approach is the fact that values are an important but often overlooked part of our motivational system, and that engaging different values in people causes them to think and act differently to how they otherwise would have because it shifts their motivations around.
- To create deep, broad and enduring change, we need to engage people at the level of values, in particular a set of values including 'benevolence' and 'universalism'.
- Values:
 - Are guiding principles in life
 - Transcend situations
 - Evoke emotions
 - Work subconsciously
- It is important not to think about people in terms of having certain values, because all people have all values, however prioritise them differently. Values are neither good nor bad but serve us differently in different situations.
- Values are about **why** we do what we do, not about who we are or what we do.
- Understanding people's existing values is less important than understanding how to prime certain values in them.



Key themes raised by consumers and carers during the training

- Some people may claim their values are different to how they act. For example, they may claim to value self-transcendence or benevolence, but they actually value power and achievement. They use ‘spin’, including on themselves.
- Culture can affect our values and norms, and how we communicate values and norms.
- Identity and values also intersect – identity is also a factor in influencing us at a subconscious level.
- The way we see ourselves and the way others see us is based often on ‘gut feelings’ and black and white thinking – ‘friend or foe?’, however we need to be able to look past this in order to work together and make change – assuming a person is a ‘foe’ without going deeper is unhelpful in affecting any kind of positive change.
- These values are helpful in looking at oneself/others as more than the diagnosis they’re often reduced to (stigma and self-stigma) in the current medical system.
- Sometimes representatives are pushed in the direction of appealing to people’s extrinsic values due to the view that bureaucrats are more likely to view things from an economic perspectives (cost/benefit analysis etc).

Feedback

An evaluation survey was sent to all participants following the webinar, which six webinar participants responded to. These responses help gauge the level of participant satisfaction with the webinar as well as participants’ reflections and insights.

Example Reflections

100% of Evaluation Survey respondents reported being satisfied or very satisfied with the webinar overall.

“Learning about values and to advocate using them was awesome”

“I found it very interesting to consider new concepts and review my writing style. I felt the participants were really engaged in the process.”

“I want to thank you, MHA and Mark for this amazing training!! I am deeply appreciative of this. I feel so blessed and honoured to be receiving it. I am an incredibly busy person and passionate about all that I’m busy with so I never take time out to say things that I do not mean. I am deeply grateful.”



Appendix 1: Webinar Attendees

National Register of Mental Health Consumer and Carer Representatives (the National Register)

The National Register is a pool of 60 trained mental health consumer and carer representatives from across Australia. National Register members work at the national level to provide a strong consumer and carer voice in the mental health sector. The National Register is a Mental Health Australia project.

National Mental Health Consumer and Carer Forum (NMHCCF)

The NMHCCF is a combined national voice for mental health consumers and carers. The NMHCCF listen, learn, advocate and influence in matters of mental health reform. Mental Health Australia auspices and has a formal Memorandum of Understanding with the NMHCCF.

Culturally and Linguistically Diverse (CALD) Mental Health Consumer and Carer Group

The CALD Mental Health Consumer and Carer Group is comprised of a CALD mental health consumer and a carer representative from each state and territory of Australia. The CALD Group includes a passionate, energised and diverse mix of voices, and provides advice to the National Multicultural Mental Health Project Alliance based on members' lived experience and connections to their communities.



Appendix 2: 2020 Workshop Working Group

The 2020 Annual Workshop planning was informed by a working group of consumer and carer representatives, who helped shape the theme, speakers and presenters for the webinar series.

The working group developed the theme of “Consumer and Carer Leadership in a Time of Crisis – Social, Environmental and Political” for this year’s Annual Workshop, which provided a focus for the webinar series.

Working group members included:

- Susan Adam
Carer Representative — National Register Member
- Fay Jackson
Consumer Representative — National Register Member
- Noel Muller
Consumer Representative — National Register member
- Carli Sheers
Consumer Representative — National Register Member



For more information please contact the Consumer and Carer Team at Mental Health Australia on 02 6285 3100 or at natreg@mhaustralia.org.

Mental Health Australia is the peak, national non-government organisation representing and promoting the interests of the Australian mental health sector and committed to achieving better mental health for all Australians. It was established in 1997 as the first independent peak body in Australia to represent the full spectrum of mental health stakeholders and issues. Mental Health Australia members include national organisations representing consumers, carers, special needs groups, clinical service providers, professional bodies, public and private mental health service providers, researchers and state/territory community mental health peak bodies.



Mental Health Australia



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Mental Health Australia is the peak independent national representative body of the mental health sector in Australia.

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