



# Impact Report

**Organisation name**

Mental Illness Education ACT

**Your name and position**

Heidi Prowse, Executive Officer

**Please tell us a short story about someone who has benefited from this funding.**

A 15-years-old girl is in her first relationship. When he tells her, she can only wear certain clothes, not to wear make-up or that she can only have certain friends she doesn't think anything of it. She is in love. 11 months pass, and she finds out he has been cheating on her the whole time. She is devastated. But she decides to end the relationship.

He isn't happy. He recruits his friends and together they flood her inbox with mean messages. She hears comments in the halls. The friends she does have send her messages too. They try to support her. But ultimately she can't escape it. Every message continues to exacerbate her anxiety, her worry.

She wants to tell her Mum, but she is unwell. She feels isolated and alone and she fears the repercussions if she does tell someone. The roller-coaster continues. Even when she changes schools. She has a reputation she has no control over it.

She considers ending her life.

After the No Labels program that young girl's life begins to change. Her friends re-evaluate how they interact with each other and check in on what is ok. She has identified support networks she didn't think about or know existed and puts a plan in place to ask for help. That guy's friends start to say no, about getting involved and sending messages. They now realise the impact it was having. He answers yes to the question "Am I participating in bullying behaviour?" and realises he needs help too and knows where to go for it.

That young girl grows up.

**Please describe the impact that the specific TFN funding has had.**

The funding allowed MIEACT to design, develop and launch a bullying prevention program like no other in collaboration with 80 youth who reflected, evaluated and gave feedback on the content.

The program is interactive and allows confidential discussion without judgement. That's why we called it No Labels, meaning, young people are empowered to build their toolkit of strategies towards bullying behaviour, no matter how they may be involved. Our approach is three pronged to break the cycle of bullying behaviours and developed to reach;

- 1.those who are experiencing bullying – what to do and where to go to get help,
- 2.those instigating or engaging in bullying behaviour – understanding your actions and how to get support to change behaviour; and,
- 3.those observers of bullying – how to find your voice to speak up against bullying and where to go to get support.

During the trial program, self-reported participation in bullying behaviour increased from 52% to 82%, showing an instant change in awareness of behaviour as a result of the program. Prior to participating in the No Labels Session, confidence in implementing strategies sat around the 50% mark. After No Labels, confidence in implementing strategies across the spectrum increased by 1/3 at a minimum for participants in the session. The biggest increase in confidence was seen in the implementation of strategies when experiencing bullying behaviour, which saw a 43% increase.

63% of No Labels participants felt that the program was more representative of their experience with bullying than other programs they had seen.

The program was launched to the public on August 1st, 2018. We further aim to deliver 45 sessions between August 2018-June 2019 to ACT & region schools and youth groups.

**Please provide a quantitative breakdown of how TFN funds have been used**

The following expenses have been incurred by the project.

No Labels: A Bullying Prevention Program

\$ 1,213.88	Venue Hire
\$ 1,754.46	Digital & Design
\$ 1,501.80	Co-Design
\$ 801.17	Minor Catering
\$ 7,102.34	Wages: Development
\$ 2,725.75	Wages: Delivery
\$ 4,613.41	Wages: Support and Promotion

TOTAL: \$ 19,712.81 of \$25,479

MIEACT intend to deliver a total of 45 session this FY. The funding above covers 9 sessions delivered to date. A further 8 booked for delivery by Sept 30, the remained will be delivered over the next 9 months.

**Describe any ways the funding was used that differs from that described your original pitch**

Due to the large number of bullying prevention programs available MIEACT extended the timeframe of development to ensure this program would have not only a point of difference but achieve the desired outcomes. This means the program was developed and piloted during year 1, but not available widely. MIEACT intended to have Volunteer Educators with lived experience of mental illness deliver the program. This follows some of MIEACT's most impacting programs. However, we found it difficult to find presenters that could relate to the age group and also meet MIEACT's DoNOHarm framework. Further research identified the lived experience was already widely represented in the room. Instead MIEACT engaged qualified presenters with digital stories developed with MIEACT volunteer educators. MIEACT were able to access pro-bono consultation in the design and review stages including program validation and oversight by Board Member, Dr Tessa Cleradin and Senior Educator, Emma Snell.

**How many people have been affected by programs or activities that were supported with TFN funding?**

The program supports young people aged 11-18 based in the ACT. As with many MIEACT programs and projects, our message and contents are developed towards the most vulnerable young person in the room, while recognising that our programs reach across the entire classroom.

80 young people were involved in the co-design of the program and a further 45 sessions will be delivered reaching over 1,000 students between August 2018 and June 2019.

The TFN Funding has specifically supported the delivery of 9 sessions (further 8 booked for Sept) , 2 Focus Groups (with both youth and lived experience adults) and 4 classroom pilots.

**What measures did you use to assess the impact?**

MIEACT's Impact Evaluation Framework developed in partnership with University of Melbourne was used to measure the impact of the program. This included the use of a digital formative assessment tools during the session delivery and observation surveying.

The key questioning surround self-assessed participation in bullying behaviours before and after the session as well as confidence in implementing practical strategies in each of the participation areas.

**Describe three ways that your organisation has changed in the last 12 months since the event**

1. In December 2017, Sam Davidson Fuller stepped down from the Executive Officer position. Heidi Prowse joined the organisation as the new Executive Officer in January 2018 and a new position Program Director was created. Megan holds a Bachelor's Degree in Health Sciences & Certificate IV in Training & Assessment. She has eleven years' experience in managing programs in disability, mental health and aged care. Megan will be responsible for program management and staffing to deliver program outcomes.
2. MIEACT implemented an Impact Evaluation Framework across all programs in partnership with the University of Melbourne and this will provide greater evidence as to MIEACT's program impact on the community.
3. In addition to No Labels, MIEACT has launched 3 new programs for adults/workplaces to improve general mental health awareness and provide practical strategies for dealing with stress and change.

**Over the last 12 months, did you receive any additional financial support from anyone you met through TFN?**

No

**Over the last 12 months, did you receive any goods in-kind and/or pro-bono services from anyone you met through TFN?**

No

**How important was TFN funding in helping you achieve your objectives this year?**

We wouldn't have been able to achieve our objectives without TFN funding

**Has the TFN pitch coaching and mentoring helped you successfully secure funding from other sources you did not meet through TFN?**

No

**What were some of the other benefits of participating in TFN?**

MIEACT had previously not accessed funding outside of ACT Health. This really allowed MIEACT to understand the strengths of the organisation and identify opportunities to reach more people.

**Do you have any other comments or feedback on the TFN experience or funding process?**

This is such a valuable partnership, not only to access funding for one program but to develop wider networks, reach new donors and connect to opportunities we wouldn't otherwise be able to access.