

# Mental Health Promotion Campaign for Quebecers: A Toolkit on Making Choices Rooted in Self-Determination Theory Juliane Kennett, BA, MA, MScPH (candidate) Department of Epidemiology, Biostatistics, and Occupational Health McGill University, Montreal, QC

# **Host Organization**

#### Mouvement Santé mentale Québec (SMQ) consists of 13 non-governmental organizations (NGOs)

- Focus on improving the mental health of Quebecers
- Rooted in health promotion
- Mission to promote and support mental health

### Background



#### Mouvement SMQ offers an umbrella campaign comprising seven "tips to improve mental health"

2022-2023 campaign on theme of "Making Choices" for better mental health

### **Theoretical framework for campaign:**

**Rooted in Self-Determination Theory:** autonomy, competence, and relatedness are at the forefront of positive mental health

#### "Making Choices" Campaign: emphasis on the importance of making autonomous choices for well-being

# **Practicum Goals and** Learning Objectives

#### **Overarching goals for practicum:**

- 1. Work in an applied area of public health
- 2. Contribute directly to knowledge synthesis, translation, and dissemination
- 3. Learn about campaign planning and creation
- 4. Gain insight on the running of an NGO and be actively involved in program development
- 5. Develop leaderships skills and build partnerships by engaging directly with public health experts, external stakeholders, and knowledge end users

# **Public Health Issue and Campaign Objectives**

The public health issue addressed by this practicum was the promotion of positive mental health among Quebecers, through the creation of a series of tools offering practical information and exercises for increasing autonomy and choice in daily life, which is linked to improved well-being.

# Key Tasks



### **Four-Part Practicum Project**

#### Part I: Identification of the key themes, concepts, and target demographics for the campaign

- <u>Theme</u>: Making choices for better mental health
- <u>Key concepts</u>: autonomy, autonomy support, intrinsic motivation, value identification
- <u>Target demographics</u>: youth, employees, older adults, general population

#### Part II: Literature search and summary of findings

Ovid Medline<sup>®</sup> and Psychlnfo

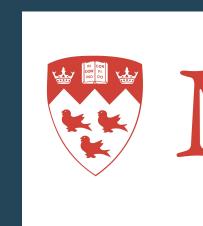
#### Part III: Identification, contact, and meeting with relevant advisors to present ideas and receive feedback

- Meetings with research experts in *Self*-Determination Theory
- Collaborative sessions with youth, workplace, older adult, and general population representatives
- Consultation and feedback from Quebec-wide campaign members in affiliated Mouvement SMQ organizations

#### Part IV: Creation and elaboration of tool content, and writing first draft of an article

Following research synthesis and discussions with advisory committees:

- Proposal and development of tool content: information sheets and exercises
- First draft of article "L'une des 7 astuces pour se recharger du Mouvement SMQ" to be published in Spiritualitésanté (now in press)



## **Barriers and Facilitators Related to Practicum Placement**

- Challenge of translating scientific findings and psychological concepts into accessible information for colleagues and lay people
- Benefit of supportive colleagues and French language proficiency

# **Conclusion and Lessons** Learned

Through this practicum I:

- Gained valuable insight on the operations of an NGO and the challenges that exist working within this setting
- Learned about campaign development and promotion of mental health at the delivery end of public health
- Developed understanding of the role of autonomy and intrinsic motivation in making choices that align with values

### Acknowledgements

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