



# WORLD FEDERATION FOR MENTAL HEALTH

## Fédération Mondiale pour la Santé Mentale

### NEWSLETTER

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## WORLD MENTAL HEALTH DAY 2006

October 10

The World Federation for Mental Health (WFMH) has announced plans for the celebration of World Mental Health Day 2006 on October 10. The 2006 global awareness campaign theme is **Building Awareness – Reducing Risk: Mental Illness and Suicide**. It addresses one of the world's major public health concerns. The World Health Organization (WHO) estimates that over 1 million people die by suicide each year, and that non-fatal self-inflicted injuries are probably at least 20 times greater than completed suicides. Specific information about your country's suicide rates can be found at: [www.who.int/entity/mental\\_health/prevention/suicide\\_rates/en/](http://www.who.int/entity/mental_health/prevention/suicide_rates/en/)

"In many cases, suicide represents a tragic consequence of failing to recognize and treat serious mental illness," said Shona Sturgeon, President of the World Federation for Mental Health and Senior Lecturer at the Department of Social Development, University of Cape Town, South Africa. "Studies from both developed and developing countries show a high prevalence of mental illnesses among those who die by suicide."

Professor Sturgeon noted that, according to WHO estimates, "90% of people completing suicide have at least one (often undiagnosed and untreated) mental illness, or abuse drugs or alcohol. This is a major health problem that represents 1.4% of the global health burden. It needs the public's attention and action by our governments. WFMH is organizing this year's World Mental Health Day activities to call for greater understanding and action regarding suicide and mental illness."

Campaign packets providing information on the relationship of mental illness and suicide are being distributed by WFMH to over 3,000 organizations in

150 countries to encourage local and national mental health organizations to plan and conduct their own World Mental Health Day programs. These local campaigns are intended to improve public awareness, reduce stigma and discrimination, and promote service and policy advocacy to address the global impact of suicide associated with mental disorders.

The 2006 World Mental Health Day global awareness campaign packets are available from WFMH and may be requested by e-mailing the Federation at [wfmhday@wfmh.com](mailto:wfmhday@wfmh.com). The materials can be downloaded from the WFMH website at [www.wfmh.com](http://www.wfmh.com), and are available in English, French and Spanish. Effort is currently underway to have the campaign materials available in the WFMH website in Russian, Chinese, Japanese and German prior to October 10.

WFMH will collaborate with the Pan American Health Organization (PAHO) to conduct an international launch event for World Mental Health Day on October 10 at the PAHO headquarters in Washington, D.C.

## NEW PROGRAM OFFICE FOR PROMOTION OF MENTAL HEALTH AND PREVENTION OF MENTAL DISORDERS

The Board of Directors of WFMH has reaffirmed the organization's commitment to one of its long-standing goals through the establishment within the WFMH Secretariat of the WFMH Office for Promotion of Mental Health and Prevention of Mental Disorders. The action addresses one of the Board's highest strategic priorities, to strengthen WFMH's position as a leader in this rapidly growing sector of public mental health.

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## WFMH AWARENESS PACKET ON "BODY & MIND" AVAILABLE

The World Federation for Mental Health announces the release of its new Call to Action toolkit, "Body & Mind: Metabolic Syndrome and Mental Health." This awareness packet expands on the themes from the 2004 and 2005 World Mental Health Day campaigns by continuing to focus on the inseparable relationship between physical and mental health. It is based on the recommendations of a recent review in the *Journal of Clinical Psychiatry* that highlighted the need for guidance on monitoring and managing

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**The World Federation for Mental Health organizes World Mental Health Day each year. It is the only global public awareness campaign focusing exclusively on major mental health topics. World Mental Health Day was first commemorated in 1992, and is now observed on October 10 in over 100 countries.**

## AIMHP Announces Small Grant Program

To support community initiatives helping people with mental illness and their families, The Association for the Improvement of Mental Health Programmes (AIMHP) has announced a new program to provide help for the establishment and functioning of community projects supporting people with mental illness and their families—such as the creation or strengthening of patient or family self-help and mutual-help groups, or other initiatives sharing the same goal. The AIMHP is currently seeking funds for an expansion of the program, which has already received an unrestricted grant from the Eli Lilly Company.

Applications should be in English, presented in typed-written form and be no longer than two pages. The applications should describe what has been done already, and for what specific purpose the support is requested. They should also include a list of individuals involved in the development of the project as well as the address of the person with whom the AIMHP should correspond. Additional material can be provided in annexes. Proposals from developing countries and in particular from the least developed countries will be given priority consideration.

Successful candidates will receive a grant that has to be used for the project submitted to the AIMHP and found worthwhile by an international committee of representatives of patient and family organizations. The grants are limited to a maximum of USD 5,000. The support is intended as a one-time-only grant and will not be repeated. A report of what has been achieved will be requested and will be published in an appropriate manner.

Applications should be sent by email, fax or in hard copy to the following address:

Association for the Improvement of  
Mental Health Programmes  
c/o Professor Norman Sartorius  
14, chemin Colladon  
1209 Geneva, Switzerland  
Fax: +41 22 788 23 34  
E-mail:  
sartorius@normansartorius.com

## CHARLES RAY ELECTED AS WFMH TREASURER

Charles G. Ray of Fairfax, Virginia, has been elected to complete the vacancy in the office of WFMH's Treasurer created by the death of Edward Pennington in October 2005. Mr. Ray's election to fill the position on the WFMH Board and Executive Committee was ratified by the Board in April 2006.

Mr. Ray is President of CGR & Associates, LLC, a behavioral healthcare consulting firm working with local, state, and national behavioral healthcare systems and providers in areas of systems and organizational analysis, public managed care systems, primary/behavioral healthcare integration, and government relations. He is also a Principal of Criterion Health, Inc. and a Senior Associate with the firm of Jeri Davis International.

Mr. Ray served as President & Chief Executive Officer of the National Council for Community Behavioral Healthcare, located in Rockville, Maryland (USA) from 1988 through November 2003. NCCBH is one of the largest non-governmental healthcare professional and trade associations in the United States, representing community mental health centers and other private sector mental and behavioral healthcare provider organizations. During his tenure as the organization's chief executive, the Council was recognized for its leadership as a builder of bridges between groups with highly divergent agendas, bringing the issues and concerns of public and private organizational providers to the national forum, while ensuring continuing dialogue between payers, providers, consumers, families and communities.

Throughout his career in the mental health sector, Mr. Ray has been actively engaged in international mental health issues, with emphasis on refugee resettlement, mental health needs of recent immigrants, and building the development capacity of service providers in developing economies in Southeast Asia.

## NEW LEADER FOR PAHO MENTAL HEALTH AND REHABILITATION UNIT

The Pan American Health Organization (PAHO)/WHO has announced the selection of Dr. Jorge Rodriguez as its new Unit Chief of Mental Health and Rehabilitation.

Prior to his appointment to this position, Dr. Rodriguez was Sub-regional Advisor in Mental Health for Central America, Cuba, the Dominican Republic and Mexico. He has an extensive professional and academic career in Cuba in the area of psychiatry, and also wide experience in the international mental health field in Africa, UNICEF and later in PAHO. He has published extensively on topics relating to outcomes of research on social psychiatry and is the author of a forthcoming book on mental health in situations of disaster.

With the new appointment Dr. Itzhak Levav concludes his temporary post in this position, which he has occupied since the return of Dr. José Caldas de Almeida to his native country, Portugal, in November 2005.

## 2007 WMH DAY THEME

The WFMH Board has adopted "transcultural mental health" as the theme for World Mental Health Day 2007. In selecting the theme, the Board acknowledged that, during the past decade, along with advances in the understanding and treatment of mental illnesses – especially depressive disorders – transcultural mental health issues have become increasingly important in the environment of globalization and the emergence of a multicultural workforce in mental health services.

Today, transcultural mental health has a broad scope of interests, ranging from biology to the place of spirituality in mental health and disorders. Its main focuses are: cultural factors and specific psychiatric disorders, gender and age issues as they impact psychiatric disorders in different societies and cultures, culture and personality development, healing systems and social roles, culture and psychotherapy, and race and ethnicity in psychopharmacology and treatment compliance.

## AGRAWAL NEURO-PSYCHIATRY CENTRE SELECTED FOR 2005 WMH DAY AWARD OF EXCELLENCE

The Agrawal Neuro-Psychiatry Centre in Kota, Rajasthan, India has been selected to receive the Richard C. Hunter World Mental Health Day Award of Excellence for its activities in commemoration of World Mental Health Day 2005. The award was established by the WFMH Board of Directors in 2004 in memory of former Deputy Secretary General Richard C. Hunter, who is credited with initiating World Mental Health Day in 1992 as an annual global mental health awareness campaign.

The Agrawal Centre developed its World Mental Health Day activities around the 2005 annual theme of **Mental and Physical Health Across the Lifespan**, and conducted an impressive array of education and awareness events during a full week of activities from 4 to 10 October. As part of its promotion of the campaign and theme, the Centre translated the entire WMH Day campaign materials packet provided by WFMH into Hindi for public distribution. Planning for the Centre's campaign was coordinated by Dr. M. L. Agrawal, proprietor of the Agrawal Neuro-Psychiatry Centre.

Activities conducted during Mental Health Week and in observance of World Mental Health Day included a

large mental and physical health "check-up camp" organized in Begu City, where the WMH Day theme banner was displayed and which attracted almost 1,000 individuals. A seminar was held at the Central Jail in Kota, attended by 500 residents, and focusing on mental health, drugs and crime. Several seminars and presentations were held in schools with well over 500 students and teachers in attendance. Talks were also presented to the Kota Rotary Club and at the Ashraya old-age home. World Mental Health Day was officially commemorated on 10 October with an all-day symposium on the theme "Mental and Physical Health Across the Lifespan," chaired by Dr. Agrawal and attended by representatives of 33 non-governmental organizations, senior citizens, teachers, caregivers, Rotarians, and other clubs and organizations, as well as press and electronic media. Lectures and presentations at the symposium included topics on positive mental health, the relationship of mental and physical health from infancy to old age, the reasons for social stigma relating to mental illnesses, and women's mental health.

WFMH congratulates the Agrawal Neuro-Psychiatry Centre, Dr. M. L. Agrawal, Dr. Agrawal Aruna, and the staff of the Centre for the outstanding



Parade float depicting the 2005 World Mental Health Day program of the Agrawal Neuro-Psychiatry Centre.

campaign on behalf of World Mental Health Day 2005, and extends congratulations on the Centre's selection to receive the 2nd Annual Richard C. Hunter World Mental Health Day Award of Excellence.

### 2007 WORLD MENTAL HEALTH CONGRESS SLATED FOR HONG KONG

Planning is well underway for the 2007 World Mental Health Congress of the World Federation for Mental Health, scheduled for the Hong Kong Polytechnic University, Hong Kong SAR China, 19 – 23 August 2007. The Congress is being organized through a collaboration of WFMH, the New Life Psychiatric Rehabilitation Center, the Mental Health Association of Hong Kong, and the Hong Kong College of Psychiatrists. Professor K. Y. MAK and Dr. Raymond W. Y. WU serve as chairpersons of the Congress Organizing Committee.

The 2007 Congress program is being organized around the theme **"Impact of Culture on Mental Health: East Meets West."** According to Professor MAK and Dr. WU, "over the past two decades, mental health services in Hong Kong have continued to grow. It's time to consolidate the development and expansion of the field and establish the way forward. The 2007 Congress will bring together international and local experts with diverse backgrounds, including mental health practitioners, community partners, as well as users of mental health services and caregivers, to address a wide variety of topics of significant interest in mental health. It provides a substantial platform where delegates from all over the world can meet, network and exchange knowledge and practices on mental health."

Joining the Organizing Committee member organizations in co-hosting the Congress are The Hong Kong Polytechnic University and MINDSET, a Jardine Matheson Group Charity on Mental Health. The First Announcement is now available at the Congress website [www.wmhc2007.com](http://www.wmhc2007.com) and at the WFMH website [www.wfmh.org](http://www.wfmh.org).

## GEORGE W. ALBEE PIONEER IN PREVENTION OF MENTAL DISORDERS

George W. Albee, who died on July 8 at his home in Longboat Key, Florida, was a leader in the field of preventing mental disorders and a vigorous advocate of social justice. He drew attention to the impact of poverty and discrimination and pointed to social change as the way to prevent many mental disorders. In his view this was an essential approach, because there can never be a sufficient number of professionals available to provide individual treatment for the growing numbers of people with mental illness. If social problems are the underlying cause of many disorders, large-scale improvements can only be achieved by fighting poverty, violence against women, and neglect of children, and working on other issues that have a widespread impact, such as inadequate housing.

Professor Albee was president of the American Psychological Association from 1969 to 1970. He taught at Western Reserve University, Cleveland, from 1954 to 1971, then at the University of Vermont until 1992. While there he founded the influential Vermont Conference on the Primary Prevention of Psychopathology in 1975 and directed it for 17 years. In his later career he was awarded honors by many organizations. WFMH recognized his outstanding contributions by establishing the George W. Albee Lecture at its biennial conferences. The first Albee Lecture was given at the WFMH Congress in Ireland in 1995, following a keynote address by Professor Albee himself.

At the Third World Conference on the Promotion of Mental Health and Prevention of Mental and Behavioral Disorders held in New Zealand (September, 2004) he was a featured speaker and summarized the beliefs that powered his work from 1959 onwards. In a far-ranging address

he said: "A major positive contribution to lifelong mental health is being born into a caring, supportive family and community. Prevention efforts begin with infants and children." Professor Albee's five summary points ending his presentation in Auckland serve to largely define the principles governing his work over the years:

- One-on-one treatment, while humane, cannot reduce the rate of mental disorders, but the fact that relationship therapy can reduce or eliminate individual emotional disorders shows that many such disorders are not due to organic pathology.

- Only primary prevention, which includes strengthening resistance, can reduce the rate of disorders. Positive infant and childhood experiences are crucial. Reducing poverty and sexism are urgent strategies.

- Ensuring that each child is welcomed into life with good nutrition, a supportive family, good education, and economic security will greatly reduce emotional distress. But forces of resistance to family planning, birth control and abortion must be confronted, and likewise strong religious patriarchal bias.

- Cultural differences in diagnoses must be understood and be part of program planning.

- Strong differences of opinions about causes of mental disorders—particularly about brain disease versus social injustice—must be resolved by unbiased scientific judgment before real progress can be made.

*[To read Professor Albee's 2004 Address in New Zealand at the Third World Conference on the Promotion of Mental Health and Prevention of Mental and Behavioral Disorders, go to the WFMH website at [www.wfmh.org](http://www.wfmh.org).]*

## DR. LEE JONG-WOOK DIRECTOR-GENERAL, WORLD HEALTH ORGANIZATION



*Dr. LEE Jong-wook*  
Credit: Copyright: WHP/P.Virot

Dr LEE Jong-wook, Director-General of the World Health Organization, died May 22, 2006, following surgery to remove a blood clot on his brain (a subdural hematoma). He was 61 years old. Dr Lee, a national of the Republic of Korea, was a world leader in public health. He tackled every challenge with passion, dedication and professionalism. He was unfalteringly committed to WHO's mission, to help all people to attain "the highest possible level of health."

Throughout his 23-year career at WHO, he made a difference in every program he managed - whether by leading the charge to eradicate polio from the Western Pacific, or to launch

a cutting edge Global Drug Facility so people would have access to tuberculosis medicines.

"The world has lost a great man today. Lee Jong-wook was a man of conviction and passion. He was a strong voice for the right of every man, woman and child to health prevention and care, and advocated on behalf of the very poorest people," said United Nations Secretary-General Kofi Annan. "He tackled the most difficult problems head on, while upholding the highest principles. He will be very gravely missed, but history will mark Lee Jong-wook's many contributions to public health."

## WHO RELEASES NEW VOLUME ON PROMOTING MENTAL HEALTH

The World Health Organization (WHO) has released its latest book on ***Promoting Mental Health: Concepts, Emerging Evidence, Practice***. This international book presents the mental health dimension of health promotion, describing basic concepts, the emerging evidence for the effectiveness of interventions, and the public policy and practice implications.

The book includes evidence on the relationship between social and cultural factors and the mental health of individuals and communities. It reviews how actions such as advocacy, policy and project development, legislative and regulatory reform, communications, research and evaluation may be achieved and monitored in countries at all stages of economic development. It considers strategies for continued growth of the evidence base and approaches to determining cost-effectiveness of actions.

WHO published this volume in collaboration with the Victorian Health Promotion Foundation and the University of Melbourne in Australia. The book was edited by Professor Helen Herrman, Dr. Shaker Saxena, and Dr. Rob Moodie. It is available through the WHO Press: [www.who.int/bookorders](http://www.who.int/bookorders). The purchase price is US\$45.00 and the order number is 11500637. Beverly Long, former President of WFMH, and Shona Sturgeon, current WFMH President, were contributors to the volume.

***Mental Health Promotion: Case Studies from Countries***, published jointly by WHO and WFMH in September 2004, and presenting examples of effective mental health promotion programs from around the world, serves as an excellent companion volume to the newly published book. It is available from WFMH ([info@wfmh.com](mailto:info@wfmh.com); purchase price is US\$35.00 plus shipping).

## NMHA (US) NAMES NEW PRESIDENT/CEO

The Board of Directors of the National Mental Health Association (NMHA) in the United States has announced the selection of David L. Shern, Ph.D, as the organization's new President and Chief Executive Officer. With more than 30 years in the mental health field, Dr. Shern brings to NMHA a wealth of experience and a record of leadership, particularly in the translation of research into policy and practice.

At the time of his appointment, Dr. Shern was serving as Dean of the Louis de la Parte Florida Mental Health Institute at the University of South Florida, one of the largest research and training institutes in behavioral health in the United States. He began his official duties as the President and CEO of NMHA in June on a part-time basis while fulfilling his obligations at the university. He will assume duties at NMHA on a full-time basis in September.

## 4th World Conference on Promotion and Prevention

Oslo, 11-13 October 2006

The Fourth World Conference on the Promotion of Mental Health and Prevention of Mental and Behavioral Disorders, to be held in Oslo, Norway, 11 – 13 October, will focus attention on a range of issues relating to mental health in all age groups. The overall conference theme is "Developing Resilience and Strength Across the Life Span," and the program topics include the economics of mental health promotion and prevention, human rights and mental health, building coalitions across public sectors, and extending promotion and prevention around the world to reach the broad population. A major component of this year's conference program will be a public policy forum. Dr. Gro Harlem Brundtland, former Director-General of the World Health Organization, will deliver the opening keynote address and Dr. David Satcher, former Surgeon General of the United



Dr. Gro Harlem Brundtland  
Photo Credit: Peggy Crozart

States, will present the plenary address to open the Public Policy Forum on the first day of the conference, 11 October.

Over 100 papers will be presented during symposia sessions held throughout the three days of the conference. Symposia sessions are designed to address the major sub-themes of the

conference: research and development, policy and human rights, moving towards effective programs and principles, moving towards effective dissemination and implementation, and building capacity for promotion and prevention. Poster sessions will also be presented on these and other topics related to the overall conference theme.

The Fourth World Conference on Promotion of Mental Health and Prevention of Mental and Behavioral Disorders is organized by the World Federation for Mental Health, The Clifford Beers Foundation, The Mental Health Program of The Carter Center, and Voksne for Barn, the Host Country Organization for the 2006 conference.

The conference website is at [www.worldconference2006.no](http://www.worldconference2006.no) and provides information on conference registration, accommodations, and the preliminary conference program.

*Promotion of Mental Health and  
Prevention of Mental Disorders  
(continued from page 1)*

WFMH President Shona Sturgeon announced the Board's decision, saying "WFMH has long been a leading voice for promotion of mental health and prevention in mental disorders. For most of the past thirty years, promotion and prevention have had short shrift in national funding and public policy relating to healthcare. Only very recently has greater interest and attention been paid by policy makers, researchers, and academics to these important areas of concern. While things are changing to some extent, promotion and prevention must continue to receive additional resources and higher priority in countries throughout the world if the burden of disease associated with mental and behavioral disorders is to be significantly reduced in future years. By establishing the Program Office for the Promotion of Mental Health and Prevention of Mental Disorders, WFMH is



*Dr. Elena Berger*

demonstrating its continued commitment to this area of work."

The creation of a formal program office was made possible through a generous grant from a donor who wishes to remain anonymous. The grant will provide support for basic staffing and operations, and additional funding is being sought to expand WFMH's program activities in this area. Dr. Elena Berger, previously WFMH's Director of Communications and Affiliate Relations, has been named as Director of the office. She served as the primary editor for the Proceedings the 2002 and 2004 World Conferences on the Promotion of

Mental Health and Prevention of Mental and Behavioral Disorders, as coordinator for the 2004-05 SAMHSA/CMHS contract to assist in developing the GCAPP Consortium, and is presently staffing the 2006 World Conference Program Committee, chaired by WFMH Immediate Past President Dr. Patt Franciosi.

*"Body and Mind"  
(continued from page 1)*

metabolic syndrome in diverse geographical and cultural settings.

Over the past few years the connection between severe mental illness and metabolic syndrome has been emerging as an important public health issue, and physical disorders such as obesity, high blood pressure, and type 2 diabetes are increasingly recognized as occurring alongside mental illnesses, especially schizophrenia and depressive disorders. People with mental illnesses have reduced life expectancy compared to the general population, and metabolic syndrome is a significant factor that needs to be addressed by both mental health professionals and primary care practitioners working with people experiencing severe and persistent mental disorders.

WFMH is pleased to be able to provide this education and awareness packet to mental health service user and family/caregiver organizations, to primary care provider agencies, and to mental health clinics and centers as a method of promoting education and information for relevant stakeholders. The "Body & Mind" awareness packet was made possible through an unrestricted educational grant from Bristol-Myers Squibb Company, which had no involvement in the packet's development.

Single copies of the "Body & Mind" awareness packet can be obtained without charge by contacting WFMH at [info@wfmh.com](mailto:info@wfmh.com). Multiple copies of the packet may be obtained for a modest service and handling charge. Provide a complete postal address with your request. Send inquiries and comments about the packet to [dmaguire@wfmh.com](mailto:dmaguire@wfmh.com).

## Are You a WFMH Member?

This number of the Newsletter is going to many friends of the Federation. If you wish to continue receiving it please be sure that your membership is up-to-date. If you are not yet a member, join us now! We need you and you need an NGO (non-governmental organization) accredited as a mental health consultant at the U.N. Fees for individual membership: developed countries, \$35; OECD developing countries, \$15; life member \$500; and library \$35 (U.S.). Your inquiries or check should go to: WFMH, 6564 Loisdale Court, Suite 301, Springfield, Virginia 22150-1812, USA. Tel: +1 703 313 8680, ext. 201. Fax: +1 703 313 8683. Email: [info@wfmh.com](mailto:info@wfmh.com). Website: [www.wfmh.org](http://www.wfmh.org)

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