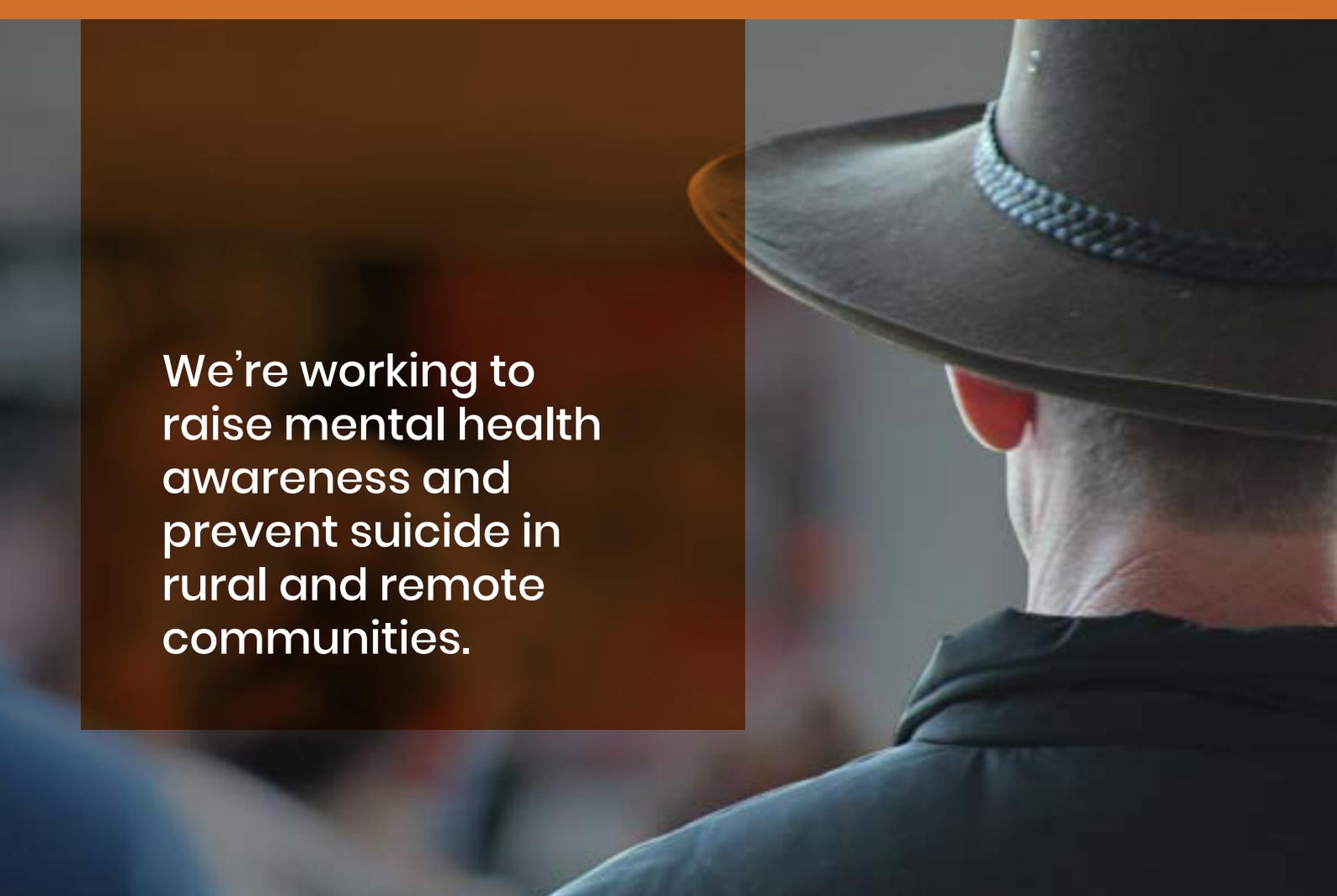


Rural & Remote  
Mental Health

Prospectus



We're working to  
raise mental health  
awareness and  
prevent suicide in  
rural and remote  
communities.

Rural & Remote Mental Health develops and delivers mental health literacy and suicide prevention workshops.

Our workshops are delivered to rural, Indigenous and mining communities across Australia.

Our grassroots approach empowers people in small and isolated communities to do what they do best: look out for each other.

We give people the understanding and confidence to care for their mental health, seek help when they need it and support others in their community to do the same.

By focusing on prevention, we're reducing strain on clinical services and potentially saving lives.

# Our track record speaks for itself.

Rural & Remote Mental Health was established as a research organisation in 2006.

The need for early intervention and prevention strategies was apparent, so we resolved to become part of the solution.

In 2011 we launched our first training program. Since then, we've delivered hundreds of workshops and reached thousands of people.

**254+ communities**

and mine sites visited

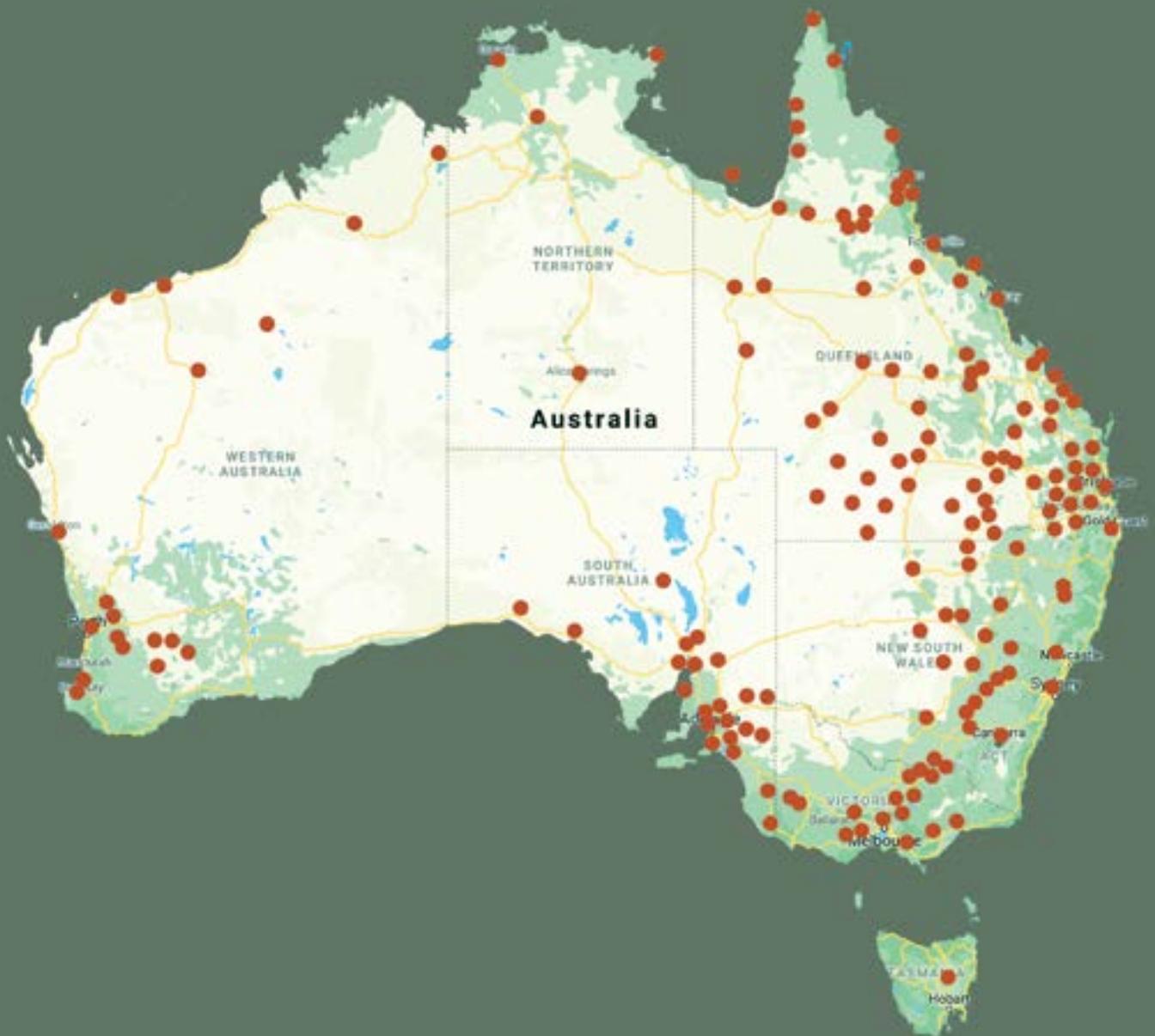
**727+ workshops**

and toolbox talks delivered

**13,455+ people**

reached across Australia

**We  
go where  
others don't.**



# And our programs work.

Rural & Remote Mental Health is unique.

We're the only organisation delivering evidence-based prevention in rural and remote areas across every state and territory.

We're specialists at what we do and we have the evidence to prove it.

Our programs are independently evaluated and our work is published in well-respected journals.

improve  
**mental health literacy**

increase  
**healthy coping skills**

**decrease stigma**  
around mental ill-health

The results indicate that the *Deadly Thinking* program was highly acceptable in rural and remote Aboriginal and Torres Strait Islander communities where the program was run. Satisfaction with the program among [Train the Trainer] and Community participants was high. Participants responded that the content and resources provided were helpful and would assist them to understand social and emotional wellbeing issues in themselves and others.

SOURCE Orygen, 2018: [rrmh.link/deadly-eval](http://rrmh.link/deadly-eval)

The results from the [*Rural Minds*] Community workshops indicate that key attitudes towards mental ill-health, help-seeking and barriers to help-seeking can be improved by the program... presenters and participants reported high satisfaction with the training format, content and supporting materials, indicating the acceptability of the program for the audience for which it was designed.

SOURCE Orygen, 2018: [rrmh.link/rural-eval](http://rrmh.link/rural-eval)

The results of this evaluation indicate that the [*Resource Minds*] mental health program has high levels of acceptability among... employees and has made positive change in relation to their understanding and knowledge of mental health issues...

SOURCE University of Adelaide, 2019

# But there's more work to do.



Indigenous Australians are 2.75x more likely to suicide than non-Indigenous Australians

**SOURCE**  
ABS, 2018  
[rrmh.link/stat-1](http://rrmh.link/stat-1)

People who don't live in greater capital cities are 1.5x more likely to suicide than people who do



**SOURCE**  
Bishop et al, 2017  
[rrmh.link/stat-2](http://rrmh.link/stat-2)

FIFO workers are 3x more likely to report high or very high psychological distress than the average Australian population



**SOURCE**  
Bowers et al, 2018  
[rrmh.link/stat-3](http://rrmh.link/stat-3)



“Fantastic program on how to help your family and friends that may have mental health problems.”

*Deadly Thinking participant*

Deadly Thinking gets Aboriginal and Torres Strait Islander people talking about what keeps them culturally and spiritually strong.

Deadly Thinking and Deadly Thinking YOUTH are culturally tailored community-led initiatives that address social and emotional wellbeing for Indigenous Australians.

Workshops are culturally safe and delivered by Aboriginal and Torres Strait Islander presenters.





Rural Minds addresses the mental health challenges faced by people in rural, pastoral and agricultural communities.

Workshops are led by people who come from the land and understand the issues affecting primary producers and surrounding communities.

The program delivers practical advice, providing pathways to help and challenging the 'she'll be right' attitude that has traditionally dominated rural Australia.

“There was good emphasis on positive ways to help, rather than just focusing on the problems.”

*Rural Minds participant*





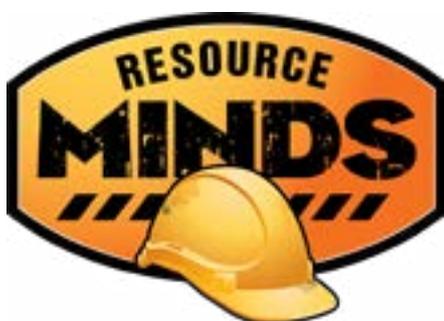
“Gave me a decent understanding of where to get help if I ever needed it.”

*Resource Minds participant*

Resource Minds is shaping the attitudes and behaviours of people who work in the resource and mining sector.

Designed as a site-based mental health program, Resource Minds provides leadership training and a suite of Toolbox Talks.

The program addresses the challenges faced by people in the resource and mining industries, including living and working away from family.



# Our work is only possible with the generous support of people and organisations that share our values.

Through our Global Community Impact Program, we have worked with Rural & Remote Mental Health since 2014 enabling them to trial, implement, and scale their Deadly Thinking Program to improve the social and emotional wellbeing of Aboriginal people.

Importantly, the program has focused on suicide-prevention and training remote community leaders to keep their local people healthy and well.

Throughout this time, we have seen Rural & Remote Mental Health take a collaborative and evidence-based approach to develop and implement this program, working in partnership with Aboriginal communities and Elders.

We have experienced first-hand their expertise in engaging stakeholders in particular local Aboriginal community representatives to understand and tackle this challenging priority. The results that have been achieved are impressive and have made a lasting impact.

Their respectful approach to collaboration is one which aligns well with the values of Johnson & Johnson, that of giving back and caring for our communities.

We know that those living in rural and remote areas in Australia have worse health outcomes than their counterparts in urban Australia and this is also the case in mental health.

As the only mental health and social



# Johnson & Johnson

wellbeing organisation focused solely on the needs of Australians living in rural and remote areas, Rural & Remote Mental Health play a crucial role in addressing these issues, particularly suicide prevention both now and into the future.

We are pleased to support Rural & Remote Mental Health to continue and expand their work to contribute towards better mental health outcomes for Australians living in rural and remote Australia.

## **Bruce Goodwin**

*Managing Director*

Johnson & Johnson Family of Companies  
and Janssen Australia and New Zealand



**Rural and remote  
Australia is too valuable  
to be overlooked.**

**Over 7 million Aussies live in  
rural and remote areas.**

**That's more than a quarter of the population.**

The human cost of mental ill-health and suicide is impossible to quantify – but the economic cost can't be ignored.

The communities we serve are critical to Australia's primary production, resource and tourism sectors. In these three sectors alone, regional, rural and remote Australia generates roughly one quarter of the nation's GDP and two thirds of the total value of its exports.

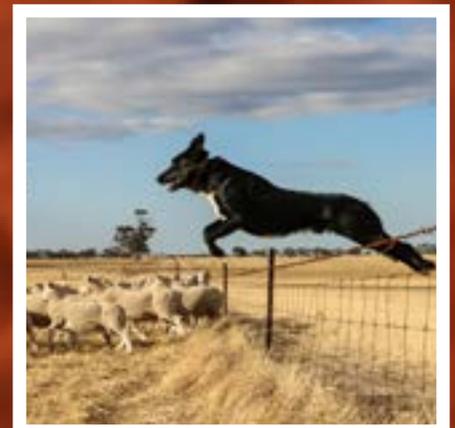
Every year, each of our farmers produces enough food for 600 people, feeding 150 Australians and 450 people overseas.

# Mental health is an investment that pays dividends.

An ounce of prevention really is worth a pound of cure.

Every \$1 spent on preventative mental health measures delivers a \$5-\$7 return on investment.

Focusing on prevention can ease the strain on clinical services, reduce health service expenditure and – most importantly – potentially save lives.





Contact CEO Joe Hooper  
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or email [joehooper@rrmh.com.au](mailto:joehooper@rrmh.com.au)