



International Initiative
for Mental Health
Leadership

Leading International Collaboration in Mental Health

NASMHPD Annual Meeting
Washington D.C.

Steve Appleton
President & Chief Executive
IIMHL

July 30th 2023

Who we are

Founded in 2003, with initial support from the US, England and New Zealand, IIMHL brings together leaders in 12 investing countries and regions around the world

- United States of America including US Pacific Island Territories
- Australia
- Canada
- England
- New Zealand
- Northern Ireland
- Republic of Ireland
- Scotland
- Slovakia
- Sweden
- The Netherlands
- Wales

A number of individual organizations have also joined as
investing members

There are over 5,000 individual leaders in the network,
all working in a variety of different settings

Who we are

In addition to the investing countries IIMHL brings together leaders from a number of other countries and regions:

- Barbados
- Belgium
- Catalonia, Spain
- Czech Republic
- Emilia Romagna, Italy
- Equador
- Nigeria
- Pacific Island nations
 - Cook Islands
 - Fiji
 - Samoa
 - Solomon Islands
 - Tonga
 - Tuvalu
 - Vanuatu
- Ukraine
- South Africa

Our purpose



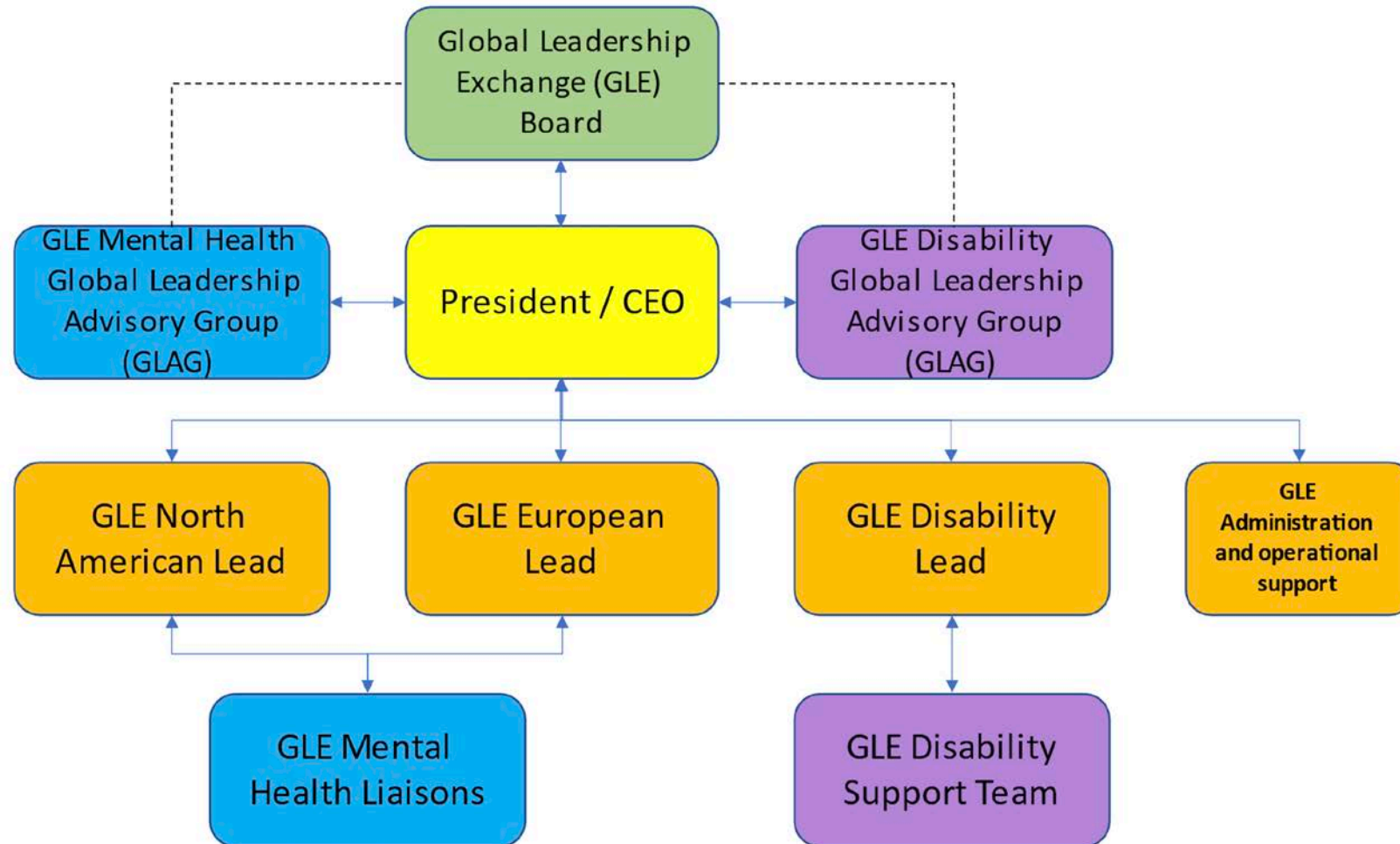
We develop and support leaders through the creation of networks, collaboratives and partnerships

We support and facilitate **rapid knowledge exchange** about practice, innovations and problem solving in the mental health, substance use and disability sectors.

We engage organizations and countries to achieve high quality supports and services with a focus on people with lived experience of mental health distress and disability.

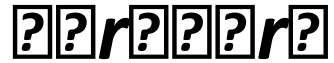
Through a **collective and inclusive approach to leadership development**, we work to engage partners in all sectors and across the lifespan, to enact meaningful change that supports people to maintain and achieve positive mental health and well-being and to live in healthy and inclusive environments.

Our structure



International Institute of Mental Health Leadership

- We connect leaders around the world to help solve key problems and challenges
- Encourage and facilitate Peer support between leaders
- Provide a means for fast exchange of knowledge on innovation and good practice
- IIMHL hosts and facilitates a range of international collaborative groups including:
 - City and urban region mental health
 - Rural mental health
 - Public mental health
 - Children, youth and families
 - Women's leadership
 - Indigenous mental health
 - Emerging leaders
 - Metrics and benchmarking
 - Suicide prevention
 - Employment
- Host our global leadership exchange event every two years – next in the Netherlands in June 2024



We work in partnership with a range of respected organizations around the world including:

- World Health Organization (HQ)
- WHO- Europe
- PAHO
- Global Mental Health Peer Network
- EUCOMS (European Community Mental Health Provider network)
- Mental Health Europe
- City Mental Health Alliance
- Le Va (non-profit Pacific Island mental health agency in New Zealand)
- e-Mental Health International Collaborative

Our International and United States

In the United States we are fortunate to work with great partner agencies and individuals

- We proud to be supported by and work closely with SAMHSA.
- SAMHSA's support means that as US based leaders you can join and participate in IIMHL for free.
- The College for Behavioural Health Leadership serves as our United States Liaison, and is key partner in a range of developing areas of collaboration in the US.
- In the US we have helped to encourage the engagement with and use of developing practice including:
 - Mental Health First Aid
 - Reduction in seclusion and restraint
 - Crisis response
 - Population based mental health improvement
 - Indigenous people's leadership

Working with NASMHPD

- We are proud to continue to work closely with NASMHPD and have close and long established connections
- Former Executive Director Bob Glover is a Board member and former Chair of IIMHL
- Dr. Hepburn and senior NASMHPD staff are key contributors to our work and our advisory groups
- NASMHPD has been a key partner in our Leadership Exchanges, notably in 2019 and 2022

The benefits of IIMHL to countries and regions

- We provide countries with a low-cost, high value way to exchange knowledge rapidly between sponsoring countries and to decrease the delay between identifying new and effective practices and implementing them on a wider scale.
- It provides an opportunity for leaders in participating countries to learn from each other on many topics and where they live and work in an investing country, there is no individual cost
- Investing countries and members help to shape the focus of IIMHL knowledge exchange to ensure its value and relevance to them.
- We provide countries with the ability to ask questions, gather evidence, research material and good practice examples and rapidly get a response from within the network.

Values in leadership

Good leadership is values based and values led.

Our leadership framework is intended to include the important elements of leadership in delivering meaningful, transformational change in the mental health, substance use and disability fields, in all settings and at all life stages.

It provides a focus on the behaviours that promote genuine inclusivity in organisations. It was developed in co-productive way with our members.

The framework is to be viewed as a work in progress as it will be open to regular review, thus it should be seen as a living document.

OUR VALUES AND STRATEGIC DIRECTION

- INCLUSIVE**
 - Promote a sense of belonging
 - Value diverse experience and expertise
 - Adopt a rights-based approach
 - Amplify voice and increase influence for all
 - Promote a culture that is just and fair
- COMPETENT**
 - Model and promote self-care, well-being and resilience
 - Set clear goals and expectations
 - Performance manage on outcomes
 - Create flexible roles and working patterns
 - Encourage taking of initiative and responsibility
 - Acknowledge the specificity of leadership in different contexts
 - Invest in leadership capability in workforce and with peers, families, carers, and communities
- AUTHENTIC**
 - Promote an environment of psychological safety
 - Act with integrity, honesty and humility
 - Value all voices and listen with openness
 - Respect and listen to different points of view
 - Encourage truth-telling and listen with curiosity
 - Acknowledge and embrace complexity and unpredictability
- COLLABORATIVE**
 - Engage communities in systemic change
 - Build trusting relationships with a broad range of stakeholders
 - Promote team working across organisational and disciplinary boundaries
 - Drive intergenerational collaboration
 - Promote servant leadership and collective leadership models
 - Develop a shared understanding of risk and quality
- INNOVATIVE**
 - Ensure a culture of continuous learning and quality improvement
 - Test and evaluate new ideas
 - Engage experts by experience and experts by occupation in design, development and evaluation of initiatives
 - Mentor emerging leaders
 - Encourage a sharing of knowledge and expertise
 - Ensure equity of focus and investment in prevention and treatment
- VISIONARY & STRATEGIC**
 - Advance vision for mental health, substance use and disability
 - Ensure inclusion of different world views
 - Develop clarity of purpose, inspire and motivate
 - Embrace transformational change
 - Be future focussed
 - Evaluate and establish appetite for risk
 - Create an environment that empowers and enables everyone to contribute

Benefits of international collaboration

- Swift exchange of knowledge and learning speeds up improvement
- Learning together helps leaders to develop skills and competencies
- Collaboration shrinks problems
- Diversity of thought and experience
- Supportive and safe environments for leaders



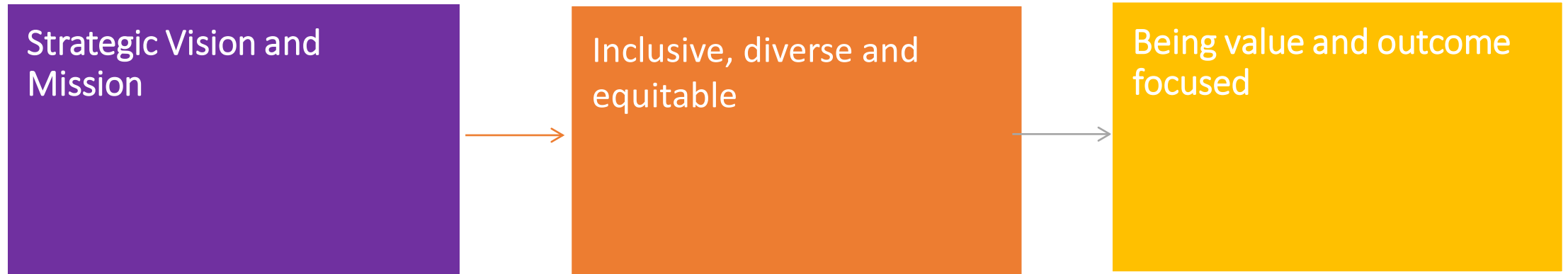
What's next?

- Accessibility, inclusion and diversity
- Developing our work with emerging as well as established leaders
- More focus on addictions and substance use

- We are changing our name to Global Leadership Exchange
- Development of a three year strategy from 2024
- Ongoing and strengthening partnership with NASMHPD
- Working with SAMHSA leadership

- Listening to what you need, how can we help you?

Building blocks for our future state



Moving towards the Leadership Exchange

June 24-28, 2024

- We are now planning the programme for the Leadership Exchange in 2024
- We would encourage you to participate in the Leadership Exchange in June 2024, hosted in Utrecht, in the Netherlands
- We also encourage you and leaders of all levels in your States to join us and take part in our collaborative groups

Please join us – its free: <https://www.iimhl.com/iimhl-join>

We hope that you will spread the word about IIMHL/GLE and encourage people to be part of our growing global social movement for leadership in mental health, substance use and disability

<https://www.iimhl.com>
#iimhl #gle #mentalhealth #substanceuse #disability #leadership #socialmovement #global #movement #mentalhealth #substanceuse #disability #leadership #socialmovement #global #movement



iimhl.com
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NASMHPD Annual 2023 Meeting

Sunday, July 30, 2023

CONNECT
COLLABORATE
INSPIRE
MAKE A DIFFERENCE



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UK



Fredrik Lindencrona
Lead for Strategic Improvement &
International Coordination. SKR
Sweden



Dr Arran Culver
Acting Deputy Director-General, Mental
Health and Addiction
New Zealand

What is eMental health?

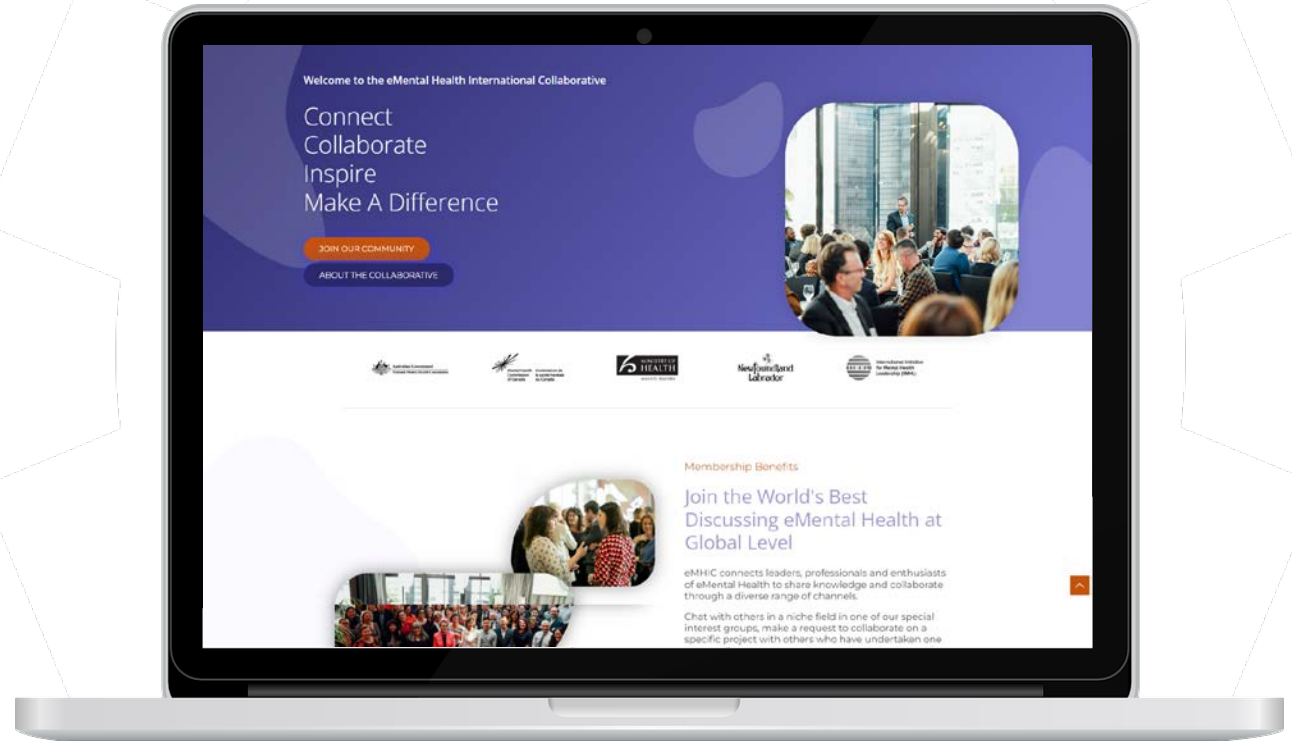
“Mental health services and information delivered or enhanced through the internet and related technologies.”

** Christensen, H. et al (2002). e-Mental Health in Australia. ISC Discussion Paper No 3, DoHA*



Naming conventions

1. e-Mental health
2. Digital mental health
3. Digital Therapeutics (DTx)
4. e-Therapy
5. Online mental health
6. Blue prescription
7. Internet-based interventions
8. Online self-help / self-management



Changing communication modes

1. Text
2. Email
3. Facebook
4. Camera
5. Read news
6. Shop online
7. Check the weather
8. WhatsApp
9. Banking
10. YouTube
11. **Make Phone Calls!**

This 'Caller is on Hold' survey conducted by Mobiles.co.uk in March 2017 with 2,017 UK respondents (aged 18+) that own and regularly use a smartphone



Popularity of Digital Mental Health

57.2b

Of digital health investments around the world fueled by health consumer demand for digital mental health solutions

85
COUNTRIES
COLLABORATING

5
MILLION

digital health downloads very single day around the world

SINCE
2020

The Covid-19 pandemic has brought to the fore the utility of e-Mental Health technologies...
- Dr Daniel Fung, IMH, Singapore

MOST
18-44
YEAR OLDS

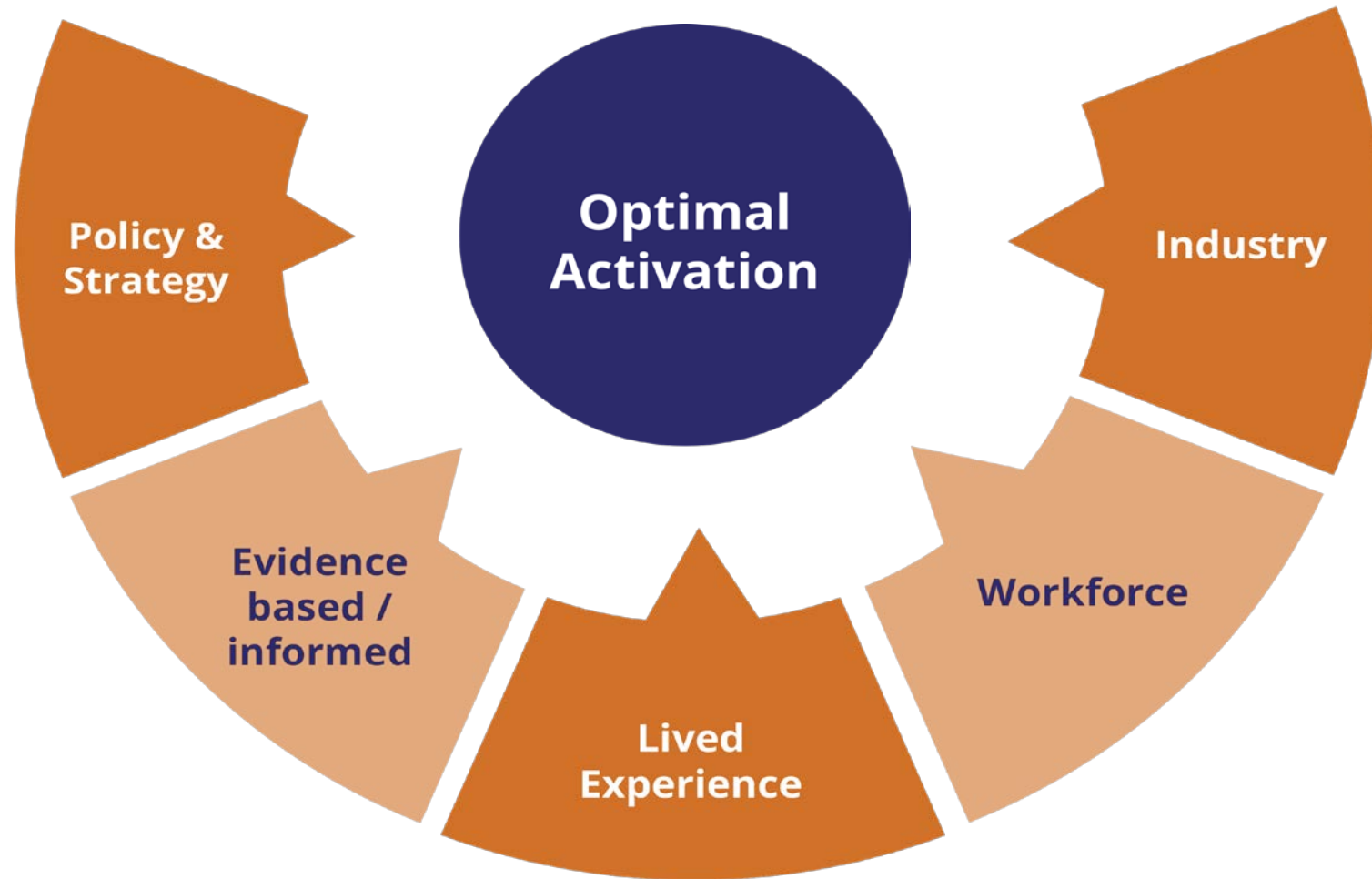
Would choose digital health to support a mental health condition over prescription medication
- ORCHA

79%

Jump in digital health investment around the world in 2021



What makes scalable implementation work



International Strategy and Policy Landscape

Country	Year	Output
Australia	2012	eMental Health Strategy
Australia	2019	Digital Mental Health Standards
Canada	2014	eMental Health Briefing Paper
Canada	2022	eMental Health Accreditation Framework
Ireland	2023-24	National Digital Mental Health Plan <i>(currently under development. It will be published at 2024 eMHIC Congress in Ottawa, Canada)</i>
New Zealand	2019	eMental Health Framework <i>(also known as Digital Mental Health and Addiction Toolkit or DMHAT)</i>
New Zealand	2023	National Digital Mental Health Roadmap <i>(Commissioned by Health New Zealand in June 2023)</i>

International Strategy and Policy Landscape

Country	Year	Output
eMHIC	2022	Ethics and Law in Digital Mental Health <i>(With full involvement of UNICEF, USA, Canada, Switzerland, India, Singapore, Australia and New Zealand)</i>
England	2019	London Digital Mental Health Strategy
Canada	2011	Development of eMental Health and Addiction Strategy for the Province by the Government of Newfoundland and Labrador
Denmark	2023	Establishment of a new Commission by the Minister of Health to look at the new mental Health models of care which digital tools are integral part of the mental health care, support and treatment
Singapore		Establishment of a dedicated Digital Mental Health Division under Ministry of Healthcare and Transformation
Scotland		Establishment of the dedicated eMental Health portfolio

eMHIC Family

Countries

- USA
- Canada
- Australia
- New Zealand
- Singapore
- Philippines

Countries

- Sweden
- England
- Scotland
- Ireland
- Denmark

Peak Bodies

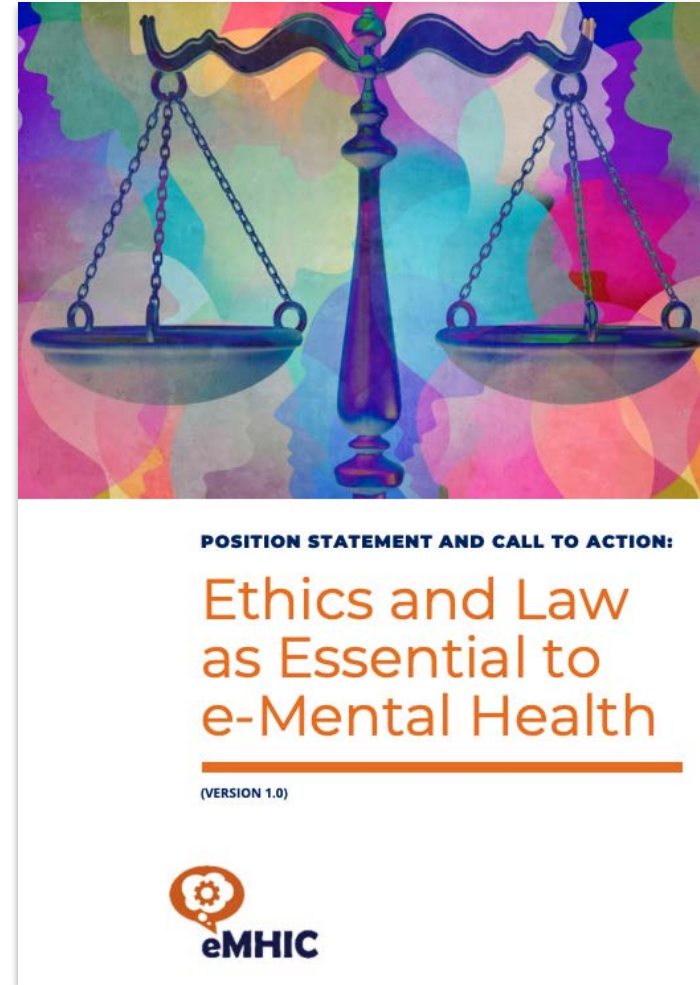
- UNICEF
- APEC Digital Hub for Mental Health
- World Federation of Public Health Associations



Informing Domains

In February 2022, eMHIC published the 'Ethics and Law as Essential to eMental Health' Position statement.

The document was the inaugural publication of the Ethics and Law Special Interest Group by a global body of subject matter experts from USA, Australia, New Zealand, Canada, Norway, Sweden, Singapore, and UNICEF.



Upcoming Events

eMHIC, UNICEF Expert Dialogue on Digital Mental Health

Theme: What's working for adolescents and youth globally

To develop a consensus on a draft set of key design principles for guidance on adolescents and youth digital mental health.

DATE

9 & 10 October 2023

LOCATION

Geneva, Switzerland

PARTICIPATION

In-person



Upcoming Events - International

9th eMental Health International Congress

eMHIC hosts the world's largest International Congress focussing on the implementation of digital mental health.

2024 CONGRESS THEME

Theme: Digital Building Capacity: 24/7
Mental Health Support for All

DATE

18, 19 & 20 September 2024

LOCATION

Ottawa, Australia

PARTICIPATION

In-person + Virtual

