



Promoting Mental Health Resources Within Rural Communities in Southern Manitoba

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Context

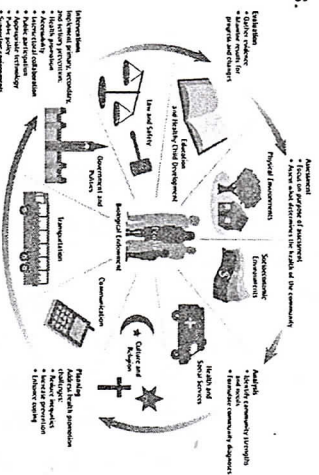
"Mental health is the state of your psychological and emotional well-being. It is a necessary resource for living a healthy life and a main factor in overall health" (Government of Canada, 2020). In St-Pierre-Jolys and De Salaberry, limited mental health support is a major issue. The youth mental health worker position is vacant, leaving only one worker for the community.

Objective

- Promote existing mental health resources in De Salaberry and St-Pierre-Jolys.
- Posters in high-traffic areas will increase awareness of coping mechanisms and virtual resources, improving accessibility (Barik & Purwaningtyas, 2019).

Intervention

- Using The Community Health Promotion Model (Kearings et al., 2020), mental health challenges, knowledge gaps, and barriers were identified in rural areas.

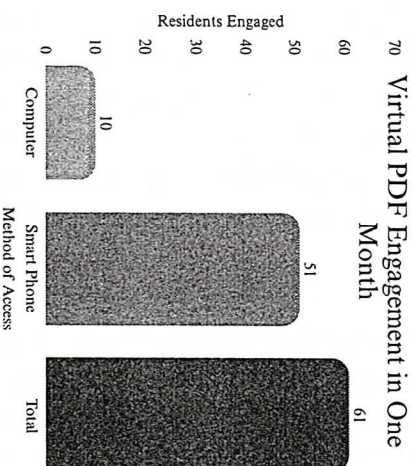


- An educational poster was created to promote wellness, mindfulness, and mental health awareness.
- A QR code and weblink were promoted to connect individuals to a PDF which includes local and virtual mental health resources.

Outcomes

Engagement data (after one month):

- Average view time: 34 seconds
- Impact: 61 community members in St-Pierre-Jolys & RM of De Salaberry gained awareness of mental health resources.
- Smart Phone engagement was more prevalent than home computer engagement.



Conclusion

Community engagement with the PDF in its first month showed strong interest, fostering hope for improved mental health resource awareness in the region. While the full scope of these outcomes were unable to be assessed due to the time constraints of this course, supplementary evaluations such as community focus groups or surveys would be beneficial to ascertain the effectiveness of this method on rural populations in southern Manitoba.

The poster is titled "YOUR MENTAL HEALTH MATTERS" and "TAKE A MINDFUL 5 MINUTE". It features a QR code and a list of mental health resources. The QR code is labeled "CHECK OUT THIS QR CODE FOR RESOURCES ADAPTED TO YOU". The list of resources includes: "Mental Health Canada", "Mental Health First Aid", "Mental Health Services", "Mental Health Support", "Mental Health Resources", "Mental Health Information", "Mental Health Services", "Mental Health Support", "Mental Health Resources", "Mental Health Information". The poster also includes contact information for the Rat River Health Council and the University of Saint-Boniface.

Acknowledgements

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References

- Government of Canada, (2020) About Mental Health <https://www.canada.ca/en/public-health/services/about-mental-health.html>
- Barik, A., & Purwaningtyas, R. (2019, December). (PDF) the effectiveness of traditional media (leaflet and poster) to promote health in a community setting in the digital era: A systematic review. Research Gate. https://www.researchgate.net/publication/339846901_The_Effectiveness_of_Traditional_Media_Letter_and_Poster_to_Promote_Health_in_a_Community_Setting_in_the_Digital_Era_A_Systematic_Review
- Chapter 13 : Community Nursing Process (pp. 253) dans Stamlar et al. (2020). Community Health Nursing: A Canadian Perspective (5th ed.). Pearson: Ontario.

PROJECT ABSTRACT

Mental Health Resource Awareness in St-Pierre-Jolys and Rural Municipality of De Salaberry Connor Borfjord, Kadence Caruk, Sarah-Marie Nadeau

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St-Pierre-Jolys and the surrounding Rural Municipality of De Salaberry are communities deeply rooted in francophone culture. An environmental scan and discussions with key stakeholders highlighted a significant gap in mental health resource awareness. Limited knowledge and accessibility to mental health support contribute to ongoing challenges in community well-being. To increase awareness and accessibility of mental health resources within the community through a targeted intervention. A poster featuring mental health resources relevant to the community will be created and distributed in high-traffic locations such as restaurants, recreation centers, medical offices, and schools. The poster will highlight local services and introduce simple mindfulness techniques, which have been shown to reduce stress and anxiety. A QR code will link to a digital resource guide, enhancing accessibility and allowing for engagement tracking. Success will be measured through engagement with the QR code, feedback from community members, and input from local service providers. The reach and impact of the intervention will be assessed to determine its effectiveness in increasing awareness. This initiative addresses a critical need by providing accessible mental health resources and promoting well-being. Future steps may include expanding the initiative through additional formats such as community workshops or social media campaigns to further support mental health education.

RÉSUMÉ DE PROJET:

Sensibilisation aux ressources en santé mentale à St-Pierre-Jolys et dans la municipalité rurale de De Salaberry

St-Pierre-Jolys et la municipalité rurale de De Salaberry sont des communautés enracinées dans la culture francophone. Une analyse de l'environnement et des discussions avec les intervenants ont révélé une lacune importante dans la sensibilisation aux ressources en santé mentale. L'accès restreint au soutien en santé mentale contribue aux défis continus en matière de bien-être communautaire. Accroître la sensibilisation et l'accessibilité aux ressources en santé mentale grâce à une intervention ciblée. Une affiche répertoriant les ressources locales en santé mentale sera créée et distribuée dans des lieux très fréquentés comme les restaurants, centres de loisirs, cabinets médicaux et écoles. L'affiche mettra en avant ces services et présentera des techniques de pleine conscience, reconnues pour réduire le stress et l'anxiété. Un code QR redirigera vers un guide numérique, facilitant l'accès aux ressources et permettant de suivre l'engagement. Le succès sera mesuré par l'utilisation du code QR, les retours des membres de la communauté et l'apport des prestataires de services. L'impact sera évalué pour déterminer l'efficacité de l'intervention. Cette initiative comble un besoin essentiel en offrant des ressources accessibles et en favorisant le bien-être. Les prochaines étapes pourraient inclure l'expansion du projet à travers des ateliers communautaires ou des campagnes sur les réseaux sociaux pour renforcer l'éducation en santé mentale.