

# Mental health promotion

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# Mental health promotion

## Identifying and definitional attributes

**Metadata item type:** Glossary Item

**METEOR identifier:** 494997

**Registration status:** [Health!](#), Superseded 16/01/2020

**Definition:** Mental health promotion includes services that operate on a population level which aim to raise awareness of mental health issues, improve mental health literacy, reduce stigma and discrimination and maximise the population's mental health and well-being. Mental health promotion may include programs targeted to population segments, based on age (e.g. early childhood) or setting (e.g. school or workplace), as well as initiatives to educate the general population.

This category also includes community-wide activities that provide information and education designed to enhance community understanding, increase the likelihood of identifying and addressing mental health problems and promote good mental health. These programs may be targeted towards specific at-risk communities or communities affected by disaster or trauma.

**Context:** Mental health non-government organisation establishments service type taxonomy.

## Collection and usage attributes

**Guide for use:** *Distinguishing features:*

- Provision of information and education
- Population-based
- Typically long-term initiatives

*Inclusions:*

- Mental health promotion activities
- Mental health awareness raising initiatives
- Anti-discrimination and stigma reduction activities

*Exclusions:*

- Mental illness prevention activities (these are reported under [Mental illness prevention](#))

*Example organisations:*

- beyondblue
- SANE Australia

## Source and reference attributes

**Submitting organisation:** Australian Institute of Health and Welfare

## Relational attributes

**Related metadata references:** Has been superseded by [Mental health promotion](#)  
[Health!](#), Standard 16/01/2020

See also [Mental health non-government organisation service type code N\[N\]](#)  
[Health!](#), Standard 13/11/2014

**Metadata items which use  
this glossary item:**

[Mental health non-government organisation establishments NBEDS 2015-](#)  
[Health!](#), Standard 13/11/2014

[Mental health non-government organisation grants cluster](#)  
[Health!](#), Superseded 16/01/2020

[Mental health promotion mental health service type cluster](#)  
[Health!](#), Standard 13/11/2014

[Mental illness prevention](#)  
[Health!](#), Superseded 16/01/2020