



14 June 2009

To All Presidents of Wonca Member Organizations, Regional Presidents of Wonca, and Affiliates of Wonca

Dear Colleagues

WORLD MENTAL HEALTH DAY 10TH OCTOBER 2009

MENTAL HEALTH IN PRIMARY CARE: ENHANCING TREATMENT AND PROMOTING MENTAL HEALTH

The theme of this year's World Mental Health Day is '**Mental Health in Primary Care: Enhancing Treatment and Promoting Mental Health.**' The main source of literature supporting this theme is the joint Wonca / WHO publication 'Integrating Mental Health Into Primary Care: A Global Perspective.'

World Mental Health Day 2009 provides an opportunity for Wonca, its stakeholders and allies to join forces with mental health advocates worldwide to campaign to raise awareness for the need to improve the care that those suffering from mental health problems receive, so that patient centred care can be the norm and not the exception.

This year's World Mental Health Day provides primary care with an opportunity to focus on the care that it provides for those with mental health problems and to focus on the quality of integration with other health and social care providers and with mental health service users themselves. To help achieve this aim we would like you and your organisation to mark the day in any way that you think appropriate.

We suggest that you read the promotional material about World Mental Health Day 2009 on this link <http://www.wfmh.org/WMHD%2009%20Languages/ENGLISH%20WMHD09.pdf> and circulate it widely for instance to your Health Ministries, the members of your organisations and to your local service user organisations so that they too can make their own contribution using their local networks and contacts to allow their voices to be heard. This promotional material is also available in other languages at these links:

Arabic: <http://www.wfmh.org/WMHD%2009%20Languages/ARABIC%20WMHD09.pdf>

Chinese: <http://www.wfmh.org/WMHD%2009%20Languages/TRAD%20CHINESE%20WMHD09.pdf>
<http://www.wfmh.org/WMHD%2009%20Languages/SIM%20%20CHINESE%20WMHD09.pdf>

French: <http://www.wfmh.org/WMHD%2009%20Languages/FRENCH%20WMHD09.pdf>

Hindi: <http://www.wfmh.org/WMHD%2009%20Languages/HINDI%20WMHD09.pdf>

Japanese: <http://www.wfmh.org/WMHD%2009%20Languages/JAPANESE%20WMHday%202009.pdf>



Spanish: <http://www.wfmh.org/WMHD%2009%20Languages/JAPANESE%20WMHday%202009.pdf>

Russian: <http://www.wfmh.org/WMHD%2009%20Languages/RUSSIAN%20WMHD09.pdf>

The best way to reduce stigma and discrimination is to reach a large audience with powerful advocacy tools. Articles in local papers, marches through town, and public signings of the World Mental Health Day Proclamation can make your event one of great importance and lasting effect.

Section VI of the World Mental Health Day promotional pack (Page 36 onwards) includes some useful material for creating more publicity around your WMHD events including:

- WMHD Sample Proclamation
- Media Release for Signing of Proclamation
- General Media Release Sample Article
- Letter to Editor
- March for Mental Health

To reach as broad an audience as possible we also attach this year's World Mental Health Day promotional material produced by the World Federation of Mental Health in a variety of languages to enable us to achieve this aim. Please use it in your organisation and circulate it to relevant stakeholders.

There can be no health without mental health and equally, there can be no mental health without primary care. Let us join together across the world to make a difference to mental health sufferers, their families, carers and friends

Professor Chris van Weel
President
World Organization of Family
Doctors (Wonca)

Dr Alfred Loh
CEO
World Organization of Family
Doctors (Wonca)

Dr Gabriel Ivbijaro
Chair
World Organization of Family
Doctors (Wonca) Working Party
on Mental Health