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MENTAL HEALTH PROMOTIONAL STRATEGIES: A REVIEW STUDY.

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Abstract

A mental health promotional strategy is a planned and purposeful course of action designed to achieve optimum health among individual. It involves addressing the mental health determinant which influence mental health and making decisions about how resources will be allocated, what actions will be taken, and how various elements will come together to promote mental health. The work aims to make a unique addition by identifying gaps in the literature, making suggestions for further study and explore actual implementation of mental health promotional strategies. This review paper provide us insight about few mental health promotional strategies are namely Education and awareness, Stress reduction programs, Resilience-Building Programs, Community Support Networks, Access to Mental Health Services, Workplace Wellness Initiatives, School-Based Mental Health Programs, Anti-Stigma Campaigns, Crisis intervention services, Peer Support Programs, Media Literacy Programs, Cultural competencies initiatives, Government Policies and Advocacy, Technology-Based Interventions, Research and Evaluation. However all these metal health promotional strategies are useful in optimization of mental health of individual but requires sound planning, collaboration, effective implementation and relevant communication for its success. Furthermore one can assess effectiveness of the mental health promotional strategies, one can consciously create new mental health promotional strategy as per the need of the advancing world.

Key words (Mental health promotional strategies)

Introduction

Promoting mental health is crucial for overall well-being and is essential for individuals, communities, and societies as a whole. Mental health promotional strategies aim to enhance mental well-being, prevent mental health problems, and reduce the stigma associated with mental illnesses

A mental promotional strategy is sound plan of action designed to enhance psychological, social, and emotional wellbeing among people which involves comprehensive planning, popper utilization of resources and scientific and systematic approach to a specific mental health problem. Promoting mental health involves a variety of strategies that can be implemented at individual, community, and societal levels. Here are different types of mental health promotional strategies:

- **Education and awareness:** psychoeducational educational programs can enable individual to identify signs of mental health problems and encourage early intervention
- **Stress reduction programs:** mindfulness, relaxation techniques, time management and other stress reduction strategies help individual to cope with stress.
- **Resilience-Building Programs:** Resilience exercises aids people develop the ability to recover from hardship and handle with life's challenges.

- **Community Support Networks:** Social relations are important for mental well-being, and community involvement can increase a sense of acceptance, love, belongingness and support.
- **Access to Mental Health Services:** Guaranteeing affordability and accessibility of mental health promotional services like counseling, psychotherapy, and psychiatric services, especially in underserved communities.
- **Workplace Wellness Initiatives:** These initiatives creates a positive work environment which is necessity that helps to promote work life balance and employee wellbeing.
- **School-Based Mental Health Programs:** attempts to incorporate mental health education in to school syllabus and conducting programs that promote wellbeing of students and enhance support among them. This consist of counseling services, peer support programs, and anti-bullying initiatives.
- **Anti-Stigma Campaigns:** These programs aim to reduce stigma and discrimination associated with mental health issues.
- **Crisis intervention services:** such types of programs includes helplines and crisis response teams, to provide immediate support during mental health emergencies
- **Peer Support Programs:** These programs connect individuals who are facing mental health challenges with peers who have similar experiences. It can be an important component of mental health promotion.
- **Media Literacy Programs:** It help individuals to critically evaluate and respond to media portrayals of mental health.
- **Cultural competencies initiatives:** it Recognize and address the unique needs of diverse populations to ensure that interventions are effective for everyone.
- **Government Policies and Advocacy:** Advocate for policies that support mental health at the local, national, and international levels. This may include funding for mental health services, workplace regulations, and initiatives addressing social determinants of mental health.
- **Technology-Based Interventions:** This includes online counseling services, mental health apps which aids in promoting mental health
- **Research and Evaluation:** utilization of evidence-based practices to continually refine and improve strategies. Combining multiple strategies and addressing mental health promotion from various angles can contribute to creating a comprehensive and effective approach to supporting mental well-being.

Literature review

Kobau, R and etl (2011) found that positive emotions are associated with numerous benefits related to health, work, family, and economic status. Growing biomedical research supports the view that positive emotions are not merely the opposite of negative emotions but may be independent dimensions of mental affect. The asset-based paradigms of positive psychology offer new approaches for bolstering psychological resilience and promoting mental health. Ultimately, greater synergy between positive psychology and public health might help promote mental health in innovative ways.

Dwivedi and etl (12023) advocates adopting novel approaches to marketing healthcare which includes using extensive and diverse communication platforms, such as social media, mobile applications, and websites that allow users to interact with content is one of the innovative techniques that helps promote awareness. These initiatives contribute to overall well-being because they raise awareness, encourage behavior change, improve access to healthcare services, support mental health, give individuals more agency, and encourage early detection and prevention.

Donovan and etl (2007) suggests peoples beliefs regarding mental health are influence by the communication in any form. Communication component of mental health promotion intervention should be precise, relevant and reliable So that the communication strategy can create and reinforce their Health beliefs which enable them to maintain, enhance, their mental health

Patton and etl (2000) The gatehouse project is about mental health promotion of secondary school children) emphasizes healthy attachments with peers and teachers through the promotion of a sense of security and trust, effective communication and a sense of positive self-regard based on participation in varied aspects of school and community life. They suggests that Interventions may focus on the promotion of a positive social climate of the whole school or in the classroom and Curriculum-based health education is also used and based on materials that are relevant to the normal developmental experiences of teenagers; These are integrated into the mainstream curriculum and incorporate a strong component of teacher professional development. Lastly, the intervention promotes linkage between the school and broader community with a particular emphasis on the needs of young people at high risk of school drop-out.

Kalra, G and etl (2012), proposes early interventions and health education to the community will aid in reducing mental health problems and their burden. Education strategies must consider individual, societal and environmental aspects. Targeted interventions at individuals will also need to focus on the whole population. Guidance on Prevention should be provided to the individual who are at risk, who are facing mental health problem should be given. On the model of triage, mental health and well-being promotion need to be prioritized. Coping strategies, is likely to reduce the burden and stress induced by mental illness.

Kirmayer and etl 2003: found that strengthening ethno cultural identity, community integration and political empowerment can contribute to improving mental health of culturally oppressed and marginalized populations

Jané-Llopis, E. (2007) express that implementation of mental health promotion programs alone is not sufficient to ensure improvement of the population's mental health. Co-ordinated action that includes efficient ways to deliver such interventions in a sustainable way is essential for promoting mental health

Discussion

Mental health promotion strategies are plans, policies schemes, approaches, tactics which are meant to address the full range of potentially modifiable determinants of health which can enhance or threaten an individual's or community mental health. In this review we came across some studies which gives insight about what mental health promotional strategies are implemented for mental health promotions **According to** Kobau, R and etl (2011) through positive psychology based programs we can strengthen psychological resilience and can promote mental health. Which comes under **Resilience-Building Programs**. As per Dwivedi and etl (2023) using extensive and diverse communication platforms, such as social media, mobile applications, and websites communication platforms will help to promote mental health awareness among peoples which fall under heading of **Technology-Based Interventions**. Donovan and etl (2007) suggest that during Educating about mental health, Communication is the key to change the health beliefs of the people which leads them to psychological ill-health and it should be precise, relevant and reliable. Patton and etl (2000) talks about mental health promotional strategies about secondary school children which comes under **School-Based Mental Health Programs**. Kalra, G and etl (2012) verbalize importance of educational strategy, guidance and prevention services, coping strategies and using model of triage for promoting mental health and wellbeing among people. Kirmayer and etl 2003 revels about **Cultural competencies initiatives like** strengthening ethno cultural identity, community integration and political empowerment can contribute to improving mental health of culturally oppressed and marginalized populations. Jané-Llopis, E. (2007) states that **Co-ordinated action** is essential for promoting mental health.

Conclusion: This study enlighten some mental health promotional strategies. As few are included in this study we can see superficial picture of health promotional strategies being implemented for the promotion of mental health of individuals. Which may give direction for research in present and future. But as there is advancement in world, each aspect pertaining to mental health individual may face challenges in future due to lack of cohesion in social relationship ,competitiveness, advancement in technology, virtual world of web ,mobile, computers, Will require mental health strategies according to changing world.

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