

**This World
Congress is an
initiative of**

**The Clifford Beers
Foundation**

and co-sponsored by

**The World
Psychiatric
Association**

**Organisations
supporting the aims
and objectives of the
Congress include:**

***International Union
for Health Promotion
and Education***

***University of South
Carolina***

***headspace,
Australia***

***Mouvement
international
citoyenneté et santé
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Mental Health in All Policies

**Imperial College, London
September 24th-26th 2014**

**The 8th World Congress on the
Promotion of Mental Health
and the Prevention of Mental
and Behavioural Disorders**

Sponsorship Prospectus



About the Congress

INTRODUCTION

The Congress is an initiative of the Clifford Beers Foundation. Held on a biennial basis, previous meetings have been held in Atlanta, London, Auckland, Oslo, Melbourne, Washington, and Perth.

The Eighth World Congress offers a special opportunity for policy makers, researchers, practitioners, and consumers and their families from across the globe to come together to share and learn about the effectiveness of various policies and strategies for promoting mental health and wellbeing.

Achieving positive mental health and wellbeing is now recognized as an urgent issue for individuals, communities and governments and the need for mental health promotion and wellbeing has become a feature of government policy. During recent years we have seen rapid developments in the field and the main barriers to enhancing this work are no longer a lack of knowledge or initiatives but rather the need for:

- shared information about on-going research and successful programmes, policies and organizational models;
- collaboration on the development of new knowledge and the implementation of programmes and strategies;
- more effective use of scarce resources.

This Congress provides the opportunity to address how the promotion of mental health and wellbeing can be incorporated into a wide range of policy and service issues by engaging with leaders and experts from different disciplines, including government, the public sector and industry and commerce.

AUDIENCE

'Mental Health in all Policies' is expected to attract a wide range of individuals with an interest in promoting mental health and wellbeing including:

- policy makers and policy administrators in local and national government;
- professionals, managers and practitioners in health and social care, education, industry and private and public sectors;
- consumers of mental health and other health, education and social services;
- researchers and scientists;
- representatives from other settings such as education, legal and the workplace.

KEYNOTE SPEAKERS *(may be subject to change)*

The impressive lineup of speakers will include:

- **PROFESSOR DINESH BHUGRA** CBE., Professor of Mental Health & Cultural Diversity at the Institute of Psychiatry, King's College London and President Elect of the World Psychiatric Association
- **DR EVA JANÉ-LLOPIS**, Director of Health Programmes at the World Economic Forum and a specialist in health promotion, mental health and NCD.
- **PRAWATE TANTIPIWATANASKUL**, MD., MPH. A senior advisor of the Department of Mental Health, Thailand and the manager of mental health promotion programme of the Thai Health Promotion Foundation.
- **SARAH STEWART-BROWN**, Professor of Public Health at Warwick University and Fellow of the Royal College of Physicians, the Royal College of Paediatrics & Child Health
- **MARGARET M. BARRY**, Professor of Health Promotion & Public Health and Head of the World Health Organization Collaborating Centre for Health Promotion Research at the National University of Ireland Galway.
- **MARTIN KNAPP**, Professor of Social Policy and Director of the Personal Social Services Research Unit at the London School of Economics & Political Science (LSE).
- **DEBRA RICKWOOD**, Chief Scientific Advisor to headspace: Australia's National Youth Mental Health Foundation and Professor of Psychology at the University of Canberra.
- **MARK D. WEIST**, Professor and Director of the Clinical-Community Program in the Department of Psychology at the University of South Carolina
- **DR MARTIN SHAIN**, Founder and Principal of the Neighbour at Work Centre®, Canada and member of the Technical Committee that developed Canada's first National Standard on Psychological Health & Safety in the Workplace.
- **DORA GUDMUNSDOTTIR**, Director of Determinants of Health & Wellbeing at the Directorate of Health in Iceland, a governmental expert on mental health and National Focal point in public health for the European Commission
- **JONATHAN CAMPION**, Director of Public Mental Health and Consultant Psychiatrist at South London and Maudsley NHS Foundation and special advisor at the Royal College of Psychiatrists.



CONGRESS OBJECTIVES

- promoting further discussion on the state and challenges of mental health and wellbeing promotion;
- ensuring that issues relating to minority groups, eg refugees and displaced people, are fully represented in the Congress programme;
- facilitating involvement of the above groups so they have the opportunity to contribute fully to Congress planning and presentation;
- seeking political and other support for mental health promotion initiatives;
- establishing networks between academics and mental health and wellbeing practitioners and colleagues from other countries;
- developing links between academic establishments in different countries;
- exchanging innovative ideas and practices between researchers and colleagues in other countries;
- providing a range of internationally respected experts in the field to address the Congress;
- exploring how best mental health components can be integrated into existing health promotion and public health policies;
- encouraging public health professionals to act as enablers, mediators and advocates for mental health and wellbeing in all sectors of society;
- increasing the visibility of the impact of other policies on mental health and wellbeing;
- enabling the establishment of links between those engaged in promoting mental health and wellbeing across different sectors;
- challenging and extending current perceptions of mental health promotion and wellbeing.

To achieve the above the Congress will:

- work closely with the relevant authorities in the planning of the Congress to ensure the aims and objectives meet the needs of the Congress;
- co-operate effectively with members of minority groups to ensure the programme addresses issues of a primary concern to them and that these issues are addressed within a culturally sensitive framework;
- develop strategies to encourage the building of long term networks;
- facilitate exploration of the concept being mentally healthy, and how this is relevant to the development of specific mental and wellbeing promotion practices;
- identify social determinants and protective factors that influence mental health and processes/strategies targeting these;
- profile mental health and wellbeing promotion initiatives that impact on international, national, state and/or local policy and procedures;
- explore who is responsible for mental health and wellbeing promotion;
- provide practical information regarding the design, implementation and evaluation of effective mental health and wellbeing promotion strategies;
- create a forum for exploration, discussion, debate and planning of mental health and wellbeing promotion for individuals, families, communities, workplace and communities.

WHY SPONSOR?

Supporting the Congress through sponsorship demonstrates your commitment to the promotion of mental health and wellbeing and to the prevention of mental and behavioural disorders.

Ultimately the work of the congress organisers and the work of this Congress are about changing people's lives for the better and your support shows the value and importance you place on the mental health and wellbeing of employees in your workplace and of people in general.

By sponsoring the Congress you will be contributing to the international debate on mental health and wellbeing.

As a sponsor of 'Mental Health in All Policies' you will gain access to a range of influential people in government, the public sector and the business community in the UK, as well as influential international delegates.

*There is no
health without
mental health.*

WORLD HEALTH ORGANIZATION



Sponsorship Opportunities

PARTNER £40,000 + (one sponsorship available)

- Your organization will be recognized as one of the key sponsors of the event and identified as a Partner.
- Your organization will receive top billing on signage before, during and following the event.
- Five complimentary registrations will be provided for representatives of your organization.
- Your organization will receive all other benefits listed under Platinum Sponsor

As the Partner Sponsor you will be closely identified with the event. The Congress organizers will work closely with the Partner Sponsor to ensure that the Congress and the sponsor realise maximum benefit from the sponsorship.

PLATINUM SPONSOR £25,000 + (two sponsorships available)

- Your organization will be identified as a Platinum Sponsor.
- Your company's logo will appear on all promotional materials including the website, signage, and in the final programme.
- Four complimentary registrations will be provided for representatives of your organization.
- You may have a non-product display during the Congress.
- You may provide sufficient quantities of company information/quality item for distribution in delegate packages (materials/items subject to approval by the Congress Secretariat).
- Your organization will be recognized as a sponsor from the podium

GOLD SPONSOR £15,000 + (three sponsorships available)

- Your organization will be identified as a Gold Sponsor.
- Your company's logo will be printed among sponsor listings in all promotional materials including the website, signage and final programme.
- Three complimentary registrations will be provided for representatives of your organization.
- You may have a non-product display during the Congress.
- You may provide sufficient quantities of company information/quality item for distribution in delegate packages (materials/items subject to approval by the Congress Secretariat).

SILVER SPONSOR £10,000 + (five sponsorships available)

- Your organization will be identified as a Silver Sponsor.
- Your company's logo will be printed among sponsor listings in all promotional materials including the website, signage and final programme.
- Two complimentary registrations will be provided for representatives of your organization.
- You may have a non-product table-top display during the Congress.

EXHIBITION STANDS

Exhibition stands (3m by 2m with stand), including power, lighting and company name plus set up and dismantling facilities will be available at a cost of £500 plus GST. Changes to this package can be considered and the cost adjusted accordingly. Exhibitors wishing to organise their own stands are invited to discuss their requirements. A limited number of trestle tables are available for hire at a cost of £250 plus GST.

OTHER OPPORTUNITIES

In addition to the above there will be opportunities to support the Congress in other ways, for example sponsoring a delegate or speaker, or the Congress Handbook. The Congress organizers would welcome additional sponsorship suggestions. The costs of these sponsorship opportunities are not fixed but will be determined on an individual basis depending on the sponsorship agreed. All such sponsors will have their name identified as a sponsor in the Congress literature. There will also be an opportunity to purchase exhibition space.

FOR FURTHER INFORMATION PLEASE CONTACT: Michael Murray – michael@cliffordbeersfoundation.co.uk

Sponsor Details...

Mental Health in All Policies

Date: _____

CONTACT INFORMATION

Company Name (as it will appear in promotional material)

Contact Name: _____

Contact Title/Position: _____

Address: _____

City: _____

Province: _____

Postal Code: _____

Phone: _____

Fax: _____

Email: _____

Website: _____

WHAT LEVEL OF SPONSORSHIP DO YOU WISH TO OFFER? (☒)

- | | | | |
|--------------------------|----------|-----------|-----------|
| ☐ | Partner | ⇒⇒⇒⇒⇒⇒⇒⇒⇒ | £40,000 + |
| ☐ | Platinum | ⇒⇒⇒⇒⇒⇒⇒⇒⇒ | £25,000 + |
| ☐ | Gold | ⇒⇒⇒⇒⇒⇒⇒⇒⇒ | £15,000 + |
| ☐ | Silver | ⇒⇒⇒⇒⇒⇒⇒⇒⇒ | £10,000 + |
| ☐ | Other | ⇒⇒⇒⇒⇒⇒⇒⇒⇒ | £variable |

HOW DO YOU WANT TO PAY? *(Sponsorship benefits will commence on receipt of payment)*

- ☐ Cheque enclosed, payable to The Clifford Beers Foundation
- ☐ Please invoice my company at the above address

Name of authorized company representative: _____

Position: _____

Signature: _____

Date: _____

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