

# Picking Up the Peaces For PTSD



## Strategic Plan 2009-2013

### Executive Summary

**One point four million Australians at any one time have Post Traumatic Stress Disorder (PTSD).**

It affects people from all walks of life. Families are torn apart, drug and alcohol problems occur, careers are destroyed, and in some cases, people are driven to suicide as a way of stopping the pain.

**Picking Up The Peaces for PTSD** is a community group committed to a National Campaign to raise awareness about the signs and symptoms of PTSD, and how by seeking treatment early, sufferers and their families can regain some quality of life.

Our message is that **early detection and early treatment** can save years of anguish for people living with PTSD.

Picking Up The Peaces mission is to raise awareness of the disorder so that those suffering, their families, friends and workmates can detect and identify it early. By collaborating with treating professionals and high-risk environment employers, a network of effective referral and systematic procedures can rehabilitate, support and destigmatise the individuals involved.

### WHAT IS PICKING UP THE PEACES?

**Picking Up The Peaces for PTSD** is a community group committed to a National Campaign to raise awareness about the signs and symptoms of PTSD, and how by seeking treatment early, sufferers and their families can regain some quality of life.

We are the first organisation worldwide to promote collaboration between key stakeholders in high risk industries to eliminate social and systemic barriers to early detection and treatment of PTSD.

The group consists of:

- Health professionals (including nurses, paramedics and psychologists)
- Military (including serving Australian Defence Force and ex Defence personnel)
- Other professionals at high risk of PTSD (including police, paramedics, fire fighters, journalists, construction workers and emergency services personnel)
- People who have PTSD (including rape and torture victims), and people who support others experiencing PTSD.

### VISION

A world in which PTSD is systemically minimised, and those suffering are routinely detected and treated early and effectively, with respect.

# MISSION

The mission of PUTP is to transform the understanding, detection and treatment of PTSD and the quality of life of those suffering its effects.

# GOALS

In support of this mission, we will promote responsible application of best practices to fulfill the following four objectives:

1. Raise awareness of PTSD and best practices to pave the way for prevention, recovery and restoration of life, family and career.
2. Develop and implement strategies to raise community awareness and reduce stigma, especially in high-risk industries and among those who have suffered emotionally from trauma;
3. Create networks that sustain discussion, and collaborate with existing organisations to promote awareness and destigmatise the condition;
4. Decrease the suicide rate and restore quality of life to those affected by PTSD.

# OBJECTIVES

## 1. To formalise and establish the organization

*This will be achieved by the end of June 2009, evidenced by acceptance of a formal set of organisational documents.*

### **Strategies**

- Research, describe and evaluate a variety of models
- Define roles and responsibilities
  - job descriptions
  - organizational documents
- Define methodology/philosophy/process of communication
  - clarify values
- choose approach (salutogenic/strength-based/ABW/permission-giving v. gate-keeping/capacity-building)
  - define communication processes and methods
  - determine type and style of leadership, and who leads
- Instigate gathering of resources
  - identify minimum required
  - research sources
  - seek funding

## **2. Raise awareness of PTSD and best practises to pave the way for prevention, recovery and restoration of life, family and career.**

*This will be ongoing, measured by media coverage, numbers of individuals and families helped, and feedback from professionals in key relationships with high risk personnel.*

### ***Strategies***

- Conduct PTSD Awareness Day activities on the nearest Sunday to October 11 each year
- Research and promulgate best practice in the early detection of PTSD in workplaces and homes
- Monitor and collate PTSD-related research
- Identify network hubs for best leverage points for intervention and identification of PTSD symptoms
- Issue media releases, liaise with media and make available people for interview

## **3. Develop and implement strategies to raise community awareness and reduce stigma, especially in high-risk industries and among those who have suffered emotionally from trauma.**

*This will be achieved by the end of September 2009, measured by acceptance of commissioned materials, number of talks given, and kits distributed..*

### ***Strategies***

- Contract production of promotional and educational materials and activities targeting
  - high risk workplaces
  - families of those involved in high risk activities
  - GP doctors
  - individuals
- Develop resource/reference/referral information
  - general purpose and context-specific versions
  - identify types of organizations that relationships need to be made with,
  - identify specific methods of distribution most likely to be effective within external organisations
- Create intervention package
  - introductory letters
  - promotional materials
  - referral ideas
  - organizational arguments/rationale for investing in prevention
- Contribute to existing related packages
- Train in the MIEACT Model and deliver 'lived experience' talks to target audiences.

### **3. Create networks that sustain discussion, and collaborate with existing organisations to promote awareness and destigmatise the condition.**

*Ongoing, measured by quantity and quality of interactions between relevant organisations.*

- Maintain and further develop necessary relationships within sectors
  - build into networks
  - start with ADF, AFP, VOC, DVA, Rural and Urban Firefighters, SES
- Identify organizational cultural barriers in high risk industries and develop strategies to respond to them
- Identify and address messages to appropriate places (eg, look out for your mates)
  - tone/philosophy non-judgemental – critical awareness, not blame
- Plan and deliver promotional and educational activities
- Identify and refine strategies for informing, education and raising awareness with families and workmates
- link with GLO/DCO

### **4. Decrease the suicide rate and restore quality of life to those affected by PTSD.**

*This will be ongoing, measured by statistics and feedback.*

#### ***Strategies***

- Provide a referral service to emergency and long-term professionals.
- Provide a forum for discussion and support.
- Encourage training in suicide intervention in high-risk environments.
- Identify and foster working relationships with community organisations offering services facilitating transition back into society.

## **VALUES**

As a credible community organisation we seek to operate to the highest levels of these values:

- INTEGRITY:
  - To purpose
  - To people
  - To public
- COMPASSION:
  - Non judgemental
  - Validate the experience
  - Empathise
- RESPONSIBILITY:
  - Accountability

- Respect
- Honesty
- Confidentiality

## **STRATEGIC PRIORITIES 2009-10**

Establish Organisation

Create Resource Kit

Deliver MIEACT-Model Talks

Distribute Educational and Informational Materials

Develop relationships with relevant organisations

Conduct Awareness Day

2 March 2009