

# Implementing the ABCs

*Capacity building through participatory  
and collaborative approaches*

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# How do we make ABC initiatives become part of everyday practice rather than temporary projects?

## Agenda

- Implementation challenges
- Capacity building for mental health promotion
- Five key insights (across studies)

# Implementation challenges

- Mental health promotion cuts across professions and sectors
- Organisations have different priorities and resources
- Staff may not perceive mental health promotion as part of their role
- New initiatives can create implementation burden
- Collaboration and coordination take time and effort
- ...

A useful way to address these challenges:  
**Building capacity for mental health promotion**

# Capacity for mental health promotion

- Partnerships
- Coordination
- Shared agendas



- Knowledge
- Skills
- Motivation

- Leadership
- Priorities

**First key insight!**  
Implementing ABCs depends capacity across levels.



# Mechanisms supporting capacity building and implementation of the ABCs

## Example

Activity: Workshop/training

Mechanism: Reflecting on work practices

# Experiences from an action learning program (1)

## Second Key Insight

Mental health promotion capacity develops through practice and collaboration – not only training.

### Key mechanisms for capacity building

- Learning-by-doing
- Iterative reflections on mental health promotion – individually or in groups
- Relational work (e.g face-to-face meetings)



### Third Key Insight

People rarely implement what they do not perceive as part of their professional role.

# Experiences from an action learning program (2)

Workshops and training are important...  
... but motivation is key!

- Creating ownership through participation and local adaption
- “How can ABC support your work?”

# Lowering the implementation burden through integration



Higher implementation burden	Lower implementation burden
“New project”	Integrated into existing work
Additional tasks	New perspective on existing tasks
Separate mental health activities	ABC embedded into everyday practice
Requires major organisational change	Can start small and evolve gradually

## Fourth Key Insight

ABC implementation becomes more manageable and sustainable when integrated into existing routines and goals.



### **Fifth Key Insight**

Cross-sector collaboration is not an “extra component”. It is often a key implementation infrastructure and mechanism itself.

# Collaboration across boundaries

Collaboration as:

- implementation infrastructure (synergies)
- capacity building mechanism

# Key take aways

1. Implementing ABCs depends capacity across levels (individual, organizational, system).
2. Mental health promotion capacity develops through practice and collaboration – not only training.
3. People rarely implement what they do not perceive as part of their professional role.
4. ABC implementation becomes more manageable and sustainable when integrated into existing routines and goals.
5. Cross-sector collaboration is not an “extra component”. It is often a key implementation infrastructure and mechanism itself.

# Time for questions



**Thanks for  
your attention**

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