

Licensing the Mental Health First Aid program outside of Australia

Is my organisation suitable to license the MHFA program in a country outside of Australia?

From our experience, we have seen that the MHFA program needs to be supported by a suitable mental health organisation in that country for it to be successful.

Organisations must meet the following criteria to be considered suitable to license the MHFA program in a country outside of Australia:

1. The organisation's team has **relevant knowledge, skills and experience in mental health and education**. For example, the team should consist of staff with backgrounds and work experience in the areas of mental health, psychology or psychiatry and adult education.
2. The organisation has **enough funding to get the MHFA program started, which will cover the costs of staff time for up to 6-12 months** to tailor, translate and print the teaching materials and a funding model that will keep the program sustainable in the future.
3. The organisation can deliver the MHFA program to a large enough population within their country. That is, it has the **capacity to deliver the program nationally, rather than just in one city or region**.
4. The organisation is from **a high income country** that has a well-developed mental health care system and individualistic culture.*
5. It is also ideal, though not necessary, for the organisation to **have a relationship with researchers** who would be able to conduct an evaluation of the MHFA training when it is rolled out in the country.

**Low to middle income countries* - The current MHFA course is based on guidelines that have been developed using a systematic research technique called the Delphi consensus method. This method is based on the shared understanding of groups of experts. The MHFA guidelines are appropriate for high income countries that have well-developed mental health care systems and a more individualistic culture. These guidelines are therefore not suitable for use in countries with very different health systems and cultural backgrounds. MHFA International plans to develop MHFA guidelines suitable for low to middle income countries. The guidelines will inform the development of an MHFA course for low to middle income countries. This work is subject to ongoing funding and MHFA International continues to welcome opportunities to fund for this project. MHFA International have commenced some work on this in partnership with the University of Melbourne, with an initial focus in Asia and South America.

MHFA programs that can be licensed in countries outside of Australia

- *12-hour Standard MHFA program* – adults helping other adults
mhfa.com.au/courses/public/types/standardedition4
- *14-hour Youth MHFA program* – adults helping adolescents
mhfa.com.au/courses/public/types/youthedition4
- *teen MHFA program* – adolescents helping their student peers
mhfa.com.au/courses/public/types/teen

Generally **we recommend setting up the Standard MHFA course first**, before taking on the Youth MHFA and teen MHFA programs. Please note that the teen MHFA program can only be delivered to adolescents if adults have already completed the Youth MHFA training. Therefore, we only allow the teen MHFA program to be licensed in countries who have also licensed the Youth MHFA program. Ideally, the Youth and teen MHFA program would be licensed at the same time.

Steps involved in licensing the Mental Health First Aid program outside Australia:

If an organisation meets all of the aforementioned criteria, the following steps need to be followed to take on and tailor the MHFA program:

1. MHFA International will send the organisation a **Licence and Royalty Agreement**. This needs to be signed by the organisation and MHFA International. This Agreement is designed to protect the intellectual property of the MHFA program and to set up a yearly payment of a royalty to MHFA International. The royalty is based on the number of MHFA manuals used by the organisation every year. Signing this Agreement means that the MHFA program cannot be taken outside of the country which it has been licensed to.
2. **A licence fee** is payable by the licensee organisation. See information under the heading 'What are the up-front costs' for the fees associated with different MHFA courses.
3. Once the Agreement has been signed and the licence fee paid, one or two **MHFA International Mentors will travel to the country of the licensee organisation for a 4-5 day MHFA International Mentorship week**. The Mentor(s) will help the licensee organisation **learn about how to set up the MHFA program during this Mentorship week**.

The MHFA International Mentorship week is broken down in the following sections:

- On the first two days of their visit, the MHFA International Mentor(s) will deliver the MHFA course to the team of people who will be tailoring the MHFA materials for that country, to demonstrate best practice and provide an opportunity to ask questions etc.
- On the third and fourth days, the MHFA International Mentor(s) will discuss all other important parts of taking on the MHFA program with key individuals from the licensee organisation. For example, common pitfalls and tips for course development, marketing, rolling out and evaluating the MHFA course in that country. The fifth day is optional.

All program and course materials required for this Mentorship week will be sent to the licensee organisation by MHFA International beforehand. All other licensed materials, as per the Licence and Royalty Agreement, will also be provided to the licensee organisation during this week.



Note that at the end of this 4-5 day Mentorship week, the licensee organisation will not be trained in delivering the MHFA course, and will not have trained MHFA Instructors. Rather, they will have all of the materials, knowledge and tips required to be able to begin tailoring the MHFA program for their country.

4. After the MHFA International Mentor has completed their visit, the **licensee organisation then works to tailor the MHFA manual, PowerPoint slides and teaching notes for their country**. They may also need to find other resources (such as films) that are suitable for the culture and resources in their country. This process can take 6 – 12 months to complete.
5. Once these materials are completed, **the licensee organisation will be able to hold it's first MHFA Instructor Training course and train MHFA Instructors** who will then be able to deliver the modified MHFA materials in their country. If the licensee organisation would like to/is able to, they can pay for an MHFA International Mentor to visit again and help with this first Instructor Training course.

What are the up-front costs?

The following costs are involved in licensing an MHFA program:

1. A **once-only Licence fee*** for an ongoing Licence to deliver the MHFA program in the licensee organisation's country:
 - \$5000 AUD for the Standard course
 - \$5000 AUD for the Youth MHFA course
 - \$2000 AUD for the two teen MHFA courses (years 7-9 and years 10-12).
2. One copy of a **full MHFA Instructor Kit*** consisting of teaching notes, exercises, PowerPoint slides, films and several other resources:
 - \$800 AUD plus postage for Standard MHFA Instructor Kit
 - \$800 AUD plus postage for a Youth MHFA Instructor Kit
 - \$800 AUD plus postage for the two teen MHFA Instructor kits (years 7-9 and years 10-12)
3. A **consultancy fee** of \$AUD10,000 per Mentor for 4-5 days of mentorship when licensing the Standard or Youth MHFA program, and a consultancy fee of \$AUD6,000 per Mentor for 3 days of mentorship if licensing the teen MHFA program separately.
4. **Return business class airfares** for the Mentors between Melbourne, Australia and the country of the overseas licensee organisation
5. **Accommodation for at least 7 nights** for the Mentors when licensing the Standard or Youth MHFA program, and accommodation for at least 5 nights for the Mentors if licensing the teen MHFA program separately (allowing time to recover from jetlag before teaching)

*Payable to MHFA International before the MHFA International Mentorship week.

What are the on-going costs?

Once the licensee organisation has prepared and published its own MHFA manual, royalties are payable to MHFA International every 12 months. Payable royalties are calculated based on MHFA manual sales and distribution, and amounts vary depending on the licensed program. This fee is used by MHFA International to continue to sustain the program, including keeping the mental health first aid guidelines, which inform the curriculum, up-to-date.

How to apply:

1. Please email our International Program Coordinator Erin Healy at erinh@mhfa.com.au to let us know of your interest
2. If MHFA International believes your organisation may be a suitable licensee for the MHFA program, you will be invited to submit a business plan to demonstrate how your organisation meets the selection criteria
3. MHFA International will then review your business plan. If you are considered suitable, MHFA International will send you a copy of the Licence and Royalty Agreement, and begin working out a suitable date for our Mentor/s to visit your organisation for the MHFA International Mentorship week. Note, 6 – 9 months notice is required to organise the visit.