

Title: The Naughty Song

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Year: 2009

Research Background

Mental illness is a major health concern within Australian society yet the area still suffers from social stigmatisation. Popular entertainment can provide a way of addressing the stigma surrounding mental health in a non-threatening and accessible environment.

Research Contribution

“The Naughty Song” presents an innovative use of the film clip format to raise awareness of mental health issues. The film clip uses the narrative therapy technique of externalisation (developed by Australian psychologist Michael White) in order to provide insight into negative thought patterns. Externalisation objectifies and separates an individual’s problems from their identity allowing individuals to examine their thought processes and find new ways to view their situation (White 1990, White 2007).

Research Significance

The “Naughty Song” film clip is an artistic contribution to OnTrack, a highly successful internet support service. The artistic work was chosen by Professor David Kavanagh, director of the Institute of Health and Biomedical Innovation, to be included in the site, and the film clip was shown at the website launch. Between November 2009 and December 2011 “OnTrack has had over 22,000 unique visitors to the site and has over 2,100 registered users”*. Three of OnTrack’s programs (OnTrack Depression, OnTrack Alcohol and OnTrack Alcohol and Depression) “have been evaluated in research studies... and all have shown positive outcomes for users, with lower levels of depressed mood and alcohol consumption reported three months after starting the program”*. *Source: Ms Jennifer Connolly for Dovetail (a publication of the youth alcohol and drug sector in Queensland) December 2011, Issue 6. Funded by the Queensland Government .