Men's Health Information Resources
CONCLUSIONS AND RECOMMENDATIONS

1 Background
2 Who is the audience?
3 What do they make of it?
4 How do stakeholders view it?
Against the original research questions the study suggests that the resource materials have achieved their aim:

**Audience and reach**
- The materials are reaching a broad audience (14% of all adults) and are considered relevant and useful by those who have read them.
- There are opportunities to refine the reach to better target older men.

**Effectiveness**
- Overall the materials are rated as highly useful and relevant: the highest rated was Dad’s Handbook closely followed by Wellbeing, Depression in Men and Prostate Cancer.
- The resources overall are rated as effectively conveying useful information: there are opportunities to improve Men and Separation in particular, which had a low reach, but was considered highly relevant.

**Impact**
- The resources have had a positive impact: people who read them consider that their understanding of the topics has improved. In fact 66% say it had a high impact on them.
- Moreover, they have been prompted to seek more information (20%) and to seek professional help (20%).
Conclusion

Broad Reach achieved

Overall, the MHIR has achieved a broad reach across the community. However, it has been less successful in reaching those aged 55 and over and reach could be higher amongst those with a personal connection to depression/anxiety.

Shared with or used by ‘others’

One in five accessing the resources do so as a shared experience with another person (mostly their partner, or a friend or workmate), and one in four pass the resource onto someone else when they have read it. Little more than half obtain the resources purely for themselves.

Preference for hard copy may be hard to change

It is mostly younger readers who currently prefer the electronic format, and that audience is already actively engaged with the resource. Older audiences clearly prefer hard copy, yet have been more reluctant to access even these. Hard copy will continue to play an important role.

Shorter format resources are well received by end users

With one exception, the highest reach is for shorter format (factsheets, info cards), which may reflect preferred access points (medical and community centres, workplaces). These also appear to meet end user information needs with few drawbacks.
Conclusion

Mental Health Specialists are using the resources quite differently from other health professionals

They appear to be using these resources strategically, targeting them to those who will benefit, often in conjunction with a broader treatment approach, and during sessions. They were quite clear that these are benefiting their clients/patients.

More general health groups (HR/OH&S, community organizations etc.) were less targeted seeing these as just another free item to put in with other information – as giveaways, in show bags, on workplace display tables. So they had little idea if these were being picked up by people who needed them, or if they were effective.

Stakeholders were somewhat more critical than end users

While end users recall most of the materials as relevant, clear, and in most cases as offering the right amount of information, stakeholders see them as information heavy and feel there is a need to signpost the materials for users, to help them get the best out of them.
Conclusions

Most of the resources act as a trigger to next steps

End users view materials in compact format (factsheets, info cards, posters) as triggers, prompting them to seek out more information elsewhere (often from beyondblue) with the larger format book/booklet resources kept as a ready reference.
### How was each information source rated?

The resources rated consistently well for their format, language and clarity, but some issues around personal relevance and the level of information. The *Dad’s Handbook* and *Maintain Your Well-being* booklets rated strongest, while *Men and Separation* and *Hey Dad* rated less well.

<table>
<thead>
<tr>
<th>How much statement applies to resource (mean, 0-10 scale)</th>
<th>Relevance</th>
<th>Helpfulness</th>
<th>Use of language</th>
<th>Clarity</th>
<th>Graphic design</th>
<th>Information overload</th>
<th>Call to action</th>
<th>Appropriateness of format</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books</td>
<td></td>
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</tr>
<tr>
<td>Men and Separation</td>
<td>6.6</td>
<td>7.2</td>
<td>7.6</td>
<td>7.6</td>
<td>6.9</td>
<td>4.2</td>
<td>6.8</td>
<td>7.3</td>
<td>6.8</td>
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<tr>
<td>Dad’s handbook</td>
<td>6.3</td>
<td>8.3</td>
<td>8.4</td>
<td>8.2</td>
<td>8.4</td>
<td>5.9</td>
<td>8.1</td>
<td>8.5</td>
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</tr>
<tr>
<td>Hey dad</td>
<td>5.9</td>
<td>7.0</td>
<td>7.5</td>
<td>7.6</td>
<td>7.3</td>
<td>5.0</td>
<td>7.5</td>
<td>7.7</td>
<td>6.9</td>
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<tr>
<td>Maintaining Your Well-being</td>
<td>6.5</td>
<td>8.0</td>
<td>8.4</td>
<td>8.1</td>
<td>7.8</td>
<td>5.9</td>
<td>7.8</td>
<td>8.5</td>
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<td>Book</td>
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<tr>
<td>Taking Care of Yourself and Your Family</td>
<td>6.7</td>
<td>7.5</td>
<td>7.9</td>
<td>8.0</td>
<td>7.4</td>
<td>4.8</td>
<td>7.7</td>
<td>8.1</td>
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<tr>
<td>Taking care of yourself</td>
<td>7.5</td>
<td>7.1</td>
<td>7.7</td>
<td>7.8</td>
<td>7.5</td>
<td>6.1</td>
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</tr>
<tr>
<td>Depression in men</td>
<td>6.3</td>
<td>8.0</td>
<td>8.3</td>
<td>8.3</td>
<td>7.7</td>
<td>4.0</td>
<td>7.9</td>
<td>8.4</td>
<td>7.4</td>
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<tr>
<td>Prostate Cancer and Depression/ Anxiety</td>
<td>6.8</td>
<td>8.0</td>
<td>8.1</td>
<td>8.1</td>
<td>7.7</td>
<td>4.6</td>
<td>7.8</td>
<td>8.1</td>
<td>7.4</td>
</tr>
<tr>
<td>Anxiety Disorders and Depression in Men with Testicular Cancer</td>
<td>5.3</td>
<td>7.6</td>
<td>7.7</td>
<td>7.6</td>
<td>7.1</td>
<td>5.0</td>
<td>7.4</td>
<td>8.0</td>
<td>7.0</td>
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<tr>
<td>Factsheets</td>
<td></td>
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<tr>
<td>Depression in Men</td>
<td>6.6</td>
<td>7.6</td>
<td>8.1</td>
<td>8.3</td>
<td>7.2</td>
<td>3.7</td>
<td>7.9</td>
<td>8.0</td>
<td>7.2</td>
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<tr>
<td>Posters / postcards</td>
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<tr>
<td>The Shed Online (postcard)</td>
<td>6.0</td>
<td>7.4</td>
<td>8.0</td>
<td>8.5</td>
<td>7.6</td>
<td>4.0</td>
<td>7.7</td>
<td>8.4</td>
<td>7.2</td>
</tr>
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<td>4.0</td>
<td>7.7</td>
<td>7.9</td>
<td>7.0</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td><strong>6.2</strong></td>
<td><strong>7.6</strong></td>
<td><strong>7.9</strong></td>
<td><strong>7.9</strong></td>
<td><strong>7.6</strong></td>
<td><strong>4.6</strong></td>
<td><strong>7.6</strong></td>
<td><strong>8.0</strong></td>
<td><strong>7.0</strong></td>
</tr>
</tbody>
</table>

*Colours for presentation purposes only – does not signify any meaning*
Conclusions

End users believe in the value of these resources

Those who have accessed the MHIR feel they have improved their understanding of the issues, and see little they would change about the materials, beyond increasing distribution so more people get to see them. A high proportion have been prompted to further action, and in particular to seek out further information – particularly from beyondblue.

The least effective resource was Hey Dad (not relevant and too much information) while there appear to be opportunities to improve the Men and Separation resource:

The latter is considered the most relevant (presumably because the topic is one men are interested in), but there was disappointment in its graphic design, ability to help and its call to action.

All MHIR do well but most highly rated overall is Dad’s Handbook and Maintaining Wellbeing

While the latter has had limited reach, those who read it rated Dad’s Handbook higher than any other of the materials. The language, clarity and use of graphics were highly rated and while the information could seem a bit too much, it was seen as relevant and kept as a resource. Maintaining Wellbeing also scored highly though there could be an opportunity to offer a more concise form of the information.
# Recommendations: A communications framework

Materials need to continue to achieve the right tone – a trusted, knowledgeable friend, authoritative but empathetic. Language is simple, clear and matter of fact: normalising depression and anxiety. The voice is Everyday Bloke being careful not to veer into Scientist or Bureaucrat.

<table>
<thead>
<tr>
<th>Role</th>
<th>Look+ Layout</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lonely Planet for Mental health</td>
<td>Welcoming, positive and practical</td>
<td>Detail simply expressed: short sentences, easy words, familiar expressions</td>
</tr>
<tr>
<td>I am used as part of consultation, so I don’t need to stand out but I do need to invite readers to want to come back regularly</td>
<td>For poor readers: images, graphics, dot points, colour highlights, break out boxes… visually break up text</td>
<td>Clear punchy headlines to facilitate drop in reading</td>
</tr>
<tr>
<td>Quick Guide to life</td>
<td>Distinctive, inviting, clearly relevant (targets ‘me’)…</td>
<td>Quotes to bring the information home</td>
</tr>
<tr>
<td>I am best used as part of consultation but often left out for self selection in a crowd of competing materials I need to catch attention without stigmatising</td>
<td>Conveys masculine can do attitude… not passive help seeking</td>
<td></td>
</tr>
<tr>
<td>A signpost</td>
<td>Sharp and strong</td>
<td>Punchy, to the point</td>
</tr>
<tr>
<td>I have to stand out in a crowd and be clear, distinctive and compelling</td>
<td>Visual standout – not text heavy (invite men to pick up)</td>
<td>Practical Tips and advice</td>
</tr>
<tr>
<td></td>
<td>As condensed as possible: one page fact sheets ideal (?)</td>
<td>Put the reader in control</td>
</tr>
<tr>
<td></td>
<td>Men’s Shed best example</td>
<td>Case studies and examples</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tipping balance from ‘informing’ to ‘doing’… next actions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Check lists</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Avoid reference to ‘Seeking Help’</td>
</tr>
</tbody>
</table>
1. Conclusions and recommendations
2. BACKGROUND
3. Who is the audience?
4. What do they make of it?
5. How do stakeholders view it?
Background

As part of responding to the challenges around increasing engagement with males, beyondblue has produced a range of information resources on depression and anxiety targeted specifically at men.

The objectives of the resources are to:

- Provide information **suited to men** (as well as family and friends) to increase understanding of anxiety and depression; and
- Encourage men to **take action**.

beyondblue aims to remain an important source of information for men, as well as people enquiring about men’s mental health (e.g. family members or friends), as part of their broader objective to raise awareness of depression and anxiety in the community.

With the Men’s Mental Health information resources, beyondblue aims to ensure that men in all different lifestages and situations are catered for. This involves the inclusion of several different resources, available in different formats. The resources can also be accessed or ordered online, or ordered over the phone.

Overall, the aim of this study is to evaluate the current suite of Men’s Mental Health Information Resources in order to measure program performance and inform future development.
Methodology

The approach taken to the evaluation of the Men’s Health resources consisted of 2 stages:

**Qualitative**

- 12 x 1 hour depths with organisations distributing the resources
  - 6 f2f interviews were conducted with organisations in Melbourne
  - 6 depth interviews were conducted via telephone nationally with organisations across Australia
  - These individuals were recruited directly from beyondblue distribution lists
  - All interviews were carried out between 2nd – 8th April

**Quantitative**

- A substantial online survey of over 1,000 individuals, including:
  - Individuals who have accessed or directly received the information resources for themselves or someone else (n=519)
  - Individuals who have not accessed the information resources, providing a collection of key demographics (also n=527)
  - Respondents were recruited from a large national research panel
  - All fieldwork was carried out between 22nd April and 1st May
Objectives

Overall, beyondblue wishes to understand what happens after an individual accesses the Men’s Mental Health resources. More specifically, this study aimed to address the following research questions:

1. **Audience and reach**
   - Who accesses the resources and how do they access them?
   - How can beyondblue refine its messaging in light of what we learn about audience and reach?

2. **Effectiveness**
   - How useful and relevant is the information to the reader?
   - How engaging are the materials?
   - How effectively are key messages conveyed?

3. **Impact**
   - How much has understanding of anxiety or depression improved?
   - How have readers’ attitudes changed after using the resources?
   - Have there been other positive changes in behaviour?
1. Conclusions and recommendations
2. Background
3. WHO IS THE AUDIENCE?
4. What do they make of it?
5. How do stakeholders view it?
Who has the MHIR reached?

14% of Australian adults have seen one of the beyondblue information resources, skewing to younger audiences. Reach is higher among those with personal connection to anxiety/depression.

Demographics

% of each group who have downloaded, received or picked up any resource

Australian 18+ population
- Males: 12%
- Females: 15%
- 18-34: 19%
- 35-54: 14%
- 55+: 8%

% of each group who have downloaded, received or picked up any resource

NSW/ACT: 13%
VIC/TAS: 15%
QLD: 12%
SA/NT: 16%
WA: 14%
Metro: 14%
Regional: 13%
Young single/couple: 16%
Young family: 25%
Middle family: 23%
Mature family: 13%
Mature couple/single: 8%
CALD background: 16%

Connection to depression/anxiety

Those who suffer from depression/anxiety: 18%
Those who suffer from a co-morbidity: 21%
Those who have sought help for depression/anxiety: 21%

The overall level of reach (14% of adults) aligns with the latest beyondblue order and download distribution figures (~3.6 million items).
Which resources have they accessed?
Where did they hear about them?

Shorter format printed materials are more likely to have been seen (in part due to their higher distribution), though the Taking Care of Yourself Book performs well.

Medical experts were the main way that people found out about the information resources, together with the beyondblue website itself.

Which items downloaded, received or read (% of those seen any MHIR)

- Factsheet: Depression in Men
- Info Card: Depression & Anxiety in Men
- Book: Taking Care of Yourself & Your Family
- Factsheet: Prostate Cancer & Depression/Anxiety
- Factsheet: Anxiety Disorders & Depression in Men with Testicular Cancer
- Poster: The Shed Online
- Booklet: Maintaining your Well-being
- Booklet: Hey Dad- A guide for the first 12 months
- Postcard: The Shed Online
- Booklet: Men and Separation
- Audio: Taking Care of Yourself & Your Family CD
- Booklet: Dads Handbook- a guide for the first 12 months

Where heard about beyondblue info resources (% of those seen any MHIR)

- A medical centre/ pharmacy
- The beyondblue website
- A Medical Professional
- Told by Friend/ Family/ co-worker
- Your Workplace
- Community Organisation
- A family member gave it to you
- Movember
- Local Council/ government department
- Not-for-profit organisation/ charity
- School/ Uni/ Tafe
- The shed online community website
- The beyondblue infoline
- Job services- Employment Agency
- Healthshare online community website

A1. You mentioned that you have downloaded or received at least one of the listed beyondblue information resources. Please indicate which of these items you have actually downloaded, received or read.
A2. How did you become aware of the beyondblue information resources?

Base: Respondents who have seen/ read resources, n=519 (multiple selections possible)
How do they prefer to access the resources?

Electronic and hard copies of resources both have a role to play, with hard copies preferred by older age groups and electronic resources favoured by the young.

How they’d prefer to receive/access the information (%)

- **Pick them up from displays**:
  - 18-34 year olds: 27%
  - 55+ year olds: 45%

- **Download Electronic files online**:
  - 18-34 year olds: 27%
  - 55+ year olds: 35%

- **Provided by doctor/ psychologist/ counsellor**:
  - 18-34 year olds: 28%
  - 55+ year olds: 43%

- **Order hard copies online/ delivered**:
  - 18-34 year olds: 36%
  - 55+ year olds: 45%

- **Download as App for Smartphone/ tablet**:
  - 18-34 year olds: 20%
  - 55+ year olds: 30%

- **Order hard copies over the phone/delivered**:
  - 18-34 year olds: 10%
  - 55+ year olds: 15%

Among those who did not state a preference for electronic delivery formats:

- 56% find it easier to just physically pick up or receive resources rather than seek them online.
- 55% prefer reading hard copies to reading on screen.

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A5. What would your preferred method of receiving or accessing information resources like these?
*Base: Respondents who have seen/ read resources, n=519 (multiple selections possible)*

A6. Can you tell us why you would prefer to obtain information resources by some other way than downloading electronic versions?
*Base: Respondents who do not prefer electronic forms of access, n=255 (multiple choices possible)*
Who were the intended users?

While most are gathering information for themselves, 2 in 5 share the information with others, with 1 in 5 collecting for someone else alone. Their spouse or partner is the most likely recipient.

Who information was intended for

- Themselves: 77%
- Someone else: 43%
- Themselves + someone else: 23%

Who else the information was intended for (%)

- Spouse/partner: 46%
- A friend, co-worker or other relative: 33%
- For their workplace/organisation: 21%
- Son/son-in-law: 14%
- Brother: 7%

A3. Please indicate whether the information resource(s) were intended...

Base: Respondents who have seen/ read resources, n=519 (multiple selections possible)

A4. Please indicate for whom you received, downloaded or picked up the information resource(s)....

Base: Respondents who intended to give the information resources to someone else, n=171 (multiple selections possible)
1. Conclusions and recommendations
2. Background
3. Who is the audience?
4. WHAT DO THEY MAKE OF IT?
5. How do stakeholders view it?
What impact have the resources had on readers?

For most the information resources prompted them to research the topics further, with a variety of next steps taken. Two thirds felt the information they read had a high impact on their understanding of the issues.

<table>
<thead>
<tr>
<th>Action taken after reading information (%)</th>
<th>Impact of information on understanding of depression/anxiety issues (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talked to someone close to you about these topics</td>
<td>27</td>
</tr>
<tr>
<td>General research on depression and anxiety</td>
<td>4</td>
</tr>
<tr>
<td>Tried to improve others awareness/understanding</td>
<td>6</td>
</tr>
<tr>
<td>Seek out more information resources from beyondblue</td>
<td>20</td>
</tr>
<tr>
<td>Go to the beyondblue website</td>
<td>20</td>
</tr>
<tr>
<td>Seek help from a health professional</td>
<td>20</td>
</tr>
<tr>
<td>Get involved in a support group</td>
<td>6</td>
</tr>
<tr>
<td>Call the beyondblue info line</td>
<td>3</td>
</tr>
<tr>
<td>Something else</td>
<td>2</td>
</tr>
<tr>
<td>None of these/ Don't Know</td>
<td>26</td>
</tr>
</tbody>
</table>

C1. After seeing those information resources, which of the following did you/ the person you passed it onto do? (multiple selections possible)

C2. How much do you feel these information resources improved your understanding of issues around depression and anxiety?

Base: Respondents who have seen/ read resources, n=519
What improvements would readers like to see?

Most information receivers had no suggestions for improvement, with many praising beyondblue for providing these resources. Overall, any suggestions for improvement tended to be very minor.

61% of those who have seen MHIR did not offer any suggestions for improvement

• 8% would like the resources to be more readily available/ distributed more widely
• 3% would like to see greater publicity/ increased awareness of resources
• 3% suggested a need for material aimed at young demographic (teenagers, adolescents)

"Make them readily available so people don’t have to go looking for them"

"There may be a need [to raise awareness amongst] school age students who are coming to that time of their lives. They need to know that there is help if and when they need it"

"Maybe there could be a greater focus on young people, especially young males both in urban and rural environments"

"As every person with depression is different, the more variety of information available the more each person with problems has of receiving the correct assistance."

"I don’t think that there is enough information that these documents exist"

"A smaller version. Wallet size for people who feel the stigma of depression and anxiety. Some people with depression will not pick up a large item in case people judge them."

"I would like a BB app as anxiety and depressive episodes can happen anytime."

"They need to be more available in GP’s rooms. Especially beside the reading materials in the waiting rooms and not at the desks"
What do they think of books and booklets?

All items in the information suite have performed well with end users, but there are differences when we compare each item against the average performance of all information resources.

<table>
<thead>
<tr>
<th></th>
<th>Strengths</th>
<th>Weaknesses</th>
<th>OVERALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men and Separation</td>
<td>Information load, relevance</td>
<td>Graphic design, call to action, How much read</td>
<td>Generally considered as a ‘must-read’ for all men going through separation.</td>
</tr>
<tr>
<td>Dad’s Handbook</td>
<td>New information, helpfulness, graphic design, storing for later use</td>
<td>How much read, information overload, low reach, grabbing attention, call to action</td>
<td>Still a fairly new resource – appears to have high potential with improved reach.</td>
</tr>
<tr>
<td>Hey Dad</td>
<td>A resource to pass onto others</td>
<td>How much read, call to action</td>
<td>Below average on most aspects – improvements are seen in Dad’s Handbook</td>
</tr>
<tr>
<td>Maintaining your</td>
<td>New information, storing for later use</td>
<td>Information overload</td>
<td>Valuable information – opportunity to present in a more concise format</td>
</tr>
<tr>
<td>Wellbeing</td>
<td>Relevance, keeping it nearby</td>
<td>How much read</td>
<td>Relevance extends beyond rural context. Opportunity for a shorter, more concise version.</td>
</tr>
<tr>
<td>Taking Care of Youself</td>
<td>How much read, relevance, keeping or storing for later use</td>
<td>Information overload</td>
<td>Acts on readership barriers seen in text version. Format may compromise info cut-through.</td>
</tr>
<tr>
<td>and Your Family (Book)</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Taking Care of Youself</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>and Your Family (Audio)</td>
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</tr>
</tbody>
</table>
What do they think of the factsheets, cards and posters?

All items in the information suite have performed well with end users, but there are differences when we compare each item against the average performance of the overall information resource.

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
<th>OVERALL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Depression in Men</strong> <em>(Factsheet)</em></td>
<td>High reach, How much read, information load, call to action</td>
<td>None in particular</td>
</tr>
<tr>
<td><strong>Prostate Cancer &amp; Depression/Anxiety</strong></td>
<td>How much read, relevance, helpfulness</td>
<td>None in particular</td>
</tr>
<tr>
<td><strong>Anxiety &amp; Depression in Men with Testicular Cancer</strong></td>
<td>How much read</td>
<td>Relevance</td>
</tr>
<tr>
<td><strong>Depression in Men Info Card</strong></td>
<td>High reach, information load, call to action</td>
<td>Tendency to throw away after use</td>
</tr>
<tr>
<td><strong>The Shed Online postcard</strong></td>
<td>Clarity, information load, passing on resource to others</td>
<td>Not providing new information, not stored for later use</td>
</tr>
<tr>
<td><strong>The Shed Online poster</strong></td>
<td>Graphic design, information load, attention grabbing</td>
<td>Relevance</td>
</tr>
</tbody>
</table>
The less detailed factsheets were naturally read more fully than other resources. In almost all cases, the majority read most or all of the material, with less of the book having been read.
What did they think of each resource?

All resources were generally well received. Dad’s Handbook was the most newsworthy (though not attention grabbing). Both ‘Dad’ resources didn’t leave people wanting to find out more. The Audio CD was harder to understand. While the Shed Online postcard was the least newsworthy, the poster was the most attention grabbing.

Endorsement of each statement for each resource (%)

B8. Which of the statements below do you think apply to this information resource? (multiple selections possible)
Base size: see individual resource slides
Where did they get the information resource?

Materials were most likely to have been picked up from a display or waiting room, particularly shorter content. Website the key for ‘Maintaining your Well-being’, while health professionals a key source for the Taking Care of Yourself book.

B1. How did you receive this information resource(s)?

Base size: see individual resource slides
Mostly, readers have kept hold of the resources with relatively little discarding. Postcards and booklets are most likely to be passed on to others.

<table>
<thead>
<tr>
<th>What did with the resource (%)</th>
<th>Kept it – haven’t finished reading it</th>
<th>Stored it away for future reference</th>
<th>Passed it onto someone else</th>
<th>Threw it away</th>
<th>Don’t know/can’t remember</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men and Separation</td>
<td>8</td>
<td>39</td>
<td>22</td>
<td>18</td>
<td>7</td>
</tr>
<tr>
<td>Dad’s handbook</td>
<td>6</td>
<td>67</td>
<td>39</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Hey dad</td>
<td>9</td>
<td>67</td>
<td>67</td>
<td>9</td>
<td>11</td>
</tr>
<tr>
<td>Maintaining Your Well-Being</td>
<td>9</td>
<td>67</td>
<td>67</td>
<td>21</td>
<td>4</td>
</tr>
<tr>
<td>Taking Care of Yourself</td>
<td>8</td>
<td>54</td>
<td>41</td>
<td>21</td>
<td>5</td>
</tr>
<tr>
<td>and Your Family (book)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Taking care of yourself</td>
<td></td>
<td></td>
<td></td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>Depression in men</td>
<td></td>
<td></td>
<td></td>
<td>9</td>
<td>6</td>
</tr>
<tr>
<td>Prostate Cancer and Depression/Anxiety</td>
<td></td>
<td></td>
<td></td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>Anxiety Disorders, Depression in Men w/ Testicular Cancer</td>
<td></td>
<td></td>
<td></td>
<td>5</td>
<td>11</td>
</tr>
</tbody>
</table>
Generally considered as a ‘must-read’ for all men going through separation.

Key strengths
- Information load
- Relevance

Key weaknesses
- Graphic design
- Call to action
- How much read

Where did they get it from? (%)
- beyondblue website 8%
- beyondblue online catalogue 8%
- beyondblue info line 7%
- A family member/friend/co-worker 16%
- A display/waiting room 7%
- GP/psychologist/counsellor/support worker 51%
- Other/ Don’t Know 2%

What did they think of it? (%)
- You’ve learned something new from it 60%
- It makes you want to find out more 45%
- It really grabs your attention 33%
- It’s something you will talk about very positively with others 30%
- It’s hard to understand 2%
- You’re tired of seeing information like this 0%

What did they like and dislike (spontaneous, %)
- Helpful Advice/ information 13%
- Supportive/ Empathetic 11%
- Relevant/ Adressed issues I was facing 11%
- Normalised experience 9%
- Informativ/ Taught me new things 8%
- Nothing 85%
- Don’t Know/ Cant remember 8%
- Aimed only at Men 4%
- The cover/ picture on front 2%

“more men should be made aware of its existence.”

“It dealt with my feelings and said it was normal to have these responses, and that gave me some insight on how to deal with them.”

“This was the only advice available on this subject that was more authoritative than ‘self-help’ books.”

What have they done with it (%)?
- Kept it – haven’t finished reading it 18%
- Stored it away for future reference 18%
- Passed it onto someone else 16%
- Threw it away 11%
- Don’t know/can’t remember 9%

Ratings for specific attributes

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Relevance</th>
<th>Helpfulness</th>
<th>Use of language</th>
<th>Clarity</th>
<th>Graphic design</th>
<th>Information load</th>
<th>Call to action</th>
<th>Appropriateness of format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean score (0-10 scale)</td>
<td>6.6</td>
<td>7.2</td>
<td>7.6</td>
<td>7.6</td>
<td>6.9*</td>
<td>4.2</td>
<td>6.8*</td>
<td>7.3*</td>
</tr>
<tr>
<td>All MHIR average</td>
<td>6.2</td>
<td>7.6</td>
<td>7.9</td>
<td>7.9</td>
<td>7.6</td>
<td>4.6</td>
<td>7.6</td>
<td>8.0</td>
</tr>
</tbody>
</table>

*Significantly higher/lower than average

How much of it did they read? (%)
**Dad’s Handbook**
(Booklet)

**Key strengths**
- New information, helpfulness, graphic design, storing for later use

**Key weaknesses**
- How much read, information overload, low reach, grabbing attention, call to action

**In a nutshell…**
- Still a fairly new resource – appears to have high potential with improved reach.

**What did they like and dislike (spontaneous, %)**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Relevant/ Addressed issues</th>
<th>Easy to read/ very readable</th>
<th>Well Presented</th>
<th>Helped me deal with a partners situation</th>
<th>Helpful/ useful/ informative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relevant/ Addressed issues</td>
<td>9</td>
<td>9</td>
<td>8</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Easy to read/ very readable</td>
<td>9</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Well Presented</td>
<td></td>
<td></td>
<td>8</td>
<td></td>
<td>8</td>
</tr>
<tr>
<td>Helped me deal with a partners situation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>8</td>
</tr>
<tr>
<td>Helpful/ useful/ informative</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>8</td>
</tr>
</tbody>
</table>

**Ratings for specific attributes**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Relevance</th>
<th>Helpfulness</th>
<th>Use of language</th>
<th>Clarity</th>
<th>Graphic design</th>
<th>Information load</th>
<th>Call to action</th>
<th>Appropriateness of format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean score (0-10 scale)</td>
<td>6.3</td>
<td>8.3*</td>
<td>8.4</td>
<td>8.2</td>
<td>8.4*</td>
<td>5.9*</td>
<td>8.1</td>
<td>8.5</td>
</tr>
<tr>
<td>All MHIR average</td>
<td>6.2</td>
<td>7.6</td>
<td>7.9</td>
<td>7.9</td>
<td>7.6</td>
<td>4.6</td>
<td>7.6</td>
<td>8.0</td>
</tr>
</tbody>
</table>

**What did they think of it (%)**

- You’ve learned something new from it: 89%
- It’s something you will talk about very positively with others: 26%
- It makes you want to find out more: 16%
- It’s hard to understand: 9%
- It really grabs your attention: 0%
- You’re tired of seeing information like this: 0%

**Where did they get it from (%)**

- beyondblue website: 8%
- beyondblue online catalogue: 9%
- beyondblue info line: 18%
- A family member/friend/co-worker: 49%
- A display/waiting room: 15%
- GP/psychologist/counsellor/support worker: 0%
- Other/ Don’t Know: 1%

**What have they done with it (%)**

- Kept it – haven’t finished reading it: 6%
- Stored it away for future reference: 11%
- Passed it onto someone else: 6%
- Threw it away: 9%
- Don’t know/can’t remember: 67%

---

"It was very useful. Even though it's for my partner I read the whole thing [as well], so I know and understand what he also needs to know.”

"How it was written. It is very informative but relaxed in style.”

No respondents mentioned any particular dislikes. 96% cited ‘Nothing’ while 4% claimed they didn’t know or couldn’t remember.

---

Refer to slide 42 for questions asked. Base size: Respondents who evaluated Dad’s Handbook, n=22*. Respondents who read Dad’s Handbook, n=19* - low base sizes, results should be treated with caution.
Hey Dad (Booklet)

In a nutshell…
Below average on most aspects – improvements are seen in Dad’s Handbook

Key strengths
A resource to pass onto others

Key weaknesses
How much read, call to action

Where did they get it from? (%)
- beyondblue website
- beyondblue online catalogue
- beyondblue info line
- A family member/friend/co-worker
- A display/waiting room
- GP/psychologist/counsellor/support worker
- Other/ Don’t Know

What did they think of it? (%)
- You’ve learned something new from it
- It’s something you will talk about very positively with others
- It really grabs your attention
- It makes you want to find out more
- It’s hard to understand
- You’re tired of seeing information like this
- You didn’t read it at all
- Didn’t really read it
- Less than half of it
- About half of it
- Most of it
- All of it

Ratings for specific attributes

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Relevance</th>
<th>Helpfulness</th>
<th>Use of language</th>
<th>Clarity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean score (0-10 scale)</td>
<td>5.9</td>
<td>7.0*</td>
<td>7.5*</td>
<td>7.6</td>
</tr>
<tr>
<td>All MHIR average</td>
<td>6.2</td>
<td>7.6</td>
<td>7.9</td>
<td>7.9</td>
</tr>
</tbody>
</table>

*Significantly higher/lower than average

Table: How much did they like and dislike (spontaneous, %)

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interesting</td>
<td>9</td>
</tr>
<tr>
<td>Easy to understand</td>
<td>9</td>
</tr>
<tr>
<td>Straightforward/ Concise</td>
<td>9</td>
</tr>
<tr>
<td>Helpful in dealing with the problem</td>
<td>7</td>
</tr>
<tr>
<td>Ideal to pass onto another person</td>
<td>5</td>
</tr>
</tbody>
</table>

No respondents mentioned any particular dislikes. 97% cited ‘Nothing’ while 3% claimed they didn’t know or couldn’t remember.

―“Helps you through a tough period of adjustment in your life when there is no-one to guide you through.”

―“I think it is a very positive step.”

Refer to slide 42 for questions asked, Base size: Respondents who evaluated Hey Dad booklet, n=31, Respondents who read Hey Dad booklet, n=30
Maintaining Your Wellbeing (Booklet)

In a nutshell…
Valuable information – opportunity to present in a more concise format

Key strengths
New information, storing for later use

Key weaknesses
Information overload

Where did they get it from? (%)
- beyondblue website
- beyondblue online catalogue
- beyondblue info line
- A family member/friend/co-worker
- A display/waiting room
- GP/psychologist/counsellor/support worker
- Other/Don’t Know

What did they think of it? (%)
- You’ve learned something new from it
- It makes you want to find out more
- It really grabs your attention
- It’s something you will talk about very positively with others
- You’re tired of seeing information like this
- It’s hard to understand

Ratings for specific attributes

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Relevance</th>
<th>Helpfulness</th>
<th>Use of language</th>
<th>Clarity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean score (0-10 scale)</td>
<td>6.5</td>
<td>8.0</td>
<td>8.4*</td>
<td>8.1*</td>
</tr>
<tr>
<td>All MHIR average</td>
<td>6.2</td>
<td>7.6</td>
<td>7.9</td>
<td>7.9</td>
</tr>
</tbody>
</table>

*Significantly higher/lower than average

What have they done with it (%)?
- Kept it – haven’t finished reading it
- Stored it away for future reference
- Passed it onto someone else
- Threw it away
- Don’t know/can’t remember

Refer to slide 42 for questions asked, Base size: Respondents who evaluated Maintaining Your Wellbeing n=52, Respondents who read Maintaining Your Wellbeing, n=50

<table>
<thead>
<tr>
<th>What did they like and dislike (spontaneous, %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informative/ Lots of good information</td>
</tr>
<tr>
<td>Well written</td>
</tr>
<tr>
<td>Easy to understand/Clear</td>
</tr>
<tr>
<td>Easy to read/Readable</td>
</tr>
<tr>
<td>Supportive/ Empathetic</td>
</tr>
<tr>
<td>Nothing</td>
</tr>
<tr>
<td>The Cover/ Picture on the front</td>
</tr>
<tr>
<td>Repetitive</td>
</tr>
<tr>
<td>Too Generic</td>
</tr>
</tbody>
</table>

"It is well written in layman’s terms so anyone can read and understand the information contained within."

"The picture on the front.”

"It was a bit repetitive.”

"It explained what you might be going through and how to [get] help.”

How much of it did they read? (%)

- Can’t remember
- Didn’t read it at all
- Didn’t really read it
- Less than half of it
- About half of it
- Most of it
- All of it

1%  9%  22%  67%  9%  2%  1%

Hall & Partners | OPEN MIND 33
Relevance extends beyond rural context.

Opportunity for a shorter, more concise version

Where did they get it from? (%)
- beyondblue website
- beyondblue online catalogue
- beyondblue info line
- A family member/friend/co-worker
- A display/waiting room
- GP/psychologist/counsellor/support worker
- Other/Don’t Know

What did they think of it? (%)
- You’ve learned something new from it
- It’s something you will talk about very positively with others
- It makes you want to find out more
- It really grabs your attention
- It’s hard to understand
- You’re tired of seeing information like this

What have they done with it (%)?
- Kept it – haven’t finished reading it
- Stored it away for future reference
- Passed it onto someone else
- Threw it away
- Don’t know/can’t remember

Ratings for specific attributes

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Relevance</th>
<th>Helpfulness</th>
<th>Use of language</th>
<th>Clarity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean score (0-10 scale)</td>
<td>6.7*</td>
<td>7.5</td>
<td>7.9</td>
<td>8.0</td>
</tr>
<tr>
<td>All MHIR average</td>
<td>6.2</td>
<td>7.6</td>
<td>7.9</td>
<td>7.9</td>
</tr>
</tbody>
</table>

*Significantly higher/lower than average

How much of it did they read? (%)

- Can’t remember
- Didn’t read it at all
- Didn’t really read it
- Less than half of it
- About half of it
- Most of it
- All of it

In a nutshell...

- “Easy to read and made sense. Gave common-sense ideas and reminded me of things I already knew but had forgotten to use.”
- “A great resource that can be read in chunks. I liked the easy to read style. Would feel happy giving it to someone else to read.”
- “There’s heaps of info to get through, though of course much of it is relevant to my partner and I.”

Key strengths
- Relevance
- Keeping it nearby

Key weaknesses
- How much read

Refer to slide 42 for questions asked. Base size: Respondents who evaluated Taking Care of Yourself and Your Family, n=102, Respondents who read Taking Care of Yourself and Your Family, n=96.
Taking Care of Yourself and Your Family (Audio CD)

In a nutshell...
Acts on readership barriers seen in text version. Format may compromise info cut-through.

Key strengths
How much read, relevance, keeping or storing for later use

Key weaknesses
Information overload, level of understanding, passing onto others

Where did they get it from? (%)
- beyondblue website
- beyondblue online catalogue
- beyondblue info line
- A family member/friend/co-worker
- A display/waiting room
- GP/psychologist/counsellor/support worker
- Other/ Don’t Know

What did they think of it? (%)
- You’ve learned something new from it
- It’s something you will talk about very positively with others
- It makes you want to find out more
- It really grabs your attention
- You’re tired of seeing information like this

What did they like and dislike (spontaneous, %)
- Good (no further information)
- Helpful/ Helps with the problem at hand
- Explains disorders/ Describes symptoms
- Raises issues often not discussed
- Factual/ Provides Statistics

Ratings for specific attributes
<table>
<thead>
<tr>
<th>Relevance</th>
<th>Helpfulness</th>
<th>Use of language</th>
<th>Clarity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean score (0-10 scale)</td>
<td>7.5*</td>
<td>7.1</td>
<td>7.7</td>
</tr>
<tr>
<td>All MHIR average</td>
<td>6.2</td>
<td>7.6</td>
<td>7.9</td>
</tr>
</tbody>
</table>

*Significantly higher/lower than average

References:
Refer to slide 42 for questions asked, Base size: Respondents who evaluated Taking Care of Yourself and Your Family Audio CD, n=16*, Respondents who listened to CD, n=15* low base size, results should be treated with caution.
Depression in Men (Factsheet)

In a nutshell…

Seen as a valuable source for those in earlier stages of depression.

Key strengths

- High reach
- How much read
- Information load
- Call to action

Key weaknesses

- None in particular

What did they like and dislike (spontaneous, %)

- Easy to understand/ Clear
- Informative/ Told me things I didn’t know
- Explained/ Helped understand the problem
- Helps realise there is help available
- Easy to read/ Readable
- Nothing
- Learned nothing new
- Layout/Lots of Information
- Lack of detail
- Too generic

"I was still a bit at a loss as to what to do next – I think it needed more obvious action points”

"It is easy to understand and absorb and remember. It also made me feel better able to tell my story to my friends at my Men’s Shed.”

"It's to the point. It explains things in an understanding way. People don’t want to read a lot of useless information, especially depressed people”.

Where did they get it from? (%)

- beyondblue website
- beyondblue online catalogue
- beyondblue info line
- A family member/friend/co-worker
- A display/waiting room
- GP/psychologist/counsellor/support worker
- Other/ Don’t Know

What did they think of it? (%)

- You’ve learned something new from it
- It’s something you will talk about very positively with others
- It really grabs your attention
- It makes you want to find out more
- You’re tired of seeing information like this
- It’s hard to understand
- It’s to the point. It explains things in an understanding way. People don’t want to read a lot of useless information, especially depressed people”

What have they done with it (%)

- Kept it – haven’t finished reading it
- Stored it away for future reference
- Passed it onto someone else
- Threw it away
- Don’t know/can’t remember

Ratings for specific attributes

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Mean score</th>
<th>Helpfulness</th>
<th>Use of language</th>
<th>Clarity</th>
<th>Graphic design</th>
<th>Information load</th>
<th>Call to action</th>
<th>Appropriateness of format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relevance</td>
<td>6.3</td>
<td>8.0</td>
<td>8.3</td>
<td>8.3</td>
<td>7.7</td>
<td>4.0*</td>
<td>7.9</td>
<td>8.4</td>
</tr>
<tr>
<td>All MHIR average</td>
<td>6.2</td>
<td>7.6</td>
<td>7.9</td>
<td>7.9</td>
<td>7.6</td>
<td>4.6</td>
<td>7.6</td>
<td>8.0</td>
</tr>
</tbody>
</table>

*Significantly higher/lower than average

How much of it did they read? (%)

<table>
<thead>
<tr>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Can't remember</td>
</tr>
<tr>
<td>Didn't read it at all</td>
</tr>
<tr>
<td>Didn't really read it</td>
</tr>
<tr>
<td>Less than half of it</td>
</tr>
<tr>
<td>About half of it</td>
</tr>
<tr>
<td>Most of it</td>
</tr>
<tr>
<td>All of it</td>
</tr>
</tbody>
</table>

Refer to slide 42 for questions asked, Base size: Respondents who evaluated Depression in Men n=143, Respondents who read Depression in Men, n=142
Prostate Cancer sufferers targeted particularly well.

Key strengths
How much read, relevance, helpfulness
None in particular

Key weaknesses

Where did they get it from? (%)
- beyondblue website: 16%
- beyondblue online catalogue: 11%
- beyondblue info line: 3%
- A family member/friend/co-worker: 28%
- A display/waiting room: 18%
- GP/psychologist/counsellor/support worker: 12%
- Other/ Don’t Know: 26%

What did they like and dislike (spontaneous, %)
- Easy to understand/ Clear: 17%
- Easy to read/ Readable: 15%
- Informative/ Told me things I didn’t know: 10%
- Understand that you are not alone: 10%
- Explains/ Helped understand the problem: 10%
- Nothing: 92%
- Too much information: 2%
- Don’t know/ Cant remember: 2%
- Lack of detail/ not enough information: 2%

What did they think of it? (%)
- You’ve learned something new from it: 66%
- It’s something you will talk about very positively with others: 42%
- It really grabs your attention: 26%
- It’s hard to understand: 2%
- You’re tired of seeing information like this: 0%

Ratings for specific attributes

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Relevance</th>
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<th>Use of language</th>
<th>Clarity</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Mean score (0-10 scale)</td>
<td>6.8</td>
<td>8.0*</td>
<td>8.1*</td>
<td>8.1</td>
<td>7.7</td>
<td>4.6</td>
<td>7.8</td>
<td>8.1</td>
</tr>
<tr>
<td>All MHIR average</td>
<td>6.2</td>
<td>7.6</td>
<td>7.9</td>
<td>7.9</td>
<td>7.6</td>
<td>4.6</td>
<td>7.6</td>
<td>8.0</td>
</tr>
</tbody>
</table>

*Significantly higher/lower than average

What have they done with it (%)?
- Kept it – haven’t finished reading it: 1%
- Stored it away for future reference: 16%
- Passed it onto someone else: 9%
- Threw it away: 25%
- Don’t know/can’t remember: 49%

"There are so many things that my husband and I were unaware of. At the time it was all very surreal. It helped us immensely to understand that other guys and their partners are going through similar experiences and that there is some sort of help"

"I was still a bit at a loss as to what to do next - I think it needed more obvious action points"

Refer to slide 42 for questions asked, Base size: Respondents who evaluated Prostate Cancer and Depression/Anxiety n=58, Respondents who read Prostate Cancer and Depression/Anxiety, n=56
Anxiety Disorders and Depression in Men with Testicular Cancer (Factsheet)

Opportunity to improve targeting of testicular cancer sufferers.

Key strengths
- How much read
- Relevance

Key weaknesses

Where did they get it from? (%)
- beyondblue website: 15%
- beyondblue online catalogue: 14%
- beyondblue info line: 7%
- A family member/friend/co-worker: 9%
- A display/waiting room: 9%
- GP/psychologist/counsellor/support worker: 3%
- Other/Don’t Know: 4%

What did they think of it? (%)
- You’ve learned something new from it: 58%
- It makes you want to find out more: 38%
- It really grabs your attention: 36%
- It’s something you will talk about very positively with others: 27%
- It’s hard to understand: 3%
- You’re tired of seeing information like this: 2%

What did they like and dislike (spontaneous, %)
- Informative/ Taught me things I didn’t know: 22%
- Helped me deal with my partner’s situation: 12%
- Easy to understand/ Clear: 12%
- Information focused on men: 10%
- Easy to read/Readable: 8%

Only 1% of respondents mentioned they did not like the layout of the factsheet. The other 99% did not mention any particular dislikes.

“The information contained in the factsheet is easy to understand. It is not full of medical jargon so anyone can pick it up and read and understand it.”

“Would like more space on the page to further improve readability.”

Ratings for specific attributes

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Relevance</th>
<th>Helpfulness</th>
<th>Use of language</th>
<th>Clarity</th>
<th>Graphic design</th>
<th>Information load</th>
<th>Call to action</th>
<th>Appropriateness of format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean score (0-10 scale)</td>
<td>5.3*</td>
<td>7.6</td>
<td>7.7</td>
<td>7.6</td>
<td>7.1</td>
<td>5.0</td>
<td>7.4</td>
<td>8.0</td>
</tr>
<tr>
<td>All MHIR average</td>
<td>6.2</td>
<td>7.6</td>
<td>7.9</td>
<td>7.9</td>
<td>7.6</td>
<td>4.6</td>
<td>7.6</td>
<td>8.0</td>
</tr>
</tbody>
</table>

*Significantly higher/lower than average

How much of it did they read? (%)

<table>
<thead>
<tr>
<th>Amount Read</th>
<th>4</th>
<th>4</th>
<th>2</th>
<th>4</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Can’t remember</td>
<td>3</td>
<td>6</td>
<td>2</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Didn’t read it at all</td>
<td>4</td>
<td>7</td>
<td>4</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>Didn’t really read it</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Less than half of it</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>About half of it</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Most of it</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>All of it</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Refer to slide 42 for list of questions asked, Base size: Respondents who evaluated Anxiety & Depression in Men with Testicular Cancer n=57, Respondents who read A&DMTC, n=55
**Depression in Men (Info card)**

A valuable ‘go-to’ card, works well in encouraging further information seeking.

**What did they like and dislike (spontaneous, %)**

- Easy to understand/ Clear: 21%
- Informative/ Taught me things I didn’t know: 17%
- Straightforward/concise: 16%
- Contact numbers/ website address: 10%
- Helpful/ Helped with problem at hand: 8%
- Nothing: 92%
- Only aimed at men: 2%
- Lack of detail/ information: 1%

*"It’s clear, concise and real. [It] doesn’t feel too overwhelming which is important when you’re suffering depression/anxiety already."

*"It can be picked up discretely. [It’s] easy to read and understand and gives you important advice and numbers."

**Where did they get it from? (%)**

- beyondblue website: 17%
- beyondblue online catalogue: 51%
- beyondblue info line: 0%
- A family member/friend/co-worker: 8%
- A display/waiting room: 3%
- GP/psychologist/counsellor/support worker: 5%
- Other/ Don’t Know: 3%

**What did they think of it? (%)**

- You’ve learned something new from it: 59%
- It makes you want to find out more: 47%
- It’s something you will talk about very positively with others: 35%
- It really grabs your attention: 21%
- You’re tired of seeing information like this: 2%
- It’s hard to understand: 1%

"[It] really is just an advert for beyondblue."

**Ratings for specific attributes**

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Relevance</th>
<th>Helpfulness</th>
<th>Use of language</th>
<th>Clarity</th>
<th>Graphic design</th>
<th>Information load</th>
<th>Call to action</th>
<th>Appropriateness of format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean score (0-10 scale)</td>
<td>6.6</td>
<td>7.6</td>
<td>8.1</td>
<td>8.3</td>
<td>7.2</td>
<td>3.7*</td>
<td>7.9</td>
<td>8.0</td>
</tr>
<tr>
<td>All MHIR average</td>
<td>6.2</td>
<td>7.6</td>
<td>7.9</td>
<td>7.9</td>
<td>7.6</td>
<td>4.6</td>
<td>7.6</td>
<td>8.0</td>
</tr>
</tbody>
</table>

*Significantly higher/lower than average

**What have they done with it (%)**

- Kept it – haven’t finished reading it: 11%
- Stored it away for future reference: 38%
- Passed it onto someone else: 19%
- Threw it away: 5%
- Don’t know/can’t remember: 28%

Refer to slide 42 for questions asked, Base size: Respondents who evaluated The Depression and Men Info card, n= 118
The Shed Online (Postcard)

In a nutshell...
Good at raising awareness, particularly in terms of passing resources onto others.

Key strengths
Clarity, information load, passing on resource to others

Key weaknesses
Not providing new information, not stored for later use

Where did they get it from? (%)
- beyondblue website
- beyondblue online catalogue
- beyondblue info line
- A family member/friend/co-worker
- A display/waiting room
- GP/psychologist/counsellor/support worker
- Other/ Don’t Know

What did they like and dislike (spontaneous, %)

<table>
<thead>
<tr>
<th>Feature</th>
<th>Like</th>
<th>Dislike</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy to understand/ Clear</td>
<td>18%</td>
<td>87%</td>
</tr>
<tr>
<td>Informative/ Taught me things I didn’t know</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Colourful/ Good use of colours</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Straightforward/ Concise</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Easy to access/ Obtain</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Nothing</td>
<td>87%</td>
<td></td>
</tr>
<tr>
<td>Lack of detail/ Information</td>
<td>1%</td>
<td></td>
</tr>
</tbody>
</table>

"It is subtle. It looks like any advertisement, not a medical brochure or something that you would be ashamed of to read in public."

"I knew what it was straight away. The title told me what was involved and I was interested."

"There weren’t enough specifics and action plans - a website link isn’t enough."

What did they think of it? (%)
- It’s something you will talk about very positively with others
- It makes you want to find out more
- You’ve learned something new from it
- It really grabs your attention
- It’s hard to understand
- You’re tired of seeing information like this

What have they done with it (%)?
- Kept it – haven’t finished reading it
- Stored it away for future reference
- Passed it onto someone else
- Threw it away
- Don’t know/can’t remember

Refer to slide 42 for questions asked, Base size: Respondents who evaluated The Shed Online Postcard, n=33
The Shed Online
(Poster)

In a nutshell…
Effectively raises awareness of the Shed online. Opportunity to steer away from ‘older man’ dynamic via graphic design.

Key strengths
- Graphic design
- Information load
- Attention grabbing

Key weaknesses
- Relevance

Where did they get it from? (%)
- beyondblue website
- beyondblue online catalogue
- beyondblue info line
- A family member/friend/co-worker
- A display/waiting room
- GP/psychologist/counsellor/support worker
- Other/ Don’t Know

What did they think of it? (%)
- You’ve learned something new from it
- It really grabs your attention
- It’s something you will talk about very positively with others
- It makes you want to find out more
- It’s hard to understand
- You’re tired of seeing information like this

What did they like and dislike (spontaneous, %)

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Like</th>
<th>Dislike</th>
</tr>
</thead>
<tbody>
<tr>
<td>Great Idea/ Initiative</td>
<td>23</td>
<td>89</td>
</tr>
<tr>
<td>Information focused on men</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>Well laid out/ Well presented</td>
<td>15</td>
<td>5</td>
</tr>
<tr>
<td>Helpful/ Useful</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>Information/ Taught me things I didn’t know</td>
<td>10</td>
<td>3</td>
</tr>
</tbody>
</table>

“*It represents things I like to do i.e. make stuff. It maybe better than some of the community sheds because they have an age limit or you have to be retired."

“The familiarity of the imagery [of a] workshop with tools makes me feel like it is applicable to me and I want to find out more.”

“Possibly a little more explanation about what can be found on the on-line program would be good... how easy it is to use [and that] you don’t have to be a computer buff to use it.”

What did they get it from?

- beyondblue website: 24%
- beyondblue online catalogue: 29%
- beyondblue info line: 9%
- A family member/friend/co-worker: 9%
- A display/waiting room: 28%
- GP/psychologist/counsellor/support worker: 1%
- Other/ Don’t Know: 0%

Ratings for specific attributes

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Relevance</th>
<th>Helpfulness</th>
<th>Use of language</th>
<th>Clarity</th>
<th>Graphic design</th>
<th>Information load</th>
<th>Call to action</th>
<th>Appropriateness of format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean score (0-10 scale)</td>
<td>5.2</td>
<td>7.3</td>
<td>7.8</td>
<td>7.8</td>
<td>8.4*</td>
<td>4.0*</td>
<td>7.7</td>
<td>7.9</td>
</tr>
<tr>
<td>All MHIR average</td>
<td>6.2</td>
<td>7.6</td>
<td>7.9</td>
<td>7.9</td>
<td>7.6</td>
<td>4.6</td>
<td>7.6</td>
<td>8.0</td>
</tr>
</tbody>
</table>

*Significantly higher/lower than average
1 Conclusions and recommendations
2 Background
3 Who is the audience?
4 What do they make of it?
5 HOW DO STAKEHOLDERS VIEW IT?
Stakeholder organisations & roles

Generalist and Specialist mental health professionals
We observed a clear difference in the way the materials were used …

General health professionals (HR/OH&S, community organizations, other health groups) were inclined to simply add these to other free information left out in communities, in show bags or on workplace display tables for anyone to take; while specialist mental health professionals such as counselors, social workers, psychologists, who were using the resources in a more strategic and targeted way - during sessions, selecting which resource to give to which client to ensure they are relevant, etc.
Generalist vs specialist: different focus for resource need, access and hence reliance on beyondblue

**Mental health function:**

**GENERALIST**

- **Example organisations:** Maternal and Child Health nurse, community organisations, Internal OH&S, Human resources staff
- **Resource need:** Address mental health as part of a broader health/well-being remit
- **Access to resources:**
  - More reliant on free resources
  - Less access to professional networks and support
  - Limited awareness of existing resources.
- **Positioning of beyondblue:** A known and trusted brand (but not always top of mind for free resources).
- **Insight:** Opportunity to influence practice: Through increasing awareness of free resources and tips on how to use them more selectively.

**Mental health function:**

**SPECIALIST**

- **Example organisations:** Internal and external counselling, social work, psychologist functions
- **Resource need:** Professional support of clients—often ongoing relationships
- **Access to resources:**
  - More reliant on free resources
  - Less access to professional networks and support
  - Limited awareness of existing resources.
- **Positioning of beyondblue:** A known and trusted brand (but not always top of mind for free resources).
- **Insight:** Continue to build on perceptions of quality of beyondblue’s resources.
Role of materials: “something to hand out” (at events, kiosks, show bags, waiting rooms, etc.)

Role of materials: “support my professional practice” (e.g. as workbooks)

Opportunity to explore: how to build capacity amongst generalists for more effective targeting of resources

Scattergun use /dissemination: “hope for the best”

Hence little insight into end use/ effectiveness

• Highly targeted use/ dissemination...

Stakeholder use/dissemination of materials
A. Resources evaluated

The following 12 Men’s Health Resource items were examined in this study:

<table>
<thead>
<tr>
<th>Type</th>
<th>Title</th>
<th>Copies distributed as of April 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booklets</td>
<td>Dad’s Handbook – A guide for the first 12 months</td>
<td>29,835</td>
</tr>
<tr>
<td></td>
<td>Hey Dad – Fatherhood: the first 12 months</td>
<td>540,625</td>
</tr>
<tr>
<td></td>
<td>Men and Separation</td>
<td>228,262</td>
</tr>
<tr>
<td></td>
<td>Maintaining your Well-being: Information on depression and anxiety for Men with Prostate Cancer and Their Partners</td>
<td>124,332</td>
</tr>
<tr>
<td>Factsheets</td>
<td>Depression in Men</td>
<td>654,427</td>
</tr>
<tr>
<td></td>
<td>Prostate Cancer and Depression/Anxiety</td>
<td>117,281</td>
</tr>
<tr>
<td></td>
<td>Anxiety Disorders and Depression in Men with Testicular Cancer</td>
<td>32,351</td>
</tr>
<tr>
<td>Book</td>
<td>Taking Care of Yourself and Your Family</td>
<td>918,334</td>
</tr>
<tr>
<td>Audio</td>
<td>Taking Care of Yourself and Your Family 6CDA</td>
<td>18,504</td>
</tr>
<tr>
<td>Posters</td>
<td>The Shed Online</td>
<td>4,430</td>
</tr>
<tr>
<td>Postcard</td>
<td>The Shed Online</td>
<td>101,320</td>
</tr>
<tr>
<td>Info Card</td>
<td>Depression in Men</td>
<td>847,308</td>
</tr>
</tbody>
</table>

Note: The Depression in Men poster was also part of the original brief and was touched on very briefly during the qualitative component. It was not evaluated in the quantitative study.
B. Resource Evaluation Questions

We are going to ask you some questions about one or two items you have seen, received or downloaded from beyondblue.

B1. How did you receive this information resource(s)?

B2. How much of this information resource have you read?

B3. Can you tell me what you particularly like about this information resource?

B4. Is there anything you particularly dislike about this information resource?

B5. What we’d like to do now is tell us how much you feel that this information resource met various criteria, as listed below. Please indicate how much you think each description applies to this resource using a scale from 0-10, where 0 means that you feel that it doesn’t apply at all, and 10 means that you feel that it applies totally.

B6. Now think about the format of this information resource. How appropriate do you think it is that this information comes in the format of a booklet; a book; audio CD; an information postcard; a poster. Please give a score between 0 and 10, where 0 means that is not at all appropriate for this topic, and 10 means that it is extremely appropriate.

B7. What format or formats do you think would be more appropriate for this information?

B8. Which of the statements below do you think apply to this information resource?

B9. In the end, what did you end up doing with this item of information?
C. Detailed Stakeholder Feedback
The in-depth resource

Used by specialists

Out of all the resources this book was the one specialist mental health practitioners tended to single out. In particular, those who worked in rural or under-serviced areas valued the way it provided a resource clients could take home and work from until their next sessions.

“It gives men something that says what is going on, and what you can do about it”

We understand that beyondblue needs specific guidance, on how to alter this resource, however, with the exception of losing the rural focus in metro settings, stakeholders would like to keep it all. However, we would note that the no-nonsense practical and solution-oriented (literally step by step in some instances) approach and wide variety of topics are at the core of what made this resource successful for stakeholders.

“We encouraged our clients to take a do a little bit at a time. That way they weren’t overwhelmed with the size of the book. We’d give them a few pages to read and think about before their next session. That always worked well.’ (Health care organisation, external clients)
C. Detailed Stakeholder Feedback
Life events

The right information
Stakeholders acknowledged that both these life events can be very difficult for men. The birth of a child (especially the first) and family separation mean that men may have to take on very new roles – and roles that may be outside their capacity. These booklets were seen as being highly usable toolkits for men facing these circumstances. In particular, Hey Dad (both old and new versions) was praised for its reader friendly and more visual format.

However, stakeholders noted that at these times men can feel ‘information-overload’ – and wondered about end use.

“It’s not just about the touchy-feely stuff. There’s also important stuff about things like money and kids in there.” (Training provider, external clients)
C. Detailed Stakeholder Feedback
The fact sheets

**Spot on: language and content**
Stakeholders highly praised the language for being simple and jargon-free. With the exception of those with serious English literacy difficulties it was considered to suit a broad range of needs.

**Targeting?**
There was some question about the text-heavy nature of the information and the extent to which this was not visually relieved (i.e. by breakout boxes and other graphic elements). This lead to questions about vital information being ‘lost’ not being prioritised. Stakeholders also noted that when materials are provided in an impersonal context (i.e. GP waiting room) there is little differentiation to cue potential users in to what might best suit them.

“They all look the same they get mixed up unlike the booklets. People sometimes don’t know what to take,” (Health care organisation, external clients)
C. Detailed Stakeholder Feedback
Prostate cancer is an issue for young men too

Again, the content of this resource was felt to be excellent.

However, similar to the factsheets already covered, stakeholders pointed to an over-reliance on text to communicate for this resource.

Given this, it is interesting that the key image used was seen to be limit the broad resonance of the document (by excluding younger men).

This suggests a need for a formal visual repertoire to be developed to ensure that that materials target the broadest possible audience.

Prostate cancer is perceived as an old man’s disease, but there are plenty of young men who get it. I don’t see any of that here.” (Health education group, external clients)
C. Detailed Stakeholder Feedback
Postcards and posters

Format and content
Stakeholders reported that the concise & directional content of these materials was ideal for low contact settings (i.e. workplace kiosks).

A note on the ‘Shed’
Interestingly, several generalist stakeholders mentioned working in conjunction with a local shed. Having Shed members co-host events or provide a point of continuation for in-house activities (i.e. mental health week) is reportedly a highly successful strategy.

“Our employees are more likely to respond to information on a poster – it’s not something they have to pick up in front of their co-workers, they only have to look at it and get the message.” (Transport corporation, internal clients)
The 12 depth interviews covered the following types of stakeholder organisations:

<table>
<thead>
<tr>
<th>Organisation type</th>
<th>Client base</th>
</tr>
</thead>
<tbody>
<tr>
<td>Federal Government department</td>
<td>Internal</td>
</tr>
<tr>
<td>Mining corporation</td>
<td>Internal</td>
</tr>
<tr>
<td>Transport corporation</td>
<td>Internal</td>
</tr>
<tr>
<td>Insurance corporation</td>
<td>Internal</td>
</tr>
<tr>
<td>FMCG corporation</td>
<td>Internal</td>
</tr>
<tr>
<td>Public mental health service</td>
<td>External</td>
</tr>
<tr>
<td>Training provider</td>
<td>External</td>
</tr>
<tr>
<td>Regional health service</td>
<td>External</td>
</tr>
<tr>
<td>Local council</td>
<td>External</td>
</tr>
<tr>
<td>Health education group</td>
<td>External</td>
</tr>
<tr>
<td>Farming industry group</td>
<td>External</td>
</tr>
<tr>
<td>Employment services</td>
<td>External</td>
</tr>
</tbody>
</table>