



Man Therapy Interim Evaluation Results to 31 December 2013

Interim results of the independent
evaluation by Ipsos Social Research
Institute

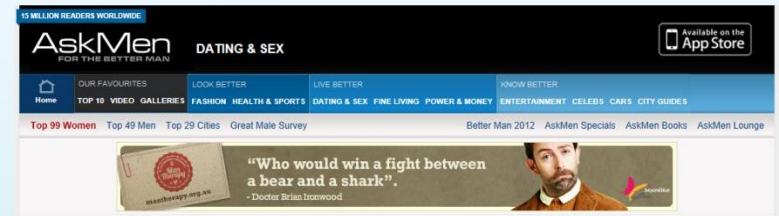
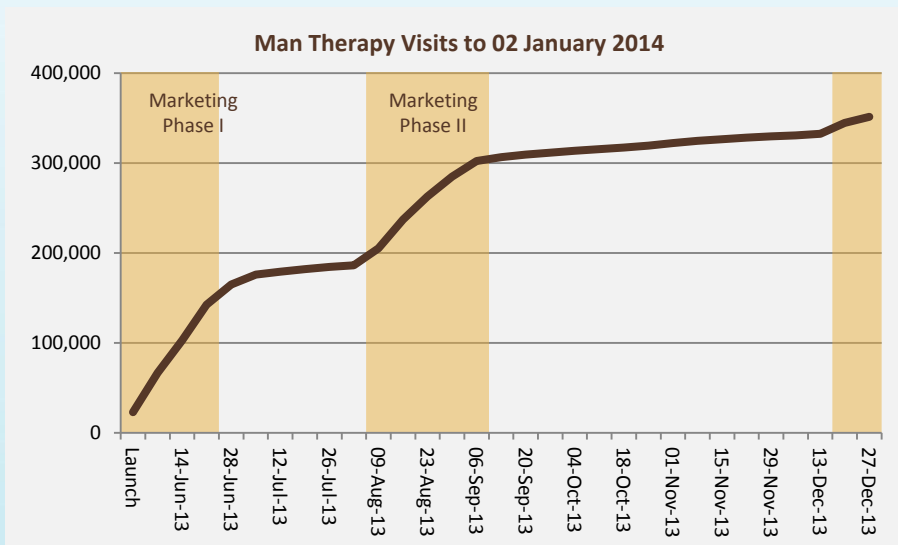


Google Analytics to 2 Jan 2014

- over 350,000 visits
- over 280,000 unique visitors
- over 40% of visits have been via a mobile device
- average time on site has been almost 4 minutes

Prompted awareness

- 35% males aged 18 and over recognise the Man Therapy campaign
- 5% of those aware of the campaign had visited the website



Knowledge

Men who have seen the campaign, compared to those who have not seen the campaign, are more likely to:

- agree that anxiety is a medical condition (67% vs 60%)
- disagree “men can generally live with depression without any serious impact on their lives” (56% vs 51%)
- agree “I am well informed about the signs and symptoms of depression” (51% vs 42%)
- agree “I am well informed about the signs and symptoms of anxiety” (40% vs 34%)

Attitudes

- Men aged 40 to 54 who have seen the campaign were more likely to agree “I feel confident I have the ability to take action” (78% vs 66%)
- Men located in capital cities who have seen the campaign were more likely to agree “I have the strength to take action” (73% vs 63%)
- It does not appear that exposure to the campaign has impacted either self-stigma or social stigma
- However, men who have seen the campaign and who have psychological distress (K6 measure) appear more willing to confirm they have been a recipient of stigma



Behaviour

- Men who have seen the campaign were more likely to agree “I am comfortable talking to my mates about this” (42% vs 34%)
- Men who have seen the campaign were more likely to identify lifestyle changes as a positive step in treatment (19% vs 14%)
- Men aged 18 to 40 who have seen the campaign and who have psychological distress (K6 measure) were more likely to identify they used alcohol/drugs to cope (27% vs 21%)
- Men aged 18 to 40 who have seen the campaign and who have some level of psychological distress (K6 measure) were more likely to have taken positive action (88% vs 75%)
- Men aged 18 to 40 who have seen the campaign were more likely to identify online discussion forums as a positive step (61% vs 45%)
- Men aged 18 to 40 who have seen the campaign were more likely to identify telephone support as a positive step (81% vs 72%)

About Man Therapy

beyondblue's Man Therapy campaign was developed to improve men's wellbeing and reduce the higher rate of suicide among men in Australia compared to women.

The campaign is centred on the mantherapy.org.au website, which guides visitors through a range of activities to assess their wellbeing, offers answers to frequently asked questions about mental health and provides action-orientated advice on how to deal with anxiety and depression.

Hosted by a fictional character, Dr Brian Ironwood, a straight-talking, irreverent man's man, the campaign is the first of its kind in Australia, combining cheeky humour with serious health messages. Research shows men prefer this approach.

The target audience is the 5.5 million men aged 18 to 54 in Australia, in particular: young men aged 18 to 24 years, fathers who are aged 25 to 54, men living and working in urban growth areas, men living and working in regional and remote areas, men who are unemployed and men using alcohol and drugs as coping mechanisms.

On 5 June 2013, Man Therapy was launched at Parliament House in Canberra. The campaign launch included the roll out of television, radio, print, online digital and advertising in public restrooms.

Evaluation design

Ipsos Social Research Institute has used a stratified sampling approach, using demographic information supplied by panellists and quotas, is being used to ensure the samples are representative of the Australian male population in terms of age (18-25 years, 26-39 years, 40-59 years, 60+ years), location (state/territory and capital city/other) and employment status (unemployed/other).

The target sample size for the pre-campaign benchmark was 1,000 completed surveys. For the tracking phase, the weekly sample size target is 50 completed surveys.

The evaluation of the campaign is based on both a comparison between the benchmark results and the tracking results and between those who have seen the campaign and those who have not seen the campaign, through to 31 December 2013.