



Beyond Barriers Strategy Evaluation Summary Report

Prepared for *beyondblue*
by the Ipsos Social Research Institute

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The Beyond Barriers Strategy

Background

38% of respondents in the Man Therapy post-campaign survey registered a score of 12 or more on the K6, indicating some level of psychological distress. This equates to approximately 3,022,000 men aged 18+ Australia wide.

Mental illness is one of the most significant risk factors in suicide: people suffering from mental illness have a 10% risk of suicide within a decade of the diagnosis of their disorder. Of all suicides, 76% were by males and suicide accounted for 2.3% of all male deaths in 2012.

In 2010, the Australian Government announced the Taking Action To Tackle Suicide initiatives, a total investment of \$276.9 million over four years. *beyondblue* was contracted by the Australian Government to develop a multiplatform health promotion campaign targeting men

to improve men's help-seeking behaviour around anxiety and depression, and ultimately suicide. *beyondblue* subsequently established the Beyond Barriers Strategy to encourage men to take action against depression and anxiety through reducing barriers to seeking support.

Beyond Barriers

In May 2012, *beyondblue* commissioned Hall & Partners | Open Mind to conduct a market research project into men's help-seeking behaviours. The research aimed to build upon what is already known about the barriers and motivators shaping men's help-seeking behaviours, to explore if and how public discourse reinforces the barriers to help-seeking, and how communications can be reframed to encourage behaviour change. The research identified a need to enable men to shift beyond a simple awareness of anxiety and depression, towards greater understanding of the conditions, with a need to focus on an online resource that provided men

with three key learnings: know the signs; know the range of treatment options; and develop an action plan.

The outcomes of this research, supported by other studies into men's help-seeking behaviour, and *beyondblue*'s review of campaigns internationally, led to *beyondblue* identifying an opportunity to collaborate with the Colorado Office for Suicide Prevention to produce an 'Australianised' version of mantherapy.org. Following several months of development Man Therapy, with its central character of Dr Brian Ironwood, was launched to coincide with Men's Health Week 2013 as the core component of the Beyond Barriers Strategy.

Through the development of Man Therapy it was recognised that for many groups of men within Australian society, specific strategies and interventions over and above Man Therapy would be required within the Beyond Barriers Strategy. The following interventions were developed by *beyondblue* within the Strategy to target specific groups of men.

Component	Core Target	Secondary Target
Man Therapy	Males aged 30-54	Males aged 18-29
		Males in outer metropolitan areas
		Males in regional and rural areas
		Fathers
		Unemployed men
		Males using drugs and alcohol
		Culturally and linguistically diverse males
Proppa Deadly	Aboriginal and Torres Strait Islander males	
Take Action Before the Blues Take Over	Gay, Bisexual and questioning males	
Tune In Now toolkit	Support workers	Men experiencing homelessness
The Shed Online	Males aged 55+	
Resilience in the Face of Change	Trans males	

This report outlines the results of an independent evaluation of the Beyond Barriers strategy performed by the Ipsos Social Research Institute (Ipsos SRI). It contains the main findings for each component examined. It does not contain results relating to The Shed Online (which was evaluated by Deloitte Access Economics) or Resilience in the Face of Change (which was not part of the evaluation).

Man Therapy

Man Therapy is a multi-platform campaign (encompassing TV, radio, print and online executions) aimed at raising men aged 30-54's awareness of the signs and symptoms of depression, and encouraging men experiencing signs and symptoms of depression to take action by visiting the Man Therapy website (mantherapy.org.au).

Secondary targets included men: aged 18-29; in outer metropolitan areas; in regional and rural areas; with children; who are unemployed; with substance use problems; and from culturally and linguistically diverse backgrounds.

Campaign reach

As part of Ipsos SRI's evaluation of Man Therapy, a model review of similar international campaigns was performed. This review identified that the Man Therapy should reach around 25%-30% of Australian males.

Man Therapy exceeded expectations regarding campaign reach. Campaign reach among males in the post-campaign

experienced signs and symptoms of anxiety. Reach was highest among men with scores of 20 or more on the K6 (46%), a diagnostic scale for depression and anxiety.

Television advertising drove the majority of campaign reach.

37% of males aged 30-54 in the post-campaign survey indicated that they had seen one or more of the TV ads.

43% of men in the post-campaign survey indicated that they had seen Man Therapy. This equates to approximately 3,420,000 men aged 18+ Australia wide.

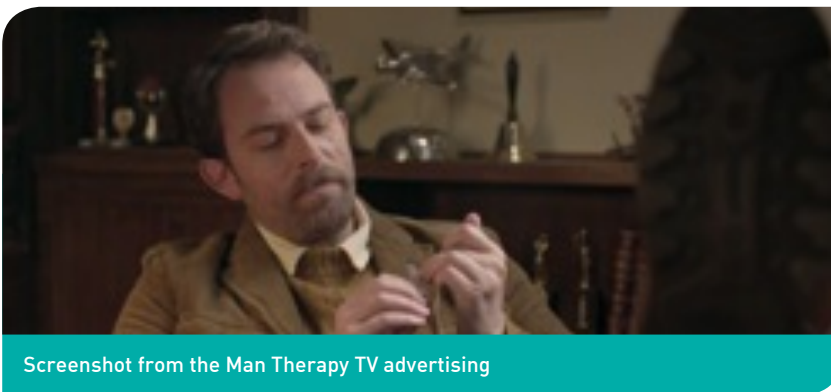
survey was 43%. This means that approximately 3,420,000 Australian men aged 18+ saw one or more of the Man Therapy advertisements. Among the core target audience (males aged 30-54), campaign reach was 41%. This means that approximately 1,506,000 Australian men aged 30-54 saw one or more of the Man Therapy advertisements.

Positively, **campaign reach was highest among men who had**

This means that approximately 1,359,000 Australian males aged 30-54 saw one or more of the TV advertisements.

Further, prompted awareness of Man Therapy appears to have been driven predominantly by the TV executions, with peaks in the overall campaign reach and visits to mantherapy.org.au following periods of broadcast.

The peaks were not, however, proportionate with the amount



of advertising expenditure. This result suggests that the spread of campaign advertising over a longer campaign period would have been more effective in driving website visitation and maintaining campaign awareness over time.

Radio was the next most prominent media, with nineteen percent (19%) of males aged 30-54 in the post-campaign survey indicating that they had heard one or more of the radio advertisements. This means that approximately 698,000 Australian males aged 30-54 heard one or more of the radio advertisements.

Reach was lower for print and online advertisements. Nine percent (9%) of males in the target audience indicated that they had seen one or more of the print advertisements (approximately 331,000 Australian

males aged 30-54). Ten percent (10%) of males in the target audience indicated that they had seen one or more of the online advertisements (approximately 367,000 Australian males aged 30-54).

While the TV campaign provided the best reach, it was the second most expensive in terms of cost per Australian reached at \$0.75, and \$1.53 per Australian male aged 30-54 reached. Radio provided the best value in terms of reach (at \$0.12 per Australian male reached, and \$0.22 per Australian male aged 30-54 reached), followed by print (at \$0.25 per Australian male reached, and \$0.53 per Australian male aged 30-54 reached). Overall, the cost per Australian male reached was \$0.93. The cost per male in the core target demographic reached was \$2.12.

While radio represented greater value in terms of cost per male reached, it is important to note that TV drove the majority of campaign awareness and visits to the mantherapy.org.au. Therefore, a shift in the relative spends on radio and TV would impact the level of campaign reach.

Participants' responses to the advertising materials was resoundingly positive.

The majority of those who has seen or heard the ads indicated that they thought the advertisements raised an important issue, were attention grabbing, and that they liked the guy featured in the ads.

**Man Therapy's
cost per
Australian
reached was
\$0.93**

Website usage and user feedback

Exposure to the Man Therapy advertising materials had a distinct positive effect on awareness of mantherapy.org.au. Between the benchmark and post-campaign surveys, awareness of the website increased from 2% to 22%.

Despite this increase, only 2% of men in the post-campaign survey had used the website. This number is lower than expected and is not representative of actual website visitation as the Google Analytics data indicated that website visitation was strong. Over the campaign period, there were 512,554 unique visits to the website.

According to follow-up quantitative and qualitative research performed by Ipsos SRI, the majority of users were extremely positive about the website. Eighty percent (80%) of website users agreed that Man Therapy felt relevant to them.

The majority of users also liked the Dr Brian Ironwood character, the websites' humour, and the way the website addressed anxiety and depression.

Interestingly, all participants in the website user survey were male. Over 90% of these men indicated that they had visited for themselves, and 60% visited to find out more about depression.

There were 512,554 unique visits to the Man Therapy website

“It approached [depression and anxiety] like it was coming from a mate” (Website user)

“I loved the character. He’s very Australian, very relatable” (Website user)



Screenshot from mantherapy.org.au

Website users largely indicated that they found the website useful. Eighty percent (80%) of all participants in the survey indicated that the website provided information that was useful to them, and 55% felt that the information on the website was new to them. Users who had visited/read various pages of the website largely indicated that they found them useful, with a few mentioning that they liked that the website made them feel like other men have been through the same thing.

The impact of the website on visitors' behaviour was often to discuss their experiences with others (either friends and family or health professionals), or to search for further information. In the fortnight following their visit to the website:

- 36% had spoken to family or mates;
- 29% had visited a GP;
- 23% had visited a psychologist or psychiatrist; and
- 21% had looked for further information.

55% of users felt the information on the Man Therapy website was new to them.

36% of users indicated that they had spoken to family or friends in the fortnight following their visit to the Man Therapy website

**“Knowing that there are other men out there that feel the way I do, makes me feel that there is hope out there for me and that I might be able to get better.”
(Website user)**

29% of users indicated that they had visited a GP in the fortnight following their visit to the Man Therapy website

The effect of Man Therapy on knowledge, attitudes and behaviour of men

Given the rate of website visitation among men in the post-campaign survey, the observed campaign effects would seem to be uniquely attributed to exposure to the campaign advertising materials. Some of the key effects of exposure to the Man Therapy advertising materials on survey respondents were as follows.

Knowledge

- Increased understanding of anxiety and depression as medical conditions that require treatment for a full recovery.
- Increased understanding of the serious impact of both depression and anxiety.
- Increased belief they are well-informed about depression and anxiety.
- Increased knowledge of number of symptoms of depression and anxiety.

Attitudes

- Increased perception that they have the ability to overcome or manage depression/ anxiety.
- Decreased perception that employers would be reluctant to employ a man experiencing depression.
- Increased perception that men experiencing depression are likely to fit into social situations.
- Increased perception of positive treatment outcomes such as visiting a GP; speaking to family or mates; getting more physical exercise; reducing or avoiding drugs; increasing participation in recreational hobbies; calling a telephone helpline; and participating in an online self-help forum.

Behaviours

- Increased comfort in talking to a mate with depression/anxiety.
- Increased likelihood of talking to someone about depression/anxiety.
- Increased likelihood of taking any positive action and making lifestyle changes.

Ipsos SRI's conclusions and recommendations

Overall, the Man Therapy campaign was a success.

The campaign reach surpassed the expected reach; website visitation was strong, website user feedback was positive; and there were positive campaign effects in terms of the knowledge, attitudes and behaviour of men exposed to campaign materials.

Ipsos SRI's recommendations for future similar campaigns are as follows:

1. As in Man Therapy, future campaigns should be founded on TV executions.
2. Advertising expenditure should be spread more evenly across the campaign period.
3. Future campaigns should include greater use of radio advertising.

Culturally and linguistically diverse men's reaction to Man Therapy

In order to gauge culturally and linguistically diverse (CALD) men's reaction to the Man Therapy campaign, two focus groups were held with men of Farsi, Arabic, Macedonian, Bosnian, Serbian or Croatian backgrounds (cultural groups identified by Mental Health in Multicultural Australia as being particularly at risk of depression and anxiety). Focus groups were held in Sydney and Melbourne on the 14th April 2014.

“The way it's been structured is simple... it's logical” (CALD group participant)

Overall, the results of the focus groups suggest that much of the humour of the campaign was misunderstood by CALD men. While participants in the group recognised the humour used was quintessentially Australian, they often did not understand the references being made or the sarcasm of the campaign.

Campaign materials that resonated with CALD men tended to be the advertisements with clear visual humour, more universal humour references and clear directives. Effective campaign materials included:

- The TVC in which Dr Ironwood stands on the pool table (which contains clear visual humour rather than verbal);
- The radio execution about listening (as the reference to the wife/girlfriend (“are you listening to me”) was relevant to all); and
- The print execution which states “Man Therapy. A place where you're never told to put the lid down” (see right).

Radio advertisements tended to be less effective than TV and print advertisements because of their lack of visual cues.

While they did not always understand the humour, most of

the CALD men agreed that Man Therapy referred to depression and anxiety. However, often the direct message of the ads was thought to be in reference to the symptoms mentioned in the ads (stress, use of alcohol, not sleeping well). Despite this, the CALD men did recognise that the ads were aiming to direct them to mantherapy.org.au.

CALD men's perception of the website was also generally positive. The website contained most of the components that they anticipated, and the names of the sections were thought to be self-explanatory. Group participants also liked the structure of the website, noting that the flow was effective given the subject matter.



Ipsos SRI's conclusions and recommendations

Overall, the results of this research suggest that **while the humour of some advertisements was not always understood by CALD men, the Man Therapy campaign, at an overall level, is capable of successfully engaging CALD communities.**

It should however be noted that a greater level of engagement might be achieved through campaign elements specifically adapted for, or aimed at, some of the key cultural groups of interest.

Ipsos SRI's recommendations for future similar campaigns were as follows:

1. Use slapstick or visual humour.
2. Avoid using English language radio executions.
3. Use universal references and clear directives.

Proppa Deadly

Proppa Deadly is an initiative aimed at lessening stigma about, and increasing knowledge of, mental illnesses, and encouraging Aboriginal and Torres Strait Islander people to take action against depression and anxiety.

The initiative involves the development, production and broadcast of the stories of Aboriginal and Torres Strait Islander people who have overcome depression and/or anxiety. 16 Indigenous radio stations are producing and broadcasting four to six stories. Additionally, each station broadcasts the *beyondblue* 'call to action' advertisement.

Proppa Deadly is managed by the Brisbane Indigenous Media Association (BIMA).

In order to evaluate the progress of the Proppa Deadly Project, Ipsos SRI examined program documentation and visited two of the radio stations involved, 98.9FM in Brisbane and MOB FM in Mt Isa.

**“It stood out because everyone was talking about going to the doctor... and he talked about his ancestors [and] his people.”
(Aboriginal and Torres Strait Islander community member)**

**“The way we converse as Black people... That familiarity, broken English or Creole...if someone on the end of the phone has never heard that before, it’s getting lost in translation.”
(ATSI community member)**

The results of the Evaluation indicate that to date, the initiative, which is ongoing, has been successful. *beyondblue*’s decision to instate BIMA as the Project Manager has contributed to the successful implementation of the Project to date.

BIMA’s existing relationships with numerous Indigenous radio stations across Australia enabled them to select stations with the capacity and staffing to produce the initiative stories. Further, the approach taken by BIMA in the management of this initiative – granting ownership of the recruitment of storytellers, production and broadcast of

the stories to each site – also appears to have contributed to the initiative’s success.

At the two radio stations visited, local staff members’ knowledge of the local community led to the production of stories that fitted in with existing station content and resonated with the members of the communities. The stories were largely perceived as being impactful and unique, with several people noting that the format and content of the stories was distinct from the ‘normal’ mental health advertisements, and was particularly engaging for the Aboriginal and Torres Strait Islander audience.

Community members also expressed that the stories were effective because they were voiced by a variety of different Aboriginal and Torres Strait Islander people (including older, younger, male and female people). This helped the audience relate to the circumstances of the storytellers and draw parallels between the storytellers’ and their own experiences.

In discussing potential use of the *beyondblue* helpline, community members indicated that they felt that the employment of Aboriginal and Torres Strait Islander support service workers as emergency helpline operators would facilitate potential use of the service by Aboriginal and Torres Strait Islanders. It was felt that these support service workers would possess better knowledge of the cultural background of the callers, and would also be able to better communicate and understand the callers.

“I think hearing real stories makes people who are suffering from those symptoms go: ‘Ok, they’ve gone through it, I can do it too. I can bite the bullet, go see a doctor about it.” (ATSI community member)

Ipsos SRI’s conclusions and recommendations

While it is too early to judge if the initiative has resulted in an increase in knowledge relating to depression and anxiety in Aboriginal and Torres Strait Islander communities, initial responses to the stories have been extremely positive.

Both employees of the community radio stations involved and members of the local communities endorsed the delivery of the campaign message, often commenting that the medium and format used in Proppa Deadly is optimal in encouraging Aboriginal people to take action.

As mentioned, BIMA’s approach in granting each radio station with ownership of the production of the stories was integral to the initiative’s success. However, in future campaigns, the increased sharing of ideas between sites could help the stations that are struggling with aspects of the production of stories (such as recruitment of community members) by presenting them with alternative approaches.

Ipsos SRI’s recommendations for future similar campaigns were as follows:

1. Increased use of the internet in spreading campaign messages.
2. The employment of Aboriginal and Torres Strait Islander emergency helpline operators.
3. Better distribution of approaches that worked at various Project sites.

Take Action Before the Blues Take Hold

Take Action Before the Blues Take Hold was a campaign aimed at encouraging gay, bisexual and questioning (GBQ) men to take action against depression by visiting the campaign web page.

Two online executions were displayed on several key gay communication platforms over the campaign period including social media, sites, general websites, print media and male networking mobile applications. Additional complementary campaign materials (including print advertisements) were also used. These materials directed men to the Take Action... web page, which was housed on the *beyondblue* corporate website.

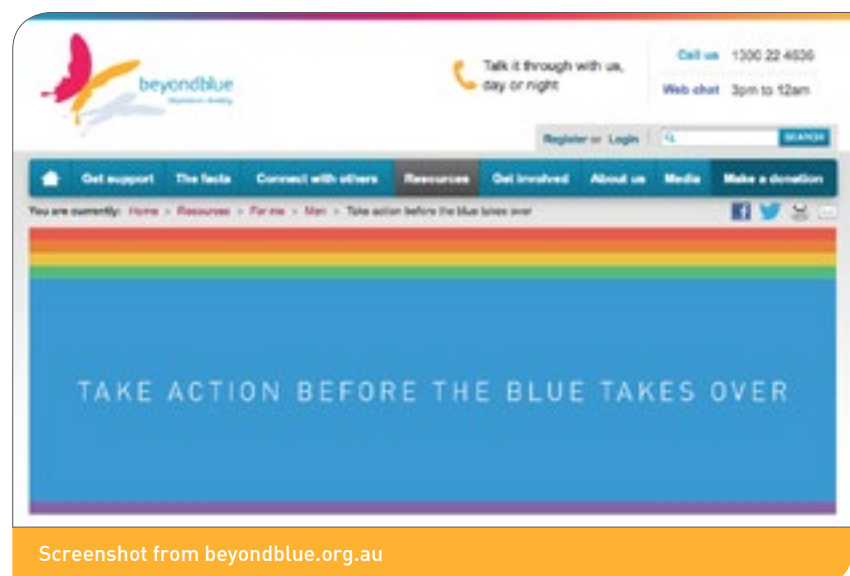
Google Analytics data for the website were interrogated to evaluate the campaign's performance.

Overall, it appears that the GBQ online campaign was successful with 19,362 visits to the website over the campaign period, which surpassed the campaign KPI of 15,000.

Most visits to the webpage (see right) were made by users from the two most populous states: 40% of visitors to the landing page were from NSW, while 29% were from Victoria. This result is slightly higher than we would expect given that in the Man Therapy post campaign survey, 57% of homosexual or bisexual respondents were located in NSW and Victoria. The majority of users accessed the web page using mobile phones and desktop computers.

Most visitors (65%) spent less than 10 seconds on the website and the website's bounce rate (76%) was also high. Despite this, a significant proportion of users (15%) stayed on the website for more than five minutes, suggesting that if visitors engaged with the content, they tended to stay for a substantial period of time.

Forty one percent (41%) of users who took the K6 test on the webpage scored highly, while 30% scored moderately highly. This indicates that the webpage is being visited by GBQ men who are experiencing signs and symptoms of depression and anxiety.



Screenshot from beyondblue.org.au

Ipsos SRI's conclusions and recommendations

Overall, it appears that beyondblue's decision to run a separate campaign for the GBQ population was well-founded.

Results of this research indicate that **the online campaign materials were effective in generating webpage visitation**. This resulted in a total number of visits that substantially higher than the visitation KPI (n=15,000).

Once on the website, approximately one third of visitors stayed for one minute or more, suggesting adequate engagement with the website.

Ipsos SRI's recommendations for similar future projects are as follows:

1. Modify the appearance of the landing pages to include eye-catching, interesting features or content.
2. Optimise the landing page for mobile use.
3. Given the proportion of visitors with elevated scores on the K6, a more prominent placement of the 'getting help' sections.

Tune In Now toolkit pilot evaluation

beyondblue and Homelessness Australia partnered to develop the Tune In Now toolkit. The toolkit was developed to help homelessness case/support workers discuss depression and anxiety with clients they perceived to be at risk. The toolkit contains four online modules that incorporate video and personal stories as well as helpful tips and techniques for helping men who are homeless or at risk of homelessness to take action to improve their mental health.

The pilot of the Tune In Now website was held between 27 January and 6 March 2014. The full Tune In Now toolkit will be launched in early June 2014.

Ipsos SRI evaluated the pilot of the website using an online survey which was completed by homelessness support workers and facility managers.



Overall, the results of the survey were extremely positive, indicating that both support workers and facility managers held the toolkit in high regard.

Of the metrics used to evaluate the performance of the website, all but one received 'good' or 'excellent' ratings, with the majority 'excellent'.

More than 80% of respondents agreed that the Toolkit was

relevant, easy to use, that the language was simple and that they liked its layout.

While the format of the toolkit was consistently praised by support and facility managers, some felt that the online toolkit could be supplemented with a hardcopy version to facilitate use of toolkit techniques with clients.

Further, all respondents who had used the Toolkit indicated that

“Depression is very big with men. I work with a lot of men in my role and your Tune In toolkit is very helpful with my understanding of depression in men.” (Support worker)

it had helped them to have the confidence to talk to their clients about depression and anxiety, and almost all would recommend the Toolkit to their colleagues.

Google Analytics data for the website were also examined. Visitors spent an average of almost 6 minutes on the site, suggesting adequate engagement with the materials.

**“All case workers in the field should benefit immensely from the Toolkit as I am fully aware that I have.”
(Support worker)**

Ipsos SRI’s conclusions and recommendations

On the basis of the results above, *beyondblue’s* decision to create a campaign aimed at homelessness support workers and their clients was a positive one. The materials used in the pilot phase were almost unanimously supported by both support workers and their managers, both in terms of content and presentation.

Ipsos SRI’s recommendations for the rollout of the full toolkit are as follows:

1. The full toolkit should maintain the same format as the pilot version.
2. In addition to the web-based version, the toolkit should also be consolidated into a hardcopy version.

Overall Conclusions on Beyond Barriers

Funded by the Australian Government's Taking Action To Tackle Suicide initiative, the Beyond Barriers Strategy, when considered as a whole, represents a successful initiative implemented by *beyondblue*.

The core Man Therapy campaign had a reach of 43% among men aged 18+ (equating to approximately 3,420,000 Australian men aged 18+) and 41% among men aged 30-54 (equating to approximately 1,506,000 Australian men aged 30-54). Both these figures are substantially higher than the anticipated 25%-30% reach. Further, the website received high visitation numbers (512,554 over the campaign materials) indicating that the campaign advertising - particularly the TV advertisements - was successful in driving website visitation.

Additionally, exposure to the campaign advertisements appeared to result in changes to knowledge, attitudes and behaviour.

Some of the special initiatives appeared to be more successful in engaging their target demographic. These tended to involve members of the target demographic (or those closely associated with them) more heavily in the design of the initiative materials - for example, in the production of stories by Indigenous radio stations in Proppa Deadly - which led to more effective outputs.

Therefore, Ipsos SRI suggests that future *beyondblue* initiatives aiming at specific target audiences or sections of the community continue to involve members of those communities, or representatives of those communities, in development of the strategy and possibly the materials to maximise engagement with the initiative and initiative outcomes.

- i. Mental Illness Fellowship of Australia. Understanding suicide and mental illness. Accessed 5/12/12 from <http://www.mifellowship.org/sites/default/files/styles/Fact%20Sheets/Understanding%20Suicide%20and%20MI.pdf>
- ii. Australian Bureau of Statistics (2012). 3303.0 – Causes of Death, Australia, 2011 (2011 figures are preliminary). Accessed 06/08/13 from <http://www.abs.gov.au/ausstats/abs@.nsf/Lookup/3303.0Chapter42011>



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