beyondblue perinatal resource evaluation

Final report
February 2015
What we learnt in 60 seconds

All information executions succeeded in providing **relevant clear information**, and importantly provided a positive improvement on understanding of perinatal issues for both consumers and health professionals.

Consumers will **likely accept online delivery** of resources.

Health professionals **less likely** to forgo **hard copies of consumer resources**, as they share and use these with their patients and clients.

Health professionals are more willing to access professional resources in **electronic versions**.

Providing resources to consumers **before birth** is crucial.
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Health professionals
• Access to resources
• Usefulness of resources
• Impact of resources

Consumers
• Access to resources
• Usefulness of resources
• Impact of resources

Key findings and recommendations
Introduction and Background

As part of *beyondblue*’s broader mission to reduce the **impact of depression and anxiety** within the Australian community, *beyondblue* sought to evaluate the **efficacy and impact of its perinatal mental health information resources** available for parents, families and professionals.

Specifically, the research evaluated *beyondblue*’s performance against the following **core National Perinatal Depression Initiative activities**:

- Ongoing provision of information and resources to new parents and their families (and other key stakeholders).
- Ongoing provision of resources for health professionals

This research will be used to not only report the **impact of the program** back to the Government, but also help to better plan and develop perinatal mental health information resources in the future.
Research Objectives

Specifically, the research looked to establish the following:

**Access to the perinatal information resources**
- How did they access it?
- Do they access them online vs hardcopy?

**Evaluate the perinatal information resources**
- How are they being used?
- Why did they access the information?
- Was the information relevant?

**Satisfaction with resources**
- How satisfied are the audiences with the information contained within them?
- Are there any gaps within the information?
- Any areas for improvement?

**What impact did the information resources have?**
- Did the resource(s) help to better understand the issue of perinatal mental health?
- Did the resource(s) make anyone do anything differently? If so, what?
The resources evaluated

Resources for Consumers

- Dad’s handbook: A guide to being a happy
- Postnatal depression and anxiety
- Managing mental health
- Understanding perinatal depression
- Pregnancy and postnatal
- Breastfeeding
- Postnatal care

Resources for health professionals

- Management of perinatal mood and anxiety disorders
- Postnatal care
- Postnatal prevention and screening
- Perinatal mental health
- Perinatal care
- Perinatal support

Note that due to sample sizes, not all resources were evaluated in detail.
Research Approach

Participants from the beyondblue database were invited to participate in the survey. This was supplemented by sample obtained from an online market research panel.
Health professionals
Health professionals profile

- **Male**: 18%
- **Female**: 81%

**Age**
- 15% 18 – 29
- 27% 30 – 44
- 49% 45 – 59
- 7% 60 and +

**Workplace**
- 17% Hospital
- 17% Maternal & Child Health Service
- 11% Non government organization

Other organisations include Health Service Provider, government departments and health centres

**Role**
- 15% Maternal and Child Health Nurse
- 12% Midwife

Other roles include Psychologists, and social workers

Source: DM1, DM2, DM3, DM4, DM5, DM6, DM7, DM8, DM9, DM10
Health Professionals n=241
Access to resources

Dad’s handbook:
A guide to the first 12 months
Awareness of the information resources is mainly driven by the *beyondblue* website and the work environment.

**Awareness of resource(s) – Top 15**

- **The *beyondblue* website**: 55%
- **Your workplace**: 45%
- **Professional conference/forum/training session**: 29%
- **Child and Maternal Health Clinic staff**: 17%
- **Newsletter/publication (from *beyondblue)***: 14%
- **Heard about it from family/friends/co-workers**: 12%
- **Another medical professional**: 11%
- **Midwife**: 11%
- **Not-for-profit organisation/charity/fundraising event/expo**: 10%
- **Community organisation**: 10%
- **A family member/friend/co-worker gave it to you**: 8%
- **School/University/TAFE**: 8%
- **Medical centre**: 7%
- **The *beyondblue* Support Service (1300 22 4636)**: 5%
- **Pharmacy**: 5%

Source: A1. You mentioned before that you have downloaded or received at least one of the listed *beyondblue* information resources. How did you become aware of the *beyondblue* perinatal depression information resource(s)?

Health Professionals n=241
The most accessed resources by health professionals are the four consumers’ resources

<table>
<thead>
<tr>
<th>Resource</th>
<th>% used</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booklet – Dad’s Handbook</td>
<td>63%</td>
</tr>
<tr>
<td>Booklet – Guide to emotional health and wellbeing</td>
<td>58%</td>
</tr>
<tr>
<td>Flyer – Understanding perinatal depression and anxiety</td>
<td>42%</td>
</tr>
<tr>
<td>Booklet – Managing mental health conditions</td>
<td>45%</td>
</tr>
<tr>
<td>Fact Sheet – Perinatal depression and anxiety (HP)</td>
<td>38%</td>
</tr>
<tr>
<td>Booklet – Perinatal clinical practice guidelines: Executive Summary (HP)</td>
<td>34%</td>
</tr>
<tr>
<td>Perinatal Introductory Pack (HP)</td>
<td>34%</td>
</tr>
<tr>
<td>Wheel – EPDS and Psychosocial Questionnaire (HP)</td>
<td>34%</td>
</tr>
<tr>
<td>Fact sheet – Infant cognitive and emotional development (HP)</td>
<td>30%</td>
</tr>
<tr>
<td>Fact Sheet – Bipolar disorder (HP)</td>
<td>27%</td>
</tr>
<tr>
<td>Scoring Pad – (EPDS) (HP)</td>
<td>28%</td>
</tr>
<tr>
<td>Fact Sheet – Multicultural (HP)</td>
<td>28%</td>
</tr>
<tr>
<td>Booklet – Psychosocial assessment and management (HP)</td>
<td>28%</td>
</tr>
<tr>
<td>Fact Sheet – Puerperal (postpartum) psychosis (HP)</td>
<td>25%</td>
</tr>
<tr>
<td>Fact Sheet – ATSI (HP)</td>
<td>23%</td>
</tr>
<tr>
<td>Postcard – Guidelines and online training (HP)</td>
<td>16%</td>
</tr>
</tbody>
</table>

This aligns with information from beyondblue, that the consumer resources are the most downloaded/ordered online.

Source: S3. Have you ever downloaded, received or picked up any of the beyondblue resources? Consumers n=135
Hard copies are preferred overall, however health professionals are more open to electronic versions for professional resources.

Preferred method of receiving or accessing the publications

- **Consumer resources**
  - Order hard copies online and have them delivered: 72%
  - Download electronic files from a website: 30%
  - Download as an app for smartphones or tablets: 25%
  - Pick them up from displays (e.g. in a waiting room, at work): 23%
  - Order hard copies over the phone and have them delivered: 19%
  - Read electronic files online: 16%
  - Receive them as part of online training modules in the area: 13%
  - Receive them on a USB/CD: 11%

- **Professional resources**
  - Order hard copies online and have them delivered: 57%
  - Download electronic files from a website: 44%
  - Download as an app for smartphones or tablets: 17%
  - Pick them up from displays (e.g. in a waiting room, at work): 10%
  - Order hard copies over the phone and have them delivered: 22%
  - Read electronic files online: 38%
  - Receive them as part of online training modules in the area: 27%
  - Receive them on a USB/CD: 26%

A3. What would be your preferred method of receiving or accessing this type of information? Please select all that apply for both consumer and also health professional related publications. Health professionals Consumer n=198, Professional=185

A significantly higher result 95% C.L. compared to total sample.
The main reason health professional prefer hard copies is so they are available to give to patients/clients.

Reasons for preferring information resources by other ways than accessing electronic versions:

- Want to be able to hand materials to a patient: 76%
- Wanted patients/clients to be able to pass the material onto someone else: 43%
- Prefer reading hard copies/you don’t like reading on the screen: 39%
- Wanted to have a physical copy to be able to refer to it at a later stage: 33%
- It’s easier to just receive them: 29%
- Feel the beyondblue website is too difficult to navigate: 8%
- Something else: 7%
- Don’t feel confident using a computer/going on the internet: 3%
- Feel there’s a sort of stigma (for patients) around looking for information on depression and/or anxiety online: 3%

A4. Can you tell us why you would prefer to obtain information resources by some other way than accessing electronic versions?
Health Professionals n=75
Usefulness of resources
The main reason for accessing the consumer publications is to give them to a patient/client

<table>
<thead>
<tr>
<th>Reason</th>
<th>All reasons</th>
<th>Main reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Give to a patient/client</td>
<td>79%</td>
<td>57%</td>
</tr>
<tr>
<td>Understand the types of resources available to patients/clients and their families</td>
<td>54%</td>
<td>16%</td>
</tr>
<tr>
<td>Gain a broader understanding of the issue of perinatal depression and anxiety</td>
<td>49%</td>
<td>11%</td>
</tr>
<tr>
<td>Better understand a specific area/topic related to perinatal depression and anxiety</td>
<td>48%</td>
<td>7%</td>
</tr>
<tr>
<td>Gain specific knowledge about how to assess patients’ needs when they present with perinatal depression and/or anxiety</td>
<td>34%</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>9%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Source: A2. Which of the following reasons best describe why you accessed the publications? Health professionals n=198
And this is also the main reason for accessing the professional resources, although they were also used to better understand perinatal depression and anxiety.

Reasons for accessing the publications – Professional resources

<table>
<thead>
<tr>
<th>Reason</th>
<th>All reasons</th>
<th>Main reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Better understand a specific area/topic related to perinatal depression and anxiety</td>
<td>64%</td>
<td>21%</td>
</tr>
<tr>
<td>Gain a broader understanding of the issue of perinatal depression and anxiety</td>
<td>62%</td>
<td>16%</td>
</tr>
<tr>
<td>Understand the types of resources available to patients/clients and their families</td>
<td>59%</td>
<td>21%</td>
</tr>
<tr>
<td>Gain specific knowledge about how to assess patients’ needs when they present with perinatal depression and/or anxiety</td>
<td>59%</td>
<td>4%</td>
</tr>
<tr>
<td>Give to a patient/client</td>
<td>43%</td>
<td>57%</td>
</tr>
<tr>
<td>Something else</td>
<td>7%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Source: A2. Which of the following reasons best describe why you accessed the publications? Health professionals n=179
Overall resources were used to provide information to patients, excluding the introductory pack (to gain knowledge) and the wheel (assessment and management)

Reasons for accessing resources

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>To gain more knowledge on the issue</td>
<td>21%</td>
<td>9%</td>
<td>14%</td>
<td>9%</td>
<td>40%</td>
<td>12%</td>
<td>25%</td>
</tr>
<tr>
<td>I needed to provide a resource/information to a patient</td>
<td>47%</td>
<td>55%</td>
<td>41%</td>
<td>37%</td>
<td>9%</td>
<td>9%</td>
<td>28%</td>
</tr>
<tr>
<td>I wanted relevant literature available to patients in the waiting room/reception</td>
<td>15%</td>
<td>12%</td>
<td>14%</td>
<td>21%</td>
<td>7%</td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td>It's a relatively common issue amongst my patients</td>
<td>6%</td>
<td>14%</td>
<td>20%</td>
<td>17%</td>
<td>13%</td>
<td>6%</td>
<td>11%</td>
</tr>
<tr>
<td>It's a ready reference for assessment and management information</td>
<td>4%</td>
<td>2%</td>
<td>2%</td>
<td>5%</td>
<td>13%</td>
<td>55%</td>
<td>20%</td>
</tr>
<tr>
<td>Something else</td>
<td>6%</td>
<td>5%</td>
<td>8%</td>
<td>9%</td>
<td>16%</td>
<td>13%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Note: Other publications are not shown because of low sample sizes n<25

B3. Which of the following best describes why you accessed the resource?
The guide to emotional health and wellbeing is highly regarded, with the Dad’s handbook perceived to be easy to understand.

### Evaluation of Consumer resources

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>n</td>
<td>142</td>
<td>130</td>
<td>102</td>
<td>94</td>
</tr>
<tr>
<td><strong>Is relevant for a wide range of patients</strong></td>
<td>63%</td>
<td>75%</td>
<td>56%</td>
<td>68%</td>
</tr>
<tr>
<td><strong>I know it provides my patients (and their family) with good advice on emotional wellbeing</strong></td>
<td>76%</td>
<td>79%</td>
<td>66%</td>
<td>54%</td>
</tr>
<tr>
<td><strong>The information within it is easy to understand for my patients</strong></td>
<td>80%</td>
<td>74%</td>
<td>60%</td>
<td>67%</td>
</tr>
<tr>
<td><strong>Provides very clear and easy to digest information to patient’s family’s and/or loved ones</strong></td>
<td>71%</td>
<td>74%</td>
<td>59%</td>
<td>56%</td>
</tr>
<tr>
<td><strong>Provides patients with accessible strategies to prevent/manage Perinatal depression and anxiety</strong></td>
<td>57%</td>
<td>68%</td>
<td>57%</td>
<td>38%</td>
</tr>
<tr>
<td><strong>Provides patients with more information on where to go for more help</strong></td>
<td>68%</td>
<td>71%</td>
<td>59%</td>
<td>53%</td>
</tr>
<tr>
<td><strong>Is my ‘go-to’ information resource for patients on this topic</strong></td>
<td>46%</td>
<td>53%</td>
<td>42%</td>
<td>37%</td>
</tr>
<tr>
<td><strong>Is not a resource I tend to use that regularly</strong></td>
<td>10%</td>
<td>9%</td>
<td>13%</td>
<td>20%</td>
</tr>
</tbody>
</table>

A6. Below is a list of statements based on the available publications on perinatal depression and anxiety for women and families. Please select which statements apply to each publication.
The resources are generally seen as relevant, but isn’t necessarily the go-to for information

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Is relevant to me and my info needs</td>
<td>n=55</td>
<td>n=83</td>
<td>n=68</td>
<td>n=72</td>
<td>n=67</td>
<td>n=60</td>
<td>n=66</td>
<td>n=38</td>
<td>n=67</td>
<td>n=82</td>
<td>n=82</td>
<td>n=92</td>
</tr>
<tr>
<td>Is very helpful in providing me with the info I need</td>
<td>64%</td>
<td>75%</td>
<td>60%</td>
<td>75%</td>
<td>73%</td>
<td>65%</td>
<td>64%</td>
<td>63%</td>
<td>55%</td>
<td>68%</td>
<td>61%</td>
<td>71%</td>
</tr>
<tr>
<td>Is too detailed</td>
<td>11%</td>
<td>10%</td>
<td>3%</td>
<td>4%</td>
<td>9%</td>
<td>8%</td>
<td>11%</td>
<td>8%</td>
<td>4%</td>
<td>7%</td>
<td>4%</td>
<td>10%</td>
</tr>
<tr>
<td>Doesn't contain enough info</td>
<td>11%</td>
<td>5%</td>
<td>9%</td>
<td>7%</td>
<td>3%</td>
<td>8%</td>
<td>5%</td>
<td>13%</td>
<td>4%</td>
<td>4%</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>Contains exactly the right amount of info</td>
<td>44%</td>
<td>42%</td>
<td>31%</td>
<td>38%</td>
<td>34%</td>
<td>30%</td>
<td>39%</td>
<td>39%</td>
<td>36%</td>
<td>33%</td>
<td>28%</td>
<td>30%</td>
</tr>
<tr>
<td>Is in a very easy to use format</td>
<td>51%</td>
<td>40%</td>
<td>40%</td>
<td>51%</td>
<td>49%</td>
<td>35%</td>
<td>50%</td>
<td>47%</td>
<td>48%</td>
<td>44%</td>
<td>46%</td>
<td>42%</td>
</tr>
<tr>
<td>Is my 'go-to' info resource for this topic</td>
<td>47%</td>
<td>41%</td>
<td>37%</td>
<td>36%</td>
<td>34%</td>
<td>28%</td>
<td>36%</td>
<td>42%</td>
<td>27%</td>
<td>33%</td>
<td>21%</td>
<td>30%</td>
</tr>
<tr>
<td>Is not a resource I tend to use that regularly</td>
<td>24%</td>
<td>17%</td>
<td>22%</td>
<td>11%</td>
<td>15%</td>
<td>18%</td>
<td>15%</td>
<td>18%</td>
<td>21%</td>
<td>12%</td>
<td>23%</td>
<td>13%</td>
</tr>
</tbody>
</table>

A7. Below is a list of statements based on the available publications on perinatal depression and anxiety for health professionals. Please select which statements apply to each publication.
Positive Feedback on information resources

**Booklet - Dad’s handbook**
“On hand at all times for workers that have or just about to become parents for the first time. Simple and easy to read.”

**Booklet - Dad’s handbook**
“As with all Beyond Blue Resources it is clear and easily understandable for people and provides them with valuable information on symptoms treatment resources and assistance.”

**Booklet - Perinatal clinical practice guidelines: Executive Summary (HP)**
“Concise and relevant - good leading document to further information seeking.”

**Booklet - Managing mental health conditions**
“It has easy to understand information that is still credible and up to date for both client and health professional.”

**Flyer - Understanding perinatal depression and anxiety**
“The information provided is easy to understand for the staff as well as the client as they can take and use this as a reference and discussion point and as the cover picture is clear and typifies pregnancy and birth it doesn’t hold the stigma of mental health.”

B4. Can you tell me what you particularly like about this information resource?
Suggestions for improvements

Flyer - Understanding perinatal depression and anxiety
“Inclusion of the EPDS. It’s not best practice to do so.”

Booklet - Managing mental health conditions
“It needs larger and less text but more very simple diagrams and illustrations”

Booklet - Guide to emotional health and wellbeing
“Too wordy for parents with a low education.”

Fact Sheet – Perinatal depression and anxiety (HP) “Needs to be graphically revamped.”

Wheel - (EPDS) and Psychosocial Questionnaire (HP)
“It is cumbersome. I know how to assess a woman’s risk without relying on the wheel.”

Wheel - (EPDS) and Psychosocial Questionnaire (HP)
“Blue writing is a little small under the Red headings within the wheel.”

B4a. Is there anything you particularly dislike about this information resource?
Feedback on the consumer information highlights a level of satisfaction with the resources

**Booklet – Dads Handbook**
- ✔ The resource is specifically for men, who generally have little information available designed for them
- ✗ None

**Booklet – Guide to emotional health and wellbeing**
- ✔ Easy to understand and relevant. Handy for consumers to refer to.
- ✗ None

**Booklet – Managing mental health conditions**
- ✔ Normalises mental health difficulties, up to date and comprehensive
- ✗ Can be too much for some clients, needs bigger text and more diagrams/illustrations

**Flyer – Understanding perinatal depression and anxiety**
- ✔ Concise, flyer format encourages consumers to pick it up, not too much information so not overwhelming.
- ✗ One comment that the way it unfolds is confusing

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B4. Can you tell me what you particularly like about this information resource? B4a. Is there anything you particularly dislike about this information resource?
The professional resources were easy to read and straightforward.

**Perinatal Intro Pack (HP)**
- ✔️ Good starting point, handy as a reference, variety of resources in one place is handy
- ✗ Some resources in the pack may not be as relevant for all health professionals

**Wheel – (EPDS) and Psycho-social Questionnaire (HP)**
- ✔️ Quick and easy tool, easy to use and share with clients, easy for them to understand, good teaching tool
- ✗ The print size is too small for some

**Fact Sheet – Perinatal depression and anxiety (HP)**
- ✔️ Straightforward and easy to read, for both health professionals and consumers
- ✗ The picture could be updated
Indigenous communities are as diverse as Indigenous languages.¹

When working with families in the perinatal period, health professionals have the opportunity to 'close the gap' and improve outcomes for Aboriginal and Torres Strait Islander people. It is important to recognise the strength and resilience of Aboriginal and Torres Strait Islander women and their families, as well as to be aware and understand the ongoing effects of inter-generational trauma and complex psychosocial issues.

The Aboriginal and Torres Strait Islander concept of health is holistic and interconnected with mind, body, spirit and nature in balance; *Life is health is life.*²
Ultimately, the consumer resources were provided to patients, whereas the Professional resources were stored away or used for assessment.

<table>
<thead>
<tr>
<th>How much statement applies to resource (mean 0–10 scale)</th>
<th>Booklet – Dad's Handbook</th>
<th>Booklet – Guide to emotional health and wellbeing</th>
<th>Booklet – Managing mental health conditions</th>
<th>Flyer – Understanding perinatal depression and anxiety</th>
<th>Perinatal Intro Pack (HP)</th>
<th>Wheel – (EPDS) and Psycho-social Q’aire (HP)</th>
<th>Fact Sheet – Perinatal depression and anxiety (HP)</th>
</tr>
</thead>
<tbody>
<tr>
<td>n=47</td>
<td>n=58</td>
<td>n=49</td>
<td>n=102</td>
<td>n=45</td>
<td>n=82</td>
<td>n=92</td>
<td></td>
</tr>
<tr>
<td>Provided patients with copies</td>
<td>57%</td>
<td>66%</td>
<td>43%</td>
<td>50%</td>
<td>2%</td>
<td>0%</td>
<td>18%</td>
</tr>
<tr>
<td>Stored it away for future reference</td>
<td>9%</td>
<td>9%</td>
<td>16%</td>
<td>10%</td>
<td>31%</td>
<td>17%</td>
<td>35%</td>
</tr>
<tr>
<td>Used it as a tool to evaluate patients’ needs</td>
<td>4%</td>
<td>3%</td>
<td>6%</td>
<td>0%</td>
<td>11%</td>
<td>51%</td>
<td>7%</td>
</tr>
<tr>
<td>Placed it in the waiting area for patients</td>
<td>13%</td>
<td>12%</td>
<td>18%</td>
<td>19%</td>
<td>4%</td>
<td>1%</td>
<td>13%</td>
</tr>
<tr>
<td>Passed it onto a colleague</td>
<td>4%</td>
<td>2%</td>
<td>4%</td>
<td>12%</td>
<td>20%</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>Kept it – I still haven’t finished reading it</td>
<td>2%</td>
<td>2%</td>
<td>4%</td>
<td>1%</td>
<td>20%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Threw it away</td>
<td>2%</td>
<td>2%</td>
<td>0%</td>
<td>2%</td>
<td>0%</td>
<td>0%</td>
<td>2%</td>
</tr>
</tbody>
</table>

B9. What did you end up doing with the publication?

Note: Other publications are not shown because of low sample sizes n<25.
Overall, 38% of health professionals went to the *beyondblue* website after seeing the information resources, and a similar proportion tried to improve awareness and understanding.

**Call to action after seeing the information resources – health professionals**

- Go to the *beyondblue* website: 38%
- Seek out more information resources from *beyondblue*: 35%
- Try to improve others’ awareness and understanding of perinatal anxiety and depression: 34%
- Talk to relevant colleagues about the issue: 32%
- Seek out general information/research on perinatal depression and anxiety (from places other than *beyondblue*): 17%
- Talk to someone close to you about these topics: 10%
- Go to another website: 6%
- Something else: 5%
- Call another support line: 4%
- Call the *beyondblue* Support Service (1300 22 4636): 3%

57% of health professionals got in touch with *beyondblue*.

1.8 call to action on average per health professional.

Source: C1. After seeing those information resources, which of the following did do? Health Professionals n=241
Patients/clients were most likely to seek help or talk to a health professional after using the resources

Assumed call to action after using the resources – Patients/clients

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seek help from a health professional (e.g. doctor, etc)</td>
<td>42%</td>
</tr>
<tr>
<td>Ask me more questions about it</td>
<td>37%</td>
</tr>
<tr>
<td>Talk to a Maternal and Child Health nurse about the issue</td>
<td>28%</td>
</tr>
<tr>
<td>Go to the beyondblue website (<a href="http://www.beyondblue.org.au">www.beyondblue.org.au</a>)</td>
<td>26%</td>
</tr>
<tr>
<td>I don’t know what they would do</td>
<td>26%</td>
</tr>
<tr>
<td>Talk to someone close to you about these topics</td>
<td>17%</td>
</tr>
<tr>
<td>Seek out more information resources from beyondblue</td>
<td>15%</td>
</tr>
<tr>
<td>Get involved in a support group</td>
<td>13%</td>
</tr>
<tr>
<td>Try to improve others’ awareness and understanding of perinatal anxiety and depression</td>
<td>13%</td>
</tr>
<tr>
<td>Seek out information/general research on perinatal depression and anxiety (from places other than beyondblue)</td>
<td>12%</td>
</tr>
<tr>
<td>Go to another website</td>
<td>8%</td>
</tr>
<tr>
<td>Something else</td>
<td>6%</td>
</tr>
<tr>
<td>Call the beyondblue Support Service (1300 22 4636)</td>
<td>6%</td>
</tr>
<tr>
<td>Call another support line</td>
<td>4%</td>
</tr>
</tbody>
</table>

Source: C1a Which of the following do your patients/clients typically do after using any of these resources? Health professionals n=198

34% of patients/clients got in touch with beyondblue (either through their website or telephone)

2.54 call to action on average per patient/client
Spontaneous feedback for improvements

“I'm unsure whether paper resources are still useful as many people prefer to access info electronically or via website or app. In saying that a hard copy resource may be easier to share at home and discuss with others.”

“I prefer print resources with large font size reduced text with more diagrams and very simple drawing illustrations very clear and easily photocopiable. Print resources should also not be full glossy but semi-glossy and easy to write on.”

“I find the online ordering slightly difficult as I don’t seem to be able to have the resources I need as favourites.”

“The information sheets are relevant to a wide range of clients and it would be good to have all the information in a booklet for handy reference for parents.”

Source: C3. Can you suggest any improvements to the existing information resources, including how to best access them?
There were suggestions for low literacy and translated resources

“I find there is not much information for clients who are unable to read or speak English”

“We need low literacy easy read versions for clients. Often have low literacy levels or low energy and limited time to read resources when feeling low or anxious.”

“Available in hard copies in other languages. Available in a format suitable for people with literacy difficulties”

“Please improve availability of translated material on your website.”

“For our more illiterate clients something simplified and with more pictures”

Source: C3. Can you suggest any improvements to the existing information resources, including how to best access them?
Health professionals prefer hard copies...but some have difficulty with the online ordering system

“My clients have said they like to receive hard copies of information. Personally I also have a preference for hard copies of information as I find it difficult to `flip` or `scroll` between different information I am seeking.”

“I find the online ordering slightly difficult as I don`t seem to be able to have the resources I need as favourites.”

“Because I give out large numbers to antenatal groups both before and after the birth of their first child the access to the hard copies delivered are very appreciated. Thank you.”

“Ordering large quantities is now problematic online so I have to ring to order this takes a long time out of my clinic hours but it’s worth it”

“I would like to be able to order more than 100 on line. We hand out all your resources at our home visits and some antenatally.”

Source: C3. Can you suggest any improvements to the existing information resources, including how to best access them?
Consumers
Consumers profile

**Gender**
- Male: 41%
- Female: 59%

**Age**
- 13% 18 – 29
- 50% 30 – 44
- 30% 45 – 59
- 7% 60 and +

**Location**
- 70% Live in capital cities
- 20% Live in major regional centres

**Background**
- 4% Aboriginal or Torres Strait Islander
- 21% Regularly speak another language other than English at home

**Household**
- 15% Sink or DINK
- 63% Couple with children at home
- 22% One child
- 39% Two children
- 34% Three children
- 5% Four children or more

Source: CDM1, CDM2, CDM3, CDM4, CDM5, CDM7, DM8, DM9, DM10
Consumers n=135
Just over half of consumers or a person close to them have sought help for depression or anxiety in the last 12 months.

Sought help for depression or anxiety in the last 12 months (themselves or someone close to them)

- Yes, sought help: 53%
- No, didn’t seek help: 47%

CDM7. Have you or any person close to you ever sought help for depression or anxiety in the last 12 months? Consumers n=135
Access to resources

Dad’s handbook: A guide to the first 12 months
Medical centre and the *beyondblue* website are the main ways consumers find out about the perinatal resources

**Awareness of resource(s) – Top 15**

- **Medical centre** 30%
- **The beyondblue website** 27%
- **Another medical professional** 17%
- **Heard about it from family/friends/co-workers** 15%
- **Midwife** 14%
- **Pharmacy** 13%
- **A family member/friend/co-worker gave it to you** 11%
- **Child and Maternal Health Clinic staff** 11%
- **Bounty Bag provided at a hospital visit** 11%
- **Antenatal class** 10%
- **Your workplace** 10%
- **Community organization** 10%
- **The beyondblue Support Service (1300 22 4636)** 9%
- **Magazine/newsletter/other publication** 9%
- **Obstetrician** 8%

*Source: E1. How did you become aware of the beyondblue perinatal depression information resources
Consumers n=135*
The most accessed resources were the flyer, the guide to emotional health and wellbeing booklet and the dads handbook.

<table>
<thead>
<tr>
<th>Resource</th>
<th>% used</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flyer – Understanding perinatal depression and anxiety</td>
<td>44%</td>
</tr>
<tr>
<td>Booklet – Guide to emotional health and wellbeing</td>
<td>41%</td>
</tr>
<tr>
<td>Booklet – Dad's Handbook</td>
<td>40%</td>
</tr>
<tr>
<td>Booklet – Managing mental health conditions</td>
<td>27%</td>
</tr>
</tbody>
</table>

Source: S3. Have you ever downloaded, received or picked up any of the beyondblue resources? Consumers n=135
Picking the publications up from displays and downloading/reading electronic files online are the preferred method of accessing resources.

Preferred method of receiving or accessing information resources

- Pick them up from displays: 50%
- Download electronic files from a website: 48%
- Read electronic files online: 37%
- Have your doctor, psychologist, counsellor or support worker give them to you: 33%
- Order hard copies online and have them delivered: 21%
- Download as an app for smartphones or tablets: 12%
- Order hard copies over the phone and have them delivered: 9%
- Receive them on a USB/CD: 5%

E2. What would be your preferred method of receiving or accessing information resources like these?
Please select all that apply
Consumers n=135
Consumers who didn’t prefer electronic versions would simply rather read hard copies, but also want hard copies to refer to and pass on.

E3. Can you tell us why you would prefer to obtain information resources by some other way than as electronic versions? Consumers n=135

Reasons for preferring information resources by other ways than accessing electronic versions

- You prefer reading hard copies / you don’t like reading on the screen: 60%
- It’s easier to just pick them up / receive them: 52%
- Wanted to have a physical copy to be able to refer to it at a later stage: 34%
- Be able to pass the material onto someone else: 32%
- Don’t feel confident using a computer / going on the internet: 4%
- The beyondblue website is too difficult to navigate: 4%
- Something else: 2%
Consumers are accessing the resources for themselves and for someone else, suggesting a high degree of sharing of resources.

Information resource was intended...

<table>
<thead>
<tr>
<th>Resource</th>
<th>For myself</th>
<th>For someone else</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booklet–Dad’s Handbook</td>
<td>53%</td>
<td>63%</td>
</tr>
<tr>
<td>Booklet – Guide to emotional health and wellbeing</td>
<td>49%</td>
<td>57%</td>
</tr>
<tr>
<td>Booklet – Managing mental health conditions</td>
<td>56%</td>
<td>52%</td>
</tr>
<tr>
<td>Flyer – Understanding perinatal depression and anxiety</td>
<td>64%</td>
<td>41%</td>
</tr>
</tbody>
</table>

- **For myself**
  - Spouse/partner: 50%
  - Another family member: 30%
  - A friend, co-worker: 35%

- **For someone else**
  - Spouse/partner: 19%
  - Another family member: 43%
  - A friend, co-worker: 38%

Source: F2. Please indicate whether the information resource was intended. F3. Please indicate for whom you received, downloaded or picked up the information resource(s)...

Consumers access resources to find out more and because they think themselves or someone close may be experiencing distress.

Reasons for accessing resources

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>I thought I might be at risk of experiencing depression or anxiety or other mental health difficulties</td>
<td>28%</td>
<td>32%</td>
<td>32%</td>
<td>29%</td>
</tr>
<tr>
<td>I’d heard about depression and anxiety during pregnancy and wanted to find out more about it</td>
<td>19%</td>
<td>43%</td>
<td>32%</td>
<td>24%</td>
</tr>
<tr>
<td>I thought that maybe I/someone close to me may be experiencing depression or anxiety</td>
<td>31%</td>
<td>24%</td>
<td>24%</td>
<td>32%</td>
</tr>
<tr>
<td>I wanted to take care of my mental health and wellbeing during pregnancy and in early parenthood</td>
<td>22%</td>
<td>19%</td>
<td>40%</td>
<td>27%</td>
</tr>
<tr>
<td>Someone else gave it to me because they thought it might be relevant for me</td>
<td>19%</td>
<td>14%</td>
<td>8%</td>
<td>17%</td>
</tr>
<tr>
<td>Another reason</td>
<td>6%</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
</tr>
</tbody>
</table>

B3. Which of the following best describes why you accessed the resource?
Usefulness of resources
The majority of consumers read all or at least most of the publications, suggesting the level of detail and information is appropriate.

### Quantity of information read

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>n</td>
<td>32</td>
<td>37</td>
<td>25</td>
<td>59</td>
</tr>
<tr>
<td>All of it</td>
<td>41%</td>
<td>24%</td>
<td>28%</td>
<td>42%</td>
</tr>
<tr>
<td>Most of it</td>
<td>31%</td>
<td>35%</td>
<td>32%</td>
<td>24%</td>
</tr>
<tr>
<td>About half of it</td>
<td>13%</td>
<td>19%</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>Less than half of it</td>
<td>9%</td>
<td>14%</td>
<td>8%</td>
<td>5%</td>
</tr>
<tr>
<td>Didn’t really read it, just scanned through it</td>
<td>0%</td>
<td>0%</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>Didn’t read it at all</td>
<td>0%</td>
<td>0%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Haven’t read it yet but am intending to</td>
<td>6%</td>
<td>8%</td>
<td>4%</td>
<td>0%</td>
</tr>
</tbody>
</table>

F4. How much of this information resource have you read?
Learning something new and finding out more are coming through strongly as benefits.

Resources diagnostics

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>n=32</td>
<td>n =37</td>
<td>n=25</td>
<td>n=59</td>
</tr>
<tr>
<td>You've learned something new from it</td>
<td>59%</td>
<td>51%</td>
<td>56%</td>
<td>59%</td>
</tr>
<tr>
<td>It's something you will talk about very positively with others</td>
<td>41%</td>
<td>57%</td>
<td>44%</td>
<td>36%</td>
</tr>
<tr>
<td>It makes you want to find out more</td>
<td>41%</td>
<td>43%</td>
<td>40%</td>
<td>32%</td>
</tr>
<tr>
<td>It really grabs your attention</td>
<td>28%</td>
<td>35%</td>
<td>28%</td>
<td>20%</td>
</tr>
<tr>
<td>You're tired of seeing information like this</td>
<td>6%</td>
<td>5%</td>
<td>0%</td>
<td>3%</td>
</tr>
<tr>
<td>It's hard to understand</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>3%</td>
</tr>
</tbody>
</table>

F12. Which of the statements below do you think apply to this information resource?
Feedback on the consumer information highlights satisfaction with the resources

**Booklet – Dads Handbook**
- ✔ Information was easy to relate to, and the only resource available to fathers. Helped mothers understand the experience of their partners
- ✗ One comment that it was aimed at older fathers.

**Booklet – Guide to emotional health and wellbeing**
- ✔ Provided practical tips and advice, and when to seek help. Helps women understand their emotions
- ✗ None

**Booklet – Managing mental health conditions**
- ✔ Informative and helpful, practical non-judgemental information
- ✗ None

**Flyer – Understanding perinatal depression and anxiety**
- ✔ Reassuring and helpful. Provides contacts on where to go for help/support
- ✗ Too much information for a few.

F5. Can you tell me what you particularly like about this information resource? F6. Is there anything you particularly dislike about this information resource?
Positive feedback on information resources

**Booklet - Dad's Handbook**
“It was good help for a first time father. I was also going through a personally difficult time so it was helpful. This was a few years ago.”

**Booklet - Guide to emotional health and wellbeing**
“It was very informative - the information was presented well around photos so it didn’t feel like information overload. It was easy to read.”

**Booklet - Guide to emotional health and wellbeing**
“Easy to read format and plenty of good tips and ability to find other resources.”

**Booklet - Managing mental health conditions**
“Plenty of options discussed and ways to help me as well as giving plenty of resources/support groups.”

**Booklet - Managing mental health conditions**
“Was easy to understand & straight to the point.”

**Flyer - Understanding perinatal depression and anxiety**
“It has helpful information such as the baby blue emotional health mental health conditions and treatment options.”

F5. Can you tell me what you particularly like about this information resources
Suggestions for improvements

**Booklet - Dad's Handbook**
“Needs to appeal to younger men as well.”

**Booklet - Guide to emotional health and wellbeing**
“Some information is too generic”

**Booklet - Managing mental health conditions**
“It’s a little too much complicated information having a baby usually bring happiness to family but this book is very valuable to have around because stress can hit anyone at anytime overall. I like this book but just complaining it got too much information.”

F6. Is there you particularly dislike about this information resource?
Indigenous communities are as diverse as Indigenous languages.\(^1\)

When working with families in the perinatal period, health professionals have the opportunity to ‘close the gap’ and improve outcomes for Aboriginal and Torres Strait Islander people. It is important to recognise the strength and resilience of Aboriginal and Torres Strait Islander women and their families, as well as to be aware and understand the ongoing effects of inter-generational trauma and complex psychosocial issues. The Aboriginal and Torres Strait Islander concept of health is holistic and interconnected with mind, body, spirit and nature in balance; *Life is health is life.*\(^2\)
After using the resources consumers sought further information from *beyondblue*, talked to someone about the issues, or sought further help/information

Call to action after seeing the information resources

- Went to the *beyondblue* website: 34%
- Talked to someone close to you about these topics: 33%
- Sought help from a health professional: 20%
- Sought out information/general research on perinatal depression and anxiety: 19%
- Tried to improve others’ awareness and understanding of perinatal anxiety and depression: 17%
- Talked to a Maternal and Child Health nurse: 16%
- Sought out more information resources from *beyondblue*: 15%
- Called the *beyondblue* Support Service: 8%
- Got involved in a support group: 8%
- Called another support line: 5%
- Something else: 4%
- Went to another website: 4%

45% of Consumers got in touch with *beyondblue*

1.8 call to action on average per consumer

Source: G1 After seeing those information resources, which of the following did [INSERT IF CODED 1 AT F2: you] [INSERT IF CODED 2 AT F2: the person you passed it onto] do?
Consumers n=135
Most consumers would prefer to receive the resources before or during pregnancy. Currently many are receiving the resources after birth.

When the resource was first accessed:

<table>
<thead>
<tr>
<th>Before birth</th>
<th>Before pregnancy</th>
<th>During pregnancy</th>
<th>A few weeks before the birth</th>
<th>The first few weeks after the birth</th>
<th>Between the first month &amp; first year of parenthood</th>
<th>After the first year of parenthood</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Booklet–Dad’s Handbook</strong></td>
<td>6%</td>
<td>34%</td>
<td>6%</td>
<td>25%</td>
<td>9%</td>
<td>19%</td>
</tr>
<tr>
<td><strong>Booklet – Guide to emotional health and wellbeing</strong></td>
<td>46%</td>
<td>30%</td>
<td>5%</td>
<td>14%</td>
<td>11%</td>
<td>8%</td>
</tr>
<tr>
<td><strong>Booklet – Managing mental health conditions</strong></td>
<td>32%</td>
<td>32%</td>
<td>67%</td>
<td>12%</td>
<td>12%</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Flyer – Understanding perinatal depression and anxiety</strong></td>
<td>16%</td>
<td>31%</td>
<td>8%</td>
<td>12%</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td><strong>When consumers would like to receive resources</strong></td>
<td>56%</td>
<td>55%</td>
<td>11%</td>
<td>15%</td>
<td>20%</td>
<td>4%</td>
</tr>
</tbody>
</table>

F7. When did you first access the resource?, G3. When do you think it would be most helpful to receive these resources?
Nearly three quarters think the resources improved their understanding of perinatal issues

Source: C2. How much do you feel these information resources improved your understanding of issues around perinatal depression and anxiety? Please give a score between 0 and 10, where 0 means that they have had no impact, and 10 means that they have had an extremely large impact.

G3. When do you think it would be most helpful to receive these resources?

Consumers n=135
Some people passed the item of information to someone else and some of them stored it away for future reference.

What people ended up doing with the resources:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Kept it – I still haven't finished reading it</td>
<td>16%</td>
<td>8%</td>
<td>12%</td>
<td>7%</td>
</tr>
<tr>
<td>Stored it away for future reference</td>
<td>25%</td>
<td>24%</td>
<td>32%</td>
<td>42%</td>
</tr>
<tr>
<td>Passed it onto someone else</td>
<td>47%</td>
<td>68%</td>
<td>52%</td>
<td>32%</td>
</tr>
<tr>
<td>Threw it away</td>
<td>3%</td>
<td>0%</td>
<td>0%</td>
<td>10%</td>
</tr>
<tr>
<td>Don't know/can't remember</td>
<td>9%</td>
<td>0%</td>
<td>4%</td>
<td>8%</td>
</tr>
</tbody>
</table>

F13. In the end, what did you end up doing with this item of information??
Feedback about improvements concerned making the resources available more widely to consumers, and raising awareness of perinatal depression

“More ads in public places, toilet stalls etc. to raise awareness.”

“Display them in more places; shopping centres, doctors, libraries, cafes, etc.”

“More hard copies need to be accessible as some people do not have access / poor internet coverage to download items. Women & men need to be made aware of the possibility of depression during / after birth.”

“I think in the last few weeks when we were doing the weekly check-ups that it would have been helpful to have it provided to us - almost a push it into our hands type thing. That way we are made totally aware of it and the issues that we could be facing.”

“It would be good for the antenatal classes to have them and the midwives to give them out and then at mothers/fathers group to have someone give a talk to general people and have the flyers there so people know they are not alone.”

“More advertisements about where to find them as I really stumbled across them by chance.”

Source: G4. Can you suggest any improvements to the existing information resources, including how to best access them?
There was limited feedback on other online services...

Suggestions for additional online information or support:

- “Location and access to local support groups.”
- “How to prevent it.”
- “Forums more easy access to support groups.”
- “Maybe blogs of people who have been through pregnancy and how they have coped.”
- “Online just about covers everything. Need more information in the paper version getting about to the public.”

Source: G4a What additional information resources or support would you like to access online in the area of perinatal mental health and family mental health?
Recommendations

Gaps
Areas for improvement
Health professionals - findings and recommendations

Key findings

Access to Perinatal resources is predominantly via the online catalogue. Some health professionals find the online ordering system difficult to use.

The main reason for accessing the publications (both consumer and health professional) is to give them to patient/clients, and to understand more information about the area. Health professionals prefer hard copies of the resources, so they can give them to patients.

There is broad satisfaction with the resources, although the consumer resources are rated more highly than the health professional resources. The resources are relevant and helpful, but not necessarily the go-to resource.

Health professionals feel more confident after using the resources, and tend to seek more information from beyondblue or try to raise others awareness and understanding of perinatal depression and anxiety.

Recommendations

**Review online ordering system** to ensure health professionals are easily able to order and access resources.

**Retain availability of hard copies** of consumer resources for health professionals to share and use with patients/clients. If efficiencies need to be implemented, our recommendation would be to **move health professional resources online**.

**Consider developing simpler, low-literacy versions** of the resources to accommodate the wide consumer base of health professionals. This could include versions with larger text, simpler language and more diagrams and pictures. Health Professionals indicated resources in other languages would also be useful.

Health professionals recognise that it is important for the resources to be made available more widely to consumers. **Promote the resources to health professionals** to provide share and use with patients and clients.
Consumers - findings and recommendations

Key findings

Consumers prefer to pick up resources from displays or access them online. After reading the resources, consumers keep the resources or pass them onto others – there is a high degree of sharing of resources, with consumers often picking them up both for themselves and someone else.

The majority of consumers read all or at least most of the publications, suggesting the level of detail and information is appropriate. Consumers are satisfied with the resources – they are perceived to be easy to read, and provide practical help and advice.

Consumers access resources to find out more and because they think themselves or someone close may be experiencing distress Consumers believe learned something new from the resources, and it improved their understanding of perinatal issues.

After using the resources consumers sought further information from beyondblue, talked to someone about the issues, or sought further help/information. While some consumers receive the resources after birth, most would rather receive it before or during pregnancy.

Recommendations

Consumers are more likely to prefer electronic versions of the resources, so are likely to accept electronic access only. Beyondblue could shift its publications strategy to online for consumers. However, this may reduce the ultimate reach of the resources as some consumer pass hard copies of on the resources to others.

The current content and level of information should be retained for the consumer resources, as they overwhelmingly improve understanding of perinatal mental health issues.

Not only should the resources be made available more widely, consumers suggest they should be proactively given the resources, rather than just choosing to access them, as before reading they may not consider them relevant. beyondblue should encourage health professionals to provide resources to their patients/clients.

The resources should be given/promoted by health professionals to consumers before or during pregnancy, rather than after the birth.
Appendix

Additional slides and charts
The majority of health professionals didn’t complete any of the online training modules.

Completed any of the online training modules aimed at health professionals available from beyondblue

- **Did not complete training**: 70%
- **Completed training**: 20%
- **Don’t know**: 20%
The resources were generally ordered from the online catalogue

Access to information resources

<table>
<thead>
<tr>
<th>Resource</th>
<th>Booklet—Dad’s Handbook</th>
<th>Booklet—Guide to emotional health and wellbeing</th>
<th>Booklet—Managing mental health conditions</th>
<th>Flyer—Understanding perinatal depression and anxiety</th>
<th>Perinatal Introductory Pack (HP)</th>
<th>Wheel—(EPDS) and Psychosocial Questionnaire (HP)</th>
<th>Fact Sheet—Perinatal depression and anxiety (HP)</th>
</tr>
</thead>
<tbody>
<tr>
<td>You ordered it from the beyondblue online catalogue</td>
<td>n=47</td>
<td>n=58</td>
<td>n=49</td>
<td>n=102</td>
<td>N=45</td>
<td>n=82</td>
<td>n=92</td>
</tr>
<tr>
<td>You downloaded it from the beyondblue website</td>
<td>79%</td>
<td>66%</td>
<td>57%</td>
<td>63%</td>
<td>44%</td>
<td>46%</td>
<td>51%</td>
</tr>
<tr>
<td>You ordered it from the beyondblue Support Service (1300 22 4636)</td>
<td>15%</td>
<td>9%</td>
<td>10%</td>
<td>18%</td>
<td>16%</td>
<td>5%</td>
<td>24%</td>
</tr>
<tr>
<td>A co-worker gave it to you</td>
<td>6%</td>
<td>10%</td>
<td>16%</td>
<td>10%</td>
<td>11%</td>
<td>11%</td>
<td>15%</td>
</tr>
<tr>
<td>Somewhere else</td>
<td>9%</td>
<td>10%</td>
<td>24%</td>
<td>12%</td>
<td>16%</td>
<td>20%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Note: Other publications are not shown because of low sample sizes n<25

B1. How did you receive this information resource(s)? B2. How much of this information resource have you read?
Format for Perinatal Introductory Pack (HP) is perceived less suitable compared to other publications.

### Appropriateness of current format

<table>
<thead>
<tr>
<th>Format</th>
<th>Dad's Handbook (n=47)</th>
<th>Guide to emotional health and wellbeing (n=58)</th>
<th>Managing mental health conditions (n=49)</th>
<th>Understanding perinatal depression and anxiety (n=102)</th>
<th>Perinatal Introductory Pack (HP) (n=45)</th>
<th>Wheel – (EPDS) and Psychosocial Questionnaire (HP) (n=82)</th>
<th>Fact Sheet – Perinatal depression and anxiety (HP) (n=92)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Not at all appropriate</td>
<td>1 – 6</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>Extremely appropriate</td>
<td></td>
</tr>
<tr>
<td>Booklet for...</td>
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<td>4%</td>
<td>17%</td>
<td>30%</td>
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<td>29%</td>
<td>43%</td>
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<td></td>
<td></td>
<td>8%</td>
<td>14%</td>
<td>16%</td>
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<td>9%</td>
<td>12%</td>
<td>23%</td>
<td>16%</td>
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<td></td>
</tr>
</tbody>
</table>

Source: B6. Now think about the format of this information resource. How appropriate do you think it is that this information comes in the form of [INSERT FOR CODES 1, 2 3 6 and 9 AT S3: a booklet] [INSERT FOR CODE 5, 7, 8, 10, 11, 16 AT S3: a fact sheet] [INSERT FOR CODE 4 AT S3: FLYER].

Please give a score between 0 and 10, where 0 means that it is not at all appropriate for this topic, and 10 means that it is extremely appropriate.
Overall the resources were very well received

The resources rated very well on relevance, helpfulness and clarity. The guide to emotional health and wellbeing and the EDPS rated strongest. The managing mental health conditions booklet was less positively received around the amount of informational and call to action.

<table>
<thead>
<tr>
<th>How much statement applies to resource (mean 0–10 scale)</th>
<th>Booklet – Dad’s Handbook</th>
<th>Booklet – Guide to emotional health and wellbeing</th>
<th>Booklet – Managing mental health conditions</th>
<th>Flyer – Understanding perinatal depression and anxiety</th>
<th>Perinatal Intro Pack (HP)</th>
<th>Wheel – (EPDS) and Psycho-social Q’aire (HP)</th>
<th>Fact Sheet – Perinatal depression and anxiety (HP)</th>
</tr>
</thead>
<tbody>
<tr>
<td>n=47</td>
<td>n=58</td>
<td>n=49</td>
<td>n=102</td>
<td>n=45</td>
<td>n=82</td>
<td>n=92</td>
<td></td>
</tr>
<tr>
<td>Relevance</td>
<td>8.4</td>
<td>8.6</td>
<td>8.1</td>
<td>8.6</td>
<td>8.4</td>
<td>8.7</td>
<td>8.4</td>
</tr>
<tr>
<td>Helpfulness</td>
<td>8.3</td>
<td>8.6</td>
<td>8</td>
<td>8.4</td>
<td>8.2</td>
<td>8.6</td>
<td>8.5</td>
</tr>
<tr>
<td>Use of language</td>
<td>8.5</td>
<td>8.7</td>
<td>8</td>
<td>8.2</td>
<td>8.5</td>
<td>8.9</td>
<td>8.7</td>
</tr>
<tr>
<td>Clarity</td>
<td>8.6</td>
<td>8.8</td>
<td>8.1</td>
<td>8.4</td>
<td>8.4</td>
<td>8.7</td>
<td>8.6</td>
</tr>
<tr>
<td>Graphic Design</td>
<td>8.6</td>
<td>8.5</td>
<td>7.9</td>
<td>8.5</td>
<td>8.1</td>
<td>8.5</td>
<td>8.4</td>
</tr>
<tr>
<td>Information overload</td>
<td>3.4</td>
<td>3.8</td>
<td>4.9</td>
<td>3.3</td>
<td>4</td>
<td>2.3</td>
<td>3</td>
</tr>
<tr>
<td>Call to action</td>
<td>8.3</td>
<td>8.5</td>
<td>7.8</td>
<td>8.2</td>
<td>8</td>
<td>8.6</td>
<td>8.2</td>
</tr>
</tbody>
</table>

BSA. What we’d like you 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 to 10, where 0 means that you feel that it doesn’t apply at all, and 10 means that you feel that it applies totally.

Note: Other publications are not shown because of low sample sizes n<25
1 in 5 health professionals just scanned through the Dad’s handbook and the booklets.

### Quantity of information read

<table>
<thead>
<tr>
<th>Publication</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booklet-Dad’s Handbook</td>
<td>38%</td>
</tr>
<tr>
<td>Booklet - Guide to emotional health and wellbeing</td>
<td>40%</td>
</tr>
<tr>
<td>Booklet – Managing mental health conditions</td>
<td>33%</td>
</tr>
<tr>
<td>Flyer – Understanding perinatal depression and anxiety</td>
<td>50%</td>
</tr>
<tr>
<td>Perinatal Introductory Pack (HP)</td>
<td>22%</td>
</tr>
<tr>
<td>Fact Sheet – Perinatal depression and anxiety (HP)</td>
<td>62%</td>
</tr>
</tbody>
</table>

Note: Other publications are not shown because of low sample sizes n<25

B2. How much of this information resource have you read?
The information resources are found useful by health professionals

Impact/usefulness of the information resources

- Improve understanding of perinatal issues
  - No impact/no useful: 2%
  - 1-4: 5%
  - 5-6: 7%
  - 7-8: 9%
  - 9-10: 17%
  - Extremely large impact/extremely useful: 25%
  - 17%
  - 16%

- Improve confidence when dealing with and managing perinatal issues
  - No impact/no useful: 38%
  - 1-4: 6%
  - 5-6: 12%
  - 7-8: 18%
  - 9-10: 27%
  - Extremely large impact/extremely useful: 17%
  - 14%

- Usefulness of resources when dealing with and managing perinatal issues
  - No impact/no useful: 4%
  - 1-4: 7%
  - 5-6: 18%
  - 7-8: 24%
  - 9-10: 19%
  - Extremely large impact/extremely useful: 22%

Top 3 Box

Source: C2. How much do you feel these information resources improved your understanding of issues around perinatal depression and anxiety? C2.a How much do you feel these information resources improved your confidence when dealing with and managing perinatal mental health problems? C2.b How useful do you feel these information resources are when dealing with your patients/clients in helping them to better understand their perinatal mental health problems?

Health Professionals n=241
Half of health professionals feel a lot more positive about *beyondblue* after reading the information resources

- A lot more positive: 47%
- Somewhat more positive: 19%
- Didn’t really change my opinion: 31%
- Somewhat less positive: 2%
- A lot less positive: 1%

Source: C4. Which of the following best describes how you feel about *beyondblue* as a result of reading these information resources? Health Professionals n=241
The format for the resources were appropriate for consumers

Appropriateness of current format

<table>
<thead>
<tr>
<th>Booklet for...</th>
<th>Dad’s Handbook (n=32)</th>
<th>Guide to emotional health and wellbeing (n=37)</th>
<th>Managing mental health conditions (n=25)</th>
<th>Understanding perinatal depression and anxiety (n=59)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top 3 Box</td>
<td>97%</td>
<td>89%</td>
<td>80%</td>
<td>80%</td>
</tr>
<tr>
<td>Not at all appropriate</td>
<td>3%</td>
<td>5%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>1 – 6</td>
<td>31%</td>
<td>5%</td>
<td>12%</td>
<td>7%</td>
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<tr>
<td>7</td>
<td>13%</td>
<td>19%</td>
<td>32%</td>
<td>27%</td>
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<tr>
<td>8</td>
<td>53%</td>
<td>19%</td>
<td>16%</td>
<td>19%</td>
</tr>
<tr>
<td>Extremely appropriate</td>
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</tbody>
</table>

Source: F10. Now think about the format of this information resource. How appropriate do you think it is that this information comes in the form of [INSERT FOR CODES 1–3 AT S3: a booklet] [INSERT FOR CODE 4 AT S3: a flyer] [INSERT FOR CODE 4 AT A1: FLYER]. Please give a score between 0 and 10, where 0 means that it is not at all appropriate for this topic, and 10 means that it is extremely appropriate.
Various ways of accessing the resources for Dad’s Handbook. More than 1 in 3 picked up the rest of resources from a display/waiting room.

Ways of accessing the information resource(s)

- You picked it up from a display/waiting room: 22% (n=32)
- You downloaded it from the beyondblue website (www.beyondblue.org.au): 19% (n=37)
- My GP/psychologist/counsellor/support worker gave it to me: 19% (n=37)
- My Child and Maternal Health Nurse gave it to me: 16% (n=37)
- My midwife gave it to me: 16% (n=37)
- You ordered it from the beyondblue online catalogue: 13% (n=37)
- A family member/friend/co-worker gave it to you: 13% (n=37)
- You ordered it from the beyondblue Support Service (1300 22 4636): 3% (n=37)
- Somewhere else: 3% (n=37)

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>You picked it up</td>
<td>22%</td>
<td>41%</td>
<td>40%</td>
<td>39%</td>
</tr>
<tr>
<td>from a display/</td>
<td></td>
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</tr>
<tr>
<td>waiting room</td>
<td></td>
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</tr>
<tr>
<td>You downloaded it</td>
<td>19%</td>
<td>19%</td>
<td>28%</td>
<td>14%</td>
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<tr>
<td>from the beyond</td>
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<tr>
<td>blue website</td>
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</tr>
<tr>
<td>(<a href="http://www.beyondblue">www.beyondblue</a>.</td>
<td></td>
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<tr>
<td>org.au)</td>
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<td></td>
</tr>
<tr>
<td>My GP/psycholog-</td>
<td>19%</td>
<td>14%</td>
<td>24%</td>
<td>17%</td>
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<td>ist/counsellor/</td>
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<tr>
<td>support worker</td>
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</tr>
<tr>
<td>gave it to me</td>
<td>16%</td>
<td>11%</td>
<td>4%</td>
<td>15%</td>
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<tr>
<td>My Child and Mat-</td>
<td>16%</td>
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<td>eral Health Nurse</td>
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<tr>
<td>gave it to me</td>
<td>13%</td>
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<tr>
<td>You ordered it</td>
<td>13%</td>
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<tr>
<td>from the beyond</td>
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<td>blue online cata-</td>
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<tr>
<td>logue</td>
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<tr>
<td>A family member/</td>
<td>3%</td>
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<tr>
<td>friend/co-worker</td>
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<tr>
<td>gave it to you</td>
<td>3%</td>
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<td>You ordered it</td>
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<td>from the beyond</td>
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<td>vice (1300 22 4636)</td>
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</tr>
<tr>
<td>Somewhere else</td>
<td>3%</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

Source: F1. How did you receive this information resource(s)?
Consumers feel more positive about *beyondblue* as a result of reading the resources

- It made me feel a lot more positive: 56%
- It made me feel somewhat more positive: 27%
- It didn’t really change my opinion: 15%
- It made me feel somewhat less positive: 1%
- It made me feel a lot less positive: 1%

Source: G5. Which of the following best describes how you feel about *beyondblue* as a result of reading this information resource? Most helpful to receive these resources? Consumers n=135