

Project Status Update

Reporting cycle: 1 October 2016 to 30 June 2017 (Year 1) **Date:** 27 July 2017

Designated Charity: *beyondblue*

Funded initiative: **The Wonder Years: *beyondblue*'s Healthy Families Program**

Snapshot overview: Childhood should be the 'wonder years', but we now know half of all lifelong mental health issues begin before the age of 14. A 2015 survey found over half a million children in Australia had experienced a mental health condition in the previous 12 months. Life can throw all sorts of issues at us, and often families do not have all the answers, or even know where to start.

The first two projects in *beyondblue*'s five-year plan to help young Australians achieve a mentally healthy start in life – with a special focus on children from birth to age 12 – have been delivered successfully in the first year, thanks to the support of FGG. The Children's Resilience Research (Project 1) was completed on 30 June 2017; and the Healthy Families website (Project 2) was launched in August 2016, and has been achieving great results (refer key achievements).

There have been no significant challenges or changes to the first two projects. However *beyondblue* has leveraged FGG's support for the benefit of families and young people by linking 'The Wonder Years' with a complementary Movember Foundation-funded project called 'Dadvice' to extend the impact and reach of the Healthy Families website. The Dadvice webpages support the mental health of new dads with written and audio-visual resources, a dad's stress test (K10 questionnaire), advice on common fathering challenges, and a fortnightly email program delivering advice tailored to each stage of babies' development. In this first reporting period to 30 June 2017, there were two active Dadvice digital campaigns (in August 2016 and June 2017) that directly increased the overall access and engagement of the Healthy Families website.

The support of FGG has helped hundreds of thousands of new and expectant parents find the information and confidence they need to support the young people in their lives. We look forward to continuing this great relationship into year two.

Key achievements: Since August 2016, the Healthy Families website (Project 2) has given 339,670 parents and carers easy and free access to evidence-based information and advice about raising healthy, resilient children. Parent and carer access and engagement with the Healthy Families website far exceeds the Year 1 targets set by *beyondblue*.

Most notably:

- the number of mental health checklists completed exceeded the target of 17,000 by 193%
- the number of unique visitors to the website exceeded the target of 200,000 by 70%
- the length of time that visitors were on the website exceeded the target of a 10% increase (i.e. from 2:02 minutes to 2:14 minutes) by 31%, with visitors accessing information for an average of 2:56 minutes
- progress and other achievements of the Healthy Families website are listed under 'increasing individual agency' and 'improving access to support' below.

The large-scale research study on children's resilience (Project 1) including development of a national *Children's Resilience Practice Guide* was completed in late June 2017. This new research contributes significantly to the evidence base on children's resilience. The resultant Practice Guide will support professionals across Australia who work with children, parents and families.

The Practice Guide includes information about why resilience is important; how to build resilience in children; and recommendations for practitioners relating to everyday strategies and the use of resilience interventions. The Practice Guide will directly support the development of sector capability, as outlined below.

Building the **evidence** base:

The completion of the children's resilience research contributes significantly to the evidence base on children's resilience, particularly what works to build resilience in children aged 0-12 years. The research was overseen by a Children's Resilience Taskforce comprising 10 thought leaders in children's resilience and conducted with full ethical approval.

The research phases included:

- knowledge translation of key resilience literature (international and national)
- initial engagement with parents and carers across Australia to understand how resilience is understood in the 'real world'
- consensus-building among Australian experts
- in-depth consultations with professionals working with children and families in six Australian states/territories
- the lived experiences, perceptions and voices of parents and children in five metropolitan sites within three Australian states.

The new research evidence (as outlined above) together with feedback and insights from the Taskforce informed the development and refinement of the Children's Resilience Practice Guide. The Practice Guide is a valuable resource for professionals across Australia who work with children, parents and families. It provides a shared and common language of resilience and is an important foundation for building resilience in children. The evidence base will inform future planning and feasibility of an early intervention program supporting children's resilience.

Building sector **capability**:

The *Children's Resilience Practice Guide* will inform sector capability and will be the focus in year two. In the first year, the focus was on 'building the evidence base' through execution of the research and development of the Practice Guide. In year 2 as outlined in 'next steps', *beyondblue* will engage with a diverse range of sectors including health, welfare, education, community services and government to disseminate the Practice Guide and build sector capability. The Practice Guide will inspire practice innovation and support the everyday application of resilience-building strategies as well as the design and delivery of structured resilience programs appropriate to the early and middle years.

Increasing individual **agency**:

The Healthy Families website aims to build the mental health literacy of parents and carers to recognise and respond to mental health conditions in their children across all ages; increasing individual agency is a key objective. The Healthy Families website provides high quality and evidence-based, plain language information for parents and carers to support mental health and wellbeing from pregnancy to adulthood. The mobile optimised website is designed for busy parents/carers and other family members, providing information on demand when and where they need it.

An independent evaluation of the website is currently in field, and is specifically measuring the impact of the website on the mental health literacy of parents and carers. The results are due in October 2017 and will inform future enhancement of the website in the second year.

Improving **access** to support:

This is also a key objective of the Healthy Families website. The website provides content to help parents, carers and other family members to:

- recognise the signs of depression, anxiety or suicide risk early in children and young people, or themselves/their partner/loved one during the perinatal period
- know when, where and how to seek professional support
- understand that there are positive things they can do at home to promote good mental health e.g. problem-solving, communicating about difficult emotions and building resilience skills.

As outlined in the Project Outcomes Framework, the Heathy Families website is exceeding targets across several performance indicators. In the first year, the website has reached 339,670 unique visitors, representing a 70% increase on the target reach. Engagement and preparedness to take action is evidenced by the number of mental health checklists completed on the site: 28,179 expectant and new mother checklists, 12,300 dad stress tests, and 9,354 child mental health checklists. The total number of checklists completed is 49,833; a 193% increase over target. The time that parents and carers spent on site also exceeded the target by 31%.

Preliminary evaluation results show that there is a high level of user satisfaction with the website. Of the 200 people who have completed a user satisfaction survey, 80% rated it four or five stars (five being the highest) on appropriate use of language and tone, helpfulness, relevance and ability to understand content. These results are from an independent evaluation and the full results are due in October 2017.

Strengthening early intervention:

The children’s resilience research (Project 1) will inform future detailed planning and feasibility of an early intervention program supporting children’s resilience in the second year, and the project outcomes framework will be subsequently updated to reflect *beyondblue’s* early intervention approach.

No. people supported:

People supported through the project: ¹	Support provided to date:			
	Directly Supported	Indirectly Supported	Total	
	No.	+	Estimated	= Total
Children & young people			655,563	655,563
Those who are close to & care for them	339,670			339,670
Professional service providers				

Assumption: with a reach of 339,670 visits (presumably parents, carers or others involved in the raising of children), we expect to have indirectly supported the mental health and wellbeing of 655,563 children and young people in the first year (reach x average fertility rate [1.93] in Australia in 2012 (Australian Institute of Family Studies)).

The number of people directly supported (339,670) and indirectly supported (655,563) far exceed the year one target of 200,000.

Key observations & learnings to date:

Healthy Families website observations and learning

The level of reach and engagement with the Healthy Families website against *beyondblue’s* targets was unexpected. We attribute this success to a number of specific factors including:

- the strength of community awareness of, and trust in, *beyondblue* in the community (e.g. 86% brand recognition; named Australia’s third most reputable charity in 2017)
- the integration and leveraging of complementary projects and investment (such as Dadvice)
- the positioning of the Healthy Families website to meet an emerging national community need
- the high level of internal collaboration and in-house technical expertise
- the development of content within an information architecture which is designed and tested in the real world with the target audience, and is action-oriented and accessible.

¹ Directly Supported = people who are able to be specifically identified as having participated in project activity or having accessed services or supports provided through it. Indirectly Supported = based on demographic or other project estimates rather than being able to be specifically identified as having participated in project activity or having accessed services or supports provided through it.

On this last point, the most effective way to meet the information needs of our audience is to provide action-orientated information in an accessible format. The mental health checklists are an example of this, with just under 50,000 people completing one of the three checklists online as one way of exploring a concern they may have about themselves, their partner or a child in their care.

Children's Resilience Research observations and learning

The Children's Resilience Research Project was a multi-faceted project with a number of different steps and involving a range of stakeholders (e.g. high-level resilience experts, managers of agencies and services, practitioners, parents and children) about a complex area of research. The biggest challenge was translating the research evidence into actionable recommendations that professionals can implement with children aged 0-12 years. Many iterations of draft refinement were necessary to achieve a high quality and useable Practice Guide that will enhance the knowledge and capabilities of professionals across multiple sectors.

Benefits derived from FGG funding:

- *beyondblue* was able to leverage The Movember Foundation-funding for Dadvice, and FGG investment, to maximise the reach and engagement of the Healthy Families website to great effect as outlined in the project outcomes framework
- as a result of the success of the Healthy Families website, *beyondblue* has received interest from several potential funders and will explore future-funding opportunities to leverage the FGG investment and maximise the impact of the website
- FGG funding has enabled *beyondblue* to fully execute two high quality projects, which lay the foundations for future planning and design of an early intervention pilot program to build resilience in children aged 0-12 years
- *beyondblue* will investigate the potential to increase the integration of the Healthy Families program of work within other national programs and services to maximise their potential to achieve the greatest impact for children and their families
- *beyondblue* leveraged the reach of other organisations and networks such as Primary Health Networks (PHN's) across Australia to promote the Healthy Families website through their newsletters.

Next steps:

Over the coming 6-12 months the program will focus on:

Project 1: Children's Resilience Research

- publish two peer-reviewed manuscripts on children's resilience to raise the profile and enhance the credibility of the Children's Resilience Research
- design and digitalise the *Children's Resilience Practice Guide*
- rollout a national dissemination and engagement strategy to support the uptake of the *Children's Resilience Practice Guide* and enhance sector capability
- collate case-studies of children's resilience practice innovation
- explore further funding opportunities to translate the research evidence into actionable strategies for parents and carers.

Project 2: Healthy Families website

- continue to maximise the reach and engagement of the Healthy Families website through social media opportunities throughout the year (e.g. National Children's Week, Mental Health Week, Father's Day)
- use findings from the independent evaluation (due October 2017) to improve usability and respond to audience needs and continually improve access to support
- use findings from the independent evaluation to inform and deliver a 12-month new content plan including children's resilience content.

Project 3: Design an early intervention pilot to support children's resilience

- use the Children's Resilience Research evidence to assess the feasibility of an early intervention pilot into children's resilience.

Project Outcomes Framework: [take framework from Project Overview, report on delivery against Year 1 Targets and specify Year 2 Targets]

Change Lever	Objective	Metrics	Target – Full Project	Target – Year 1	Actual Delivery – Year 1	Target – Year 2
Evidence	<ul style="list-style-type: none"> Consolidate knowledge about what works to promote resilience in children aged 0-12 years by generating expert consensus on definition, measurement tools and interventions and determine what parents and guardians are likely to find appealing and acceptable 	<ul style="list-style-type: none"> National best-practice guidelines, program logic and implementation recommendations developed Engagement and consultation with experts, professionals, parents/guardians and children Use of implementation recommendations influence design of <i>beyondblue</i> resilience initiatives 	<ul style="list-style-type: none"> Resilience research report published National best practice guidelines and program logic used by stakeholders Implementation recommendations influence design of <i>beyondblue</i> resilience initiatives 2 manuscripts published in peer reviewed literature 	<ul style="list-style-type: none"> Resilience research report completed National best practice guidelines, program logic and implementation recommendations 2 manuscripts prepared for publication in peer reviewed literature 	<ul style="list-style-type: none"> Resilience research report completed (June 2017) Word version of national ‘Children’s Resilience Practice Guide’ including program logic and implementation recommendations completed (June 2017) 	<ul style="list-style-type: none"> Graphic design and digitisation of the Practice Guide Develop national dissemination strategy and commence implementation in October 2017 including: <ul style="list-style-type: none"> marketing campaign media campaign stakeholder engagement advocacy 2 manuscripts prepared for publication in academic journals Assess the feasibility of a pilot intervention into children’s resilience
Capability	<ul style="list-style-type: none"> Improve professionals’ understanding of what works to build resilience in children 0-12 Promote practice innovation aligned with best-practice guidelines 	<ul style="list-style-type: none"> National best-practice guidelines developed Dissemination (# downloads) of best-practice guidelines nationally Uptake of best-practice guidelines and evidence of implementation nationally Anecdotal information about use/barriers to use 	<ul style="list-style-type: none"> Dissemination (# downloads) of guidelines and evidence base on a national level Evidence of implementation of guidelines nationally (e.g. case studies) 	<ul style="list-style-type: none"> National ‘Children’s Resilience Practice Guide’ developed 	<ul style="list-style-type: none"> National ‘Children’s Resilience Practice Guide’ including program logic and implementation recommendations completed (June 2017) 	<ul style="list-style-type: none"> Rollout national dissemination strategy to promote and support the uptake of the Practice Guide 2000 copies of the Practice Guide are downloaded in 2017/18 Collate evidence of real-world implementation of Practice Guide
Agency	<ul style="list-style-type: none"> Improve mental health literacy of parents and guardians Increase willingness of parents and guardians to seek help when required 	<ul style="list-style-type: none"> Participant survey data on mental health literacy and help seeking behaviour Awareness of mental health conditions (depression and anxiety) in children 	<ul style="list-style-type: none"> % survey participants indicating improved: <ul style="list-style-type: none"> Increased parent awareness and knowledge of child mental health and conditions 	<ul style="list-style-type: none"> % survey participants indicating improved: <ul style="list-style-type: none"> Increased parent awareness and knowledge of child mental health and conditions 	<ul style="list-style-type: none"> Pending – evaluation results due October 2017 	<ul style="list-style-type: none"> Specific targets are unable to be set until the evaluations findings have been released in October 2017 and a baseline has been established

Change Lever	Objective	Metrics	Target – Full Project	Target – Year 1	Actual Delivery – Year 1	Target – Year 2
		<ul style="list-style-type: none"> Level of confidence of parents in recognising the signs of depression and anxiety in children Parent ability to recognise signs and symptoms of mental health conditions in the perinatal period and in children aged 1-5 years, 6-12 years, and 13-17 years Parent knowledge of helpful and unhelpful behaviours to address mental health conditions Parent recognition of strategies to promote good mental health in children Parent awareness of services and supports for information about depression and anxiety 	<ul style="list-style-type: none"> Increased parent ability to recognise conditions in children from pregnancy to adulthood Increased willingness to seek support when required Improved parenting practices that protect mental health and wellbeing 	<ul style="list-style-type: none"> Increased parent ability to recognise conditions in children from pregnancy to adulthood Increased willingness to seek support when required Improved parenting practices that protect mental health and wellbeing 		<ul style="list-style-type: none"> Respond to evaluation findings as required to respond to audience needs Take actions as necessary to increase the mental health literacy of parents and carers
Access ²	<ul style="list-style-type: none"> Increase access to evidence-based resources for parents concerned about their child's mental health and wellbeing Enhance coordination of resources and ease of navigation for parents when searching for parenting mental health information online Increase mental health literacy of parents to enhance their knowledge and skills in 	<p>Access</p> <ul style="list-style-type: none"> # unique visitors % return visitors # page views # session length # resource downloads <p>Engagement</p> <ul style="list-style-type: none"> # mental health checklist completions # forum participation # video views # email subscriptions <p>User satisfaction</p>	<p>Access</p> <ul style="list-style-type: none"> 200,000 annual visitors (unique) 10% increase in average session duration (based on average Just Speak Up session duration) Engagement with resources (# downloads, video views, pages visited) <p>Engagement</p> <ul style="list-style-type: none"> # parents completing one of the three distress scales (EPDS, K10, child distress) 2% increase in users registering for forums, to share their story or to receive emails 	<p>Access</p> <ul style="list-style-type: none"> 200,000 annual visitors (unique) Session duration increases by 10% from 2:02mins to 2:14mins Minimum of two resources accessed per visit <p>Engagement</p> <ul style="list-style-type: none"> 17,000 parents complete one of the three checklists available annually 2% of unique visitors (based on <i>beyondblue</i> figures) registering for 	<p>Access</p> <ul style="list-style-type: none"> 339,670 unique visitors, exceeded target by 70% 18.5% return visitors 837,155 page views Session length increased from 2:14 mins to 2:56 mins, exceeded target by 31% 2,477 resources downloaded (0.007 resources per visit, below target set)³ <p>Engagement</p>	<ul style="list-style-type: none"> Increase access to information and support (year 1 target 200,000) by 23% in year 2 to reach 246,000 unique visitors⁴ Develop and implement a 12-month new content and promotions plan informed by user needs Implement website enhancements informed by evaluation findings (due October 2017) to better meet user needs

² The Healthy Families website went 'live' in August 2016. For the purposes of this Outcome Framework, the Year one reportable period is 1 August 2016 to 30 June 2017.

³ The dominant strategy of the Healthy Families website is to embed content within web pages rather than to encourage resources downloads. This approach has been taken because it increases search functionality and better supports the integration of content. Hence the resource download rate is lower than originally anticipated and is not a good indicator of the website performance. A better indicator is 'dwell time' i.e. the length of time an individual spends on the website per session which are currently exceeding original targets.

⁴ This target is based on what can be reasonably expected during a non-active campaign period and from a website which has been in market for almost 12 months. The Healthy Families year 1 reach of 339,670 unique visitors is due to the leveraging of additional Movember investment and campaign activity which cannot be sustained in Year 2.

Change Lever	Objective	Metrics	Target – Full Project	Target – Year 1	Actual Delivery – Year 1	Target – Year 2
	supporting their child’s and their own mental health and wellbeing <ul style="list-style-type: none"> Encourage help seeking behaviour among parents to support their child’s and their own mental health and wellbeing 		User satisfaction <ul style="list-style-type: none"> Degree to which the information provided on the website met parental needs Parent satisfaction with website (i.e. easy to navigate; easy to understand; helpful; relevant; well laid out; inclusive; used appropriate language and tone) Parents would recommend the website to others 	forums, to share their stories or to receive emails = 4,000	<ul style="list-style-type: none"> 49,833 parents completed one of the three checklists, exceeded target by 193% 0.3% of unique visitors registered for forums, 1.7% below set target 16,840 video views 1,307 Dadvice email subscriptions User satisfaction Pending – evaluation results due October 2017	
Early Intervention	<ul style="list-style-type: none"> Early intervention is a key objective of Projects 3 and 4. The precise objectives, metrics and targets for Projects 3 and 4 will be specified in a further iteration of the Project Outcomes Framework following detailed planning and analysis of the evidence from the Children’s Resilience Research project. 					<ul style="list-style-type: none"> Assess feasibility of an early intervention pilot into children’s resilience and develop a Business Case to progress pilot
Participation	NOT A PRIMARY OBJECTIVE					

Notes: This Project Outcomes Framework (specifically the inclusion of projects 3 and 4) will be updated in year two following the delivery of the Children’s Resilience Research project, specifically the evidence on effective interventions in children aged 0-12 years.

Overall Performance assessment:

Change Lever	Assessment	Comments
Evidence	Below At Exceeding target	<ul style="list-style-type: none"> The Children’s Resilience Research Project was completed on time, within budget and to a high standard. In Year 2, the research evidence will be translated into real-world knowledge and application, and will support rollout of a national dissemination strategy. The results will also inform the feasibility of a pilot intervention to support children’s resilience (refer to Early Intervention above).
Capability	Below At Exceeding target	<ul style="list-style-type: none"> Building sector capability is a focus in Year 2 and is informed by the Children’s Resilience Research Project and supported by the national <i>Children’s Resilience Practice Guide</i>.
Agency	Below At Exceeding target	<ul style="list-style-type: none"> The results of the Healthy Families website evaluation are due in October 2017. The results will inform on <i>beyondblue’s</i> success in building parent and carers agency (i.e. improving the mental health literacy of parents and carers) and increasing the willingness of parents and carers to seek help when required.

Change Lever	Assessment	Comments
Access	Below At Exceeding target	<ul style="list-style-type: none"> The Healthy Families website launched August 2016 Overall, the Healthy Families website is exceeding Year 1 targets in many areas including: unique visitors (exceeded by 70%); session length (exceeded by 31%); and mental health checklist completions (exceeded by 193%).
Early Intervention	Below At Exceeding target	<ul style="list-style-type: none"> NA – Early Intervention has not been a focus in Year 1 and is therefore not reportable.
Participation	Below At Exceeding target	<ul style="list-style-type: none"> NA – Participation is not a focus in <i>beyondblue</i>'s Healthy Families Program and is therefore not reportable.

Status against plan for implementation:

On track | At risk | Off track

Status against targeted project outcomes:

Below | **At** | Exceeding target