

## Project Status Update

**Reporting cycle:** 1 October 2016 – 30 June 2017

**Date:** 13 July 2017

**Designated  
Charity:** SANE Australia

**Funded  
initiative:** **SANE 360° Help Centre: supporting young adults**

Through this project, SANE Australia is actively targeting young adults aged 18 to 30 at risk of, or experiencing, complex mental illness (and their families and carers) via multi-media campaigns aimed at helping them to access information, advice and support through our website at [www.sane.org](http://www.sane.org), national Online Peer Support Forums at [www.saneforums.org](http://www.saneforums.org), and Help Centre which provides telephone, email and web chat support.

This project will:

- Extend service reach, particularly in rural and regional areas where access to services is greatly limited, via our website, online and telephone supports
- Support and encourage early intervention for young adults at risk of or experiencing complex mental illness
- Promote access to online peer support for young adults and their families via the SANE forums
- Encourage self-help and enable young adults to manage their wellbeing
- Encourage involvement in the SANE Speaker program, giving young adults the opportunity to share their story, thereby reducing stigma and providing support to others
- Inform young adults and their families about complex mental illness via the Forums and SANE's website
- Enable young adults to access support anytime, anywhere, as and when they need it
- Reduce stigma and increase connectedness via SANE's online forums
- Provide an avenue for young adults, who may otherwise be reluctant to use face-to-face services due to stigma or preference, to access support.

Of importance, this project will benefit:

- Any young adult – aged 18 to 30 – who is at risk of or experiencing complex mental illness, their loved ones and those who care for them
- Young adults experiencing less prevalent mental illnesses that are often more poorly understood and stigmatised, such as those experiencing schizophrenia, borderline personality disorder and major depression
- Young adults in regional and rural areas who have limited access to specialist services and supports.

## Snapshot overview:

Support from FGG has enabled SANE Australia to conduct a number of vital initiatives since September 2016 including:

- Research to better understand the needs of young adults living in rural and regional areas and experiencing complex mental illness.
- A fully integrated awareness campaign targeted at 18–30 year-olds and run in May 2017 to coincide with Schizophrenia Awareness Week. A suite of content was created as part of this project and distributed nationally through mainstream press, YouTube, Facebook and Australia's fastest growing youth media site Junkee. The content included a compelling video of an inspiring young woman with schizophrenia, online media and blog articles focussing on tips for managing the illness, a powerful opinion piece by SANE Board Member and host of the Bachelor/Bachelorette Australia, Osher Gunsberg, about his journey with mental illness, and a number of other complementary pieces of content created to engage the young adult audience. The campaign collectively reached more than 4,765,716 people.
- Importantly, support from FGG enabled SANE to embed improved data collection techniques into our service delivery to increase our understanding of who uses SANE's services, their experience of complex mental illness and the outcomes of their engagement with SANE. This has led to a change in the expected KPIs for the first year. Specifically, we are unable to show changes in the patterns of use by young adults accessing the Help Centre and Forums in the first year as we needed to establish an adequate baseline data set first. This baseline, which will be fully established by September 2017, will enable us to better measure the impact of our work with young adults in the future.

## Key Achievements:

Building the **evidence** base: In the first year, SANE worked to build the evidence base by completing a literature review into the needs and experiences of young adults affected by complex mental illness, particularly those living in regional areas. This research will help inform future campaign messaging and design. This work was presented as a keynote address at the Youth Affairs Council of Victoria's Rural Conference for youth workers on 21 June 2017. SANE's involvement in the event was referenced in the local newspaper, the *Riverina Herald*.

In order to ensure a robust project design, SANE developed an evaluation framework using a program logic model. We also began the establishment of a baseline dataset to understand the experiences of young adults who use our services.

SANE conducted an initial survey of young adults accessing SANE Help Centre services to inform research about user satisfaction and outcomes. The results of this survey will be available in August 2017.

Improving **access** to support, strengthening **early intervention** and fostering socio-economic **participation** were all enhanced by developing a targeted campaign strategy to engage young adults with specific messaging and stories of lived experience.

The integrated media campaign, delivered from 14–28 May 2017 to coincide with Schizophrenia Awareness Week, was designed to increase understanding and humanise this highly stigmatised illness. This was achieved using real-life accounts showing the impact of mental illness on individuals which would resonate with the primary target audience. The call to action, 'Get the Facts' encouraged people to learn about schizophrenia and psychosis through accessing practical and factual information on sane.org.

All promotion and advertising targeted young adults in the 18–30 year-old age group across multiple online channels and radio networks where young adults consume content.

The campaign reached a total of 4,765,716 people across all channels and networks. The numbers of people who watched videos, interacted on social media and accessed information on sane.org is listed below:

- 237,633 people watched the 30-second video on Facebook for more than 3 seconds
- 69,525 watched the 30-second video on Youtube the whole way through
- 5,083 people visited Hannah’s story on Junkee’s website, The Cusp, spending 4:30 minutes reading the content
- 638,000 people in the target audience heard the radio advertising featuring Hannah
- 7531 unique page views of factual content on schizophrenia with people spending an average time on page of 5:47 minutes (an increase of 23.51% on same period in previous year)
- 3862 unique page views of factual content on psychosis with people spending an average time on page of 7:36 minutes (an increase of 133.85% on same period in previous year)

These high-level results not only demonstrate that the campaign content resonated strongly with the target market, but also translated into higher visits to relevant information where people could ‘Get the facts’ on sane.org.

The number of young adults seeking information on the SANE website from the start of the campaign until 30 June 2017 compared to the same period in the previous year increased overall by 42.11% in the 25–34 age range\* and by 20.13% in the 18–24 age group.

\*Please note this is a Google analytics measure and provides a high-level indication of the numbers within the target audience range – we need to do further market research to break down these measures further.

We were pleased to see progress towards building sector **capability** as the campaign was picked up and shared by other youth serving mental health organisations such as Batyr. We are also in discussions with ReachOut about more young-adult-focused online events which will be delivered in the coming months. These events will enable us to showcase the services on offer from other organisations and strengthen collaboration across the sector.

**Individual agency** has been increased via involvement of young adults with lived experience of complex mental illness in content production, media and events. This year, SANE worked with 23 year-old Hannah to profile her personal story of living with schizophrenia, ([www.sane.org/schizophrenia](http://www.sane.org/schizophrenia)) which was featured in the Schizophrenia Awareness Week campaign along with six other young adults whose stories appeared on the Junkee website. Hannah was also involved in an online event on the Forums that enabled others with lived experience to ask questions and seek peer support about schizophrenia. This event received 117 posts in the first 2 hours and has had 2796 views to date.

SANE also worked with eleven other young adults to share their stories of living with complex mental illness and offer advice for managing their illness via online platforms and in person at various events. In total, 53 pieces of content specific to young adults, including videos, blogs, ads and other written resources were produced.

During this time, the SANE Speaker program also saw an increase in the number of young adults joining the program to share their lived experience of complex mental illness. Since 1 September 2016, six young adults have joined the program, a 28% increase.

**No. people supported:**

People supported	Support provided to date:		
	Directly Supported	Indirectly Supported	Total

through the project: <sup>1</sup>

	No.	+	Estimated	=	Total
Children & young adults	N/A		373,566		373,566
Those who are close to & care for them	N/A		N/A		N/A
Professional service providers					373,566

The current estimate is calculated as follows:

- The estimated number of people directly supported is based on those people within the 18–30 year-old age group or their family or carers who currently join the SANE forums as members or make contact with SANE’s help-centre, Facebook or Speakers program. We are unable to report on this figure in year one as we are establishing the mechanisms for collecting this data. We will be able to accurately add to this figure in future reports.
- The estimated number of people indirectly supported is based on those people within the 18–30 year-old age group or their family or carers who view information via the website, through online campaign channels or as unique visitors on the forums. The current figure relates to the total number of people seeking information on sane.org during and following the Schizophrenia Awareness Week campaign.

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<sup>1</sup> 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.

**Key observations & learnings to date:**

We were pleased to see the strong results of the campaign reach and that the campaign content resonated strongly with the target market which also translated into higher visits to relevant information on [www.sane.org](http://www.sane.org).

SANE continues to receive a lot of interest from young adults wanting to be involved with SANE's programs, translating to a significant number of content pieces being produced from a lived experience perspective that will help to encourage access to support, early intervention and participation.

The review of the literature has helped to shape our understanding of the needs of young adults, particularly in rural and regional areas, and this background research will be invaluable to help shape future campaigns.

**Benefits derived from FGG funding:**

We have had a solid year one, establishing the mechanisms to better measure the impact of our programs in the future, and our research into the needs of young adults living with complex mental illness has enabled us to understand the needs of the target audience so that future campaigns can be precisely targeted.

**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"> <li>Contribute to the emerging body of research that examines the effectiveness of digital mental health services in improving mental health outcomes for young adults</li> <li>Use research (including desktop research and internal evaluations) to inform ongoing service design and delivery</li> </ul>	<ul style="list-style-type: none"> <li># young adults involved in qualitative and quantitative research and evaluation activities relating to the project</li> <li># published reports on research findings and campaign (SANE service offering) outcomes</li> </ul>	<ul style="list-style-type: none"> <li>Complete research into the needs and issues facing young adults affected by complex mental illness, including those residing in regional areas</li> <li>Develop evaluation approach and framework that specifically assesses the impact of the SANE campaign and young-adult-focused resources and events</li> <li>Baseline and evaluate campaign outcomes overall and by geography including:                             <ul style="list-style-type: none"> <li>Service and support needs</li> <li>Awareness of available services and supports</li> <li>Help-seeking practice</li> <li>Social connectedness</li> <li>Satisfaction with SANE service offering</li> </ul> </li> <li>Complete a final report on the effectiveness of campaign outcomes and the impact of SANE Help Centre services on the mental health of young adults</li> </ul>	<ul style="list-style-type: none"> <li>Complete research into the needs and issues facing young adults affected by complex mental illness, particularly those living in regional areas</li> <li>Complete development of evaluation framework</li> <li>Baseline # of young adults using SANE’s services overall and by geography</li> <li>Conduct initial survey of young adults accessing SANE Help Centre services to inform research and baseline user satisfaction and outcomes</li> </ul>	<ul style="list-style-type: none"> <li>Completed a literature review into the needs and issues facing young adults affected by complex mental illness, particularly those living in regional areas</li> <li>Completed development of evaluation framework</li> <li>Began baseline data collection of young adults using SANE’s services</li> <li>Began initial survey of young adults accessing SANE Help Centre services</li> </ul>	<ul style="list-style-type: none"> <li>Complete survey of young adults accessing SANE Help Centre services with report completed in August establishing baseline measures to be used for this program of work going forward.</li> <li>Second follow-up survey of young adults accessing SANE Help Centre services is completed by 30 June 2018 comparing results for year two against baseline.</li> <li>Literature Review into the needs of young adults in rural and regional areas with complex mental illness submitted for publication to one peer reviewed journal.</li> <li>Presentation of findings from FGG supported work at two National or International conferences.</li> </ul>
Capability	<ul style="list-style-type: none"> <li>Develop and/or tailor SANE Help Centre resources and services to address the specific needs of young adults, particularly those residing</li> </ul>	<ul style="list-style-type: none"> <li>Qualitatively assess and scope online services that SANE could offer for young adults based on research findings which will include mental health, education and</li> </ul>	<ul style="list-style-type: none"> <li>Complete scoping of youth services</li> <li>Complete scoping report on service needs in relation to Forums</li> </ul>	<ul style="list-style-type: none"> <li>Complete scoping of youth services</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing scoping of needs of young adults.</li> <li>Started the scoping of youth services and potential partners</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing scoping of needs of young adults through ongoing data collection, engagement with SANE Speakers, user</li> </ul>

Change Lever	Objective	Metrics	Target – Full Project	Target – Year 1	Actual Delivery – Year 1	Target – Year 2
	<p>in regional areas based on research</p> <ul style="list-style-type: none"> <li>Promote SANE Help Centre services to young adults and their family and friends, particularly in regional areas</li> <li>Increase the awareness, engagement and participation of young adults with the SANE service offering, particularly young adults residing in regional areas</li> <li>Expand and strengthen partnerships with organisations that provide support services for young adults, particularly in regional areas to support service dissemination and delivery</li> <li>Using the SANE Forums syndication model, disseminate young-adult-focused or tailored forums via young-adult-focused partner websites</li> <li>Work with young-adult-focused partners / organisations to promote forums and encourage young adults to participate in the forums (and other SANE service offerings)</li> </ul>	<p>employment services and engage them in the project</p> <ul style="list-style-type: none"> <li># young-adult-focused online community building / support events conducted or resources developed by type</li> <li># of young adults using services (unique users), including metropolitan vs regional breakdown</li> <li># of new and existing partnerships with young-adult-focused organisations # online community building / support events or activities in which partner organisations are involved in delivery</li> </ul>	<p>Target – Full Project</p> <ul style="list-style-type: none"> <li>Conduct 3 multi-media campaigns to promote SANE service offering over the course of the project</li> <li>Conduct at least 10 young-adult-focused online events</li> <li>Increase of 20% of young adults accessing SANE Help Centre services and resources compared to baseline</li> <li>Increase of 10% in young adults from rural and regional areas accessing SANE’s resources</li> <li>Establish 5 new partnerships with young-adult-focused organisations</li> <li>Youth partners/organisations are involved in 10 online events</li> </ul>	<p>Target – Year 1</p> <ul style="list-style-type: none"> <li>Develop a targeted campaign strategy to engage young adults with young adult specific messaging and stories of lived experience</li> <li>Conduct at least 2 young-adult-focused online events</li> <li>5% increase in young adults accessing SANE Help Centre services and resources compared to baseline</li> <li>2% increase in young adults accessing SANE Help Centre services from rural and regional areas</li> <li>Establish at least 1 new partnership with a young-adult-focused organisation</li> <li>Young-adult-focused organisations involved in partnering on 2 online events</li> </ul>	<p>Actual Delivery – Year 1</p> <ul style="list-style-type: none"> <li>Completed a targeted campaign to engage young adults with young adult specific messaging and stories of lived experience</li> <li>Conducted 1 young-adult-focused online event</li> <li>Began establishment of baseline to measure increases in young adults accessing SANE Help Centre services and resources and increases in young adults accessing SANE Help Centre services from rural and regional areas</li> </ul>	<p>Target – Year 2</p> <p>experience research and review of emerging evidence.</p> <ul style="list-style-type: none"> <li>Partnerships with at least two young adult focussed organisations (eg youth mental health organisation, University, TAFE) established.</li> <li>Young adult serving partners/ organisations involved in 2 online events</li> <li>Complete a second targeted campaign to engage young adults living with complex mental illness with young adult specific messaging and stories of lived experience</li> <li>Publish 6 pieces of media content that are young adult focused</li> <li>Complete establishment of baseline to measure increases in young adults accessing SANE Help Centre services and resources and increases in young adults accessing SANE Help Centre</li> </ul>

Change Lever	Objective	Metrics	Target – Full Project	Target – Year 1	Actual Delivery – Year 1	Target – Year 2
Agency	<ul style="list-style-type: none"> <li>Consult with young adults about resources produced in the project</li> <li>Support the creation of user-generated content to inform young adults and their families and friends about complex mental illness</li> <li>Encourage young adults to share their stories of complex mental illness via the SANE Speaker program</li> </ul>	<ul style="list-style-type: none"> <li># of young adults participating in consultation activities</li> <li># (%) of young-adult-focused / tailored activities utilising user generated content</li> <li># of resources utilising user generated content</li> <li># of young adults sharing stories via SANE Speaker program</li> </ul>	<ul style="list-style-type: none"> <li>10 young adults participating in consultation activities</li> <li>5 young-adult-focused / tailored activities utilising user generated content</li> <li>15 pieces of content specific to young adults, including videos, blogs, ads and other written resources</li> <li>15 speakers under the age of 30 have joined the SANE Speaker program</li> <li>Young adult speakers involved in 40 events or speaking opportunities</li> </ul>	<ul style="list-style-type: none"> <li>2 young adults participating in consultation activities</li> <li>3 pieces of content specific to young adults, including videos, blogs, ads and other written resources</li> <li>3 speakers under the age of 30 have joined the speaker program</li> <li>Young adult speakers have been involved in 5 events or speaking opportunities</li> </ul>	<ul style="list-style-type: none"> <li>12 young adults participating in consultation activities</li> <li>53 pieces of content specific to young adults, including videos, blogs, ads and other written resources</li> <li>6 speakers under the age of 30 have joined the speaker program</li> <li>Young adult speakers have been involved in 2 events or speaking opportunities</li> </ul>	<ul style="list-style-type: none"> <li>services from rural and regional areas</li> <li>5% increase in young adults accessing SANE Help Centre services and resources compared to baseline</li> <li>2% increase in young adults accessing SANE Help Centre services from rural and regional areas</li> <li>At least 10 speakers under the age of 30 in the SANE Speakers Program</li> <li>10 young adults participating in user experience and consultation activities</li> <li>20 pieces of content specific to young adults, including videos, blogs, ads and other written resources</li> <li>Young adult speakers have been involved in 5 events or speaking opportunities</li> </ul>
Access	<ul style="list-style-type: none"> <li>Provide access to young-adult-focused online peer support and professional mental health services</li> </ul>	<ul style="list-style-type: none"> <li># of young adults using services (unique users), including metropolitan vs regional breakdown</li> </ul>	<ul style="list-style-type: none"> <li>Increase of 20% of young adults accessing SANE Help Centre services and resources compared to baseline</li> <li>Increase of 10% in young adults from rural and regional areas accessing SANE's resources</li> <li>80% of young adult service users report increased access to relevant,</li> </ul>	<ul style="list-style-type: none"> <li>Increase of 5% of young adults accessing SANE Help Centre services and resources compared to baseline</li> <li>User feedback survey developed</li> </ul>	<ul style="list-style-type: none"> <li>A baseline to measure the increases in young adults accessing SANE Help Centre services is being established</li> <li>Began initial survey of young adults</li> </ul>	<ul style="list-style-type: none"> <li>Increase of 5% of young adults accessing SANE Help Centre services and resources compared to baseline</li> <li>Increase of 2% in young adults from rural and regional areas accessing SANE's</li> </ul>

Change Lever	Objective	Metrics	Target – Full Project	Target – Year 1	Actual Delivery – Year 1	Target – Year 2
	<ul style="list-style-type: none"> <li>Develop a Forums App so that the service can be accessed more easily from mobile devices</li> <li>Increase the ability and / or propensity of young adults at risk, or experiencing complex mental illness to seek help / access per support / services</li> </ul>	<ul style="list-style-type: none"> <li># of young adults using the Forums App</li> <li>Young adults report increased access to relevant, understandable and useful information about complex mental illness</li> </ul>	<p>understandable and useful information</p> <ul style="list-style-type: none"> <li>Forums App developed and being used by 500 young adults</li> </ul>	<ul style="list-style-type: none"> <li>Forums App is developed and being used by 100 young adults</li> </ul>	<p>accessing SANE Help Centre services</p> <ul style="list-style-type: none"> <li>Forums App is developed and being used by 100 people, however we are unable to measure use of the App by age.</li> </ul>	<p>resources compared to baseline</p> <ul style="list-style-type: none"> <li>60% of young adult service users report increased access to relevant, understandable and useful information.</li> <li>Promotion of the Forums app will be targeted at young adults leading to a 50% increase in users.</li> </ul>
Early Intervention	<ul style="list-style-type: none"> <li>SANE Help Centre services educate, de-stigmatise and encourage young adults to access support for their mental health</li> <li>SANE Help Centre services provide information to young adults and their family and friends on pathways to care</li> </ul>	<ul style="list-style-type: none"> <li>Young adults report increased confidence and capacity to seek help</li> <li>Young adults report reduced feelings of stigma and self-stigma</li> <li>Young adults report increased knowledge and awareness of complex mental illness</li> </ul>	<ul style="list-style-type: none"> <li>80% of young adult service users report increased confidence and capacity to seek help</li> <li>80% of young adult service users report reduced feelings of stigma and self-stigma</li> <li>80% of young adults report increased knowledge and awareness of complex mental illness</li> </ul>	<ul style="list-style-type: none"> <li>Initial survey of young adults accessing SANE Help Centre services is completed</li> </ul>	<ul style="list-style-type: none"> <li>Initial survey of young adults accessing SANE Help Centre services has started</li> </ul>	<ul style="list-style-type: none"> <li>60% of young adult service users report increased confidence and capacity to seek help</li> <li>60% of young adult service users report reduced feelings of stigma and self-stigma</li> <li>60% of young adults report increased knowledge and awareness of complex mental illness</li> </ul> <p>(Note the targets above will be altered depending on results of baseline data collection)</p>
Participation	<ul style="list-style-type: none"> <li>Build a strong online community which is inclusive young adults affected by complex mental illness</li> </ul>	<ul style="list-style-type: none"> <li>Online community index</li> <li>SANE forum users report a higher sense of social connection and peer-support</li> </ul>	<ul style="list-style-type: none"> <li>Online community index (CHI Index) indicates high sense of community on the SANE Forums</li> <li>80% of young adult service users report a higher sense of social connection and peer-support</li> </ul>	<ul style="list-style-type: none"> <li>Initial survey of young adults accessing SANE Help Centre services is completed.</li> <li>Online community index indicates high sense of community.</li> </ul>	<ul style="list-style-type: none"> <li>Initial survey of young adults accessing SANE Help Centre services has started.</li> </ul>	<ul style="list-style-type: none"> <li>Online community index has increased since baseline.</li> </ul>

Change Lever	Objective	Metrics	Target – Full Project	Target – Year 1	Actual Delivery – Year 1	Target – Year 2
	<ul style="list-style-type: none"> <li>Facilitate peer-support discussions and involvement in online community events to reduce feeling of isolation and increase social connection</li> <li>Reduce isolation and strengthen social connectedness</li> </ul>				<ul style="list-style-type: none"> <li>Online community index indicates high sense of community.</li> </ul>	<ul style="list-style-type: none"> <li>60% of young adult service users report a higher sense of social connection and peer-support.</li> </ul>

Notes:

**Overall Performance assessment:**

Change Lever	Assessment	Comments
Evidence	Below   <b>At</b>   Exceeding target	On track with the review of the evidence regarding the experiences of young adults with complex mental illness living in rural and regional Australia, completion of evaluation framework and the baseline data collection of young adults using SANE’s services.
Capability	Below   <b>At</b>   Exceeding target	<p>On track with scoping of youth services and potential partners and conducting 1 young-adult-focused online events. Completing a targeted campaign to engage young adults with young adult specific messaging and stories of lived experience.</p> <p>The campaign reached a total of 4,765,716 people across all channels and networks including: 237,633 people watched the 30-second video on Facebook for more than 3 seconds, 638,000 people in the target audience heard the radio advertising featuring Hannah, 7531 unique page views of factual content on schizophrenia with people spending an average time on page of 5:47 minutes (an increase of 23.51% on same period in previous year) and 3862 unique page views of factual content on psychosis with people spending an average time on page of 7:36 minutes (an increase of 133.85% on same period in previous year).</p> <p>We began the establishment of a baseline dataset which will enable us to measure increases in young adults accessing SANE Help Centre services and resources and increases in young adults accessing SANE Help Centre services from rural and regional areas.</p>
Agency	Below   <b>At</b>   <b>Exceeding target</b>	Exceeding our target to foster agency with 12 young adults participating in consultation activities, 53 pieces of content generated specific to young adults, including videos, blogs, ads and other written resources. Further 6 speakers under the age of 30 have joined the speaker program.
Access	Below   <b>At</b>   Exceeding target	On track. Baseline data analysis will help us better understand the impact of year one. 100 people are using the SANE Forums app.
Early Intervention	Below   <b>At</b>   Exceeding target	On track. Baseline data analysis will help us better understand the impact of year one. The number of young adults seeking information on the SANE website from the start of the campaign until 30 June 2017 compared to the same period in the previous year increased overall by 42.11% in the 25–34 age range* and by 20.13% in the 18–24 age group.

Change Lever	Assessment	Comments
Participation	Below   <b>At</b>   Exceeding target	On track. Our online community index (CHI Index) indicates a high sense of community.

Status against plan for implementation:

**On track** | At risk | Off track

Status against targeted project outcomes:

Below | **At** | Exceeding target