Online self management for depression.

Innovation comes from the fringes.
Is this a Social Marketing or a medical early intervention Solution?

Depression

2nd highest global health issue by 2020
5.7% will experience depression each year
80% of suicide associated with depression
500 suicides annually (4 million population)
Mild to moderate – 75% don’t get help
85% link between depression and anxiety disorder
Task: To reduce the impact of depression on the lives of New Zealanders

- Early identification / intervention
- Recognise symptoms
- Seek help
- Self help
Phase One

Gains for depression

AWARENESS & UNDERSTANDING

MEDIA

PRIMARY CARE

AWARENESS - 93%
Helped or encouraged them to:
Act – 58%
Speak to GP – 13%
Other professional – 10%

Rates for GP diagnosis of depression:
2008 / 2009 = 420/month
Media to primary care integration

Awareness & Understanding
Media

Information & Education
Website

Self-Help
Journal

Personalised Support

Primary Care

Collaboration
Medical Counseling
e-learning
Technical
Social communication
TV promoting the Website

www.depression.org.nz
Exploding interest in e-therapies

- Evidence of effectiveness but large drop out rates

Most effective treatments

- Positive thinking (CBT)
- Physical Health
- Structured Problem Solving

PHQ9

Standard test
Adapted for online
Stages 1-3-6
Based on medical approach

Helps reduce barriers to seeking Secondary Care

Over this clinical framework interactive e-learning techniques were added

- extensive use of video for information delivery
- interactive interface for user engagement
The Journal
TXT and email reminders

- Personalised reminders from JK
- Remind and encourage completion of tasks
- Reply txt/email goes to the Helpline team

Managing risk

- Designed to be self-directed
- Incorporates Helpline channels for escalation
- (PHQ9) Self-test results prompt help-seeking
# Journal Report

## Results

### Awareness & Understanding
- **Media**
  - Behaviour: Ads encouraged to:
    - Assist someone: 37%
    - Encourage seeking help: 35%
    - Websites/helplines for self: 12%
  - Pre-test: 100% helped; 85% helped a lot
  - Engagement time: 11.06 mins/visit
  - Repeat visits: 60%
  - PHQ9: 69% significant improvement

### Information & Education
- **Website**
  - Visits Phase 1: 8,000 month
  - Visits Phase 2: 46,000 month
  - Minutes on site: 2.44

### Self-Help
- **Journal**
  - Helpline interactions: 3,800 month

### Personalised Support
- **Primary Care**
  - Anecdotal: physical symptoms to depression
  - Rates for GP diagnosis of depression: 2010 = 550/month
Try it for yourself

The Journal (demo version):
myjournaldemo.depression.org.nz

Depression website:
www.depression.org.nz

Where to from here?

Clinical Trials (RCT)

Link into Primary Healthcare (Doctors)
Learnings

- Co operation between diverse skill base
- Driven by core team
- Integrated from mass media to primary care
- Evidence based
- Rigorous testing
- Risk management
- Flexibility to adapt throughout development