Applying Transtheoretical Model of Change to Anti-Depression Campaigns

Tatiana Levit
Magdalena Cismaru

University of Regina, Canada
Outline

- Depression and anti-depression campaigns
- Research questions, need for theory
- Appropriateness of TTM
- Methodology
- 5 campaigns studied
- How the campaigns align with TTM
- Recommendations
Depression

- Common mental disorder is among the leading causes of disability and premature death in the world today

- Connected to reduction of quality of life, impairments, work disability, reduced productivity, financial difficulties, as well as suicide

- Worldwide depression affects more than 120 million people of all genders, ages, and backgrounds
  - (NIH Medline Plus, 2012)

- Treatable and preventable in most instances
  - But often not recognized as a disease (WHO, 2012)
  - Societal barriers: stigma and self-stigma (Jorm et al., 2003)
  - Men find it especially difficult to acknowledge (Rochlen et al., 2005)
Campaigns Against Depression

Social marketing campaigns are developed by government and NFP organizations
- Main messages: it is an illness, help is available, don’t judge

Anti-depression campaigns discussed in the academic literature (Nemec, 2005; Rochlen et al., 2006; Reavley and Jorm, 2011)
- The British Defeat Depression Campaign
- Beyond Blue, Australia’s national depression initiative
- Real Men. Real Depression

Findings
- Somewhat successful in changing public views, improving depression awareness and reducing stigma
- Need theoretical basis (Kelly, Jorm & Wright, 2007; Noar, 2006)
Research Questions

Examine social marketing campaigns aimed at preventing depression to determine:

- How can we design more persuasive campaigns, effective in promoting behavioural change?
- Are the existing campaigns based on any theoretical model?
- If not, which model/s would be most appropriate?
Transtheoretical Model

Precontemplation – people are most likely unaware that their behaviour is problematic; have not intention to take action

Contemplation – people are beginning to recognize that their behaviour is problematic and start to look at the pros and cons of their actions

Preparation – people are intending to take action in the immediate future, and may begin taking small steps towards change

Action – people have made specific overt modifications in their lifestyle, and positive change has occurred

Maintenance – people are working to prevent relapse (the return from action or maintenance to an earlier stage)

Termination – individuals have zero temptation and 100% self-efficacy... they are sure they will not return to their old unhealthy habit as a way of coping (Prochaska and Velicer 1997).
Transtheoretical Model
Methodology

Snowball search methodology

- Keywords: “depression”, “mental health”, “anti-depression”, “anti-stigma”, “mood disorders”, “mental disorders”, “depression campaigns”, “depression initiatives”, “depression and Transtheoretical Model”, “depression and meta-analysis”

Mental health related government websites

- US National Institute of Mental Health
- UK National Institute for Health and Clinical Excellence
- Mood Disorders Society of Canada etc.

Social Sciences Citation Index, Jstor, PsycInfo, ABI/INFORM

Google and academic literature search
Anti-depression initiatives

Inclusion / exclusion criteria

**Included**

• Target: adults (men, women, or both)

• Level: national and international

• Complexity: mass-media components, such as television, radio, magazine ads, posters, brochures, postcards etc.

**Excluded**

• Target: youth or children

• Level: local (city, state)

• Complexity: websites that simply provided links to other websites or campaigns
Results of Search

- 5 major national campaigns from 5 English-speaking countries
- Evaluations
- Objectives
  - Education, information, understanding
  - Overcoming resistance
  - Empowering individuals to feel confident, to talk, to seek help
  - Assisting individuals in their recovery
  - Suicide prevention
## Campaigns Studied: Objectives

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Objective</th>
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<tbody>
<tr>
<td><strong>BeyondBlue (AUS)</strong></td>
<td>Beyondblue’s work is aimed at achieving an Australian community that understands depression and anxiety, empowering all Australians, at any life-stage, to seek help.</td>
</tr>
<tr>
<td><strong>What Better Feels Like (Canada)</strong></td>
<td>MDSC embarked on a project to assist individuals suffering from depression in their recovery. MDSC believes that consumers, families and caregivers are entitled to clear, accurate information about mood disorders and other mental illnesses. Informing yourself about your own or a loved one's illness is an essential step in the journey to recovery.</td>
</tr>
<tr>
<td><strong>Time to Change (UK)</strong></td>
<td>Time to Change is England's biggest program to challenge mental health stigma and discrimination. The goal is to empower people with mental health problems to feel confident talking about the issue without facing discrimination, and the three quarters of the population who know someone with a mental health problem to talk about it too.</td>
</tr>
<tr>
<td><strong>Real Men. Real Depression. (USA)</strong></td>
<td>The National Institute of Mental Health (NIMH) focused on educating men and those close to them about the symptoms of and treatments for depression. The goal is to overcome resistance to mental health services by sending a message that it takes courage to ask for help, it is not unmanly or weak to admit to needing help and that by looking at your feelings one can become a better man.</td>
</tr>
<tr>
<td><strong>National Depression Initiative (NZ)</strong></td>
<td>(NDI) is a national project which is part of the Government’s commitment to addressing suicide prevention, as well as improving the mental health and wellbeing of all New Zealanders. The goal is to reduce the impact of depression on the lives of New Zealanders.</td>
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# Campaigns Studied: Primary Target

<table>
<thead>
<tr>
<th></th>
<th>All Adults</th>
<th>Men</th>
<th>Additional</th>
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</thead>
<tbody>
<tr>
<td><strong>BeyondBlue (AUS)</strong></td>
<td>🍀</td>
<td>🍀</td>
<td>Aboriginal, Multicultural, GLBTI, Women /perinatal, Men, Older, Youth, Workplace (materials and programs)</td>
</tr>
<tr>
<td><strong>What Better Feels Like (Canada)</strong></td>
<td>🍀</td>
<td>🍀</td>
<td>Workplace. Classroom or workplace (“Elephant in the Room” posters)</td>
</tr>
<tr>
<td><strong>Time to Change (UK)</strong></td>
<td>🍀</td>
<td>🍀</td>
<td>Two sides: those who suffer and helping others (family, friends, coworkers, students)</td>
</tr>
<tr>
<td><strong>Real Men. Real Depression. (USA)</strong></td>
<td>🍀</td>
<td>🍀</td>
<td>Latino (PSAs for television, radio, and print, fact sheets and brochures)</td>
</tr>
<tr>
<td><strong>National Depression Initiative (NZ)</strong></td>
<td>🍀</td>
<td>🍀</td>
<td>High risk groups, affected but reluctant to seek help, whānau, family, health sector</td>
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</table>
Campaigns Studied: Components

- Mass media components
  - TV, radio, magazine, posters, websites, postcards, washroom door panels, beer mats, billboards, bus stop advertising
- Helplines
- ‘Talking points’
- Training, educational kits, action packs
- Events and sponsorship
- Internet media, discussion and support groups, forums, online self-help program
## TTM Stages

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Transtheoretical Model: Stages of Change</th>
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<tbody>
<tr>
<td></td>
<td>PC</td>
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<tr>
<td><strong>BeyondBlue (Australia)</strong></td>
<td>H</td>
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<tr>
<td><strong>What Better Feels Like</strong> / Defeat Depression (Mood Disorders Society of Canada)</td>
<td>M</td>
</tr>
<tr>
<td><strong>Time to Change (Mind, UK)</strong></td>
<td>H</td>
</tr>
<tr>
<td><strong>Real Men. Real Depression. (NIMH, USA)</strong></td>
<td>H</td>
</tr>
<tr>
<td><strong>National Depression Initiative</strong> (Ministry of Health, New Zealand)</td>
<td>H</td>
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H-High  M-Medium  L-Low
Precontemplation

Target: people are most likely unaware that their behaviour is problematic; have not intention to take action

- Testimonials inform about signs of disease
- Fight stigma: “It takes courage to ask for help”

Real Men.
Real Depression.
(NIMH)
Precontemplation

- Use a celebrity (Sir John Kirwan, rugby coach)
- Include self-assessment tools

National Depression Initiative (NZ)

Over the last two weeks I have felt down or hopeless
Not at all  For several days  Nearly every day
Contemplation

**Target**: people are beginning to recognize that their behaviour is problematic and start to look at the pros and cons of their actions

- Where to get more information and help
- Encourage to seek support from others

**Time to change. Time to talk.**

(UK)
Preparation

**Target**: people are intending to take action in the immediate future, and may begin taking small steps towards change

- Give options
- Encourage to take small steps

<table>
<thead>
<tr>
<th>Complementary and Lifestyle Interventions</th>
<th>Our rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acupuncture</td>
<td></td>
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<tr>
<td>Alcohol avoidance: In people with a drinking problem</td>
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<tr>
<td>Bibliotherapy: With a professional</td>
<td></td>
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<tr>
<td>Carnitine/Acetyl-L-Carnitine: For dysthymia</td>
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<tr>
<td>Computer or internet interventions: With a professional</td>
<td></td>
</tr>
<tr>
<td>Computer or internet interventions: Without a professional</td>
<td></td>
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<tr>
<td>Exercise: For adults</td>
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<tr>
<td>Folate: In combination with an antidepressant</td>
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<tr>
<td>Light therapy: Seasonal Affective Disorder</td>
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Action and Maintenance

**Target: Action** – people have made specific overt modifications in their life style **Maintenance** – people are working to prevent relapse

- Encourage to fully commit to recovery
- Remind about rewards
- Help plan for setbacks

**What Better Feels Like (MDSC)**
Recommendations for using TTM of Change based on meta-analysis of 39 studies (Norcross, Krebs, & Prochaska, 2011)

- Assess the client’s stage of change
- Only about 20% of people are in the action stage (Velicer et al., 1995)
  - Do not impose action on precontemplators
- Set realistic goals by moving one stage at a time
- Tailor the processes to the stages
- Avoid mismatching stages and processes, practice integratively
  - Consciousness-raising at the earlier stages
  - Behaviouristic methods in later stages
- Anticipate recycling
  - Most people will recycle several times before achieving long-term maintenance
Our Recommendations: What campaigns should do at each stage

- **Precontemplation**
  - Stage campaigns should target
  - Inform about definition of depression (signs and symptoms). Help recognize and admit the problem. Inform about increased risks (costs) of doing nothing and vast benefits of change. Take the stigma away and fight the defenses. Provide testimonials and evaluation tools.

- **Contemplation**
  - Encourage to seek professional and social support. Inform about ways to receive immediate help and where to find more information. Discuss what can help. Encourage to try small actions to see how they help.

- **Preparation**
  - Encourage to reconsider the importance of benefits versus risks. Provide with more helpful techniques. Encourage to create an action plan. Remind of the importance of positive self-evaluation (Cismaru et al., 2008)

- **Action**
  - Encourage to notice the benefits of change and use of self-encouragement

- **Maintenance**
  - Remind of temporary slips, effective coping with setbacks and recycling. Continue to stress the importance of positive self-image and confidence.
Defeat Depression

...with TTM theory

Thank you!


References


WHO World Health Organization, Mental Health  http://www.who.int/mental_health/en/