

National Association of State Mental Health Program Directors (NASMHPD)

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The Lowdown

Community based ICT initiative to target
depression and save young lives in New Zealand
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KIA ORA

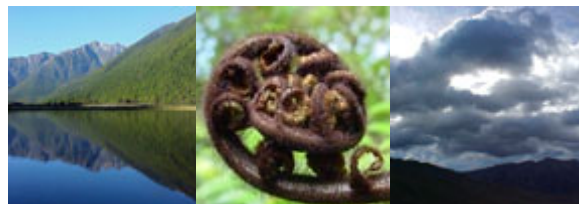
The Land of the Long White Cloud



Land area - 270,534 sq km

• Population – 4 million

• GDP – NZD \$138 billion



Depression, Suicide and Young People

- 1 in 8 young people experience a mood disorder.
- Suicide is the second most common cause of death for young NZrs aged 15-24 years.
- Suicide toll higher than road toll
- Depression is the most common mental health problem in NZ and may be increasing.
- Over a hundred young New Zealanders die by Suicide every year

Lowdown launched December 2007



- Part of an incredibly effective campaign (NDI).
- We knew the gap as NDI was not reaching young people effectively.
- Assist recognition of symptoms.
- Encourage help seeking behaviour.
- Increase awareness of effective interventions and self help strategies.
- Communicate importance of early identification and intervention.

NAVIGATOR

DEPRESSION

STORIES

CHAT

KNOWLEDGE

MULTIMEDIA

TEAM LEADER



CONTACT US

TXT 4 FREE : 5626

EMAIL US



THE LOWDOWN TEAM



MESSAGE BOARD

click on
HERE to
chat



ON OFF

NAVIGATOR
Awa

^ SITE GUIDE

^ SEARCH

^ POLL

Does the weather affect your moods?

^ SIGN IN

You are not logged in

Why the Lowdown?

- Young NZrs are connecting the least with the John Kirwan campaign (14-24 years).
- Young people communicate extensively through the internet.
- Young people prefer to get help from friends and family (followed by the internet).
- Young people are less likely to seek professional help if depressed.
- Evidence suggests that internet-based strategies for assisting young people can be more effective than traditional approaches.

What is it?



- The thelowdown.co.nz, an engaging website developed in consultation with young people for young people.
- It provides information that will allow users to identify depression in themselves and others, better understand it and seek help for it.
- We hope The Lowdown will help users **'get to a better place'**.



From Phone Helpline to Multi-Channel Environment

Phone 0800-111-757

+

SMS Text 5626

+

Email team@thelowdown.co.nz

+

Post to online forum / message board

+

Interact with online face-to-face video/voice

Outcomes in first three months:



- 43,343 website visits.
- 27,552 text messages received and sent.
- 2411 emails received and sent.
- 17 emergency service contacts due to risk of suicide.
- Moderated Message Board – 185 topics and 400+ posts.
- High service usage rates from rural areas.

Examples of feedback:

"...it is one of the most accessible and interactive sites I have used, it felt real....like it was applicable to me.....I am booked in for regular counselling sessions now and have dropped a few commitments I have found myself struggling to keep up with....i just want to say thank you"

"... this one is by far the most visually appealing and advanced in terms of its multimedia use. Well done, and I think NZ can now proudly say it's at the forefront!"

Success factors

- Young New Zealand role models.
- Removal of access barriers e.g. cost
- Age appropriateness of engagement.
- Instant & direct connectivity with the Lowdown support team.
- Human contact is very powerful.
- Part of a larger campaign...integral part of stepped care.
- Clever, interactive and integrated ICT application.
- Music.
- Cool.

Best Practice and Partnership Framework (National & International)



- IIMHL
- ConnexOntario (Canada)
- CARE IF (UK)
- CAHRE (UOA – NZ)
- NHS Direct (UK)
- Ministry of Health (NZ)
- Centre for Psychiatry, University of London (UK)
- Child Helplines International
- Lifeline International (38 countries)
- MHHP & THA (UK)

Thank You



For further information please contact

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"The difference between ordinary and extraordinary is that little extra"

