



2017 Glove Box Guide to Mental Health Evaluation Summary

Evaluation Purpose

The findings of this evaluation of the 2017 Glove Box Guide to Mental Health (GBG) will be used to make improvements to future editions of the GBG.

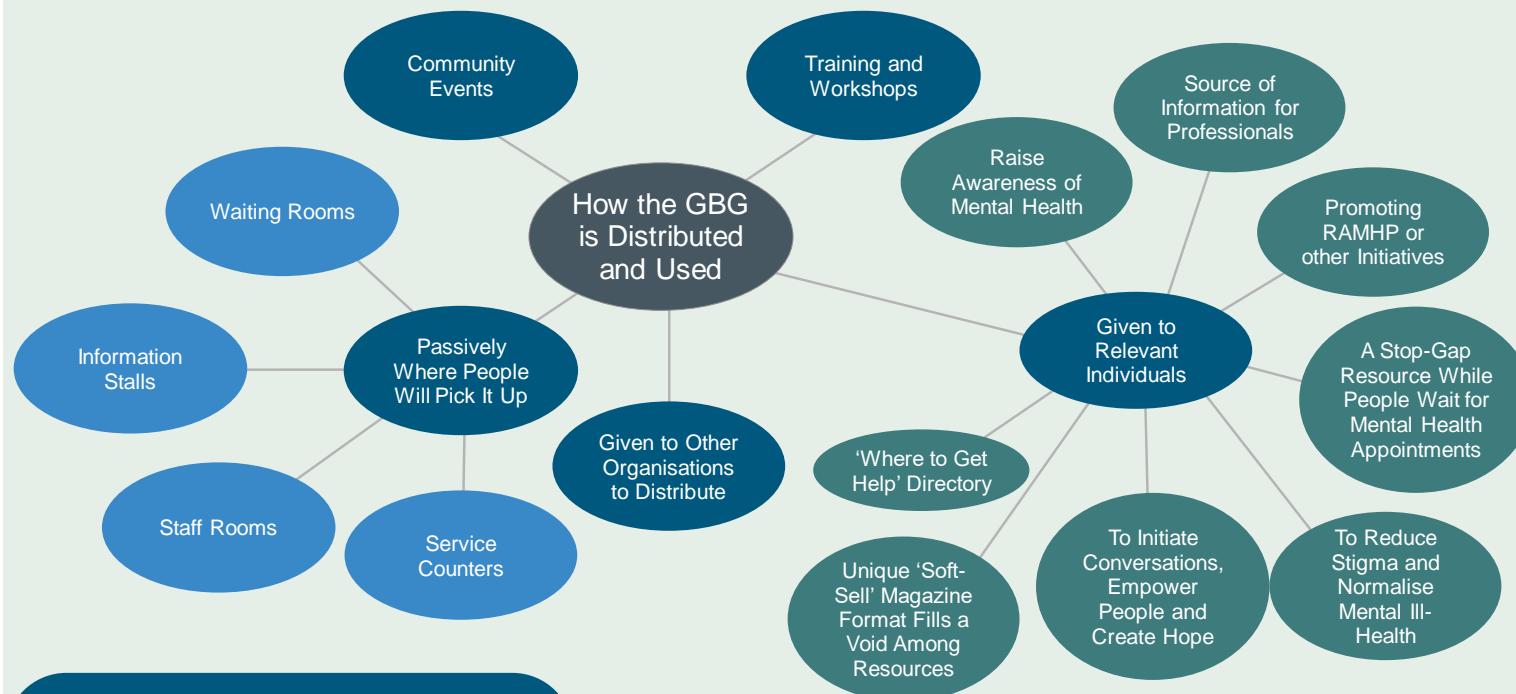
Approach

A predominantly qualitative approach was used, producing data from an online survey of GBG readers and telephone interviews with stakeholders who distribute the GBG.

Participants were:

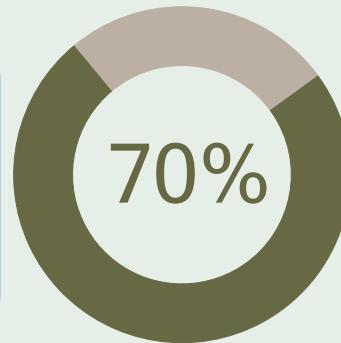
- 14 external stakeholders
- 9 RAMHP Coordinators (internal stakeholders)
- 74 readers of the GBG.

How is the GBG used?



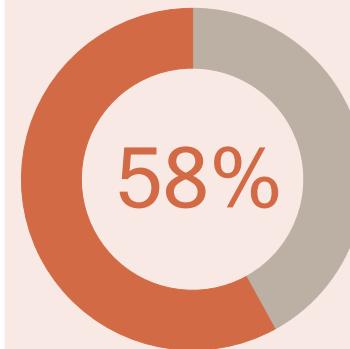
"And when we nurses were doing mental health care plans for patients, we were actually going through it with them and giving this as a bit of a resource for them as an interim before they got to see their psychologist. Because what I love about it is the two back pages how it has all those contact online services and resources that they get to tap into. Especially in a crisis situation when they felt they weren't coping that they could at least talk to someone while they were waiting for their appointments." - External Stakeholder

"For us, it's getting across the message about mental health, about the fact that it affects us all, that there are many avenues to seek help, and that we're all touched by mental health issues. So I think that, for us, we can pass that message on to our community, but by having it in a work environment, we can also pass that message on to staff which reinforces the attitude of the organisation in supporting their staff in a healthy environment." - External Stakeholder



Of Glove Box Guide readers kept the GBG as a reference, 23% gave it to someone else.

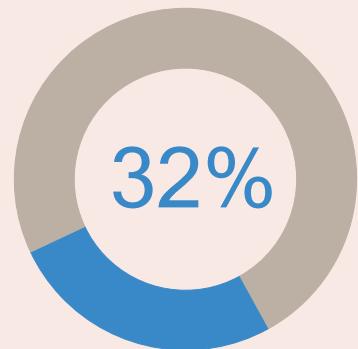
What do people do after reading the GBG?



Of Glove Box Guide readers had done more to look after their own mental health as a result of reading the GBG.



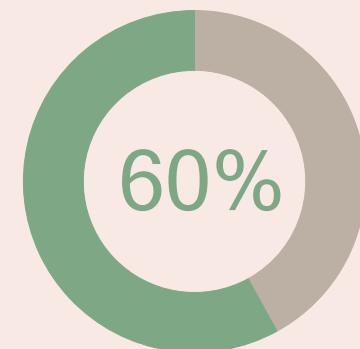
Of Glove Box Guide readers had spoken to a friend or family member about their own mental health as a result of reading the GBG.



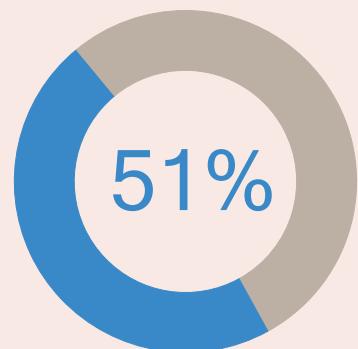
Of Glove Box Guide readers used a mental health website, app, Facebook page or phone service from the GBG.



Of Glove Box Guide readers agreed the GBG encourages rural people to talk about mental illness more openly.



Of Glove Box Guide readers had asked about or spoken with someone about their mental health as a result of reading the GBG.

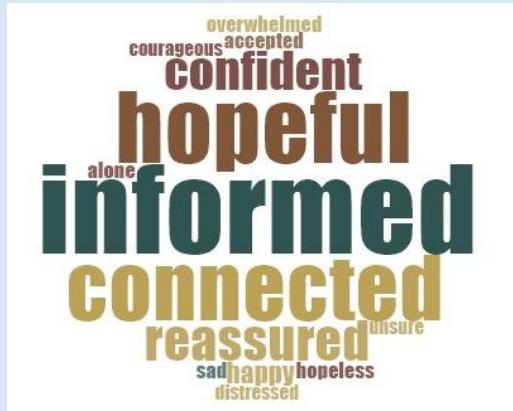


Of Glove Box Guide readers gave someone details for a mental health website, app, Facebook page or phone service from the GBG.

"The size of this guide made it easy to pick up and hide before anyone noticed. This may sound odd but at my worse I didn't want anyone to know I was so unwell. I was then able to read it in private and use info to connect with health professionals. Thank you." - Survey Respondent

"My husband suffers pretty badly from depression and psychotic depression. So he did his story and because we're in rural communities, people know him. And one young man told one of [name of husband]'s siblings that he carried [name of husband]'s story with him whenever he thought about taking his own life or was so depressed. He'd read that story and that's what kept him going." - RAMHP Coordinator

The GBG triggered mostly positive emotional responses in readers.



What do readers and stakeholders think of the GBG?

"I think that the variety of stories is broad, so that there's something that appeals to different people." - External Stakeholder

"The reaction is all but positive, I think, because the stories are based on building resilience, they're based on recovery. They're stories of hope ..." - RAMHP Coordinator

"It is a powerful tool for reducing stigma... It's got good reach to male readers being in The Land. It puts it out there I guess." - RAMHP Coordinator

"I think it could be formatted in a way that's a bit easier to read, that's bite size information..." - RAMHP Coordinator

"...there probably has been more discussion around mental health in our business than there would have been just if it didn't exist because there is nothing else that fills the void that it does fill." - External Stakeholder

"...it showcases stories of everyday people, and you make people understand that it's okay to put their hand up because other people have done it." - External Stakeholder

"I work in a very coastal area, so, sometimes, the stories don't resonate as much with local people because it's often about different kinds of farming than we have here..." - RAMHP Coordinator

"I think some of the content has started to become a little bit too tick a box, in terms of we've got the Aboriginal story, we've got the rural story, we've got the woman, we've got the old person... and I think it's, it's probably good in one way if you're looking at giving the guide out to absolutely anyone and everyone, but I think our partnership is with The Land and I think that's just something we need to be very aware of, that their readership is still gaining maximum benefits from it." - RAMHP Coordinator

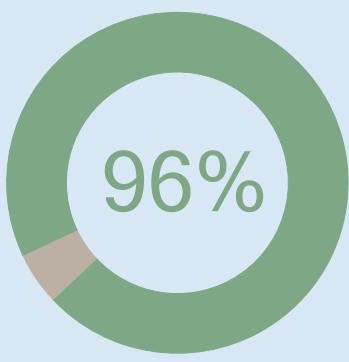
"... mental health is not just an issue in one sector of the community, but it's a broader one... The Land is read by everyone in rural communities... the stock and station agents read it, the mechanics read it, the freight company people, everyone... I think it does itself a disservice to just target the farming perspective." - RAMHP Coordinator

- Too Text Heavy
- Too Much Information
- Small Pictures
- Audience: Farming vs. Diverse Population Focus
- Some Content Perceived as Political
- Online Version Not User Friendly

- Personal Stories
- Engaging and Easy to Read
- Informative
- Diversity of Stories
- Magazine Format
- 'Where to Get Help' Directory
- Availability as a Hard Copy
- Association with The Land
- Rural Focus
- Recovery Orientation
- General Presentation

"It's a resource that I feel really proud of because it's a great partnership that we have. An ongoing partnership over a number of years, with a really reputable in terms of rural population, organisation, being The Land and Fairfax media. You feel like you've got some credibility there, you're handing it to them saying 'This is included in The Land.' And you can see that people kind of sit up and take a little bit of notice on that." - RAMHP Coordinator

"Yeah, so, look, I actually am really happy with how the Guide is getting better every year; I've got no negative stuff to say about it at all." - RAMHP Coordinator



Of Glove Box Guide readers would recommend the GBG to a family, friends or colleagues.

GBG readers' help-seeking choices

