



Improving Outreach and Engagement with Digital Therapy

Mid Essex Clinical Commissioning Group (CCG) develop and plan services that help and support over 392,000 people in Mid Essex to lead healthy, fulfilling lives.

Background

The CCG wanted to increase public awareness and engagement with SilverCloud digital therapy. To achieve this, they developed a campaign to help reduce the stigma around mental health.



The Campaign

To ensure that the campaign resonated with potential service users the CCG ran focus groups to review the content. Based on this feedback they created new campaign material to portray people living with mental health issues in a positive light. Images used show people in full colour - doing every day activities. This is in contrast to images showing people looking sad or struggling and has received positive feedback.



FREE online self-help programme
 providing techniques to help overcome symptoms of low mood, stress and anxiety.
No GP Referral needed.
REGISTER AT:
www.midessexccg.nhs.uk



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mind | Mid and North East Essex
NHS Mid Essex Clinical Commissioning Group



1 in 8 men
 in the UK have experienced a common **mental health** problem

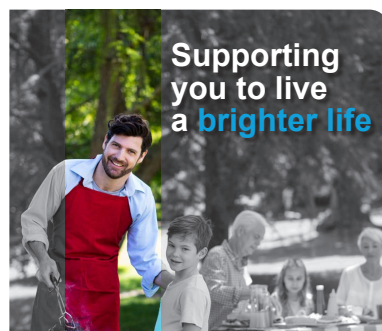
If you are looking for extra support with your **mental health** you can now log onto SilverCloud – our free secure online self-help programme that is proven to help with anxiety, stress and depression.

SIGN UP and gain instant access by visiting midessexccg.nhs.uk



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Supporting you to live a **brighter life**

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A Multi-Faceted Approach

A big part of the strategy was to take a multi-faceted approach. With the knowledge that most people need to see something several times before they take action the marketing team developed a campaign with multiple touch points to maximise awareness and uptake. This included:

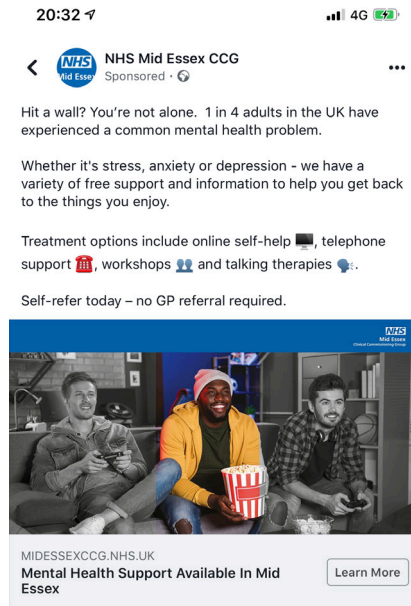
- A 4-week radio advertising campaign
- Community engagement events – held in shopping centres during Mental Health Awareness Week, May 2019
- Posters in car parks
- Adverts on travel screens in bus stations, train stations, and park and ride stations in Chelmsford city
- Billboard advertising
- Ad walkers across Braintree, Chelmsford, Maldon and Witham for a week in October 2019
- Mail drop to 3000 residents in Maldon

The CCG also distributed materials to larger Chelmsford employers, GP surgeries and community partners.

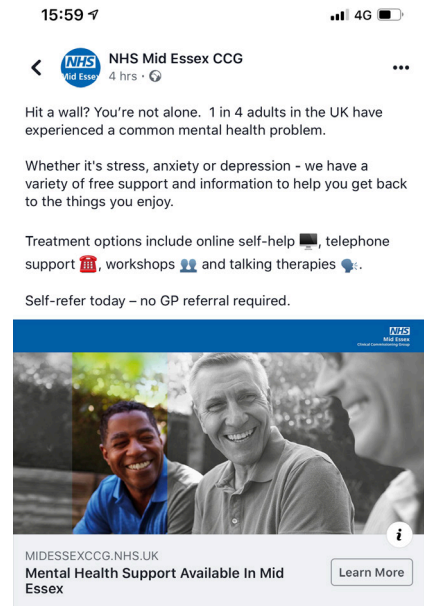


A Targeted Approach

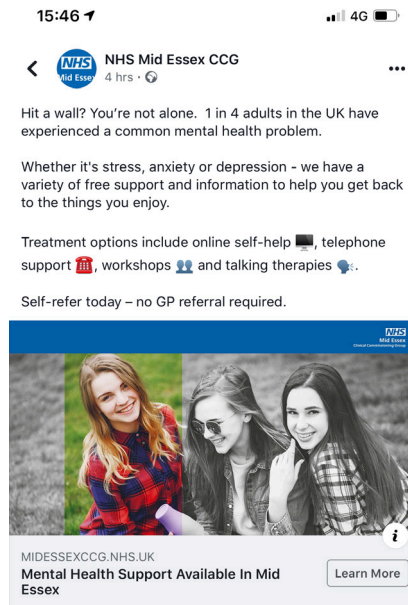
For digital advertising they were able to target specific demographic groups. Adverts were targeted at 4 key audiences:



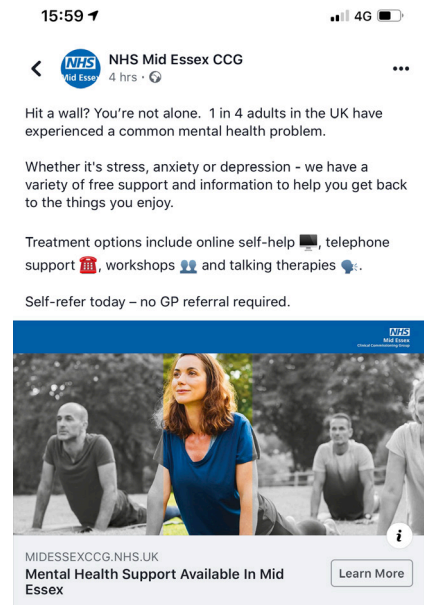
Males aged 17-40



Males aged 40 +



Females aged 17-35



Females aged 35 +



The marketing campaign for SilverCloud is not to be underestimated, with direct marketing of this service leads to a huge increase in access. Mid Essex CCG are committed to reaching as many patients no matter age, race or background and with this digital age we can see that SilverCloud has positive outcomes for people dealing with anxiety and depression. The next step is to explore other modules that can be utilised within Mid Essex e.g. pain management and perinatal mental health care.”

ANNA HARLEY
SENIOR COMMISSIONER
NHS MID ESSEX CLINICAL
COMMISSIONING GROUP

As a results, 40% of SilverCloud referrals came from Facebook advertising in October 2019.

The CCG also wanted to reach seldom-heard groups that might benefit from digital therapy and worked with the HIV clinic at Mid Essex Hospital Trust to create a bespoke leaflet.



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Emotional wellbeing may be affected following a HIV diagnosis and evidence shows around one in three people living with HIV have experienced feelings of depression since being diagnosed with HIV.

The good news is that it's possible to improve your emotional wellbeing with the right treatment and support and SilverCloud is one way we can help you to manage feelings of:

- Anxiety
- Depression
- Stress

What is SilverCloud?

SilverCloud is a flexible programme you can access at home or in a coffee shop using a computer or a smart device – all you need is an internet connection.

This means you can easily fit your sessions around your normal daily routine.

The programme consists of cognitive behavioural therapy (CBT), which medical evidence shows can have a positive impact on low mood and anxiety.

The therapy is delivered through a mix of:

- video clips
- interactive quizzes
- an online journal
- audio-guided exercises

A supporter from mental health charity Mid and North Essex Mind will guide you through the SilverCloud programme at your own pace, where you will learn effective ways of managing feelings of anxiety, depression and stress. You will have up to six online reviews with your supporter, roughly every two weeks, to help you make progress.

How do I get access to SilverCloud?

SilverCloud is available, for free, to anyone who lives or works in mid Essex (and has access to the internet). Just visit the link at the bottom of the page.

For more information visit midessexccg.nhs.uk/livevell/mentalhealth



Using social advertising allowed us to place adverts in front of people we wanted to target with good, demonstrable results. It has transformed the way we approach our communications and has given us a new way to engage local people around mental health services and has huge potential for the wider NHS.”

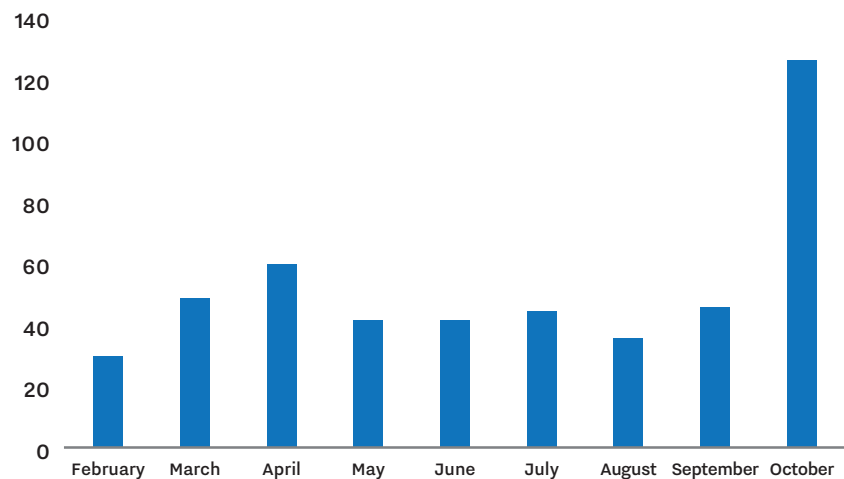
JAMES SHARP

DIGITAL MEDIA AND
MARKETING MANAGER
NHS MID ESSEX CLINICAL
COMMISSIONING GROUP

The impact

The impact has been positive and service referrals increased, particularly for the month of October, which saw a 176% increase on the previous month. 22% of referrals came from GPs so future plans include working more closely with GPs to make sure they are aware of patient options.

SILVERCLOUD REFERRALS



The Future

Looking to the future, the CCG plans to increase outreach to seldom heard groups, those with long term conditions and to work more with GPs, this includes:

- Working with local charities and hospital trusts to target those with long term conditions
- Bespoke leaflets for MSK (pain management)
- Bespoke material for carers
- Enhanced engagement with GPs and healthcare workers
- Working with local leisure centres
- More involvement with local businesses
- More community engagement events



FIND OUT HOW **SILVERCLOUD HEALTH**
CAN HELP YOUR ORGANISATION

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