Making outcomes stick:

- *A practical approach to collecting evaluation ready data in a complex environment*

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Topics explored

- **The context**: outcomes measurement in a complex environment
- **The challenges**: what needed to be addressed
- **The process**: steps taken to achieve desired result
- **The outcomes**: culture change, the final products and how they're used

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The Context

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About Beyond Blue

- In existence for 25 years
- The national depression and anxiety initiative
- Supporting people experiencing mental health challenges
- Increased focus on early intervention and prevention

Vision:
All people in Australia achieve their best possible mental health

Role:
To work with the community to improve mental health and make it easier for people to feel better earlier, get well and stay well.

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Beyond Blue's work

Individual



24/7 Support Service



Tools & Resources



NewAccess for Small Business Owners



Before Blue

Community



Engaged Communities



Be You



Online Peer Support Forums



Events Program

Social & System



Advocacy & Equity



Partnerships



Research



Media

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Strategy 2023+. *Earlier. Easier. Together.*

Beyond Blue's Strategy has FIVE goals	
Understanding:	More people understand how to look after their mental health
Supporting:	More people access support earlier
Connecting:	More people feel connected
Leading:	People see us leading and influencing positive system and social change
Integrity:	People trust we operate with integrity

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Outcomes measurement

- Beyond Blue – as an organisation - is independently evaluated every 3 to 5 years
- Programs are evaluated regularly
- Move towards system-wide outcomes measures
- Monitoring, learning and service evolution

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The challenges with …

Former measurement	Uplifting measurement
▪ Some services commenced many years ago ▪ Services evolved at different times, with different teams ▪ Similar outcomes were sometimes measured differently	▪ Attempts to engage staff didn't always stick ▪ Technical or overly detailed approaches were not easily adopted ▪ Internal versus external approaches

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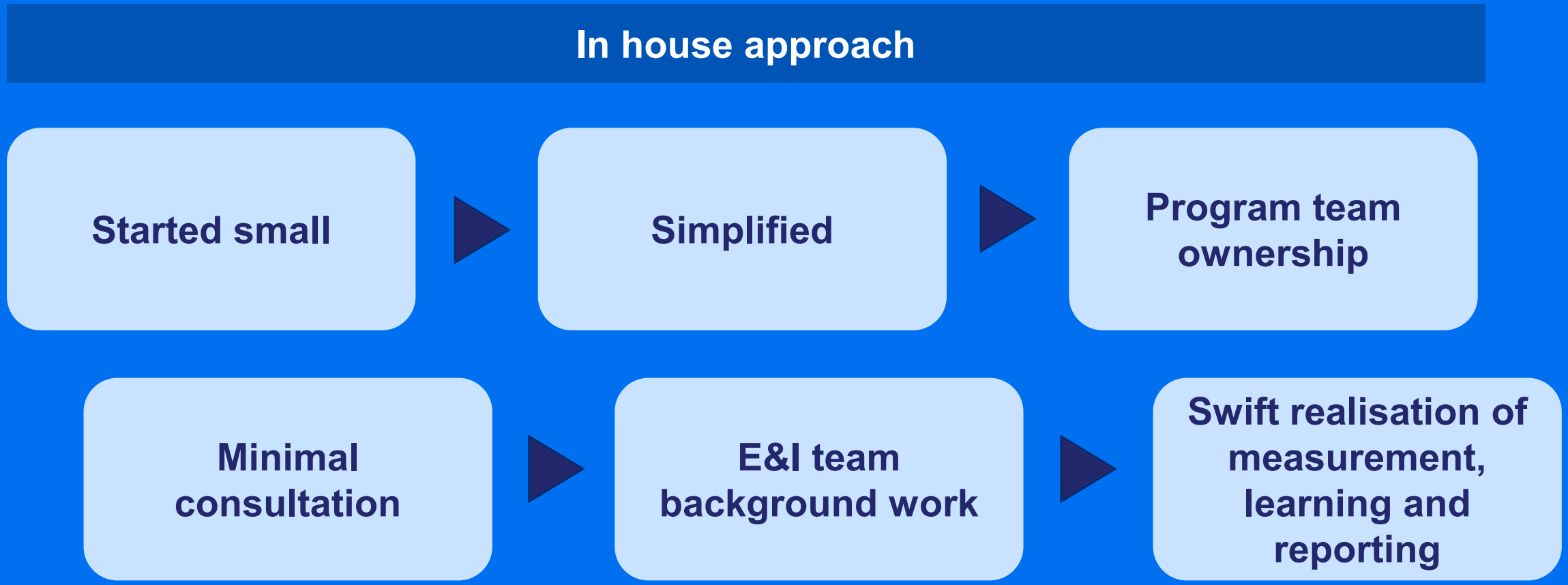
The goal

To develop an organisation-wide outcomes measurement program that:

- Clearly identified outcomes for services
- Identified where outcomes were consistent across services
- Measured consistent outcomes in the same way
- Was owned and operationalised by program teams
- Enabled insight, continuous improvement and reporting

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Addressing the challenges



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The outcome …

There has been organisation-wide engagement with the work:

- Staff are outcomes owners and experts
- Outcomes measurement is a form of engagement
- Teams request logic models and measurement

→ **Culture Change**

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The Approach

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How we started …

Outcomes Audit



Outcomes Map

Data Sources Reviewed

- **Forums**
- **Big Blue Table**
- **Be You**
- **NASBO**
- **Engaged Communities**
- **Post-Webinar**
- **Staff Engagement**
- **Support Service**
- **Post-Speaker Event**
- **Fundraising**
- **Population Level Survey**
- **Brand tracking**
- **Reach / Engagement data**
- **New Access**
- **Program data**

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Outcomes map - excerpt

Strategic Goal	Strategic Outcomes	Indicators	BB Service / Instrument	Measurement Item
Understanding	**People have increased knowledge of the signs and symptoms of depression and anxiety**	% of educators who have an increase capacity and confidence to support children and young people	Be You - Behaviours in addressing children and young people MH and wellbeing	I am confident that I can recognise the signs and symptoms of different mental health problems
Understanding	**People have increased knowledge of the signs and symptoms of depression and anxiety**	% of people who have an increased knowledge and understanding of MH	Forums survey	As a result of accessing the Beyond Blue Forums, to what extent do you...? Feel others' experiences help you understand your own
Understanding	**People have increased knowledge of the signs and symptoms of depression and anxiety**	% of people who have an increased knowledge and understanding of MH	Forums survey	To what extent does using the Beyond Blue Forums make you feel...? An increased sense of understanding and awareness of your experiences/feelings
Understanding	**People have increased knowledge of the signs and symptoms of depression and anxiety**	% of people who have an increased knowledge and understanding of MH	NASBO - Completion survey	I felt that the program helped me to better understand and address my challenges
Understanding	**People have increased knowledge of the signs and symptoms of depression and anxiety**	% of people who have an increased knowledge and understanding of MH	Speaker - Post event survey_Audience	After hearing a Beyond Blue Speaker, do you have a greater awareness of the signs and symptoms of a mental health condition?

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How we started …

Strategic Goals (& Outcomes)

Understanding:
More people understand how to look after their mental health

Supporting:
More people access support earlier

Connecting:
More people feel connected

Leading:
People see us leading and influencing positive system and social change

Integrity:
People trust we operate with integrity

Program Logic Models

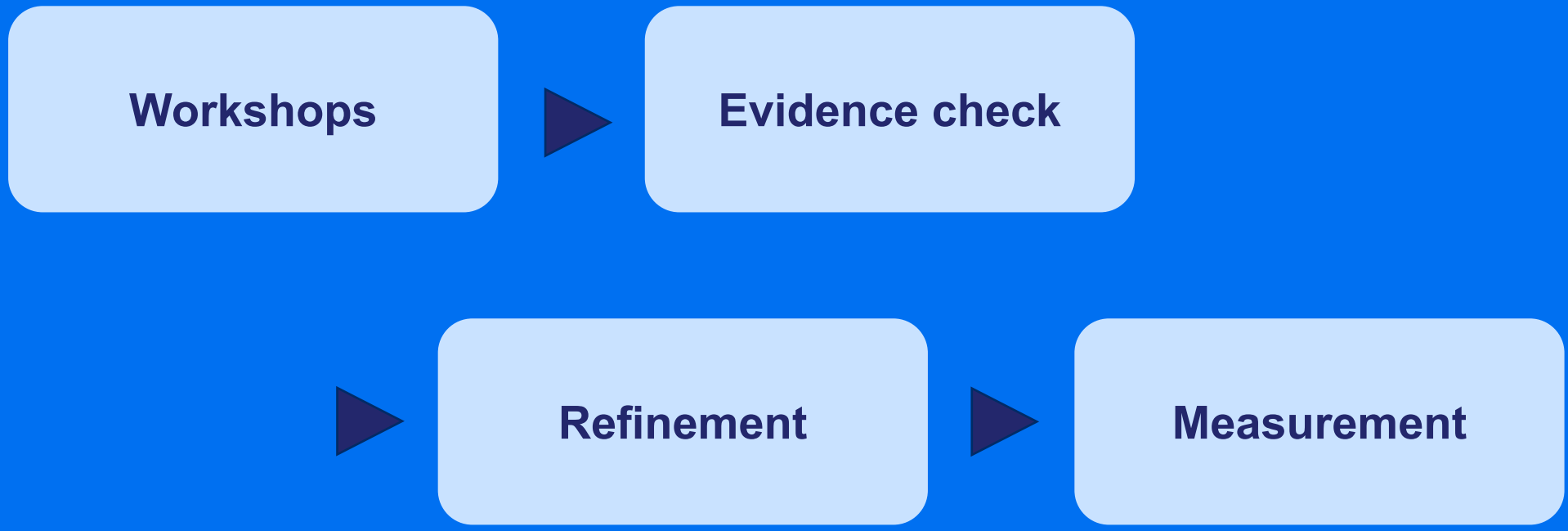
- Support Service
- Online Peer Support Forums
- New Access for Small Business Owners
- Before Blue, etc.

Measurement Areas

- Reach / Engagement
- Experience
- MH Outcomes

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A swift process



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Beyond Blue Program Logic Model

FORUMS

Engagement results in: Immediate Outcomes

People are aware of and access the Forums when they are looking for support for their mental health

Immediate user experiences

- People feel safe
- People feel heard and understood
- People's experience is validated/acknowledged
- People feel less alone

People have access to relevant, trusted, experience-informed information and support that is self-driven.

Driving: Intermediate Outcomes

- People feel supported
- People experience increased social connectedness and/or belonging
- People use others' experiences to help understand their own experiences
- People gain increased insight into their MH experiences and recognise when to seek help
- People experience reduced self-stigma
- People have increased awareness of relevant support options available
- People have increased confidence and motivation to take action in relation to their MH
- People feel more confident to support others*

Leading to: Ultimate Outcomes

- People have increased confidence in their ability to improve their MH
- People have improved MH literacy
- People demonstrated increased help-seeking behaviour
- People demonstrated reduced distress
- People have an increased sense of hope and optimism
- People engage in more prevention and self-management activities to maintain their MH
- People feel they are making a positive difference by helping others*
- People's recovery is improved by supporting others*

Contributing to:

The Forums Vision

The Beyond Blue Forums aims to foster empathy, belonging, space and encouragement between peers who truly understand each others' experiences

Beyond Blue Vision

All people in Australia achieve their best possible mental health

*Outcome only for those posting on the Forums

KEY

- Outcome not currently measured
- Outcome currently measured
- Also an outcome for another BB service

Beyond Blue Program Logic Model

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Beyond Blue Program Logic Model – V9

FORUMS

Engagement results in: Immediate Outcomes	Driving: Intermediate Outcomes	Leading to: Ultimate Outcomes	Contributing to:

People are aware of and access the Forums when they are looking for support for their mental health

Reach

Immediate user experiences

People feel safe

People feel heard and understood

Experience

People's experience is validated/acknowledged

People feel less alone

People have access to relevant, trusted, experience-informed information and support that is self-driven.

Reach

People feel supported

Experience

People experience increased social connectedness and/or belonging

People use others' experiences to help understand their own experiences

MH outcomes

People gain increased insight into their MH experiences and recognise when to seek help

People experience reduced self-stigma

Experience

People have increased awareness of relevant support options available

People have increased confidence and motivation to take action in relation to their MH

MH outcomes

People feel more confident to support others*

People have increased confidence in their ability to improve their MH

People have improved MH literacy

People demonstrated increased help-seeking behaviour

People demonstrated reduced distress

MH outcomes

People have an increased sense of hope and optimism

People engage in more prevention and self-management activities to maintain their MH

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People's recovery is improved by supporting others*

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Beyond Blue Program Logic Model – V9

FORUMS

Engagement results in: Immediate Outcomes

People are aware of and access the Forums when they are looking for information about mental health

Understanding

Immediate user experiences

People feel safe

People feel heard and understood

Supporting

People's experience is validated/acknowledged

People feel less alone

People have access to relevant, trusted, experience-informed information and support that is self-driven.

Supporting

Driving: Intermediate Outcomes

People have increased support options

Supporting

People experience increased social connectedness and/or belonging

Connecting

People use others' experiences to help understand their own experiences

People gain increased insight into their MH experiences and recognise when to seek help

People experience reduced self-stigma

Understanding

People have increased awareness of relevant support options available

People have increased confidence and motivation to take action in relation to their MH

Supporting

People feel more confident to support others*

Leading to: Ultimate Outcomes

People have increased confidence in their ability to improve their MH

People have improved MH literacy

People demonstrated increased help-seeking behaviour

Supporting

People demonstrated reduced distress

People have an increased sense of hope and optimism

People engage in more prevention and self-management activities to maintain their MH

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Connecting

People's recovery is improved by supporting others*

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Beyond Blue Program Logic Model – V9

FORUMS

Engagement results in: Immediate Outcomes

People are aware of and access the Forums when they are looking for support for their mental health

Program data

Immediate user experiences

- People feel connected — Q6d, 6h
- People feel heard and understood — Q6e
- People's experience is validated/acknowledged — Q6g, 10f
- People feel less alone — Q3

People have access to relevant, trusted, experience-informed information and support that is self-driven. — Q6a

Driving: Intermediate Outcomes

- People feel supported — Q6b, 6f
- People experience increased social connectedness and/or belonging — Q3a, 3b
- People use others' experiences to help understand their own experiences — Q10g
- People gain increased insight into their MH experiences and recognise when to seek help — Q10a
- People experience reduced self-stigma — Q3d
- People have increased awareness of relevant support options available — Q10b
- People have increased confidence and motivation to take action in relation to their MH — Q10c, 10d
- People feel more confident to support others* — Q3h

Leading to: Ultimate Outcomes

- People have increased confidence in their ability to improve their MH — Q10e
- Covered by several Qs
- People demonstrated increased help-seeking behaviour — Q11
- People demonstrate reduced distress — Q3f
- People have an increased sense of hope and optimism — Q3e
- People engage in more prevention and self-management activities to maintain their MH — Q12
- People feel they are making a positive difference by helping others* — Q13a
- People's recovery is improved by supporting others — Q13b

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How outcomes data is used



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The Impact Report

Beyond Blue



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Beyond Blue's work

Individual



24/7 Support Service



Tools & Resources



NewAccess for Small Business Owners



Before Blue

Community



Engaged Communities



Be You



Online Peer Support Forums



Events Program

Social & System



Advocacy & Equity



Partnerships



Research



Media

Beyond Blue

Our strategy

This 2024/25 Impact Report captures our progress delivering *Strategy 2023+ Earlier. Easier. Together.*, as well as achievements through specific services, supports and activities.

This year has continued to present challenges for people, marked by persistent cost-of-living pressures, and increasing loneliness and community division. As the need for early and effective mental health support continues to rise, it's never been more important for Beyond Blue to demonstrate how we're making a positive difference.

Strategy 2023+ Earlier. Easier. Together.

Beyond Blue's organisational *Strategy 2023+* charts our course for **five years** commencing in July 2023.

Strategy 2023+ sharpens our focus towards **prevention and earlier intervention** – supporting people before mental health issues arise or they reach a crisis. Working towards this will lead to better mental health outcomes for the community and contribute to a more efficient healthcare system.

Our vision is that all people in Australia achieve their best possible mental health. Our role is to work with the community to improve mental health and make it easier for people to feel better earlier, get well and stay well. We do this by providing trustworthy and practical information, tools and advice and increasing access to support, promoting mentally healthy communities and advocating for more effective mental health policy.

Our strategic goals

Strategy 2023+ outlines **five goals**, each with clear outcomes.
Outcomes associated with each goal are presented on pages 4 to 6.

Understanding	More people understand how to look after their mental health
Supporting	More people access support earlier
Connecting	More people feel connected
Leading	People see us leading and influencing positive system and social change
Integrity	People trust that we operate with integrity



Capturing our progress

We monitor our progress towards these goals by tracking how many people we **reach**, understanding people's **experiences** with our supports and services and capturing the **impact** we are having on people's **mental health**.

Alongside our strategic outcomes, we've set clear outcomes for our supports, services and activities. We measure our progress towards these with a mixture of program data, surveys*, interviews and evaluations, and with a national survey that we run every two years called *Australia's Mental Health and Wellbeing Check*.

*Some surveys are opt-in and not compulsory. Where this is the case, statistics represent findings from the sample of those individuals who completed the survey and not all individuals who participated in the service or program. **^ From front cover: **^Australia's Mental Health and Wellbeing Check, 2024 – a national survey conducted every 2 years that surveys people in Australia who are aged 18 years and over. Findings relate to adults in Australia aged 18 years and over.

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The impact of our strategy

Our reach is supporting the mental health of millions



Beyond Blue is widely recognised across Australia and has made a difference in the lives of millions, equipping people with the tools, resources, and support they need to manage their mental health and navigate distress or life challenges.

Understanding goal

Outcome 1: People understand how we can support them

94% of people in Australia are **familiar with Beyond Blue**^^

1 in 6 people in Australia have **engaged with Beyond Blue's content, supports and/or services)**^^

1 in 8 people in Australia have **engaged with Beyond Blue's content** only (website, handout or brochure, social media or podcast)^^

1 in 20 people in Australia have **accessed interactive supports** including Beyond Blue's phone Support Service, webchat, online Peer Support Forums, engaged through their workplace / school or volunteered^^

303,000+ **contacts reached out** to our Support Service

Website
2.6+ million website sessions
Nearly **89,000 resources downloaded**
The **Wellbeing Action Tool** was the most popular resource making up 43% of these downloads
The **K10 mental health assessment** survey was used **446,000+ times**

Peer Support Forums
15,400+ posts published
3,200+ new members registered

Be You
214,000+ educators and nearly **15,000 schools and early learning services**

Mental health coaching sessions
16,000+ through our NewAccess, New Access for Small Business Owners and Before Blue services

Events
35 community events reaching **726,000+ people**

Webinars
Nearly **16,000 registrations** across two expert and lived experience-led webinars

Speaker Program
5.6+ million total estimated audience reach

8.6 million people reached **on Facebook**

1.6 million people reached **on Instagram**

Nearly **38,000** page views **on LinkedIn**

Data sources: *^Australia's Mental Health and Wellbeing Check, 2024 – a national survey conducted every 2 years that surveys adults in Australia who are aged 18 years and over. Findings relate to adults in Australia aged 18 years and over.

We are helping people improve their mental health and access support earlier



We increase understanding by providing trusted information, tools and resources that help people proactively look after their mental health and access the support they need earlier, before their problems snowball and they reach crisis.

Understanding goal

More people understand how to look after their mental health

Outcome 2: People have increased knowledge of the signs and symptoms of depression and anxiety

90% of Speaker Program audiences had a **greater awareness of the signs and symptoms** of a mental health condition*

80% of Webinar audiences had **greater awareness of the early signs and symptoms** of a mental health condition+

Outcome 3: People have greater knowledge of when and how to access support

87% of Speaker Program audiences **felt more informed** about where to access mental health information*

73% of Peer Support Forums users **accessed further supports** for their mental health as a direct results of using the Forums**

Outcome 4: People learn how to proactively manage their mental health

95% of NewAccess for Small Business Owners participants felt the program **helped them better understand and address their challenges**^^

97% of Before Blue participants **learned skills to help them** maintain their mental health+++

Supporting goal

More people access support earlier

Outcome 1: People who engage with us have their needs met

86% of Support Service users **received the information** they were seeking***

92% of NewAccess for Small Business Owners participants **received the help** that mattered to them^^

Outcome 2: People who engage with our Support Services experience less distress

75% of Support Service users **felt less distressed** after engaging with the service***

76% of NewAccess for Small Business Owners participants **showed clinically significant improvement** in their symptoms of anxiety and/or depression^^^

Outcome 3: Innovative approaches to meet community needs and address sector gaps are generated

We drive innovation by supporting research, evolving our digital offerings and by designing our supports with and for the communities we serve.

Our **research** partnerships develop innovative supports that address unmet needs and help people get support earlier. Our **Digital Evolution Program (DEP)** is uplifting our digital services, delivering more personalised supports that are easier and faster to access. Through **person-centred design**, we have created journey maps that visualise real experiences across the mental health continuum, enabling us to uncover critical service gaps and evolve our offerings.

Data sources: *Speaker Program Audience Post-Event Survey; +Webinar Post-Attendance Survey; **Peer Support Forums Annual Survey; ^^NewAccess for Small Business Owners Post-Program Survey; +++Before Blue Post-Experience Survey; ^^NewAccess for Small Business Owners Post-Program Survey; +++Before Blue Post-Experience Survey; ^^^Support Service Follow-Up Survey; +^^ 'Clinically significant improvement' describes individuals who, following completion of the NASBO program, demonstrate a clinical reduction in their scores, from intake to program completion, on the Patient Health Questionnaire (PHQ9) and/or the Generalized Anxiety Disorder Questionnaire (GAD7).

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Lessons learned

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Lessons learned

- Simplicity and relatability are key
- Minimal engagement increases commitment
- Team ownership and creation increase utility
- Tangible application increases ongoing commitment
- Doing it in-house allows for ongoing relationship development

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Reflections

- What are some of the challenges you have faced – or anticipate - in defining and measuring outcomes?
- How have you tackled these?
- What would you do differently - in the past or in the future?

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Questions

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