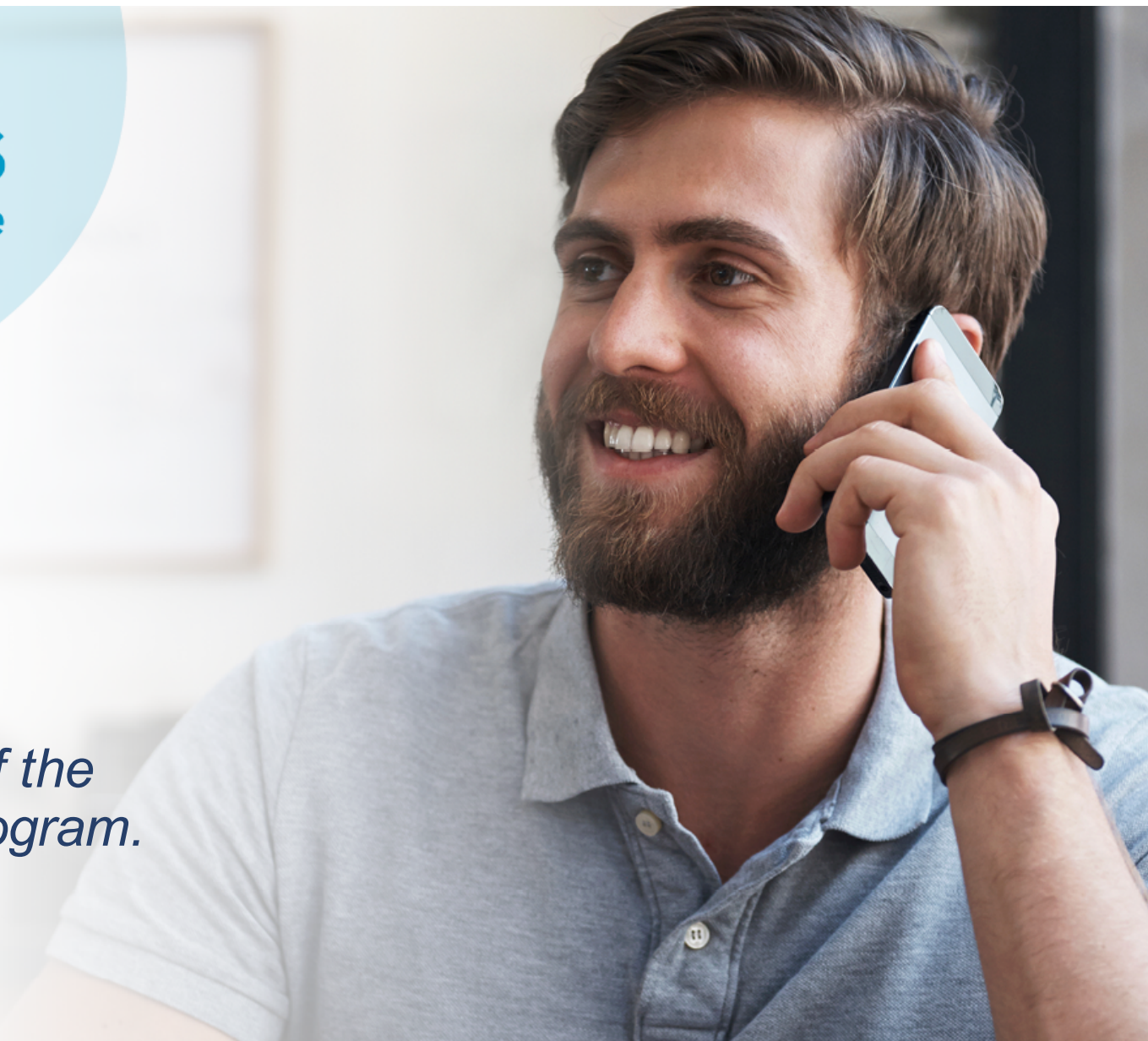




*An Australian adaptation of the  
United Kingdom's IAPT program.*



## ***beyondblue***

- *beyondblue* is a national, not-for-profit organisation that aims to raise awareness and reduce the impact of depression, anxiety and suicide by providing people with resources and encouragement to seek help. It receives funding from the Australian Federal Government as well as all States and Territories.

## **Aim of NewAccess**

- The aim of NewAccess was to trial the IAPT program in Australia with a particular focus on increasing engagement with hard to reach groups and those with symptoms, who do not seek support.

# Evaluation results: October 2013 – July 31 2015



<b>Referrals</b>	<b>2704</b>
<b>Male</b>	39% (Target 40%)
<b>Female</b>	61%
<b>Retention Rate</b>	88%
<b>Completion of treatment</b>	72%
<b>Recovery Rate</b>	67.5% (Target 50-55%)
<b>Economic Analysis</b>	Cost benefit ratio 1.5

# Non-stigmatising

- De-medicalised language and general approach
- Coach as practitioner
- Face-to-face, telephone or telehealth options
- Appointments can be made over the phone, via email or directly online
- Provided by *beyondblue* as a trusted community focused organisation

# Examples of Promotional Material



*Life pressures ARE STRESSING ME OUT.*

**Ok.**  
LET'S SORT THROUGH IT.

**TAKE ACTION. CHANGE THINGS.**

When life pressures are causing you stress, you can take action. NewAccess is a FREE coaching program to help improve the way you think about things and get you back on track.  
Call 1800 010 630 or go to [beyondblue.org.au/NewAccess](http://beyondblue.org.au/NewAccess)

Supported by **NewAccess** Developed by *beyondblue* | **Return to WorkSA** | **Health Services**



**WORK IS STRESSING ME OUT.**

**RIGHT.**  
LET'S MAKE A plan.

**TAKE ACTION. CHANGE THINGS.**

When life pressures are causing you stress, you can take action. NewAccess is a FREE coaching program to help improve the way you think about things and get you back on track.  
Call 1800 010 630 or go to [beyondblue.org.au/NewAccess](http://beyondblue.org.au/NewAccess)

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# Tamara's experience



# How has it worked?

- Around 90% of all clients self-referred (i.e. were not referred by a third party health professional)
- 92% of these were at caseness (above clinical thresholds of anxiety and/or depression as per GAD7 and PHQ9 tools)
- A wide range of promotional channels were utilised with the most successful results coming from social media advertising (Facebook in particular)

# Questions?



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