**Putting the 2017 Guidelines into Practice in a Digital World: Adopted Approaches and Observed Impacts**

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**Abstract:**

Since the development and release of the 2017 Perinatal Mental Health Guideline, significant focus has been directed to supporting their implementation through the use of a range of innovative, digital solutions.

The Guideline recommends that all expectant and new parents receive information about emotional and mental health, that every woman is screened to identify her risk and likelihood of developing a mental health problem in the perinatal period together with the presence of anxiety and depressive symptoms. The Guideline also emphasises the importance of having appropriate referral pathways in place.

To date, manual and pen-and-paper approaches to consumer education, screening and referral has resulted in a lack of efficient, effective and measurable outcomes. Furthermore current approaches do not meet the individual language and cultural needs across Australia’s diverse community.

To support the implementation of best practice in accordance with the National Guideline, COPE has developed a range of digital approaches to support the sustainable implementation of best practice. This includes the Ready to COPE fortnightly e-newsletter for expectant and new mothers and fathers, online training programs and resources for health professionals, the iCOPE digital screening platform with clinical and patent reporting systems, and the new e-COPE referral directory.

This presentation will profile each of these programs and resources and provide an update on their uptake and application across Australia. The presentation will also detail outcomes from the evaluation of these measures and outline COPE’s next steps toward building sustainability in perinatal mental health.