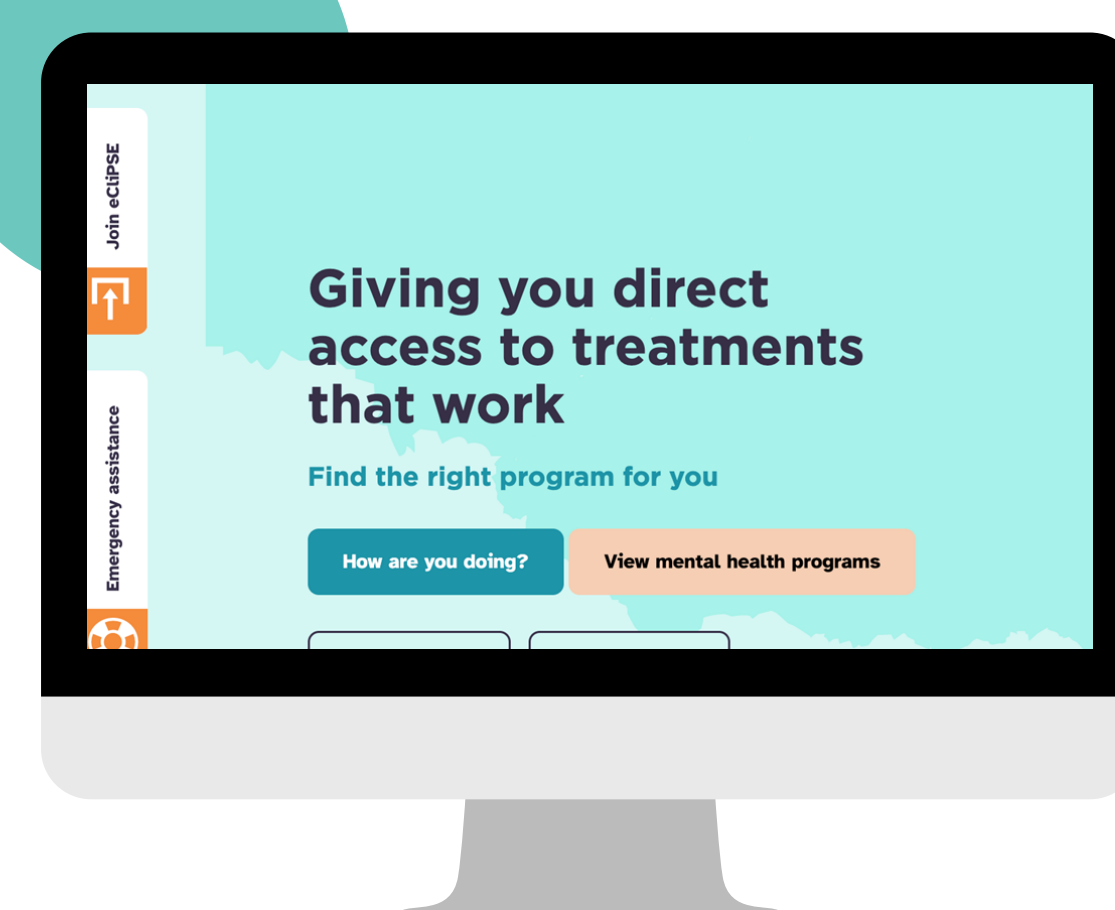


Implementing digital interventions for comorbid mental health and alcohol and other drug use problems in health and community settings: A study protocol for the eCliPSE cluster randomised controlled trial

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Introduction

Mental health and alcohol and other drug use problems are significant contributors to the disease burden in Australia yet integration of eHealth tools into service provision is not widespread. This study implements and evaluates the adoption of the eCliPSE (electronic Clinical Pathways to Service Excellence) website across New South Wales (NSW) Local Health Districts.



The eCliPSE website provides 24-hour access to evidence based self-help resources, developed to address co-morbidity and suitable for delivery without clinician contact

Methods

- Cluster randomized control trial will be conducted across 15 local health districts in NSW
- One mental health and one alcohol and other drug use service, or one combine service, will be recruited from each LHD
- Each LHD will be randomised to receive one of two interventions:
 - Direct-to-Consumer (DtC) Marketing Strategy **OR**
 - The DtC strategy + an Integrated Translation and Engagement Model (ITEM) of implementation

The **Integrated Translation and Engagement Model (ITEM)** is designed to reflect the multidimensional, dynamic and relational nature of digital health implementation. It consists of **four phases:**

1. Develop partnerships with key stakeholders
2. Knowledge exchange and co-design
3. Implementation and support
4. Identify champions to support implementation

Findings

Findings will be used to cultivate individual and organisational capacities in MHAOD use comorbidity management, and to reinforce positive individual changes in the general community experiencing MHAOD use comorbidity. Our research ultimately seeks to improve health services and programs for people experiencing comorbidity by changing the way in which treatment is routinely delivered to this group.

Conclusion

The study intends to deliver an effective and customised model for implementing and navigating digital services in mental health and alcohol and other drug use care settings. Ultimately, the aim is to enhance health services and programs for individuals experiencing comorbidity.

Human research ethics approval was granted by the Hunter New England Area Health (REGIS: 2021/ETH00035), University of Newcastle Human Research Ethics Committee (H-2023-0191)