

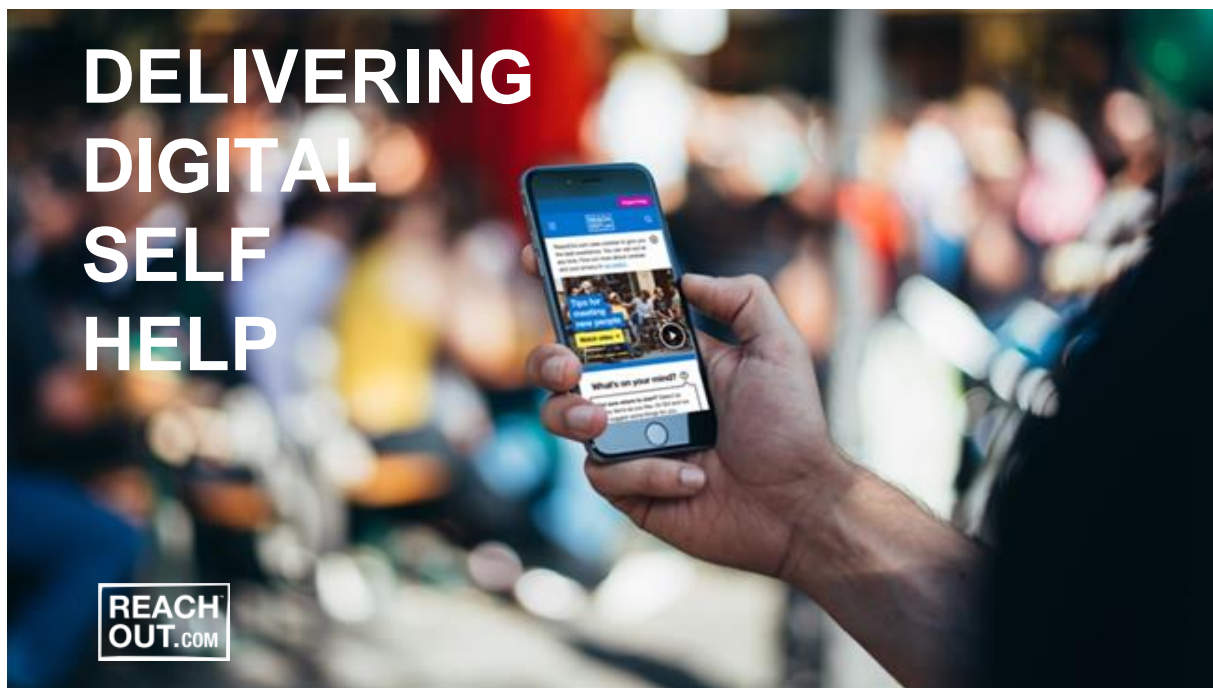
Digital Community Capacity Building for Health Promotion



Ben Davies
Community Coordinator at ReachOut Australia
November 2017



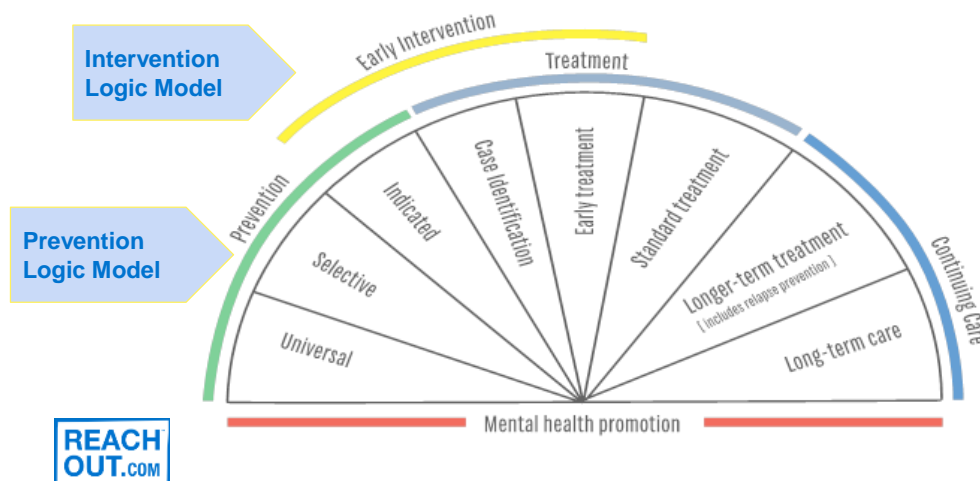
Helping all young people
be happy and well.



**DELIVERING
DIGITAL
SELF
HELP**



Our Target area is Prevention/Early Intervention



Our Program Logics



Prevention

- Self directed or supported help in isolation
- Do not need access to managed care



Early intervention

- Reduce barriers to access services
- Self directed and supported self help services
- An adjunct to accessing managed care



COMMUNITY



I was always so scared that I was just born wrong and a horrible person. And that I was stuck that way and that life was shit. Your site helped me see that that's not true. And I can't even begin to thank you.

Anonymous, 24, New South Wales



The Reachout Youth Community



More than 80,000 Messages per year



1.5 years of cumulative online time- per year



Responsive design - works on anything with an internet connection



47,000 users in last financial year



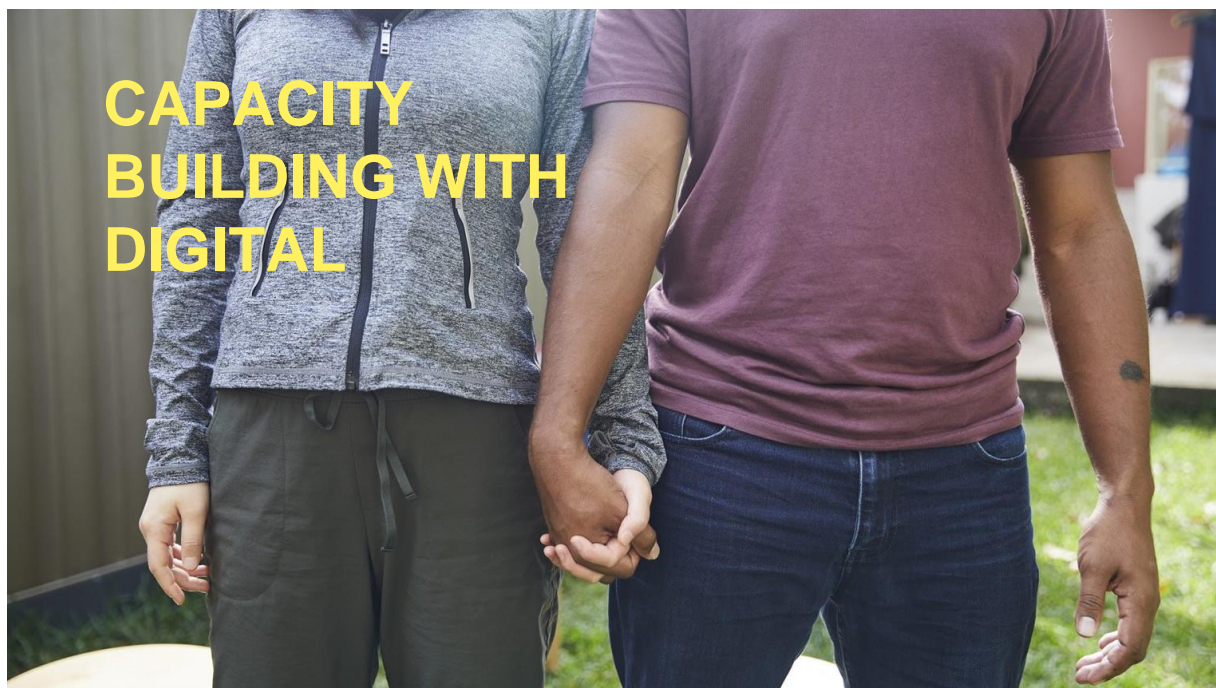
22 Volunteers in 2016, 304 volunteers in 2017 here's why...



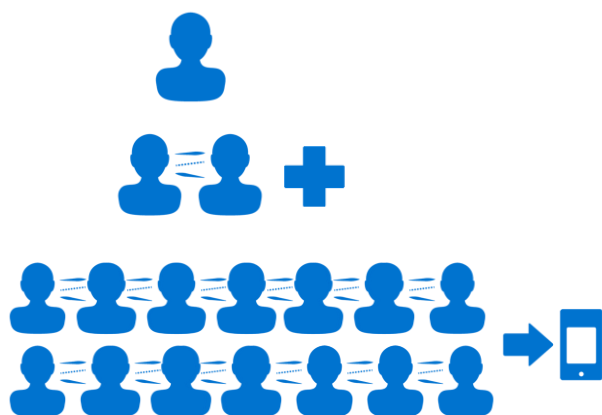
The solution- Capacity Building



- AKA Capacity Development
- The concept is applied as a best practice principle by aid agencies and NGO's working in "Brick and Mortar" communities worldwide
- Defines a range of processes designed to develop extant social, technology, or infrastructure in a community to respond to better meet needs



Three ingredients of the Builder Project



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- Stepped care
- Segmentation
- Automation

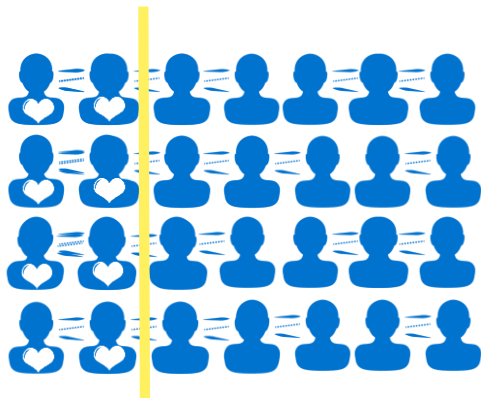
Stepped Care

- Intervention support needed less frequently
- Prevention support needed constantly
- Added a new layer to the stepped care model



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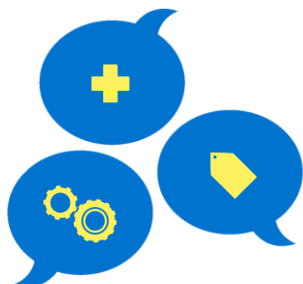
Segmentation



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- Matched different people to different messages based on the stepped care model
- For e.g high risk messages go to staff, prevention posts go to regular members

Automation



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- Machine learning system to filter messages based on language
- Automated recruitment based on member behaviour
- Automated training and assessment
- People are still play an important part!

Outcomes

- 🕒 33% reduction in response time
- 👥 304 volunteers recruited as of today
- 💬 25,000 messages sent by volunteers
- 🕒 5,000 hours of support from volunteers
- 📄 Evaluation of posts underway

