Implementing digital interventions for comorbid mental health and alcohol and other drug use problems in health and community settings: eCliPSE, a cluster randomised controlled trial

Rich JL,[1,3], Thornton L[1,2], Sampson D,[1,3], Kay-lambkin F[1,3]

[1] Login Lab, College of Health, Medicine and Wellbeing, University of Newcastle, NSW Australia., [2] The Matilda Centre for Research in Mental Health and Substance Use University of Sydney, [3] Hunter Medical Research Institute, New Lambton Heights, NSW, Australia.

Presenter's email: *jane.rich@newcastle.edu.au*

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. eCliPSE is an evidence-based portal designed to address comorbidity issues in mental health and substance use by engaging consumers and health services.

Method/Approach: A cluster randomized controlled trial will be conducted involving participants from 30 mental health and alcohol and other drug use services in Australia. These services will be distributed across 15 local health districts in NSW. The districts will be randomly assigned to receive one of two interventions: (1) a Direct-to-Consumer (DtC) Marketing Strategy, or (2) the DtC strategy combined with an Integrated Translation and Engagement Model (ITEM).

Key Findings: The study has already yielded several important findings including identifying several NSW Local Health Districts to be involved, conducting interviews with service managers regarding eHealth, addressing the scale of research ethics and governance required for implementation at this level, and evaluating the effectiveness of the direct-to-consumer marketing strategy.

Discussions and Conclusions: 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.