



think
MENTAL HEALTH

Think Mental Health

Families Under Pressure - Parenting Campaign

The Think Mental Health 'Families Under Pressure' campaign is a joint initiative between the Mental Health Commission (MHC) and Cancer Council Western Australia (CCWA).

The state-wide public education campaign contributes to improving the overall mental health and wellbeing of children by targeting parents, guardians and carers of children aged 12 years and under. It first launched in December 2020 and ran until 31 January 2021. A second burst of campaign activity was executed from April 2021 to July 2021.

The Campaign included a suite of evidence-informed videos that were developed by researchers and mental health experts. It provides parents and carers with knowledge and confidence to address difficult behaviour, talk with their children about feelings, and information on how to manage negative emotions and boost positive ones. It also gives tips for parents on how to build their child's self-confidence and trust in them. The campaign is important, because the ability of children to appropriately express their feelings is a protective factor for mental health and wellbeing. If children develop these skills early in life, if they do experience mental health issues in adolescence and adulthood they are more likely seek help earlier.

Target group

Western Australian parents, guardians and carers of children 12 years and under.

Key message

The Campaign comprised of 12 short videos, each of which contained a key message to assist parents to deal with difficult behaviour and manage negative

emotions. Overall the videos communicated that there are times when we all feel the strain – children, parents, guardians and carers included. It reminded parents, guardians and carers that there are ways to support children and young people to give them the best chance to gain and maintain their mental health and wellbeing.

Campaign objectives

The Campaign aimed to improve overall child and adolescent mental health and wellbeing, by giving parents the confidence and skills to communicate with their young child/ren about emotions.

Short term and long-term objectives:

1. Increase parent's confidence in communicating with their child about emotions.
2. Increase parent's confidence in helping their child identify and describe emotions.
3. Increase parental mental health literacy.
4. Increase child mental health literacy by increasing their skills to feel more confident in expressing their emotions.
5. Increase help seeking by adolescents.

Media strategy

The media strategy selected channels that had the ability to be visual and movement focused. The campaign was video led, and so the strategy was dominated by television, cinema and digital video with social video to drive engagement and website visits. The majority of the media strategy included BVOD (video-on demand/catch-up TV). Social media supported these channels by encouraging people to engage with the videos and directed users to the website to find more content, and information on where to seek help or support.

CAMPAIGN EVALUATION OUTCOMES

Research methodology

Kantar Public was commissioned to conduct the campaign evaluation. A 15-minute online survey was administered to West Australian parents, guardians and carers with at least one child aged 12 years or under. Respondents varied in gender, age, location. The majority of respondents were between 25-44 years old, with 75 percent of the sample being female.

Evaluation outcomes

The five Families Under Pressure videos that were used in the paid component of the campaign were tested in the evaluation. Overall, the results indicate that the campaign was able to influence decision making, and connected the target audience at a deeper emotive level. The campaign was very effective in communicating key messages:

- Parenting specific messages that were recalled centred around: communication (i.e. talking to your child), interaction and engagement with children.
- More than half of the respondents (69%) claimed the campaign was effective in helping them build their child's confidence and trust in them.
- More than half of the respondents (66%) claimed the campaign helped them communicate better with their child
- 65% of respondents said the campaign taught them how to help their child manage negative feelings, as well as gave them the confidence to talk to their child about emotions.
- 63% of respondents said the campaign taught them how to help their child boost positive emotions.

- 31% of respondents recalled the messages on how to help their children with mental health issues and emotions.
- 23% of respondents recalled the message on how to communicate and talk to their child.

Most respondents viewed the campaign adverts as clear, trustworthy and believable.

- 79% of respondents felt that the campaign were clear.
- 77% of parents felt that the campaign adverts were trustworthy.
- 75% of parents felt that the campaign adverts were believable.
- Two in three (67%) parents took an action as a result of seeing the campaign. With the most common action being: speaking to their child about their emotions (47%).

Comparison of results - those who had seen the campaign compared those who did not see the campaign:

- Those who have seen the campaign are more likely to have spoken to their children about emotions (89% compared to 63%).
- Those who have seen the campaign are more likely to have gotten their child to describe their emotions (78% compared to 50%).
- Those aware of the campaign have a higher level of confidence in building their child's self-confidence (71% compared to 52%).
- Those aware of the campaign have a higher level of helping their child manage negative feelings and thoughts (52% compared to 44%).

1 in 3 parents (36%) felt that their children could discuss mental health and wellbeing or manage their negative feelings well. More than half of all parents (57%) felt that learning more about social and emotional health in children will help build their confidence and skills in helping to manage their child's emotions. This demonstrates the need for public education around topics addressed by the Families Under Pressure campaign.

KEY SOCIAL MEDIA AND WEBSITE OUTCOMES

The campaign was solely driven by video assets.

Digital media and television

Television, BVOD (catch-up TV), YouTube, cinema and social media was used to reach and engage the target audience. Over the duration of the campaign, this resulted in 1.03 million impressions.

Television: In the metro region, 67.9% of people saw one or more of the adverts at least once. In regional WA, 62.8% of people saw one or more of the adverts at least once.

BVOD: 79.7% of people watched a complete campaign video on catch-up TV.

Cinema: Despite cinema being affected by two separate COVID-19 lockdowns, the campaign was delivered to 191,145 audience members.

YouTube: Overall, the videos were viewed 386,788 times (across both burst 1 and burst 2), with 55.4% of people watching a complete campaign video.

X-Track TV: X-track is situated in the centre of Perth Station, targeting pedestrians for mass reach within the Central Business District (CBD). Campaign adverts reached a total audience of 909,300 people.

Outdoor: Petrol station screens were introduced in the second burst of the campaign. This reached 508,361 people in WA at least one time.

To support the Think Mental Health messaging further, messaging with display banners and videos across AFL branded content was included in the media buy (burst two only).

AFL Sponsorship: AFL advertising resulted in two million video impressions.

Social Media

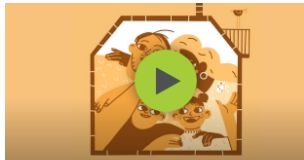
Social media served messaging to a broad audience to drive engagement and direct viewers to the website to find more simple tips and tricks

- **Facebook & Instagram:** Overall, the campaign reached 75,929 people with 969,072 impressions. 8,120 videos were watched completely with a total of 1,696 click throughs (to website).

Website:

- The total number of visitors to the website: 72,846.
- The 'Families Under Pressure' page was visited 11,693 during the campaign.
- The 'For Parents' page was visited 865 times during the campaign.
- There was a 63% increase in the number of visitors to the website after the campaign launched in December 2020.

KEY CAMPAIGN MATERIALS



Tip 3: Building your child's self confidence and trust in you

Narrated by: Justine Clarke

Children who feel positive about themselves and confident in their place within the family are...

Families Under Pressure
Tip 1 - Claire Hooper

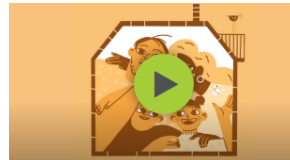


Tip 2: Making sure everyone knows what is expected of them

Narrated by: Kav Temperley

Clear house rules are an essential starting point for managing children's challenging behaviour. These rules...

Families Under Pressure
Tip 2 - Kav Temperley



Tip 3: Building your child's self confidence and trust in you

Narrated by: Justine Clarke

Children who feel positive about themselves and confident in their place within the family are...

Families Under Pressure
Tip 3 - Justine Clarke



Tip 4: Getting your child to follow instructions

Narrated by: Mark McGowan

Want your child to follow instructions? Discover the keys to helping them listen and understand....

Families Under Pressure
Tip 4 - Mark McGowan

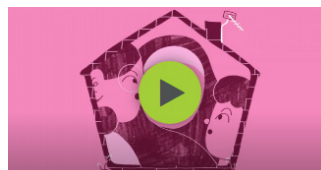


Tip 5: Promoting good behaviour

Narrated by: Damian Martin

Being smart about how you use rewards can really encourage children to behave better. Selectively...

Families Under Pressure
Tip 5 - Damian Martin

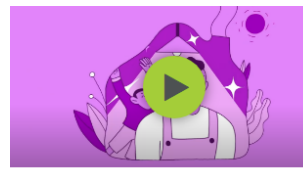


Tip 6: How to limit conflict

Narrated by: Damon Gameau

Parents can play an important role in reducing conflict by using simple and common-sense strategies....

Families Under Pressure
Tip 6 - Damon Gameau

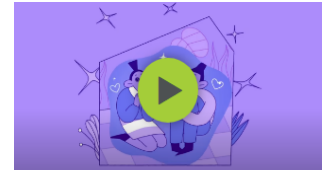


Tip 7: Keeping calm when your kids act up

Narrated by: Francis Greenslade

Parents are only human! They over-react when their children misbehave. This is likely to increase....

Families Under Pressure
Tip 7 - Francis Greenslade

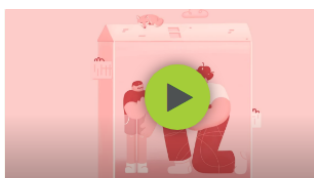


Tip 8: Using sanctions carefully

Narrated by: Liam Bartlett

Use sanctions as a last resort to encourage children to follow rules. Proper use of...

Families Under Pressure
Tip 8- Liam Bartlett

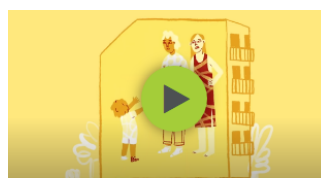


Tip 9: How to communicate better with your child

Narrated by: Adam Gilchrist

Active listening: it's helpful to explain to your child/children that it's normal to worry...

Families Under Pressure
Tip 9 - Adam Gilchrist

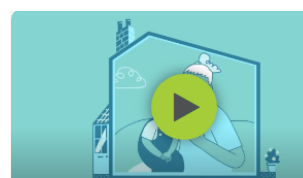


Tip 10: Helping your child cope with anxiety

Narrated by: Noni Hazlehurst

Reduce unhelpful thoughts: To reduce worries, you can encourage your child/children to talk about...

Families Under Pressure
Tip 10 - Noni Hazlehurst



Tip 11: Helping your child manage negative feelings

Narrated by: Jay Laga'aia

Normalising: It's helpful to explain to your children that it is normal to be...

Families Under Pressure
Tip 11 - Jay Laga'aia



Tip 12: How to boost positive emotions

Narrated by: Claudia Karvan

Acceptance: Parents must recognise that they are not superheroes; it will be impossible to...

Families Under Pressure
Tip 12 - Claudia Karvan