

Australian BPD
Foundation Limited

EVALUATION REPORT BPD AWARENESS WEEK 2018

Prepared for the National Mental Health Commission by:

Ms Karen Bailey, Director, Australian BPD Foundation Ltd
in collaboration with Ms Rita Brown and Ms Mahlie Jewell

Date delivered:
30 November 2018

Grant Details

Grant Agreement – National Borderline Personality Disorder (BPD) Awareness Raising

A. Purpose of the Grant

The Australian BPD Foundation plays a pivotal role in BPD Awareness Week (1-7 October 2018) engaging in awareness raising activities. This grant supported the Australian BPD Foundation to carry out their awareness raising strategies, with specific activities aimed at:

- increasing community understanding of what BPD is
- how to access information and support
- decrease feelings of shame, stigma and discrimination.

B. Activities

1. Design, development and implementation of the **BPD Awareness Week 2018 Campaign** liaison and engagement with the **Ambassador**, Dr Peggy Brown.
2. Development and implementation of a promotional and communications **strategy** including liaison with key **stakeholders**:
 - The **Australian BPD Foundations branches** in NSW, SA, VIC and WA to undertake and support activities in their respective jurisdictions
 - Key **mental health organisations** to encourage the undertaking of BPD awareness activities (e.g. consumer and carer networks, mental health advocacy peak bodies, national mental health organisations and state mental health commissions),
 - Members of the **BPD Collaboration Group** to encourage and support BPD Awareness Week 2018 activities.
3. Liaison with Titan Digital (website support) and NEA-BPD Australia to contribute to refreshing and extending material for the BPD Awareness Week **website**.

C: Duration

The Campaign ran from 20 June to 7 October 2018

D: Grant

The total amount of the Grant was \$22,000 (GST incl)

E. Reporting

1. Promotional and Communications Strategy (1 Aug 2018)
2. Link with the updated BPD Awareness Week website
<https://www.bpdawareness.com.au/> (30 Sept 2018)
3. Evaluation Report (30 Nov 2018)

Contents

- 04 Introduction**
 - BPD Awareness Week
 - 2018 Campaign 'Know BPD, No Stigma'
 - Evaluation

- 05 Part 1: Campaign Report**
 - Development of Campaign**
 - Strategy and Planning
 - Ambassador
- 06 Branding Package**
 - Survey
 - Implementation of Campaign**
 - Event Planning
 - Resources
- 07 Social Media Strategies**
 - Website Update
 - Feedback

- 08 Part 2: Promotional and Communications Strategy Report**
 - Development of Promotion and Communications Strategy**
 - Implementation of Promotion and Communications Strategy**
 - Print Media
- 09 Radio Media**
 - Online
 - Facebook
 - Instagram
 - Twitter
 - Website
 - YouTube
 - Collateral
- 10 Key Stakeholders**
 - Australian BPD Foundation Branches
 - Mental Health Organisations
- 11 Collaboration Group**

- 12 Part 3: Website Report**
 - Website Liaison**
 - Web Pages Updated**

- 13 Part 4: Grants Outcomes**
 - A successful professional BPD Awareness Week 2018**
 - Awareness Raising activities in jurisdictions during 2018**
- 14 Successes and Challenges**
 - Successes
 - Challenges
- 16 Learnings/Ideas for the future**
 - Budget**
 - Summary**

- Appendices**
 - 17** 1.Examples of Resources
 - 18** 2.Campaign Survey Feedback
 - 21** 3.Facebook Insights
 - 23** 4.Instagram Insights
 - 25** 5.Website Insights
 - 28** 6.YouTube Insights
 - 29** 7.Collaboration Group Circulars

Introduction

BPD Awareness Week

Borderline Personality Awareness Week was officially recognised on 1 October 2014 by the Australian Parliament. Key collateral was created by Anne Reeve and Guy Ellies in 2016 to raise the profile of this National Week, by coordinating three organisations who freely gave their time and expertise to create a website (Titan Digital), a PR Campaign (Professional Public Relations) and social media exposure. (Jump Climb).

This provided the opportunity for key stakeholders to align as a single voice, and in 2017 the Collaboration Group was expanded. Each year organisations and individuals around Australia spread the word that recovery is possible and does happen with access to appropriate evidence-based treatment and support.

The Australian BPD Foundation coordinated the 2018 campaign with funding from the Australian National Mental Health Commission in line with the Fifth National Mental Health and Suicide Prevention Plan (Fifth Plan), the Commission's Contributing Life Framework and other Key Work Areas.

2018 Campaign – 'Know BPD, No Stigma'



A national Anti-Stigma campaign 'Know BPD, No Stigma' was designed and developed to encourage people to know more about BPD and to say no to stigmatising behaviour. Materials were designed and developed using co-design (a process that includes the target audience in the development), launched at the Australian BPD Conference on 10 September, then distributed via a public relations campaign and at events held around Australia during BPD Awareness Week - 1-7 October 2018.

Mahlie Jewell (qualified communication designer and digital artist with lived experience of BPD), Karen Bailey and Rita Brown (carer advocates, Australian BPD Foundation) collaborated on the campaign, and implemented the co-design process with the intention that it would have longevity and continue to be used throughout the year. Materials remain available online at <https://www.bpdawareness.com.au/resources-bpd-awareness-week-campaign/>

Evaluation

This report will evaluate each activity and identified grant outcomes including success and challenges. It consists of the following components:

- Part 1: Campaign Report**
- Part 2: Promotional and Communications Report**
- Part 3: Website Report**
- Part 4: Grant Outcomes**

Part 1:

BPD Awareness Week 2018 - Campaign Report

Activity 1 - Development and implementation of the BPD Awareness Week 2018 Campaign, including liaison and engagement with the Ambassador, Dr Peggy Brown.

Development of Campaign

Strategy and Planning

The Campaign was outlined in the *Borderline Personality Disorder Week 2018 Strategy and Planning* document which was circulated to existing Collaboration group in mid-July for feedback, and then presented to the National Mental Health Commission.

The key activities would be:

- BPD Awareness Week events
- Anti-Stigma Campaign (via email and social media)
- Collateral (Posters, postcards, badges)

The key methods of execution would be via:

- Audience Access
- Key Stakeholders
- Ambassador

Ambassador

Dr Peggy Brown AO, was approached in July and accepted our invitation to be 2018 Ambassador for BPD Awareness Week.

She responded to requests for feedback on the Campaign Branding Guide, and in August prepared an Ambassador Statement for publication on the home page of the BPD Awareness Week website:

“From every perspective – human, clinical, social and economic – there is a strong case to argue for more and better services for people with borderline personality disorder.

Effective evidence based treatments exist. The widespread roll-out of these treatment services is lagging behind the evidence. Meanwhile, the significant impact of living with BPD goes unchecked and the stigma persists. It is time that we see these effective treatments made widely available, across the public and private mental health sectors. The relief experienced by those with borderline personality disorder and their families and carers when we do so will be palpable and the results will be extremely worthwhile. There can be no stronger call for investment in contemporary mental health service development.”

Due to her strong commitment to raising awareness of BPD, Dr Peggy Brown AO, was later invited to be a Patron of the Australian BPD Foundation, and this was announced at the Annual National BPD Conference on 11th September 2018.

Graphic Branding Package

The Graphic Branding package was designed and developed during August, again with feedback sought from the Collaboration group, key consumer advocates, key expert clinicians and branch members. It involved re-branding of the existing logotype and graphic language, colour theory, typography, graphic identity marks, as well as designing new conceptual promotional and engagement collateral. This was executed through communication graphics, such as Infographics, feelographics using lived experience quotes and insight. Also created were self-care strategies and service support graphics. These all created a range of social media images, posters, promotional flyers ('save the dates', event flyers), and interactive collateral that would be distributed during the campaign.

Survey

The '*We Need Your Voice*' survey was distributed on September 3 to ask people what they felt we needed to address in the Anti-Stigma campaign. It was promoted widely via social media, email and the eBulletin. Using the principles of co-design and co-production (known in the graphic communication sector as UserX design), 4 individual surveys were created to capture the insight and experiences of people with lived experience of BPD, carers of people with BPD, clinicians and academics who work in the field of BPD, and the wider public in general. UserX Design concepts allow the content to be communicated to people with all levels of social and psychological engagement types by ensuring clear simple direct language and graphic imagery to ensure equity is achieved for marginalised people.

The survey identified the top 4 issues to be:

- Awareness and Education
- Easy to understand explanations of BPD
- Hearing positive consumer and carer voices
- Clinician access to training and resources

Four separate themes were defined from the results:

- Infographics – providing information
- Positive messages – promoting ideas of recovery, hope and strength
- Voices of lived experience, carers and clinicians – quotes and self-care strategies
- Service Support – 8 posters for services to display showing their support

Implementation of Campaign

Event Planning

Contact was made with existing Collaboration Group members from June onwards inviting their participation in the campaign and encouraging them to hold activities or support others to do so. Potential new members were phoned to identify the appropriate person to liaise with, then provided further information by email if appropriate. In particular Tasmanian and Queensland organisations were contacted to increase our reach.

Resources

The Graphic Branding Package results and Survey feedback were combined to design resources:

- Sharable social media images (40)
- Printable Posters (30)
- Collateral – Postcards (22) and Badges
- Event information – 'Save the Date', flyers, and programs

- Handouts – Family Connections flyer, Better Access Petition, Self-Care Strategies
- USB – containing files for use by people unable to download

All electronic resources are available online for free download.

See Appendix 1: Examples of Resources

Social Media Strategies

An overarching social media strategy rolled out from early August to increase followers and engagement with Facebook, Instagram and Twitter. On Facebook we increased posts to 3-4 per day between 26 September-10 October. On Instagram we implemented the hashtag strategy **#kNOwBPDstigma** and others, and to increase Twitter activity we syndicated content from Facebook. We employed the use of the program ‘Later’ to schedule and streamline the process of sharing content across social media streams. ‘Later’ is a fee-for-service platform. See Part 2: Promotional and Communications Strategy.

Website Update

The public were invited via social media to submit artwork to the ‘Mind Museum’, and some individuals were approached to record suitable videos for publishing on the website.

Titan Digital, the developers of the pro bono website were engaged to redesign some pages of the website to update the look for the 2018 campaign. Most of the content (text, images and videos) were sourced and uploaded by Rita Brown, Australian BPD Foundation.

See Part 3: Website Report for details.

Feedback

A survey about the campaign was distributed at the launch of the resources at the Australian BPD Conference, the NSW BPD Event and Project Air Conference, and results from 65 respondents were collated. A summary of quantitative results is provided here. All resource types fared roughly equally except when the user had a cost or no access to a printer. The Lived Experience quotes were by far the most effective. Qualitative responses were very positive. See Appendix 2 for full Campaign Survey Feedback.

Please indicate how you identify

Consumer/ Lived Experience	Paid Consumer Advocate	Other	Carer	Paid Carer Advocate	Peer Worker	Clinician	Worker
21	2	8	4	1	4	23	16

Tick all resources that you believe are useful to change stigma and discrimination against BPD.

Infographics	Self Care Strategies	Lived-Experience Quotes	Carer Quotes	Clinician Quotes
48	42	42	23	29

6 forms have been left blank for this question.

Please identify which print/access media method you believe will be most effective for you:

Print/Access Media Type:	Number:
Printed Postcards	31
Printed Posters	25
Digital Downloads (USB)	25
Digital Download (Online)	30
Print Yourself (Online)	20

Part 2:

Promotional and Communications Strategy Report

Activity 2 - Development and implementation of a promotional and communications strategy including liaison with key stakeholders:

- **The Australian BPD Foundations branches in NSW, SA, VIC and WA to undertake and support activities in their respective jurisdictions**
- **Key mental health organisations to encourage the undertaking of BPD awareness activities (eg. consumer and carer networks, mental health advocacy peak bodies, national mental health organisations and state mental health commissions)**
- **Members of the BPD Collaboration Group to encourage and support BPD Awareness Week 2019 activities.**

Development

We reviewed feedback from feedback of the 2017 campaign:

- Public Relations Report prepared by The PR Collaborative
- Digital Marketing Overview prepared by JumpClimb
- Review of Social Media Report, prepared by Dr Esther Chin, Swinburne Uni of Technology.

Decisions were made to:

- Approach Media contacts early in the campaign
- Plan a long lead in time for the Week through exposure via social media
- Website refresh with more consistent design and a less cluttered look
- Encourage cross-promotion with mental health organisations
- Use Twitter to cross-promote and encourage conversation
- Extend the time-line of the campaign throughout the year.

Stakeholders that were contacted from June onwards were followed up, and we offered to design flyers to promote their activities, and collateral items to distribute at their events.

A database was developed for use in future campaigns.

Implementation

Organisations were approached, and any leads followed up to promote BPD Awareness Week using a range of platforms – print, radio, and social media as well as making collateral available that would have longevity – badges, postcards and posters.

On 1st October in NSW, Project Air, Mental health carers NSW and the NSW launched the resources online and also as a direct mailout via a targeted email of their entire membership reach, approximately 6,000 people.

Print Media

- eBulletin (Special Edition for BPD Awareness Week, plus also promoted in August, September, October editions)
- The BPD Advocate (Winter 2018)

Radio Media

- FIVEaa 1395 - Adelaide (1 October)
- ABC Radio Adelaide 891 – Adelaide (2 October)
- 2SER 107.3 - NSW (4 October)

Online

- InDaily - Adelaide independent online news (4 October)
- MHPN – emailed BPD Networks with Awareness Week information.
- MHPN – Webinar: Self Injury and Suicidality. (19 September)
in which Mahlie and Melissa promoted BPD Awareness Week

Facebook

- Most popular medium for engagement
- Collaboration Group members and other organisations shared Facebook posts
- An 'I Support Cause' Profile Picture Frame was designed for extra engagement
See Appendix 3: Facebook Insights

Instagram

- More than 40 sharegraphic images were created and shared.
- Each graphic was shared an average of 60 times.
- Melbourne had the greatest engagement, with Brisbane the least.
- More women (81%) than men (19%) engaged with this visual medium.
- People aged between 25-34 were the highest users, with 13-17 year old's being the second smallest user group.
See Appendix 4: Instagram Insights

Twitter

- Syndicated content from Facebook, so all posts appeared automatically on Twitter

Website

- BPD Awareness Week website
See Part 3: Website Report for details.
See Appendix 5: Website Insights

YouTube

- 10 x new videos
- The Recovery focussed video had the most views (55) and the one with the least appealing cover photo had the least (3)
See Appendix 6: YouTube Insights

Collateral

- Available for people to download for free via social media and website
- Made available for people to collect at conference and other events prior to and during BPD Awareness Week.
- Mailed to 13 outlets.
- Personally delivered to a number of organisations in Melbourne and Adelaide.

Key Stakeholders

Australian BPD Foundation Branches

All four Branches were approached to hold BPD Awareness events. Support was also provided to other services in their jurisdictions.

Branch	Where	Date	Event
NSW Branch	Sydney	Oct 10	BPD Awareness Event
BPD Awareness ACT	Canberra	Oct 7	Family Fun Day
BPD Awareness ACT	Canberra	Oct 11	Mental Health & Wellbeing Expo
SA Branch	Adelaide	Oct 3	BPD Week Opening & Consumer Forum
VIC Branch	Richmond	Oct 2	Intro to Mindful Self Compassion
VIC – Spectrum, Centacare and Ballarat Health Services	Ballarat	Oct 5	Learning More about BPD Workshop for Families and Friends
VIC - BPD Community	Sth Melb	Oct 4	Celebration Night
WA Branch	Perth	Oct 6	Picnic in the Park

Mental Health Organisations

The following events were held around Australia as BPD Awareness Week events and/or distributed our collateral for further awareness raising.

Organisation	Where	Date	Event
headspace	Adelaide	Oct 3	Training: Working With The Family
headspace	Adelaide	Oct 10	Youth Mental Health Forum
MHPN	Adelaide	Sept 26	The Value of Peer Workers
MHPN	Brisbane North, Q	Oct 4	Brisbane North MHPN Launch
MHPN	Ipswich Q	Oct 3	First Year Celebration
NEABPD Australia	Online	Oct 5	Family Connections Webinar
SANE Australia	Online	Oct 23	Topic Tuesday: Supporting Your Partner Experiencing BPD

The following organisations posted messages on social media in support of our campaign:

Organisation	Where	Date	Comment
HelpingMinds (WA Australia)	WA & NT	Oct 1	Shared quote from shareable graphics
Inner Sydney Voice	NSW	Oct 4	Updated their cover photo
Mental Health Carers	NSW	Oct 5	It is now the tail end of BPD Awareness Week! The infographics designed by BPD Advocate Mahlie Jewel have been wonderful to share and we will keep sharing them ...
Mental Health Coalition of SA	SA	Sept 30	Shared quote from shareable graphics
Mind Australia	National	Sep 30	This week is Borderline Personality Disorder (BPD) Awareness Week, where organisations including Mind will work together to reduce stigma, promote resilience and ...
MHPN	National	Oct 1	Shared quote from shareable graphics
MIFWA	WA	Oct 1	Shared details about Perth event

Orygen and shared by Positive Psychology Centre	VIC	Oct 3	This week is BPD Awareness Week and Amy, a member of Orygen Youth Health's Platform group has bravely shared with us a raw account of living with borderline personality (BPD). BPD Week aims to increase awareness and understanding of BPD to advocate for improve access to evidence based treatment and support for those affected by BPD.
SA Lived Experience Leadership & Advocacy Network	SA	Sept 30	Shared details about Adelaide event
Sanctuary	SA	Oct 4	Shared quote from shareable graphics
Urmindmatters	ACT	Oct 4	Shared details about Canberra event
Western Sydney Recovery College	NSW	Oct 2	Not only is it now Mental Health Month, but this week is Borderline Personality Disorder Awareness Week. Check out this tie-in video by Project Air about BPD and recovery.
WCIG (Westgate Community Initiative Group Inc)	VIC	Oct 4	It's BPD Awareness Week. As is the case with any #mentalhealth conditions, Borderline Personality Disorder is widely misunderstood. This means those experiencing BPD often face even higher incidences of #stigma from the symptoms of their condition, which may delay or prevent them from seeking #treatment to manage their condition.
Women's Centre for Health Matters	ACT	Sept 30	Women's Centre for Health Matters (ACT) are posting a series of articles on BPD as part of BPD Awareness Week from 1 to 7 October 2018.

This list is not exhaustive, as many sharing organisations are not captured by Facebook insights due to their security settings. Some of these include The Mental Health Commission of NSW, Project Air Strategy, Inner Sydney Voice, and NCOSS.

Collaboration Group

A series of 10 circulars were emailed to the Collaboration Group from July 17 to October 15. See Appendix 7 for details.

Colourful images of the materials were included in the body of the email to encourage engagement and files of the resources were attached for them to distribute to their networks. The campaign closed with the last email summarising the BPD Awareness Week campaign, and concluded with:

"We hope you enjoyed sharing our resources during Mental Health Week (8-14 Oct), please keep sharing during National Carers Week (14-20 Oct) and for the rest of the year to continue raising awareness and breaking down stigma. Posters attached to show everyone that your organisation is BPD Aware!"

Due to some lack of response to the circulars, further refinement would be useful to distinguish between members willing to participate in event planning or contributing to funding, and those who prefer to act more as 'Friends of BPD Awareness Week' - willing to promote activities but not wishing to be part of the Collaboration Group.

Part 3:

Website Report

Activity 3 - Liaison with Titan Digital (website support) and National Education BPD Aust. (NEABPD Aust) to contribute to refreshing and extending material for the BPD Awareness Week website.

Website Liaison

Titan Digital, the developers of the pro bono website were engaged to redesign some pages of the website to refresh the look for the 2018 campaign. Most of the content (text, images and videos) were uploaded by Rita Brown, Australian BPD Foundation. There were considerable challenges, which have been detailed in Part 4: Outcomes - Challenges. NEABPD Australia were invited to actively participate in BPD Awareness Week. However, due to restructuring within Australia, they probably would be unable to. During BPD Awareness Week, they hosted a webinar *BPD and Families – What's the Connection?* and provided the link and related text for uploading to the website.

See Appendix 5 for full Website Insights including metrics.

Web Pages Updated

The following pages were updated on the website with new text, images or videos:

Home

- *Play video* link to 'Know BPD. No Stigma' campaign information by designer.
- Link to *Download Resources* (Campaign resources to be available all year). A flyer has been designed to have available at the various events we attend during the year (see attachment).
- Statement by Dr Peggy Brown AO, BPD Awareness Week 2018 Ambassador
- Link to *Sign our Petition*
- Fixed integration of Instagram to webpage
- Removed stigmatising image and incorrect graphic
- Revised text

About BPD/BPD Resources

- About BPD page - totally rewritten by someone with lived experience
- BPD Resources page - resources and links updated

Perspectives/Our Stories

- 10 x videos

Events

- 4 x Conferences
- 9 x Events
- 1 x Webinar
- 1 x Stakeholder video

News/Media

- Launch of Brisbane North MHPN BPD Network
- 2 x Radio Interviews
- 1 x Online News article
- Link to Family Connections Webinar

Personal Blogs

- 4 x Articles

Part 4:

Grant Outcomes

A successful professional BPD Awareness Week 2018

There are many ways to measure the success of a campaign, like the support we have received from large groups like SANE Australia, headspace and MIND Australia. The financial support from the National Mental Health Commission, and our social media interactions that show shares, likes and views have increased by some staggering numbers.

Our physical resources were snapped up quickly, so much so that we barely have anything left, and our electronic resources are still available from our website.

We've seen record engagement numbers with the campaign, as well as with the organisations that have been supporting it.

In addition to online feedback and surveys Rita received many favourable comments on the campaign from numerous consumers, carers, senior clinicians, service managers and staff from the Mental Health Complaints Commission. They have particularly commented on the infographics and the quotes – how relevant and supportive they were, and how they liked the colours, for example:

- “Exceedingly well done...these are great...fantastic...”
- “I'd love to put these up at work!”
- “Oh my. I love this campaign. The colours are fantastic.”

Feedback from a couple of respondents also conveyed an appreciation with taking the power structure out of feedback and being inclusive. Overall people appreciated the play on the 'know' and 'no' and the choice of the font - easy to read but has flair and style.

Awareness Raising activities in jurisdictions during 2018

Each of the four Australian BPD Foundation branches held events during BPD Awareness Week, and supported other small organisations to hold events.

In addition, four national mental health organisations also held events to support BPD Awareness Week, and 14 organisations (that we know of) supported the campaign online by sharing Facebook and Instagram posts

Expansion of membership of the BPD Collaboration Group

The organisations and individuals involved in supporting BPD Awareness Week grew from 27 to 49 members during the 2018 campaign.

Campaign	Organisations	Lived Experience	Carers	Clinicians
2017	23	0	4	0
2018	30	0	4	15

The increase in members resulted from online searches for new organisations working in this area, and networking at the National BPD Conference.

(NB some members with Lived Experience prefer to be identified as organisations or clinicians)

Successes and Challenges

Successes

High profile exposure	Dr Peggy Brown's acceptance of the role of Ambassador provided us with a high profile in this very busy time of year when we were competing for attention with Mental Health Week and Carer's Week.
New Foundation Patron	Seeing her dedication to the cause, we realised she was a good fit to be a Patron of the Foundation, and the timing was perfect as our previous Patron had recently retired from the role.
Program designed and managed by people with lived experience	We feel that this was a central factor to the success of our campaign. Rita has recently commented to her workplace about a conference flyer where the image and the colours used do not promote highlighting to us the critical importance of coproduction and codesign.
Lived Experience remuneration	Appreciated the ability to financially support people with lived experience to design and run the campaign The foundation feels that people with lived experience should preferably be financially compensated for contributing their lived experience to projects etc. We feel their role is often at least as important as that of highly paid consultants.
Timing increased exposure	It worked well to have conference prior to BPD Awareness Week as it allowed us to generate interest and to utilise some of the content to refresh the website.
Pathway to treatment	Melbourne BPD event – it encouraged someone just starting therapy to feel more positive about herself and commencing treatment.
Effective events	Perth BPD 'Picnic in the Park' event – Carissa felt that the event was better for raising awareness than the Emotions Matter Walk that she attended in the US earlier in the year. Suggested inviting stall holders next year.
Encouraged advocacy	Canberra BPD event – Highest engagement figures were recorded for the Facebook post by a politician advocating for a BPD Centre in ACT.
Lived experience voices heard	Adelaide BPD event – highest attendance of people with lived experience out of any events held in SA. They shared their thoughts on services needed with the invited leaders of the new BPD Centre.

Challenges

Website Update	<p>Titan Digital staff seemed to have a different idea of the website (particularly in the use of images) to what we were aiming for. We were aware that Titan were doing this work pro bono, and understood it may not take priority in their schedule, but did not expect they would require such a long lead time (10 days) before various requests were actioned.</p> <p>Initially Rita was led to believe that Titan would upload content and discovered early September that we were expected to do it. This left us pushed for time at an extremely busy period with conference preparations.</p>
Website ongoing strategies	Search engines love fresh, unique content and tend to pull the freshest and most relevant content whenever a search is performed. If our site hasn't been updated with new information in over a year, generally our competitors' websites will rank higher than ours in the results.

	Ideally, we should regularly refresh the website content with quality content, information, and imagery to build and maintain relationships with our readers and position ourselves as an expert in the field (and perhaps most importantly, provide new content for Google to index). Just refreshing website content for an annual awareness week is not the best strategy for engaging with our readership.
Mahlie's computer hard drive failed	Many items had been emailed, so were able to be retrieved, and Karen had backed up all docs into Google Drive, so we were able to resurrect most items. Did not have the National Events Poster (final version). A 2 Terabyte external hard drive would have been useful for this project.
Events falling through	Initial interest not followed through by organisations. Tasmanian NGO sounded very interested, suggested they combine their existing Mental Health Week event with collateral from the BPD campaign, but didn't get back to us. Two lived experience people (Coffs Harbour and Perth) contacted us and made initial plans. Next time will allocate a mentor to make contact early in the campaign and offer support. Limited responses from the Collaboration Group. Next year will phone them rather than rely on email.
Stigma for lived experience contributors	Difficulty/challenges with stigma and discrimination (workplace and community) for people with Lived Experience who speak openly (eg bullied by workplace after story was on national radio; harassed on facebook after their clip was posted on the BPD awareness week website; impacting on their ability to find employment). It is therefore a challenge to get people to contribute to blogs, to refresh site etc eg no one has submitted a story via the personal blog link. Whenever someone contacts the foundation wanting to tell their story we discuss various options. Rarely do they follow through.
Media 'hungry' for new 'talent'.	Media want 'new' talent which as mentioned above is challenging. They are tired of awareness week events and see them as no longer newsworthy.
Radio Interview cancelled	A radio interview was organised by email to be conducted over the phone. The interviewer was provided background information by email, but evidently did not read it as he upset the lived experience person within 5 minutes. The interview was cancelled. Next time will ensure a conversation is had with the interviewer prior to going ahead, and that lived experience person has support with them at the time.
Poor flyer for one event	To ensure a professional looking campaign Mahlie drafted a 'Conditions of use of Logos' which was distributed to people preparing their own flyers. We requested to see their drafts to approval before release. Only one user didn't seek approval, and the image was poor with distorted colours.
Collateral	The high number of requests and high cost of mailing our collateral to event organisers stretched the budget. They were so popular we had to ration them. Next time we will allocate seek additional sponsorship, or ask recipients to pay for postage fees.
Email fatigue	It is a very busy time of year, requiring good email etiquette to attend to all of them.

Learnings/Ideas for the future

- Consider moving our Conference to May to distribute events throughout the year. (Project Air and Spectrum have Conferences in October and November. May is being considered as it aligns with BPD Awareness Month in USA and UK.
- Compile list of organisations to approach early next year about scheduling events.
- Training could be awareness raising events– eg NSSI (Skylight, Mental Health First Aid Australia)
- Charge Organisations a fee to include their logos?
- Offer Collaboration Group the chance to include their flyers in the campaign (Opportunity to review content or rebrand)
- Contact online Social calendars to ensure our 'Week' is included
- Comment from PR Collaborative 2017 – keep ongoing interest in the site by posting, refreshing regularly
- Need for Foundation to offer more support (admin and financial) to assist people who wish to put on an event. MHC NSW went to considerable cost to put on 'our' event (which did include their own as well). As soon as you need to start hiring anything the costs go up
- Facebook Insights data only looks at the previous month. Next campaign it will be useful to have a monitoring schedule and data collection process that is simultaneous with production of the campaign.
- The only negative feedback received regarding the posters is the use of the acronym BPD with no explanation (or link) to further information. This can readily be fixed and reminds us to be mindful that not everyone knows what BPD stands for!
- In hindsight it would have been useful to develop a survey (possibly online) as a follow up to the campaign to receive feedback of the overall effectiveness of the campaign in changing people's knowledge/preconceptions of BPD and whether, in fact, people with BPD felt more understood.

Budget

Refer to budget details in the separate acquittal letter signed by Rita Brown (President) Australian BPD Foundation and dated 27 November 2018. We intend to shortly submit a proposal to the NMHC seeking funding to commence next years campaign at least 6-9 months prior to BPD awareness week. Meanwhile members of the collaboration group and the Australian BPD Foundation are donating their time.

Summary


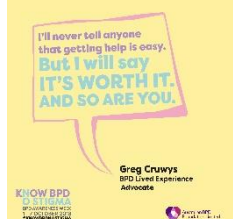



Despite the challenges experienced in 2018 with changes in the leadership of the Foundation, the retirement of Julien McDonald and the very short lead time to submit a proposal, we feel we ran a successful campaign. With greater stability in the Foundation and increased planning time, we feel we can overcome some of the challenges we experienced due to time/work pressures.

We feel having people with lived experience, especially the graphic designer, manage the campaign has considerably enhanced the campaign's reach and acceptance.

We will consider recruiting more volunteers and/or people with lived experience to share the load, plan to personally maintain contact with the Collaboration Group, and will consistently post to social media and refresh the website to maintain engagement through the year.

We intend to use the learnings of this campaign and look forward to running it again in 2019.

Appendix 1 – Examples of Resources

<p>Branding</p> 	<p>Facebook Campaign</p> 	<p>Positive Messages</p> 
<p>Infographic</p> 	<p>Quotes</p> 	<p>Self Care</p> 
<p>Badges</p> 	<p>Posters</p> 	<p>Postcards</p> 
<p>Event 'Save the Date'</p> 	<p>Event Flyer</p> 	<p>Event Program</p> 

Appendix 2 – BPD Awareness Week Campaign Survey Feedback

Survey feedback from National BPD Conference only

Number: 48

Question 1 – please indicate how you identify

- Consumer/ lived experience – 16
- Paid consumer advocate – 1
- Carer – 19
- Other – 7
 - Principal/Aboriginal health worker
 - BPD support group
 - Lady/martyr/friend
 - Kinesiologist
 - Including AOD
 - Researcher
 - Blank response
- Paid carer advocate – 1
- Peer worker – 0
- Clinician – 15
- Working with people with BPD – 14

Question 2 – have you been following the campaign so far?

- Yes, on Instagram – 2
- Yes, on Facebook – 12
- No – 21
- Yes, everywhere – 2
- Only via email updates – 16

Why/why not?

- Interest in todays chat.
- Because I have BPD and I think the stigma needs to be reduced.
- My daughter has been unwell and so not been near computer. Like to advocate for BPD awareness week.
- Was interested in the messages being used in graphics – was able to share some of the infographics to express/explain my recent struggles.
- My partner asked me to look at it.
- Largely unaware.
- Haven't got an email update yet.
- Unaware of social.
- I don't have regular access to a computer.
- I contributed, meaning to login online to see website.
- Time constraints.
- Just found out about it.
- Haven't heard of campaign or Foundation until today.
- Have a little bit, but don't have Facebook.
- Did not know about it.
- Wasn't aware of it.
- Didn't know it existed.
- It is not approaching advertising. There is little participation.

- Did not know about it until a late email came out a few days ago.
- Only recently heard of BPD.
- Didn't know about it.
- No haven't previously heard of the campaign.
- Unsure.
- Wasn't aware.
- Not seen before.
- Will now.

22 forms have been left blank for the why/why not question.

Question 3 – in order of effectiveness (1 being the most, 7 being the least), please list the “Know BPD, No Stigma” resources you’ve seen here today:

Effectiveness Order (1 to 7)	Infographics	Self Care Strategies	Lived Experience Quotes	Carer Quotes	Clinician Quotes
<u>1</u>	5	6	17	3	5
<u>2</u>	4	4	5	5	3
<u>3</u>	5	4	3	4	5
<u>4</u>	3	8	0	5	3
<u>5</u>	9	1	0	5	6
<u>6</u>	0	1	0	0	1
<u>7</u>	1	0	2	2	2

Ticks for Each	Infographics	Self Care Strategies	Lived Experience Quotes	Carer Quotes	Clinician Quotes
Number of Ticks	10	8	10	8	10

6 forms have been left blank for this question.

Question 4 – please identify which print/access media method you believe will be most effective for you:

Print/Access Media Type:	Number:
Printed Postcards	20
Printed Posters	20
Digital Downloads (USB)	19
Digital Download (Online)	23
Print Yourself (Online)	13

4 forms have been left blank for this question.

Question 5 – any other feedback?

- What a well organised and informative real event!
- More advertisements. Reminder that this is on, if registered.
- The campaign is beautiful and important. One not though – BPD is not the most prevalent personality disorder (OCPD is), but BPD is the most frequently diagnosed and presenting.
- Fantastic work.
- I did spot one explaining the reason behind Borderline historically, I'd have linked to see that be more prominent as that was the light bulb moment for me – the “a-ha.” It

explains the duality of symptoms, difficulty to correct diagnosis and confusing/myths around BPD.

- Needs more cowbell.
- Well done Mahlie. I have taken extra resources to hang up at Lifeline Hunter and ARAFMI Hunter.
- Music.
- Great presentation, information.
- If you could somehow write a pre-written letter for me to give my friends inviting them to join the campaign.
- Very insightful! Thank you. Stigma exists – needs to be a focus on specific stepped approach to care / psychological intervention.
- Great, but some colours and fonts are hard to read. I'm colour blind though.
- With questions, it was hard to hear the questions.
- Thank you.
- Watermark backgrounds. Electronic postcards, as an attachment for emails in the mental health sector.

34 forms have been left blank for this question.

Appendix 3 - Facebook Insights

Facebook Page exposure

The daily total reach of our Facebook page averaged 2,490 people per day in the two months prior to BPD Awareness week. On 1st October it peaked at 7,970 (the highest figure of the campaign duration), dropping to 1,320 by the end of the week on the 7th October. (This was the number of people who had any content from our Page or about our Page enter their screen.)

Facebook Post effectiveness

Facebook 'Reach' measures how many people saw an individual Post, and 'Engagement' measures their interaction with that Post.

- **Reach**

Reports show an increase in activity from 17 Aug (5,244) when we published the first post about the branding for BPD Awareness Week. It rose steadily, due to a regular feed of images created for the anti-stigma campaign and information about events to be held during the week. The report shows a peak (15,096) on 1 October, the first day of BPD Awareness Week, dropping rapidly from 4th October, then spiking to 1,129 on 10 October due to the NSW combined BPD Week & Mental Health Week event. See table below.

The 10th highest reach Post (4,674) was for Adelaide event, also distributed by Sonder who helped financially and with organisation of the event. In contrast, Perth, Brisbane and Canberra posts averaged 700. This reveals the importance of collaborating with established organisations in the mental health area.

Rank	Lifetime Post Reach	Date posted	Post Message
1	15,096	30/09/2018	Today marks the beginning of Borderline Personality Disorder Week 2018! We hope you're getting involved!!! See the events photo album!
2	14,795	13/08/2018	Boundaries (Image)
3	7,426	26/08/2018	Know BPD, No Stigma (Image)
4	6,422	2/09/2018	YOUR VOICE! ... We have four key surveys: lived experience, carers, clinicians and general public. (Links provided)
5	5,244	17/08/2018	The branding for this years BPD Awareness Week (1-7 Oct 2018) has now been finalised. We'd be interested in your feedback.... This campaign, and it's collateral will be codesigned and employ USERX design.
6	5,164	16/09/2018	Taken from: The Clinical Practice Guideline for the Management of Borderline Personality Disorder (2012)
7	5,049	19/09/2018	Some good insight from a carer clinician!
8	4,816	23/09/2018	One Week Left Until BPD Awareness Week (image)
9	4,674	24/09/2018	Adelaide event registration is here: https://bit.ly/2xtZr9t
10	4,443	3/10/2018	So Don't Be Afraid, To Let Them Show! (Image)

- **Engagement**

The Post that achieved the highest number (279) of engagements (86%) stated '*Good things come out of Awareness Campaigns. Canberra needs a recovery focussed BPD specific service. Let's make it happen!*' This was encouraging, suggesting that people wish to support developing better services for treatment.

Activity after the Campaign

The Facebook Page reach halved two days after the end of the official 'Awareness Week' to an average of 490 people per day.

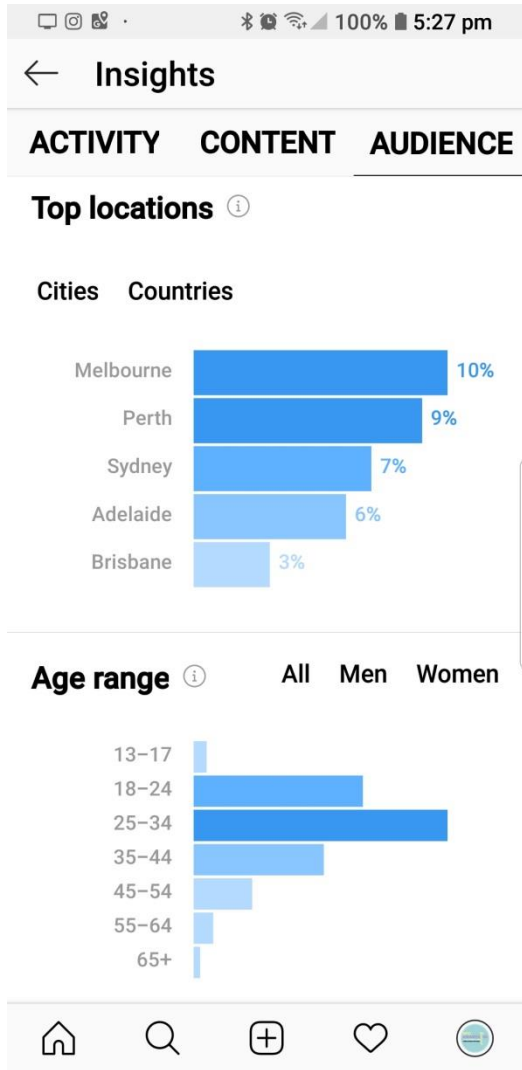
Facebook Posts published after the week similarly show much less engagement. Three posts were placed on 8th October, then nothing until 13th October for Carers Week A 'comfort' post during Carers week (14-20 October) only managed 101 views. In contrast, one posted a month later on 19 November fared much better with 1,600 views ('10 to 40 Better Access Scheme' petition.)

This suggests that people engage more with posts that support better services, rather than posts reminding us to sleep more, reach out or comfort ourselves.

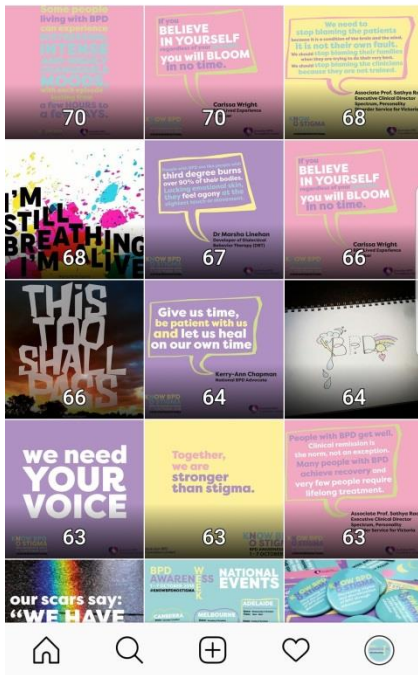
Findings

There was noticeably more reaction to the Posts containing information about BPD, especially the *infographics* and *quotes* images.

Appendix 4 – Instagram Insights



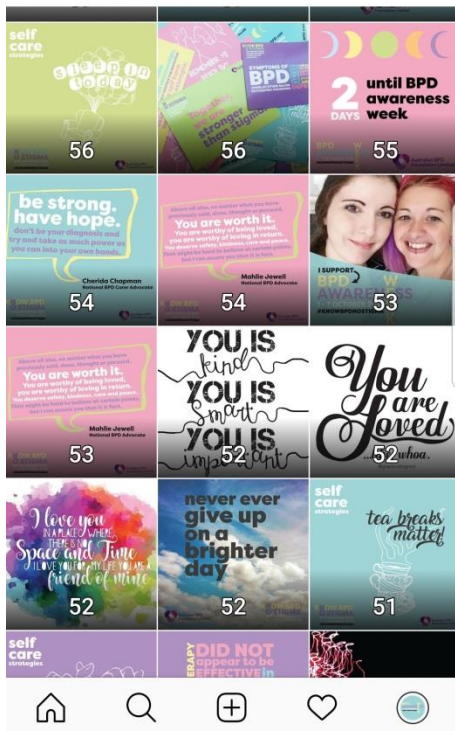
Showing All posted in the past 1 year sorted by Engagement



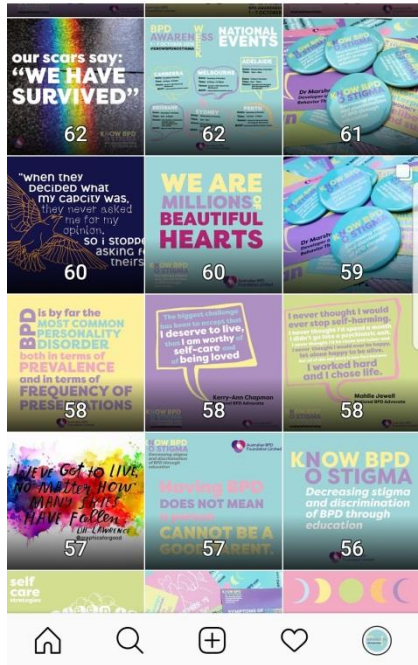
Ringtone

🔊

Showing All posted in the past 1 year sorted by Engagement



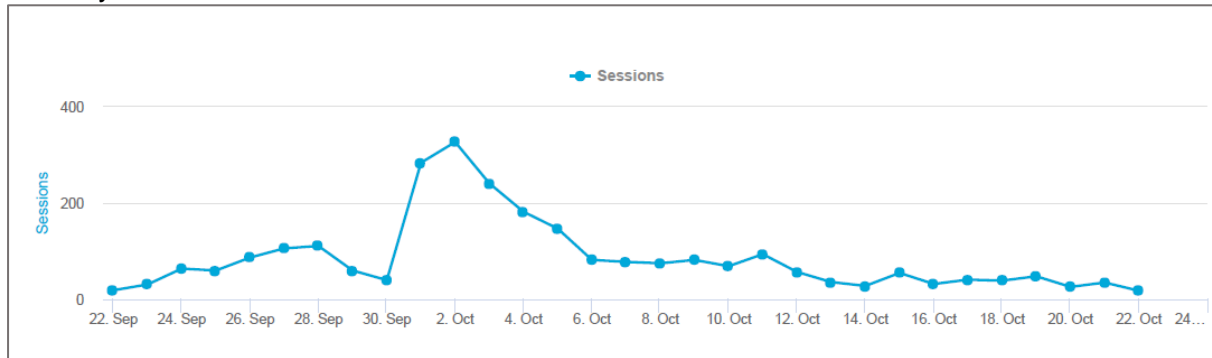
Showing All posted in the past 1 year sorted by Engagement



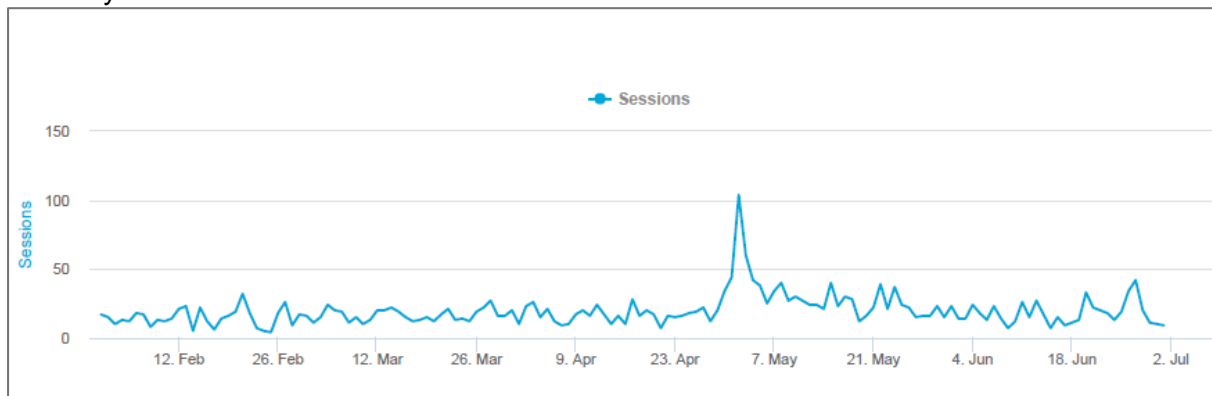
Appendix 5 - Website Insights

www.bpdawareness.com.au

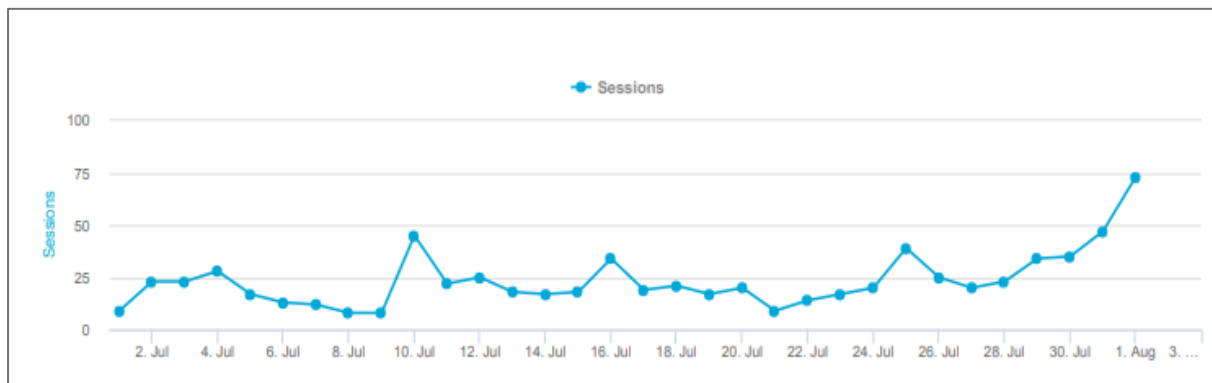
In the month (22/9-22/10) which includes BPD awareness week the BPD Awareness website nearly tripled the number of visitors with a total of **2023 visitors compared with 753 for the month of August and 680 for July** showing the impact of starting our campaign postings in late July.



Previous months for comparison: NB different scale on Y axis
Feb-July 2018



Increase in number of visits during BPD awareness month in USA and UK
July-Aug 2018 (note increase in traffic when we started our social media campaign late July)



User engagement metrics

Website visitors looked at an **average of 1.92 page views / session** which is within the recommended benchmarks set by Google and has increased since earlier in the year – indicating that people are engaging with the site more.

Time spent on the site, users spent an **average of 02:07 minutes** on the website per visit which a strong improvement from July when the average time spent on the website was only 1:33minutes. This tells us that the user intent taking place on the website is far more genuine and allows the user to have a better website experience than before.

Approximately **77.5% of total traffic** to the website is from new visitors to the site for the first time. This is somewhat lower than Feb-June when nearly 84% were new visitors. I take this to indicate that people have returned to the site to see what new material has been added.

Sources of website traffic:

- **Organic Traffic: 48.5% of total traffic**
(Generated via search engine results on Google)
- **Direct Traffic: 23% of total traffic**
(Where users actively know our brand and have searched directly for your website online)
- **Social Media Traffic: 22.2% of total traffic**
(Social media traffic including Facebook @ 76.72%, Instagram Stories @ 7.49%, Instagram @ 7.09%, Twitter @ 4.45%, and LinkedIn @ 4.25%)
- **Referral Traffic: 6.3% of total traffic**
(Third party sources affiliate websites including Yahoo, www.bpdfoundation.org.au, www.bpdaustralia.org.au, and www.mentalhealthmonth.org)

The traffic being generated by social media was considerably higher than in previous months reflecting the impact of actively posting to facebook, twitter and Instagram. Usually approx. 3.7% of total traffic comes from social media (facebook at approx. 80% and Instagram at 20%)

Top performing pages:

The top five pages accessed were:

- Home page
- Events/activities
- About BPD
- BPD Resources
- About us

International Visitor Location Overview: (22/09 to 22/10)

The website generates interest and activity from around the world.

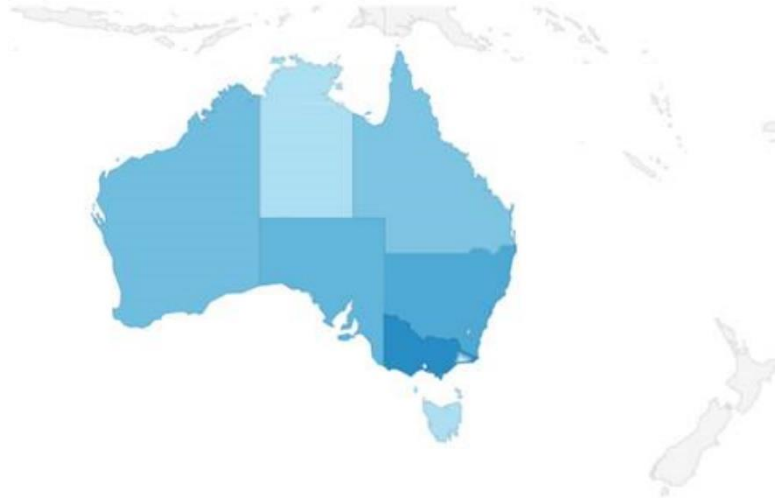
The figures for the month 22/9 to 22/10 were: Australia (70.99%), United States (11.31%), United Kingdom (6.40%), France (1.71%), Canada (1.58%), Philippines (0.96%), India (0.79%), Iraq (0.73%), Germany (0.40%), New Zealand (0.40%)
Australia, USA, UK, France, Canada, Germany consistently appear in the top 10.

Local Australian visitor location overview:

As noted above the majority of our website visitors came from around Australia from the following regions:

Victoria (32.56%), New South Wales (21.28%), South Australia (16.73%), Western Australia (13.59%), Queensland (10.96%), Australian Capital Territory (2.95%), Northern Territory (1.03%), Tasmania (0.90%).

This varies from month to month – unsurprisingly Victoria and NSW are usually the top two and Tasmania and the Northern Territory with the least number of visitors.



Device overview:

In terms of our visitors' device usage on the website, it seems that mobile usage is the leading device (60%), however, there is also a substantial amount of desktop (35%) usage too. The remaining 5% used tablets. Focusing on a mobile audience throughout our campaigns (eg through Social Media) should increase this figure.

The website is 100% optimised for mobile responsiveness. This is becoming increasingly important as we become a more mobile-centered society and online environment. However, at this time, we will still need to maintain a site that is relevant for desktop users.

Appendix 6 – YouTube Insights

10 x new videos were posted for the 2018 Campaign

The Recovery focussed video had the most views (55) and the one with the least appealing cover photo had the least (3)

Video Title	Views	Time Ago	Duration
Aaron Fornarino On BPD & Manipulation	26 views	1 month ago	2:25
Pip Bradley On Gender Influences	3 views	1 month ago	1:50
Mahlie Jewel On Interpersonal Relationships in BPD	9 views	1 month ago	4:06
Carissa: Busting some myths around BPD	192 views	1 month ago	4:32
BPD Awareness Week 2018 - Flick Grey On Diagnosis Of BPD	18 views	1 month ago	2:44
The 2018 Know BPD. No Stigma campaign (presented by the ...)	27 views	2 months ago	10:43
Dr. Peggy Brown: Better Practice Deserved	9 views	2 months ago	14:00
Mahlie Jewell: Stigma, Discrimination and Life on the ...	46 views	2 months ago	34:21
Using Art Therapy to aid recovery from Borderline Personality ...	55 views	2 months ago	0:29
Experience shapes brains by Dr. Haley Peckham	41 views	3 months ago	1:42

Appendix 7 – Collaboration Group Communications

Circular	emailed	Topic	Resources attached
1	July 17	Welcome Back, Theme is 'Know BPD, No Stigma'	Draft Project Plan Draft Strategy Document
2	Aug 28	Strategy and Planning	Final BPD Strategy
3	Aug 30	Branding Package	Final Branding Package
4	Sep 3	Survey 'We Need Your Voice!'	Links to 4 Surveys Lived Experience, Carers, Clinicians, General Public
5	Sep 25	Events and Flyers	Flyers for BPD AW events
6	Sep 25	Badges, Postcards & Posters	Order Badges & Flyers Posters: Infographics, Services, Selfcare and Quotes
7	Sep 29	Promoting Events	Media Kit for download
8	Oct 2	Social Media for Sharing	Sharegraphics link Profile Pic Frame
9	Oct 5	Handouts	Better Access Petition Self-care Strategies Family Connections Flyer Posters Resources (links)
10	Oct 15	Wrap Up	Better Access Petition Self-care Strategies Family Connections Flyer Posters Links to media promotion Link to Family Connections Webinar Link to SANE Topic Tuesday