

Australian BPD  
Foundation Limited

# REPORT BPD AWARENESS WEEK 2019

*“BPD: Best Practice Deserved”*

**Prepared for the National Mental Health Commission by:**

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in collaboration with Ms Rita Brown and Ms Mahlie Jewell

6 December 2019

## Grant Details

### A. Purpose of the Grant

The purpose of the Grant is to support the Australian BPD Foundation to carry out their awareness raising strategies. BPD Awareness Week (1-7 October) aims to highlight key messaging with the view that BPD is a priority for the mental health sector. The Foundation plays a pivotal role in coordinating the Collaboration Group of interested organisations and individuals to hold events and support this national Week.

In 2019, the Foundation will build on the success of the 2018 campaign 'Know BPD. No Stigma' which increased consumer and carer input and voice into the narrative around BPD. This year the message is '**BPD: Best Practice Deserved**'.

### B. Activity

1. Develop and implement the **BPD Awareness Week 2019 Campaign** using the principles of co-production.
2. Professor Michael Hazelton (former member of the National Health and Medical Research Council BPD Guideline Development Committee, and current Professor of Mental Health Nursing at the University of Newcastle) as **Ambassador** for the 2019 BPD Awareness Week.
3. Develop and implement a promotional and communications **strategy** for the 2019 BPD Awareness campaign including liaison with the following key **stakeholders**:
  - a. The **Australian BPD Foundations branches** in ACT, NSW, QLD, SA, VIC and WA to undertake and support activities in their respective jurisdictions;
  - b. 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),
  - c. Members of the **BPD Collaboration Group** to encourage and support BPD Awareness Week 2019 activities.
4. Update material for the BPD Awareness Week **website** with fresh content for the 2019 campaign.
5. Facilitate a targeted awareness campaign via **social media** (facebook, twitter, Instagram) for a month centred around BPD Awareness Week.
6. Contact with the **media** seeking interviews, articles and press releases to stimulate a media interest in BPD during and in the lead up to BPD Awareness Week.

### C: Duration

The Campaign ran from 24 June to 7 October 2019

- |   |                          |
|---|--------------------------|
| 1. Develop & implement BPD Awareness Week 2019 campaign | (24 June – 7 Oct 2019)   |
| 2. Promotional and Communications Strategy              | (24 June – 31 July 2019) |
| 3. Promotion of BPD Awareness Week & related activities | (1 – 7 Oct 2019)         |

### D: Grant

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

### E. Reporting

This report will discuss each activity and identified grant outcomes including success and challenges.

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## Introduction

### **BPD Awareness Week**

Mission: Borderline Personality Disorder Awareness Week will heighten awareness in Australia resulting in effective early detection, access to evidence-based treatment for all Australians affected and providing for the adoption of family education to promote resiliency and recovery for BPD for all families impacted.

Borderline Personality Awareness Week was officially recognised on 1 October 2014 by the Australian Parliament. 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 2019 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.

### **2019 Campaign – BPD: Best Practice Deserved'**



The 2019 national campaign 'BPD: Best Practice Deserved' highlights key phrases taken directly from The Clinical Practice Guideline for the Management of Borderline Personality Disorder, and delivers them in an accessible way in addition to using the strong voices of lived experience – to promote messages of recovery, positivity and hope.

Materials were designed using co-design and co-production (a process that includes the target audience in the development) and distributed via a public relations campaign and events held around Australia.

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, with the intention that it would have longevity and continue to be used throughout the year.

Resources remain freely available online at <https://www.bpdawareness.com.au/resources/>

## Activity 1

### Campaign Summary

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***Develop and implement the BPD Awareness Week 2019 campaign using the principles of co-production.***

## Development

### Strategy and Planning

The *Borderline Personality Disorder Week 2018 Strategy and Planning* proposal was used to guide the 2019 project plan, and the promotional and communications strategy (Activity 3).

Key activities proposed for the 2019 campaign were to:

- Develop an awareness week campaign with people with lived experience of BPD and their carers, supporters, clinicians and services
- Create a small range of campaign materials and distribute them to services
- Liaison with key organisations and the Collaboration Group and coordinate activities
- Offer some financial support to branches to run a BPD Awareness Week event
- Conduct a social media presence for 1 month.

Key methods:

- Co-design and co-production principles
- Created with UserX design (user centred)

### Campaign Brief

The 2019 content complements and extends upon the success of the 2018 campaign by adding in terms of awareness and education, ease of understanding explanations of BPD, positive consumer and carer voices, and access to resources.

The brief this year was to highlight the exceptional, researched and evidence-based practice guidelines for the management of BPD in Australia. The 'Best Practice Deserved' campaign acknowledges them, and uses a strength-based approach to embed these guidelines and other evidence-based practices into the treatment structures of services working with people living with BPD.

The message was distributed using:

- Infographics – quick facts taken from clinical practice guidelines
- Quotes and Lived Experience – the voices of lived experience, carers and clinicians
- Service Support Posters –to show that a service supports people with BPD
- Social media graphics
- Stories and art work from people with lived experience
- Accessible, downloadable resources.

### Graphic Branding

A Graphic Branding package was designed in June 2019, with feedback sought from the Collaboration Group, key consumer advocates, key expert clinicians and branch members prior to release.

A new logotype was created based on feedback sought from those with lived experience. The acronym 'BPD' was expanded to include 'Borderline Personality Disorder' to avoid confusion with Bipolar Disorder, the date was left off most images, and the logo is now monochromatic to appear harmonious upon any background colour. A new 'secondary language' was also created (a graphic depiction of information). Typography remained the same, as did the colour theory, but with more vibrant hues to show the evolution in confidence and amplified awareness.

## Implementation

### Event Planning

From June onwards the Collaboration Group members and other Stakeholders were contacted inviting their participation in the campaign and encouraging them to hold events or support others to. Suggestions for ideas and regular contact was maintained by phone and email circulars.

In Mid August a 'cold call' letter was sent to medical Practice Managers to inform of the campaign, explain BPD and to invite them to participate in events with the support of our posters and postcards for their waiting rooms.

Early in September a second email was distributed to mental health organisations Australia-wide. More informative, this communication covered recent Australian research about recovery and the aims behind the awareness week campaign. It also invited participation in events, supported with resources for distribution to clients.

Throughout September social media was used to post flyers for events to encourage bookings, and to remind people it was not too late to plan their own event.

### Resources

The Graphic Branding was approved by Stakeholders in July and designing started on the:

- Graphics for sharing on social media (39)
- Posters (21)
- Collateral – Postcards (20) and Badges (1)
- Flyers for events
- Flyer to provide campaign information (1)
- Website

All electronic resources remain available online for free download

<https://www.bpdawareness.com.au/resources/>

See Appendix 1: Examples of Resources

### Collateral

In August, collateral was produced (items printed by a commercial printer for distributed to people to build brand awareness):

- Badges provided at events or mailed to organisers of events.
- Posters (Printed at Officeworks with guidelines on best paper to use)
- Postcards (Initially ordered online and posted with Info flyer about the campaign. During October they were made available at all events.)

## Co-Production

The campaign and the materials were produced using co-design and co-production - a process that includes the target audience in the development .

### Campaign design

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.

Collaboration Group members and stakeholders provided feedback on branding materials.

### Campaign implementation

Three volunteers with lived-experience assisted with:

- Social media posts on Facebook
- Collating addresses for mailout letter to clinic practice managers
- Collating a list of organisations for mailouts and 'Spread the Word' webpage
- Entering data into Postcard online order page

### Campaign content

During August, people with lived experience and carers/families were invited (via social media and eBulletin) to contribute to the campaign by sharing stories or their artwork on the website that promoted recovery and hope.

A colourful flyer 'Share - How Can You Contribute to BPD AW 2019?' was distributed in print and online to encourage participation. Contributors were provided with information on how to share safely

- [How Can You Contribute Flyer](#) – Share Safely
- [Tips and Tricks for Lived Experience Advocacy](#)

Online survey forms were designed and activated to collect stories:

- [Lived Experience](#) and [responses](#)
- [Carer/Family](#) and [responses](#)

Submissions were assessed for suitable content, edited, sent to contributors for approval, then uploaded to the website.

## Activity 2

### Ambassador

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**Activity 2 – Professor Michael Hazelton (former member of the National Health and Medical Research Council BPD Guideline Development Committee, and current Professor of Mental Health Nursing at the University of Newcastle) as Ambassador for the 2019 BPD Awareness Week.**

Professor Michael Hazelton, was approached in July and accepted our invitation to be 2019 Ambassador for BPD Awareness Week.

In August he prepared an Ambassador Statement, and recorded a video for publication on the BPD Awareness Week home page.

*“I am honoured to be BPD Awareness Week 2019 Ambassador. I was excited to see the 2019 theme ‘Best Practice Deserved’. This is a strong, positive call for action, and as Ambassador I will look for opportunities to speak about and advocate for improvement in care and support for people living with BPD’. I will highlight key priorities such as integrating clinical treatment pathways, implementing the NHMRC Clinical Practice Guideline, addressing funding and service gaps, ensuring suicide prevention initiative’s prioritise people living with BPD, and will work to eradicate stigma. I look forward to meeting you at some point during the year.”*

Prof Hazelton also provided 2 quotes for the postcard series, promoted BPD Awareness Week at the Australian College of Mental Health Nurses and Project Air Strategy’s conferences, and he made himself available for print and radio interviews.





## Activity 3

### Promotional and Communications Strategy

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#### **Develop and implement a promotional and communications strategy for the 2019 BPD Awareness campaign including liaison with key stakeholders:**

- The **Australian BPD Foundations branches** in ACT, NSW, QLD, 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.

### Promotion

Stakeholders were contacted from June onwards with a series of pictorial emails designed to engage and encourage participation. These were followed up with phone calls as necessary.

Social calendars and 'What's On' websites were contacted to ensure our 'Week' was included.

- Calendar of Events Australian Government Health website <https://www.health.gov.au/calendar>
- Health Events Calendar - Finder.com.au
- Our Community Calendar
- Australian Network on Disability
- Department of Health
- Life In Mind
- Mental Health Coalition of SA
- Mind Your Health

Online channels were measured for viewer engagement one month to assess the impact of the campaign. A timetable was drawn up to trickle feed Facebook and Instagram posts to ensure viewers were not saturated with content. Distribution of certain images were held back until the start of the Awareness Week.

Badges were supplied to event holders only (to create a sense of exclusivity, but also to measure distribution as we had a limited budget for them.)

### Key Stakeholders

All four Branches (NSW, SA, VIC and WA) were offered policy and administrative support to prepare and run their own BPD Awareness Week events. Support was also provided to branches in development, and other services in their jurisdictions.

#### **Australian BPD Foundation Branches**

<b>Branch</b>	<b>Where</b>	<b>Date</b>	<b>Event</b>
NSW Branch & MHPN	Sydney	Oct 8	BPD Awareness Event
SA Branch & MHPN	Adelaide	Oct 1	BPD Week Opening Anthony Bateman
SA Branch	Adelaide	Oct 9	Stigma Busting BPD with Research
VIC Branch	Richmond	Oct 1	Treatment Approaches for BPD
WA Branch	Perth	Oct 5	Picnic in the Park

## Key Mental Health Organisations

Organisations	Where	Date	Event
Borderline in the ACT	Canberra	Oct 6	Canberra Family Fun Day
BPD Awareness ACT	Canberra	Oct 11	Mental Health & Wellbeing Expo
BPD Collaborative	Adelaide	Oct 4	Living Well with BPD
BPD Community	Sth Melb	Oct 4	Celebration Night
Gold Coast Hospital	Gold Coast	Oct 5	Lived Experience Speaker
MIND	Mile End	Oct 3	Morning Tea
QLD MHPN	Brisbane	Oct 2	Best Practice Deserved and Delivered
Project Air	Wollongong	Nov 7/8/9	Conference
SANE Australia	Online	Oct 1	Topic Tuesday: BPD & Mentalization
Spectrum	Traralgon	Oct 4	Learning More about BPD Workshop for Families and Friends

## Collaboration Group

A series of 11 circulars were emailed to the Collaboration Group from June 16 to October 5. 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.

See Appendix 2 for details.

## New Collaborations

This year we approached high profile organisations to feature BPD during (or as close as possible to) the first week of October. We had three very successful events, another held the following month, and one is still in the planning stages.

### ABC National Radio

'All in the Mind' is a weekly radio show hosted by Lynne Malcolm that explores the mind, brain and behaviour. We approached her with the topic of BPD in the context of relationships, and names of people willing to be interviewed 'A Roller-Coaster of Emotion: BPD' was aired on Oct 6<sup>th</sup> and remains available online.

Lynne Malcolm forwarded a response posted on their website on 7/11/19:

*"This got me in the wildly unstable feels. XXX knocked be back because my needs were to board. Whole psychiatric clinics have also after seeing my referral and SO many just haven't responded. I feel like I'm in the 'too hard basket'. HOWEVER, this program has reignited by hopes. I will keep at it. I love All in The Mind. Thanks everybody ☺"*

### Life in Mind – National Communications Charter

'Life in Mind' is a national gateway connecting suicide prevention services to each other and the community. Their 'National Communications Charter' aims to promote a common language while talking about mental health. The Australian BPD Foundation is a signatory to the Charter.

We approached them to publicise BPD Awareness Week in their events calendar:

*Raising awareness of therapies and research for borderline personality disorder (BPD), a serious mental illness that can lead to volatile relationships and self-harm which can include suicide or suicidal ideation. The National Communications Charter (The Charter) will be available for people to sign and support this unified approach for a common language in mental health, mental illness and suicide*

In the spirit of collaboration, we offered to promote their Charter to our stakeholders, and mailed printed Certificates to event organisers to encourage participants to also become signatories. Life in Mind have since invited us to participate in an interview which they will publish in their newsletter and promote to all other signatories – further increasing exposure for Borderline Personality Disorder.

## **SANE –Topic Tuesday Forum**

We invited SANE to focus the Topic Tuesday Forum in October on BPD, and offered to provide a topic and facilitators. Julian and Andrew from Spectrum Personality Disorder Service participated in the 2-hour online discussion on October 1<sup>st</sup> about Mentalization, and found the experience to be “

*“really great overall, particularly the well-developed forum management processes and skilful support... The discussion generated the most amount of replies they have ever had for a Topic Tuesday event, highlighting the degree of interest in the community regarding BPD. Most participants had never heard of Mentalization Based Treatment for BPD so it was really great to get that information out there, as well as challenge some misconceptions about BPD and explore different roads to recovery.”*

After the event the SANE Forum Community adviser reported:

*“just as an update last night’s event was super high engaging our busiest of the year so far at 202 replies! The guys from Spectrum were incredible. If you’d like to read over the link is [here](#). Thanks so much for your involvement and for getting the ball rolling, the community got a lot out of it!*

This event has been pre-booked for 2020 to secure the date for next year’s Awareness Week.

## **Border Collies of SA Awareness Walk**

The Border Collie Owners of SA community group organise 2 fundraisers each year. We approached them to collaborate on a BPD Awareness Beach Walk – loving the alliteration of ‘Border Collie’s for Borderline’, and drawing parallels between black and white dogs and the commonly referred to feature of BPD thinking. Bandanas were designed and made to raise funds and contribute to appealing images for social media sharing. The Awareness Walk was held on October 27<sup>th</sup> at West Beach in Adelaide.

There was very high engagement on our Facebook post -2,301 people reached, 522 engagements, 49 shares and 20 comments.

*“Oh my glob! That’s bloody awesome”  
“Can we please do this in Melbourne”  
“Let’s do this in every state”*

We would definitely consider this as a National event in next year’s campaign.

## **The BordererS - Music**

Discussions were held with The BordererS, a Scottish/Irish band, about holding an event during BPD Awareness Week. Again, we liked the alliteration of The BordererS and Borderline. They have experience with social justice and charity shows, in particular supporting mental health and suicide prevention awareness. Due to the bands travel commitments October was not possible. The idea of writing a song about mental illness evolved. Currently the band are still in the development stages of a song called ‘Raw’ about the impact of mental illness on people in the music industry. The song is co-designed, will feature a variety of artists, and input for lyrics referencing BPD has been appreciated.

## Activity 4:

### Website Report

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*Update material for the BPD Awareness Week website with fresh content for the 2019 campaign.*

#### Website Review

Kris Murphy was engaged to redesign the entire website to modernize it for the 2019 campaign. He liaised with Roobix (who have taken over from Titan) and are now the provider of the pro bono website, He submitted a proposal on August 10<sup>th</sup> to the BPD Awareness Week team detailing site evaluation, SEO research, Wireframes (framework), Mockups, Development, and Maintenance if required. Key findings were:

- Structure content needs to be in an order that is relevant to users reaching their goals
- Reduce word count on the Homepage
- Optimise liages for web to increase site speed
- Ensure iconography is simple and obvious
- Using 'alt tags' on images is a simple win for improving Accessibility and Search Engine Optimisation (SEO)

#### Website Performance

Roobix provide a monthly online website performance report supplying a summary of visitors and traffic to the website. The September report showed a total of 2581 sessions with nearly 80% being new sessions. 2.46 pages viewed per session, average duration of 1:49m, with a 50.29% bounce rate (leaving the website from landing page without browsing further). The top landing page was the home page (214), and Activities (53) was the next most popular page. People access the site via Desktop (180/55%), mobile (136/40% or tablet (16/5%). Comparative figures for October a total of 3196 sessions with 80% being new sessions. 3.86 pages viewed per session, average duration of 1:39m, with a 56% bounce rate. The top landing page was the home page (214), and Activities (53) was the next most popular page. People access the site via Desktop (180/55%), mobile (136/40% or tablet (16/5%).

Kris Murphy provided an analysis of the October report from Roobix.

- Almost a 1000 more visits during the month of October (2019 vs 2018)
- People on average were viewing twice as many pages (3.86 vs 1.76)
- Bounce rate reduced from 68% to 0.56% (which is unexpectedly low)
  - People are more engaged with the awareness week this year.
  - They are finding more relevant content
  - The site may be easier to navigate
  - people are exploring and clicking content and buttons.

See Appendix 3 for an overview of the total traffic to the Website.

## Website Update

The entire website was restructured and refreshed with new material. It is designed in panels that are device responsive, and was updated with the vibrant colours of the 2019 BPD Awareness Week campaign.

<b>2019 BPD Awareness Week Website Redesign</b>
<b>Home</b> (includes summary snapshots of each page)
<b>Events</b> <ul style="list-style-type: none"><li>• Listing of all events held in 2019</li></ul>
<b>Lived Experience</b> <ul style="list-style-type: none"><li>• 6 x Lived experience stories</li><li>• 6 x Carer Stories</li><li>• 3 x Videos (by Consumers of Mental Health WA)</li></ul>
<b>Resources</b> <ul style="list-style-type: none"><li>• Event Template</li><li>• Postcards</li><li>• Posters</li><li>• Information sheet</li><li>• Link to BPD NMHRC Guidelines</li><li>• Links to other organisations resources</li><li>• Link to ABPDF eBulletin</li></ul>
<b>About BPD</b> <ul style="list-style-type: none"><li>• Essentials information to know about BPD</li></ul>
<b>Spread the Word</b> <ul style="list-style-type: none"><li>• Letter templates</li><li>• Form to send to MPs</li><li>• MP contact details</li><li>• Petition – 40 Medicare funded visits</li></ul>
<b>Get in Contact</b> <ul style="list-style-type: none"><li>• eBulletin signup</li><li>• Follow us on social media</li></ul>

## Activity 5

### Social Media Report

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**Facilitate a targeted awareness campaign via social media (Facebook, Twitter, Instagram) for a month centred around BPD Awareness Week.**

#### Social Media Strategies

An overarching social media strategy rolled out from early August to increase followers and engagement with Facebook, Instagram and Twitter.

On Instagram we implemented the hashtag strategy, creating these tags and shared them with our Stakeholders:

[#bpdawarnessweek2019](#) [#bestpracticedeserved](#) [#strongerthanstigma](#) [#mentalhealthmatters](#) [#mentalhealthcarersmatter](#) [#bpdcarer](#) [#strongpeoplesupporteachother](#) [#mentalhealthadvocacy](#) [#survivor](#) [#mentalhealth](#) [#livedexperience](#) [#borderlinepersonalitydisorder](#) [#borderlinepersonalitydisorderawareness](#) [#borderlinepersonalitydisorderadvocate](#) [#advocate](#) [#activist](#) [#mentalhealthadvocate](#) [#consumer](#) [#consumerconsultant](#) [#consumeradvocate](#) [#borderlinepersonalitydisorderadvisor](#) [#australianbpdfoundation](#) [#bpdawarnessweek](#) [#bpdaware](#) [#bpd](#)

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.

#### Facebook

- Most popular medium for engagement
- Shared by Collaboration Group, SANE, MIND and other stakeholders.
- Our followers increased from 4,875 (28 Sep 19) to 6,701 (Nov 23th)
- Total Reach – Organic 117,567 (1 Oct 19) remaining high until 7 Oct.
- Post Reach – Organic Reactions 4,330 (1 Oct) showing a marked increase on 30th Sept, reducing to 2,500 (4Oct) and varying between 100-500 per day thereafter.
- No 1 Post – 189,433 people reached with 18,959 engagements (Oct 1)  
Infographic 'BPD is a complex mental health issue'.
- No 2 Post – 130,098 people reached with 12,794 engagements (Sep 6)  
Infographic 'What some people think borderline personality disorder means I what it can actually mean' Reshared on Oct 2 with 71,4000 people reached and 7,749 engagements.  
See Appendix 4: Facebook Insights

#### Instagram

- Our followers increased from 1,031 (July1st) to 1,509 (Nov 23th) (Engagement is not trackable over 3 weeks)  
See Appendix 5: Instagram Insights

#### Twitter

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

#### YouTube

Only one video by our Ambassador was uploaded to YouTube. This year most people we approached declined to produce videos, instead preferring to have text based articles. An advocate from our 2018 campaign asked us to remove all references to her and all her material from the BPD AW website as well as Project Air's site, and The Australian BPD Foundation due to concern about employment discrimination [https://www.youtube.com/channel/UCafNO0LUjV1L53Otpspe8\\_A/featured](https://www.youtube.com/channel/UCafNO0LUjV1L53Otpspe8_A/featured)

## Activity 6

### Media Report

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*Contact with the media seeking interview, articles and press releases to stimulate a media interest in BPD during and in the lead up to BPD Awareness Week.*

#### Print Media

- **eBulletin** (Special Edition for BPD Awareness Week released mid September, plus also promoted in August, September and October regular eBulletins.
- **Newspapers** were emailed event details, but no responses were received, though many articles were published online (see below).

#### Radio Media

- **ABC Radio Breakfast Show** (2 October) Mike Hazelton Ambassador  
<https://www.abc.net.au/radio/newcastle/programs/breakfast/bpd/11566782>
- **ABC Radio National - All In The Mind** 'A Roller Coaster of Emotion' (6 October)

#### Online Media

- **BPD Awareness Week**  
<https://www.bpdawareness.com.au/events-activities/>
- **Australian BPD Foundation**  
<https://bpdfoundation.org.au/2019-bpd---best-practice-deserved.php>
- **Life in Mind** (National, 1/10/19)  
<https://www.lifeinmindaustralia.com.au/event/bpd-awareness-week>
- **SANE Topic Tuesday** Lived Experience Forum (National, 1/10/19)  
<https://saneforums.org/t5/Special-Events/Topic-Tuesday-BPD-Awareness-featuring-SPECTRUM-VIC-Tues-1-Oct/td-p/753053>
- **MHPN** (National, 1-21/10/19)  
[https://www.mhpn.org.au/NewsArticle/704/Collaborative-Care-and-Borderline-Personality-Disorder-\(BPD\)#.Xdz64OgzaUk](https://www.mhpn.org.au/NewsArticle/704/Collaborative-Care-and-Borderline-Personality-Disorder-(BPD)#.Xdz64OgzaUk)  
and emailed BPD Networks with Awareness Week information.
- **Project Air Strategy** (NSW 30/09/19)  
<https://www.projectairstrategy.org/UOW252086.html>
- **Mental Health Coalition of SA**  
<http://www.mhcsa.org.au/event/national-borderline-personality-disorder-awareness-week-2019/>
- **Sanctuary BPD Carer Support Group** (SA)  
<http://bpd-carers-sanctuary.org/bpd-awareness-week/>
- **Western District Health Service** (Vic)  
<http://www.wdhs.net/events/national-borderline-personality-disorder-bpd-awareness-week%3Fkey%3Dnational-borderline>
- **Austin Health** (VIC)  
<http://www.austin.org.au/news/BPDawareness>
- **Newcastle on Hunter Community Information** (NSW)  
<https://newcastleonhunter.com/2019/10/01/borderline-personality-disorder-bpd-awareness/>
- **WA Mental Health Commission** (WA)  
<https://www.mhc.wa.gov.au/training-and-events/events/>
- **DBTBrisbane** (QLD)  
<https://www.dbtbrisbane.org/blog/https/wwwdbtbrisbaneorg/blog-page-url-3>
- **CoMHWA** (WA)  
<http://www.comhwa.org.au/wp-content/uploads/2019/10/260919-NL.pdf>
- **Melville Clinic** (WA and ACT)  
<https://melvilleclinic.com.au/latest-news/>

- **WA Association for Mental Health (WA)**  
<https://waamh.org.au/events--training/event-details/?id=1814>
- **ASMILE - A Statewide Mental Illness Learning Exchange ST Vincent's Hospital (VIC)**  
<https://asmile.org.au/bpd-awareness-week/>
- **BATYR**  
<https://www.batyr.com.au/2812-2/>
- **The Riot Act (ACT, 6/10/19)**  
<https://the-riotact.com/borderline-personality-disorder-help-is-at-hand-and-treatment-works/328511>
- **MIFWA (WA, 11/09/19)**  
<https://www.mifwa.org.au/event/bpd-awareness-week-2019-event-picnic-in-the-park/bpd-picnic-in-the-park/>
- **BPD Community (VIC, 3/11/19)**  
<https://www.bpdcommunity.com.au/events/events-1>
- **Flinders University (SA, 19/09/19)**  
<https://blogs.flinders.edu.au/student-health-and-well-being/2019/09/19/stigma-busting-borderline-personality-disorder/>
- **Project Air Strategy (NSW, 5 Oct, interview starts at 1hr24min26sec)**  
<https://www.abc.net.au/radio/illawarra/programs/mornings/mornings/11544972>



## Grant Outcomes

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### **A successful professional BPD Awareness Week 2019 campaign**

This campaign has received a lot of engagement from people who have been impacted by BPD and who have appreciated this year's message of deserving best practice support. In particular people have commented on the attractive resources, which have been very popular at events and through online orders.

This year we have had increased support from key mental health organisations such as SANE Australia, Mental Health Professionals Network, Spectrum (VIC), Project Air (NSW), BPD Collaborative (SA) and others.

Social media interactions have increased on last year's engagement figures, though we acknowledge that medium has limited impact, requiring regular posting to maintain engagement.

The financial support from the National Mental Health Commission has enabled us to professionally update our website, and to create the collateral – both which will have longer term exposure.

### **Awareness Raising activities in jurisdictions during 2019**

Each of the four Australian BPD Foundation branches held events during BPD Awareness Week.

In addition, nine mental health organisations held events to support BPD Awareness Week, and many other organisations supported the campaign online by sharing our Facebook and Instagram posts

### **Expansion of membership of the BPD Collaboration Group**

The organisations and individuals involved in supporting BPD Awareness Week grew from 49 to 54 members during the 2019 campaign.

The first Collaboration Group circular offered members the opportunity to select their preferred level of engagement to ensure database currency and respectful emailing:

- Collaboration Group (plan events, involve media, support in financial or others ways)
- Friends of BPD Awareness Week (share on social media, provide feedback to surveys)

This resulted in some members withdrawing and impacting the rate of membership growth.

Overall, this did not impact on our reach, as the incoming Collaboration Group members were very high profile in the mental health sector, and their support provided wider

<b>Campaign</b>	<b>Organisations</b>	<b>Lived Experience</b>	<b>Carers</b>	<b>Clinicians</b>
2017	23	0	4	0
2018	30	0	4	15
2019	33	1	5	15

## Successes and Challenges

### Successes

Exposure in the Mental Health Nursing sector	Prof Mike Hazelton's acceptance of the role of Ambassador resulted in very active promotion of the Week and provided a reach into the area of Mental Health Nursing. Mike has referred Mahlie Jewell as a speaker at next year's Mental Health Nursing Conference. This is a significant contact as it provides a lot of exposure in Hospital Emergency Departments.
Website Update	In stark contrast to last year – the website upgrade went smoothly, was systematic, images were appropriate, collaboration was professional and it was online in time with minimal stress.
High profile media exposure	The ABC <i>All in the Mind</i> Radio interview and the SANE Topic Tuesday <i>BPD &amp; Mentalization</i> offered national high profile media exposure.
Lived Experience remuneration	Podcast participants were offered vouchers of \$150 for their time.
Timing increased exposure	The campaign started a month earlier, which resulted in less pressure than last year's campaign
Increased FB engagement	Maintaining an average of 2 posts per week resulted in increased Facebook engagement.
New collaborations	The new collaborations increased our exposure, and have opened doors to new sectors.
Record attendees	Adelaide MHPN BPD event – highest attendance at any MHPN clinical events held in SA

### Challenges

Less Videos for website	People with lived experience are more cautious placing their real name or image online. We still have a way to go with Stigma.
Contacts not following through	TASMANIA – A lot of contact was made with various organisations in Tasmania to hold events. We also wanted to assess interest for having our next annual conference in Tasmania. Discussions on the phone were promising, we followed up with emails and mailed collateral, but there was no follow up or events held that we are aware of. BATYR – Initial discussions around collaborating on an event to be held in a university showed much interest, but again no follow through. We later learnt BATYR charge for holding events, and our events are offered free.
Safe Media Content	An online article mentioned suicide, trauma/abuse (child sexual) and violence and was considered to have potential to be triggering. We requested the owner of the material to include a trigger warning on the website eg ***Trigger warning: please note that this interview contains descriptions of suicidal gestures, abuse and violence*** This was agreed to.
Funding	Increased funding would have enabled engagement of a professional media campaigner which would increase our reach.

## Summary

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The 2019 campaign was a highly successful and fun collaboration.

The website redesign was pivotal, and the embracing of the colourful materials and highlighting of the BPD NMHRC Guidelines was well received. Our Ambassador was particularly active in garnering exposure, and we had additional 'on-the-ground' support from 3 volunteers. We have seen the results of consistently posting to social media to maintain engagement and continuing the work of the Awareness Week throughout the year.

This year there was a wide variety of events held around Australia – many of which received the highest levels of engagement for those organisations. One organisation in Canberra has expressed interest in becoming a Branch of the Australian BPD Foundation and considering hosting a conference in the ACT in the future.

The Collaboration Group was expanded, and there has been increased interest from mental health organisations to be involved next year.

We look forward to expanding it again in 2020!

# Appendix 1 – Resources

<p><b>Branding</b></p> 	<p><b>Social Media</b></p> 	<p><b>NHMRC Guidelines</b></p> 
<p><b>Infographics</b></p>  <p>1. Frantic efforts to avoid real or imagined abandonment 2. A pattern of unstable and intense interpersonal relationships 3. Identity disturbance 4. Impulsivity in at least two areas 5. Recurrent suicidal behaviour, gestures, or self-harming behaviour 6. Affective instability due to a marked reactivity of mood 7. Chronic feelings of emptiness 8. Intense anger or difficulty controlling anger 9. Transient, stress-related paranoid ideation or severe dissociative symptoms*</p> <p>*What is the DSM-5? It's the latest version of the book that the medical doctors, dentists, nurses and teachers use to diagnose mental health issues.</p>	<p><b>Quotes</b></p> <p><b>"BPD does not define you. You are unique, so much more than a diagnosis!"</b></p> <p>Janne McMahon Private Mental Health Consumer Carer Network</p> <p>Borderline Personality Disorder (BPD) is a complex mental disorder, that is often misunderstood. People with this disorder are frequently discriminated against and stigmatised, even within the mental health system itself. Currently between 20 and 30% of Australians are affected by BPD at some stage in their lives. The symptoms of this disorder usually first appear in mid to late teens or in early adulthood. The causes of BPD are likely to involve biological, social and/or environmental factors. For some people these factors may present as childhood experiences of trauma or neglect. With appropriate self-education, treatment, and support the prognosis for people with BPD is positive. Having BPD is not a choice. It is a legitimate mental health issue. There are treatments available and people are likely to recover.</p>	<p><b>Self Care</b></p>  <p>take it one day at a time, reach out and connect with safe people, practice being mindful in nature, let your heart listen to music, talk to your loved ones, focus on achieving small goals, read for fun, watch TV, go for a walk, write letters to friends, spend time with pets, go for a long drive, take time to breathe, get enough sleep, be kind to yourself.</p>
<p><b>Badges</b></p>  <p><b>Posters</b></p> 	<p><b>Service Posters</b></p> <p><b>Our service supports</b></p> <p><b>BORDERLINE PERSONALITY DISORDER AWARENESS WEEK 2019</b> <b>Best Practice Deserved 1-7 OCTOBER 2019</b></p>	<p><b>Share Story</b></p> <p><b>How can you contribute to Borderline Personality Disorder Awareness Week 2019?</b></p> <p><b>Do you have lived experience of BPD?</b> Share your story Do you want to share your story about living with BPD on the BPD Awareness Week website and 'Real Experience Shared' or contributing to grants for our program? Please see below for contact details. We aim to keep all our Real Experience Shared content as simple as possible. This means that we will not publish anything that we think may be harmful to you or others. Your story can be helpful for other people with BPD and so find the amazing things you have accomplished in your life.</p> <p><b>Do you have experience as a carer/support person for someone living with BPD?</b> Share your story Your story can be incredibly helpful and supportive for other people who may be struggling to support or understand someone living with BPD - share the 'gains' of history you have learnt in your journey of supporting/trying to connect with BPD. As you share and the story of your family through the week we'll be able to compile that your 'someone' is aware that you are participating and has supported your content.</p> <p><b>Share your artwork</b> People with lived experience of BPD and those supporting them are invited to submit artwork for our online gallery. This might be created as our program or otherwise piece. Please be aware that artwork should not contain any derogatory imagery or words.</p> <p><b>Things you need to know</b></p> <ul style="list-style-type: none"> <li>Nothing you do stops or cures BPD.</li> <li>Your story may be shared and is shared - and we can't always control that.</li> <li>We will have a team support someone available while you share your story - it can be confusing and get our attention you might not expect!</li> </ul> <p>To contribute and for more information, email: <a href="mailto:www.bpdawarenessweek@gmail.com">www.bpdawarenessweek@gmail.com</a> www.bpdawarenessweek.com.au</p>
<p><b>Events National</b></p>  <p><b>NATIONAL EVENTS</b></p> <p>AUSTRALIAN CAPITAL TERRITORY 6 October - Mental Fantasy</p> <p>NEW SOUTH WALES 7 October - Real Experience Shared &amp; Mental Experience Right</p> <p>QUEENSLAND 7 October - Self: Best Practice Deserved and Self-care: Best Practice Deserved</p> <p>SOUTH AUSTRALIA 10 October - Self: Best Practice Deserved and Self-care: Best Practice Deserved</p> <p>3 October - MIND Morning Tea</p> <p>9 October - Signing Reading BPD with Research</p> <p>VICTORIA 10 October - Volunteering for BPD</p> <p>WESTERN AUSTRALIA 3 October - MIND Morning Tea</p> <p>Stay tuned for more information on these events and more as we sign up for more BPD Awareness Week events around the country!</p> <p>WWW.BPDAWARENESS.COM.AU</p>	<p><b>Event Flyer</b></p>  <p><b>SYDNEY</b></p> <p><b>NSW BRANCH &amp; MHPN BPD AWARENESS WEEK EVENT</b></p> <p><b>DATE: TUESDAY 8 OCTOBER</b></p> <p><b>TIME: 5PM</b></p> <p><b>WHERE: Collective Purpose Suite 501, 80 William St Woolloomooloo</b></p> <p>A range of speakers, including consumers and carers, leading clinicians and researchers talking about best practice in the treatment of people living with BPD.</p> <p><b>TO REGISTER:</b> <a href="https://www.mhpn.org.au/NetworkMeetingB-P/1831">https://www.mhpn.org.au/NetworkMeetingB-P/1831</a></p> <p>WWW.BPDAWARENESS.COM.AU</p>	<p><b>Event Template</b></p>  <p><b>BPD AWARENESS WEEK EVENT</b></p> <p><b>EVENT: MIND Morning Tea for BPD Awareness Week</b></p> <p><b>DATE: Thursday 3 October</b></p> <p><b>TIME: 10:30 - 11:30am</b></p> <p><b>WHERE: MIND Recovery College 73 Henley Beach Road, Mile End, SA</b></p> <p><b>ABOUT:</b> This is a special morning tea in support of Borderline Personality Disorder (BPD) Week. We are inviting all people with BPD to come along with a friend to enjoy the special morning tea. There will be a live performance and speakers. Lots more to come in the afternoon including a presentation on BPD.</p> <p><b>FOR MORE INFORMATION &amp; REGISTER:</b> RSVP by 26/09/19 - limited spaces <a href="mailto:nellie.cramer@mindaustralia.org.au">nellie.cramer@mindaustralia.org.au</a></p> <p>WWW.BPDAWARENESS.COM.AU</p>

## Appendix 2 – Collaboration Group Communications

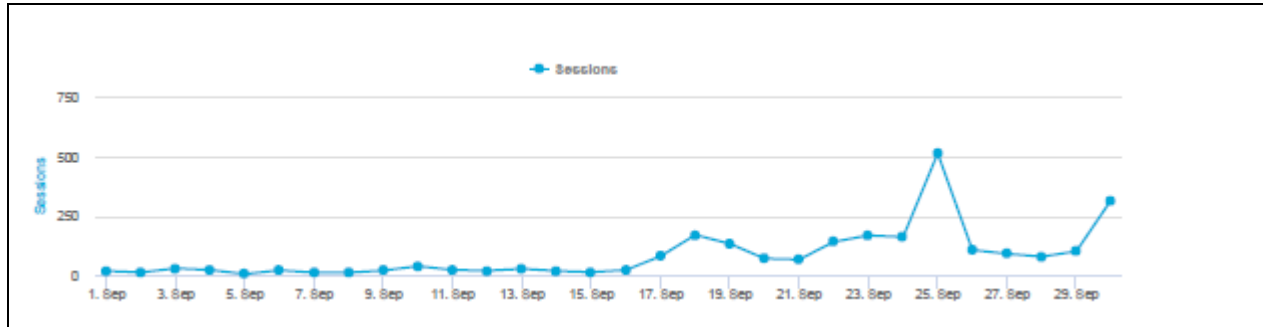
Circular	emailed	Topic	Resources attached
1	June 16	Welcome!	
2	June 16	Branding Guide Survey	BPDAW Brand 2019v1 BPDAW Brand 2019 response form
3	July 2	Final Branding Guide	Final Branding Package
4	Aug 11	Ambassador	
5	Sep 3	Carer Contributions Invite	How Can You Contribute flyer Link: Carer survey Link: Share Safely flyer
6	Sep 9	Campaign Info	Info Flyer Service Posters
7	Sep 13	Postcards & Flyers	Link: Order Postcards Link: Download & Print Postcards Link: Download & Print Posters Email: Order Badges (event organisers)
8	Sep 16	Printing Tips	Postcards kit Posters kit Service Poster kit
9	Sep 21	Website & Instagram tags	Link: Live Experience stories Link: Instagram tags
10	Sep 25	Sign 'The Charter'	Link: Life in Mind National Communications Charter
11	Oct 5	Media Promotion	Link: ABC Radio 'All In The Mind' Link: ABC Radio Breakfast show 'BPD Ambassador' Link: SANE Topic Tuesday

## Appendix 3 - Website Insights

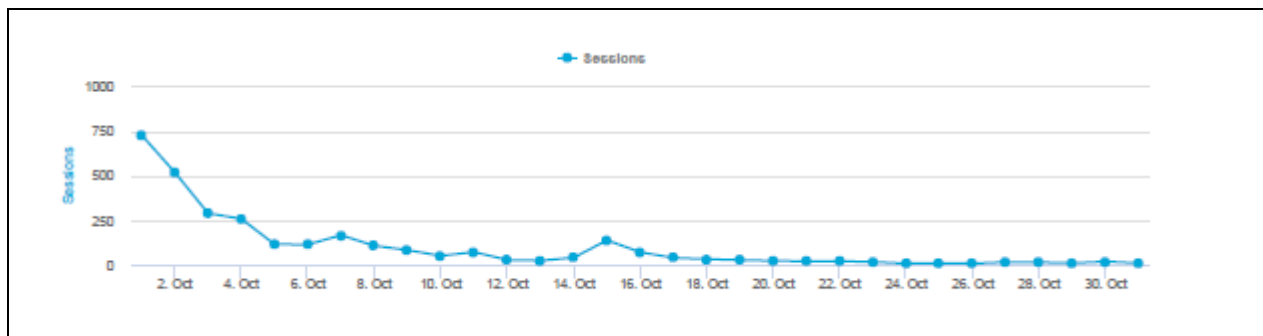
[www.bpdawareness.com.au](http://www.bpdawareness.com.au)

When the new website was launched in late September the website experienced a peak in numbers with another marked peak early in October with the commencement of the awareness week. Numbers remain fairly high whilst content is being posted and drops off quickly afterwards.

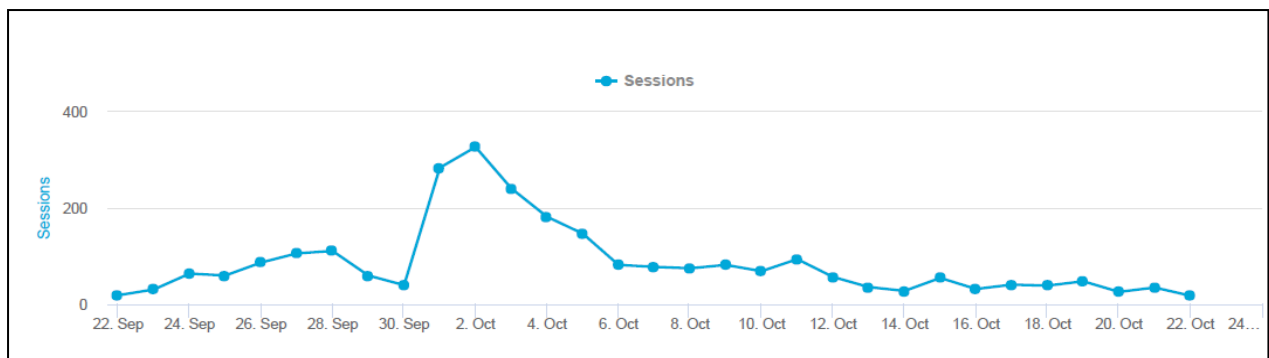
Sept 2019



October 2019 (NB Different Y scale)



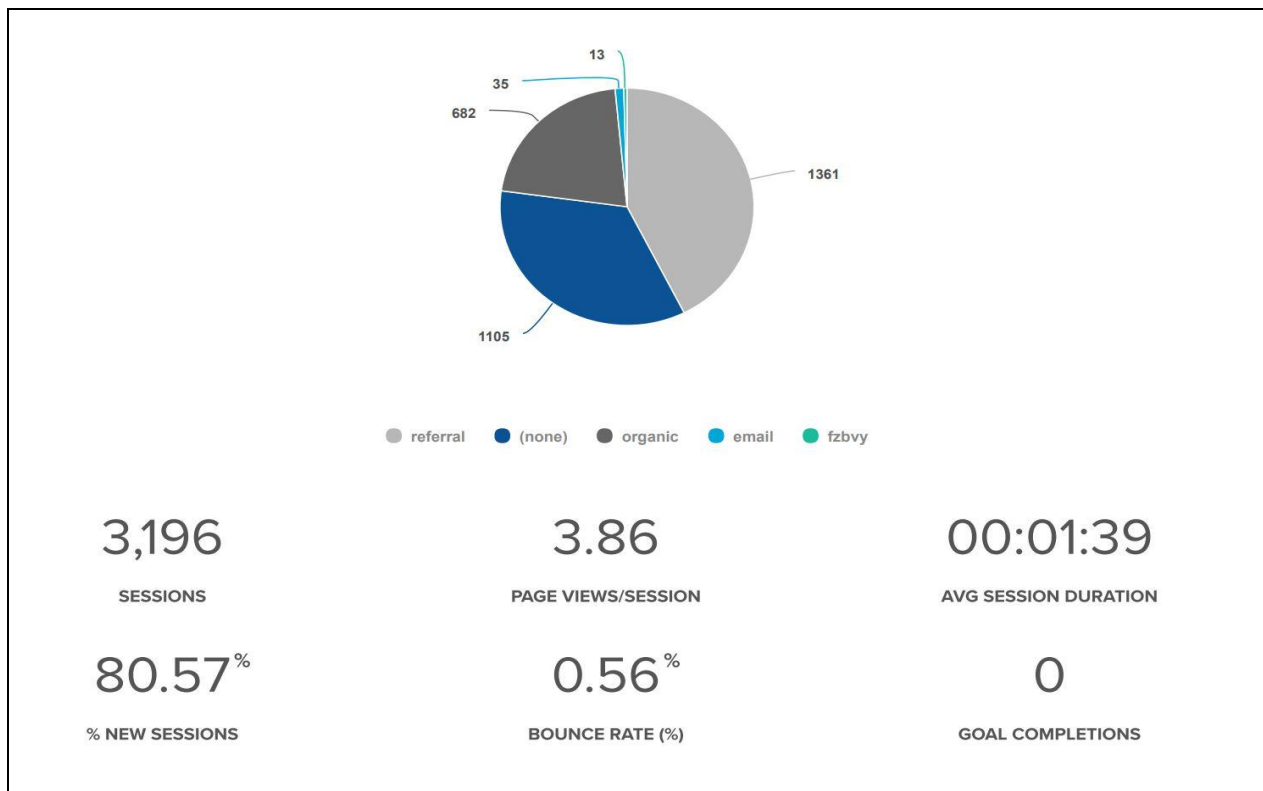
For comparison – figures for 2018 peaking at approx. 350 visitors compared with 750 this year



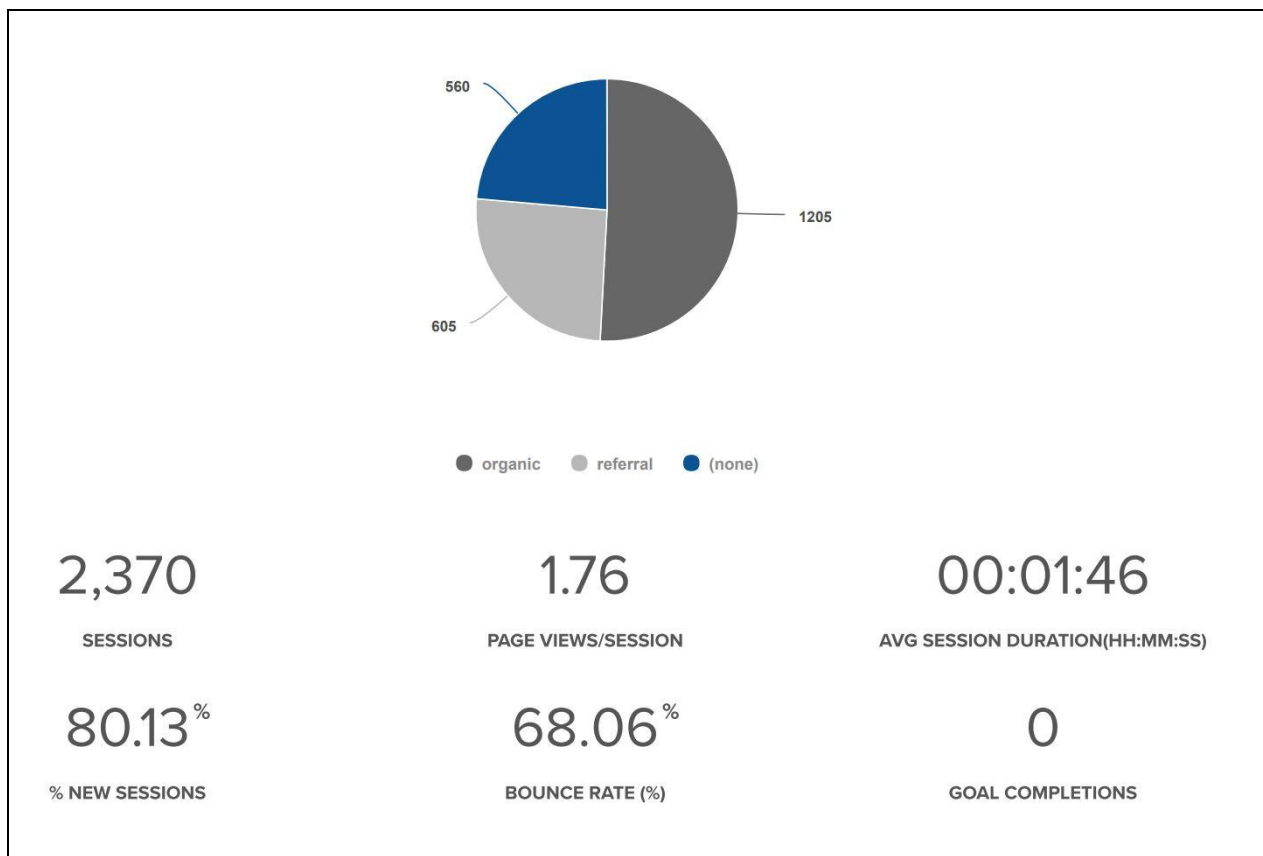
### User engagement metrics

Website visitors looked at an **average of 3.86 page views / session** which is within the recommended benchmarks set by Google and has increased since last year – indicating that people are engaging with the site more.

2019 - This chart provides a breakdown of the percentage of traffic generated from different channels.



2018 - Previous years for comparison shows an increase of page views from 1.76 to 3.86



Approximately **79.58% of total traffic** to the website is from new visitors to the site. This is about the same as last year so we appear to be reaching new audiences. This is somewhat lower than March when nearly 86% were new visitors. We 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: 21.3% of total traffic**  
(Generated via search engine results on Google)
- **Direct Traffic: 34.5% of total traffic**  
(Where users actively know our brand and have searched directly for your website online)
- **Referral Traffic: (inc social media) 42.6% of total traffic**  
(Third party sources affiliate websites including Yahoo, [www.bpdfoundation.org.au](http://www.bpdfoundation.org.au), [www.bpdaustralia.org.au](http://www.bpdaustralia.org.au), and [www.mentalhealthmonth.org](http://www.mentalhealthmonth.org) )
- **Email – clicking on a link in an email: 1%**

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

#### **Top performing pages:**

Organic landing pages are the pages that rank in the search engine. These pages are the first point of entry to your website via the search engine results page.

The top five organic landing pages accessed were:

- Home page
- Events/activities
- About BPD
- Publications
- Resources BPD Awareness week campaign

#### **Visitor Location Overview: (01/10 to 30/10)**

The website primarily generated interest from Australian with limited interest from USA (1%) and UK (0.5%)

#### **Device overview:**

In terms of our visitors' device usage on the website, of 682 sessions, mobile usage is the leading device (462), with a substantial amount of desktop usage (198), and tablet usage only 22.

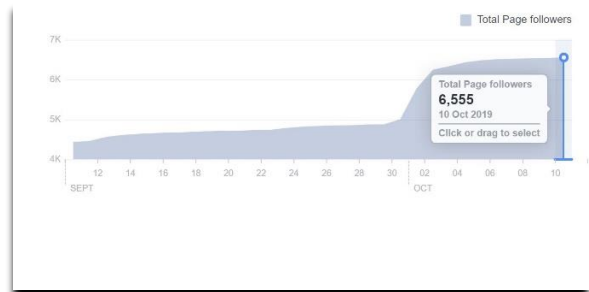
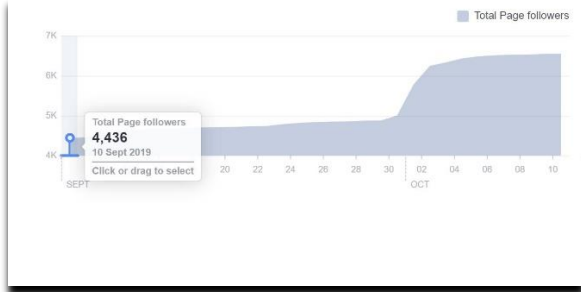
The website is 100% optimised for mobile responsiveness. This is becoming increasingly important as we become a more mobile-centered society and online environment. However, at this time, we will still need to maintain a site that is relevant for desktop users.



## Appendix 4 - Facebook Insights

### Followers

Our Facebook page followers increased by 2,119 people over the tracking period (10 Sept-10 Oct) from 4,436 to 6,555. During the actual week (1-7 Oct) followers increased by 744 from 5,781 to 6,525.



### Page effectiveness

Facebook 'Daily Total Reach' measures the number of people who had any content from our Page or about our Page enter their screen. The Daily Total Reach of our Page has doubled since last year's Awareness Week campaign. Posts reached an average of **5,022** people per day in the two months leading up to BPD Awareness week – an increase from 2,490 as quoted in last year's report.

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

- Reach

During our one month campaign window this year (10 Sept – 10 Oct) the daily total reach averaged **16,559** – showing much higher levels of engagement in response to the campaign.

On 1st October our reach peaked at **117,567** (7,970 the previous year), dropping to 8,511 (1,320) by the end of the week on the 7<sup>th</sup> October.

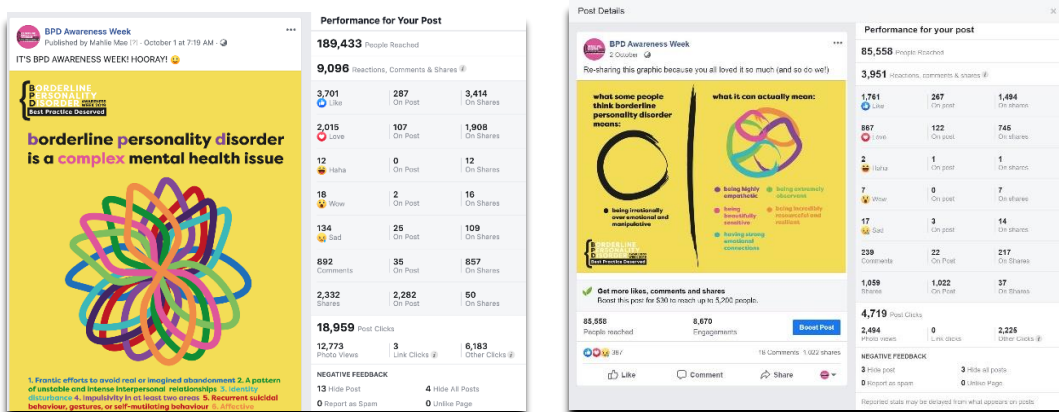


Rank	Lifetime Post Reach	Date posted	Top 10 performing Posts
1	211,708	Sep 30	IT'S BPD AWARENESS WEEK! HOORAY! :)
2	85,558	Oct 1	Re-sharing this graphic because you all loved it so much (and so do we!)
3	64,455	Oct 9	This is a really practical way to reframe the way that we talk about ourselves and how we can stop apologising for things we might not be able to control in the moment that honours those around us who support us!
4	28,122	Oct 3	<3 We hope you're taking care of yourself!
5	14,371	Sept 24	Forwarded image from different source
6	8,816	Oct 4	you have strengths! try and give them some space in your head and heart!
7	7,369	Oct 3	All of our posters are available for FREE download for your use in services or to help spread awareness! <a href="https://www.bpdawareness.com.au/wp-content/uploads/2019/09/posters19-1.pdf">https://www.bpdawareness.com.au/wp-content/uploads/2019/09/posters19-1.pdf</a>
8	6,150	Sep 16	A great resource written by people with lived experience via Project Air Strategy!
9	5,919	Oct 3	some self care ideas, created by people with lived experience!
10	5,778	Sep 17	HEY YOU! you need to read this <3

- Engagement

The Post that experienced the highest daily engagement of **18,959** clicks was the flower image posted on 1<sup>st</sup> October – compared to the previous year the highest engagement was 279. The second highest this year with 4,719 was on the 2<sup>nd</sup> Oct for ‘What some people think BPD means (this was a re-posting from Sept 6<sup>th</sup> before our campaign window dates, with 130,098 views and 7,060 clicks!). The engagement reduced to 503 clicks on the 7<sup>th</sup> Oct. The average during the one month campaign period was **1,437** clicks.

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



### Activity after the Campaign

As expected, the reach reduced after the end of the official Week on the 7<sup>th</sup> with an average of **3,681** people reached per day in the three weeks to the end of October (up from 490 last year). The increase in engagement post campaign this year can be attributed to maintaining an average of 2 posts per day – a decision taken after the findings from last year’s report.

# Appendix 5 – Instagram Insights

Followers increased from 1,031 (1 July 19) to 1,509 (25 Nov 19)

