



Clarence... a brighter place

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An Exploratory Evaluation of the My Wellbeing Kit

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Summary

The Clarence City Council Community Health and Wellbeing Advisory Committee, Health Promotion Working Group developed a project called the 'My Wellbeing Kit'. It was developed in partnership with mental health consumers and a range of community and government partners including Flourish, Tasmanian Health Service (THS) Mental Health Service, Department of Health Public Health Services, Partners in Recovery (Colony 47), Youth Assist and the Mental Health Council of Tasmania.

The Kit is a set of 13 illustrated cards that focus on simple ways to build resilience and improve health and wellbeing when faced with challenging times. The cards are designed to connect with people's emotions through illustrations that identify small but important ways that people can restore balance in their lives and get back on track. The cards explore themes such as: sleeping well, being active, working towards a goal, feeling safe, eating well, having a laugh, spending time with the people you care about and enjoying the outdoors. People are able to write or draw on the back of the cards, the tools or tips they use to keep on track.

An evaluation was undertaken between March and October 2020 and was designed to explore how the Kit was developed, along with views and experiences in using the Kit. Ethics approval was obtained by the University of Tasmania (ID 20462).

A total of 20 people were interviewed. Interviews were audio recorded (with consent) and transcribed for analysis. A coding framework (and code book) was developed and all transcripts coded to capture the range of responses.

Key Findings

Development of the Kit

- The application of a codesign approach to the development of the Kit enabled involvement from a range of people and perspectives, including those with a lived experience of mental ill-health. The group made decisions together on the basis of their own personal and professional experience and the latest and most relevant evidence. No one form of expertise was more important - levelling any actual or perceived power imbalance.
- The codesign process elevated the importance of listening to the views and experiences of each other and allowing time for ideas to take shape amongst the group. Having a tangible product (i.e. the Kit) at the end of the process was also important to those involved.
- The Kit was developed to have broad appeal to anyone in the community to support their mental health and wellbeing. This was reflected in the use of artwork to depict

themes or topics of wellbeing, along with words that could be interpreted in multiple ways. It was designed to be inclusive and non-judgemental.

- The Kit was designed to reinforce resilience by focussing attention on personal strategies people already have and know to keep themselves well. These can be noted on the back of the cards. Also, when used in conversation, they could prompt some simple new strategies as part of broadening a 'personalised toolkit' of strategies to maintain wellbeing.
- Sometimes a conversation prompted by the cards is enough in itself. The evaluation provided examples where people could recall cards without physical prompt.
- The Kit was designed to focus on tools that are accessible to everybody.
- Following the launch of the Kit, the focus shifted to the adaptation of the Kit to an App. A new collaboration was formed with the University of Tasmania. This shift in momentum saw a move away from a codesigned process to a more formal partnership.

Views and use of the Kit

- People came across the Kit in a variety of ways from the council website to community events. They were attracted to the look and feel of the Kit describing it as "beautiful" and "portable". It was described a "gift".
- The use of artwork was a unique feature of the Kit and this enabled versatility in how it was used and interpreted. The use of "neutral" creatures devoid of gender or ethnicity also facilitated this broad appeal. Participants believed that the space on the cards to write or draw personal strategies derived from their own "library of experience", encouraged "self-care" without being prescriptive.
- The adaptive capacity of the Kit to be used in a variety of ways and in a range of contexts was an important feature of the Kits. They could be given to others without obligation or they could form part of a conversation about mental health and wellbeing. Nested in a conversation, the Kits were a helpful tool to remind people what was important to them and how they can keep themselves on track. These conversations took place in workplaces, among school groups and in professional counselling settings.
- The versatility of the Kits was also reflected in the range of themes covered by each of the cards. Some participants were drawn more strongly to some cards over others, reflecting a range of individual preferences.
- The Kits were designed to be personalised and not prescriptive in how they were used and interpreted, and this was reflected in the views and experiences of study participants. However, this also created a tension for people who wanted more guidance in how to use the Kits, personally or professionally. Participants suggested

some wrap around resources that could give participants tips and advice in the use of the Kits.

- Improvements for the Kits centred on refreshing the images, adding or refining the card themes, creating additional products such as a colouring in journal, and promoting and distributing the Kits more broadly in the community and through organisational networks.
- While the Kit App was not the focus of this evaluation, participants did express an interest in the App. Most people had not used the App but could see value in its application.

The My Wellbeing Kit is a strength-based resource designed to support self-efficacy (that is, people's belief in their ability to succeed) as people are reminded of the everyday actions that help keep them well. In the context of supportive relationships, the evaluation showed the Kit to be useful in helping guide conversations about mental health and wellbeing. The Kit can support people as one of a suite of resources and has a unique function in its portability, adaptability and use of visual imagery.

As an exploratory evaluation it is unknown whether the Kit has had a direct impact on individual health outcomes. This could be investigated in future evaluation work.

Recommendations

That Clarence City Council:

- Continue to embed codesign processes in the development of new initiatives and consider costs for community volunteers.
- Consider refreshing the Kit with additional imagery, card themes and package design.
- Consider exploring with men whether the Kits in their current form are appealing and able to be used to support their mental health and wellbeing, or if an alternative resource is required.
- Embed regular Kit promotion and distribution in existing infrastructure such as Facebook and websites, while also taking advantage of new promotional opportunities.
- Promote that the best use of the Kit is as part of a conversation.
- Consider developing a brief guide to accompany the Kit with tips and advice about how to use the Kits.

Background

My Wellbeing Kit is a project of the Clarence City Council Community Health and Wellbeing Advisory Committee Health Promotion Working Group. It was developed in partnership with mental health consumers and a range of community and government partners including Flourish, Mental Health Services, Department of Health Public Health Services, Partners in Recovery [Colony 47], Youth Assist, and the Mental Health Council of Tasmania.

Council through the Community Health and Wellbeing Plan 2013-2018 aims to “strengthen and improve the physical, mental, and social wellbeing of the community taking into account both individual and community needs.” An objective in the Plan is the “improvement in mental health and wellbeing” through the strategy of “supporting federal and state mental health strategies and community-based initiatives.” “The council takes a public health approach to achieving these aims and does this by working in collaboration and through partnerships with the community, other levels of government and organisations.”

The World Health Organisation 2018¹ defines mental health as “a state of emotional and social wellbeing in which every individual realises his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to his or her community”. Mental illness refers to a range of issues which may affect someone’s thoughts, feelings, actions/or memory. These issues are longer lasting than mental health problems and cause more distress and disruption to life.

The term resilience has been widely adopted to signify the capacity to cope, learn and thrive in the face of change or challenge. Some describe it as the ability to bounce back from adversity or as the ongoing dynamic process of coping (Bernard 2004², Johnson 2008³). Being resilient helps to promote social and emotional wellbeing. Work on the wellbeing kit was informed by research into resilience and what it is that enables some people to cope and thrive more effectively than others. This is particularly important given that “approximately one in five Australians experiences mental ill-health” (Productivity Commission 2020⁴). Maintaining good mental health and overall wellbeing requires (among other factors) physical activity, eating well, being socially connected and resilient in coping

¹ WHO 2018, <https://www.who.int/news-room/fact-sheets/detail/mental-health-strengthening-our-response>

² Bernard, B. (2004). Resiliency: what we have learned. San Francisco, CA; WestEd.

³ Johnson, B. (2008). Teacher-student relationships which promote resilience at school: a micro-level analysis of students’ views. British Journal of Guidance and Counselling, 36 (4), 385-398

⁴ <https://www.pc.gov.au/inquiries/completed/mental-health/draft/mental-health-draft-overview.pdf>

with the ups and downs of life (See Fraser and Pakenham 2009⁵; VicHealth <https://www.vichealth.vic.gov.au/>).

The My Wellbeing Kit is a set of 13 illustrated cards that focus on simple ways to build resilience and improve health and wellbeing when faced with challenging times. The cards are designed to connect with people's emotions through illustrations that identify small but important ways that people can restore balance in their lives and get back on track. The cards cover dimensions of resilience such as emotional or mental resilience, physical health and spiritual resilience. These dimensions focus attention on the ability to process stress, find joy, maintain health and keep an eye on the bigger picture⁶. They explore themes such as: sleeping well, being active, working towards a goal, feeling safe, eating well, having a laugh, spending time with the people you care about and enjoying the outdoors. People can write or draw on the back of the cards the tools or tips they use to keep on track. These are helpful reminders or prompts when life gets tough. The Kit also includes professional contacts if more help is needed.

The Kit was designed as a community response to support people experiencing mental ill-health and to promote general wellbeing. Experts in the fields of mental health, resilience and emotional intelligence were consulted to ensure the Kit was evidence-based. The Kit was launched in October 2016 and distributed through health services, council and various events. The Kits can be ordered online via the council website. The My Wellbeing Kit App has also been developed to enable easy access for people on their mobile devices.

The Kit is a local innovation designed to meet a locally identified gap in resources for people to help prompt reflection on what keeps them well and on track. Council had some anecdotal evidence of how the Kit is being used and by whom. A small number of evaluation forms were filled out via council's Live Clarence website. Because the Kit has been in circulation for a number of years along with the App, it was timely to engage in some exploratory evaluation to consider how the Kit is being used and what improvements are possible.

The Evaluation Questions were:

1. How was the Kit developed?
2. How was the Kit used by consumers and organisations?
3. What opportunities are there to improve the Kit?

⁵ Fraser, E., & Pakenham, K. I. (2009). Resilience in children of parents with mental illness: Relations between mental health literacy, social connectedness and coping, and both adjustment and caregiving. *Psychology, Health & Medicine*, 14(5), 573–584. <https://doi.org/10.1080/13548500903193820>

⁶ Bernard, B. (2004). *Resiliency: what we have learned*. San Francisco, CA; WestEd

Answers to these questions should also provide insights into the collaborative process applied to develop the Kit. This will enable Clarence City Council and others to consider the relative merit of this approach compared to their normal business. Gaining a better understanding of how the Kit is being used and opportunities to improve it will provide the necessary information to consider future improvements.

Evaluation design

This exploratory evaluation took place during the COVID-19 pandemic. The evaluation was designed to enable remote data collection and analysis, in keeping with social distancing rules in Tasmania at the time. The evaluation team was mindful that during a pandemic there is likely to be increased anxiety in the community and maintaining mental wellbeing will be paramount (World Health Organisation 2020).

As the evaluation was exploratory in nature, qualitative methods were used to explore each of the evaluation questions. Semi-structured interviews were undertaken via video or telephone calls. Semi-structured interviews enabled participants to describe their experiences in their own words while focussing the discussion on themes relevant to answering the evaluation questions (see Liamputtong and Ezzy 1999). Interview questions focused on how the Kit was developed, impressions of the Kit, how it was used and areas for improvement.

Purposive sampling was applied to include those with direct experience of the My Wellbeing Kit. There were three groups of participants in the evaluation:

- People involved in the design or development of the My Wellbeing Kit
- People from organisations that use and/or distribute the My Wellbeing Kit
- Individuals who have obtained a copy of the My Wellbeing Kit

Potential participants were identified via project documentation, a database of people or organisations who had ordered the Kit or snowball sampling. Participants were then contacted by members of the team to talk about the Kit and to gauge interest in participating in the evaluation. If people were interested, they were sent further information and an interview was arranged. Interviews were audio taped (with consent) and transcribed. Transcripts were then deidentified and checked for accuracy. It should be noted that utterances such as “yeah” or “hmm” were not always included in the transcription and have not been included in the quotations presented in this report. Authors are confident that this has not changed the meaning of the quotations.

A coding framework and codebook was developed by all evaluation team members. Each team member coded a transcript which was compared and discussed as a group. The code book was then refined for coding. One team member completed the coding of all transcripts. The codes reflect the range of responses to the key questions and themes which are presented in this report.

Participants in the study

A total of 29 possible participants were identified for inclusion in the evaluation. Of those, contact was made with 25, with five people either saying no to participating in the evaluation or initially agreeing but ultimately not participating. A total of 20 people participated in the interviews.

Findings

“... I think [the My Wellbeing Kit is] great, we’ve had lots of positive feedback on our Facebook page around posts around wellbeing during this COVID time. I think everybody is quite focused on their own mental health and wellbeing during this time, so it’s a really good opportunity to use a tool like the wellbeing kit to help people in this current climate.” Organisation participant #32

The My Wellbeing Kit was designed and developed according to local need, latest evidence and the values and ethos of a group of people who came together over many months in 2016. Particular attention was paid to the process of designing the Kit with principles of codesign, resilience and a strength-based mindset.

The following sections of this report describe:

- The process and experiences of those involved in the development of the kit.
- The views and experiences of people who have used the kit.
- How users of the kit came across it.
- Thoughts on what could be improved or modified in the kit for future use.

Development of the My Wellbeing Kit

“... I’m used to working on committees where you design the ideas, but nothing actually changes on the ground level. Nothing actually changes for people. Whereas, I feel like this is something that people are actually using and benefiting from, rather than, yeah, just all talk.”

- Development participant #3

There were a number of motivations for getting involved in the development of the Kit. These included a history of working with Clarence City Council and an interest in mental health and wellbeing. There was a desire to have a range of people and perspectives in the group to guide the process and shape the ideas. The idea of a kit emerged from many conversations amidst a backdrop of state and national reviews of mental health services.

“From the very start, we had a range of people who were engaged in health promotion and we had some consumers, we had some service providers and as part of that, there was a constant theme about responding to mental health issues in the community.”

- Development participant #2

“I’m very impressed actually with [Clarence City Council] health and wellbeing plans. So, that was probably the structure or the framework around having something like

that identified that would be useful to have in the community [. . .] a wellbeing kit. And that was probably reinforced by mental health input because we were using something similar. Or not something that beautiful [. . .] it's a bit of novelty value, I think."

- Development Participant #4

"...the ad went out, "Does anyone want to be involved in this project?" because apparently [the people leading the project] wanted some consumer involvement and I thought, "Oh, I'd love to do that." Yeah, so that's how I got into it."

- Development participant #3

"For me individually I mean as a social worker and as a community member I have a real interest in those kind of preventative measures that help connect people to their community, and I really believe in the role that local governments play in their community in wellbeing because they understand their community probably more intimately than a lot of other areas of the health system because they know the statistics, they're in there, they know where all the issues are and where all the strengths are as well."

- Development participant #6

The overarching idea of a mental health and wellbeing resource suitable for anyone and able to be shared in the community was an important feature of the Kit as illustrated in the following quotations.

"We were making something for just the average person..."

- Development participant #3

"I think it was about something that would appeal to anyone regardless of where they were on the mental health spectrum, so thinking about building resilience in people who maybe weren't experiencing mental health issues or challenges, but maybe could in the future. So, how do we produce something that's useful for those people to stay healthy, but also something that, for people who are experiencing challenges, to prompt them to do things to look after themselves. I guess we're thinking about, instead of a medical model around you know what pharmaceuticals you can take, it was more about how do you build the strength within yourself or the things that work for you, how do you build them up so that you can cope with whatever challenges are coming your way."

- Development participant #1

“...I thought really it would be ideal if this is a kit that anybody could use because really, people have a whole range of if not experiences of mental ill-health, they have a whole range of pressure points in their life that bring on emotional you know distress or whatever. It's a whole range of normal that gets tangled up in mental ill-health as well as people who have quite severe experiences of living with mental ill-health.”

- Development participant #2

Once the working group was formed, meetings were held regularly to develop the concept for the My Wellbeing Kit. Participants involved in the development of the Kit talked about the importance of the codesign process where ideas were shared and discussed. The following participant described this as an “organic” process.

“It didn't need someone from mental health to come up with the topic on each card to read. We all arrived at it. We [brainstormed]. We had really lovely, sort of organic, free flowing sort of meetings where we did [brainstorm] what sorts of things will we put in this card? It just came about organically...”

- Development participant #4

Developers of the Kit hoped that by bringing a range of people together to develop the ideas the Kit would have a “freshness” to it that could meld evidence with experience and a small dose of fun.

“...what I try to do when I'm in this space is draw together some angle on evidence, understanding that sometimes we're building the evidence as well. You know you don't want to be limited by the evidence, but you do want to anchor to it because it helps us work out what we're trying to do [...] So, I think it would you know be easy to come up with something academic that had a really nice framework linked to the evidence, but I think it's about a freshness of the idea and a debating of what language means.”

- Development participant #2

However, the conditions for a free-flowing exchange and debate of ideas required paying attention to relationships, listening and valuing opinions.

“(the group) listened to me. They respected me. They wanted to know my point of view. That I wasn't – yes. I wasn't there as a tokenistic thing. They really wanted to know what I thought. So that, that was lovely.”

- Development participant #3

“...Everyone had a part to play no one was an expert. We all came up with similar things regardless of our background, which is all really valid.”

- Development participant #4

This organic process of codesign played out in discussion and deliberations regarding various aspects of the Kit’s design from the choice of artist to the topics or themes of each of the wellbeing cards. The following quotations are examples of the variety of ways in which participants described this process.

Deciding on the artist “But I think the group decided on (name’s) work. Maybe it was the one that spoke to them the most - you know, connected with them. It was colourful but whimsical and I think, in the end, it was the one that the whole group connected with.”

- Development interview #1

Deciding on the cards “... we all came to a consensus. I think some of us had to give way, but that was okay because we all – we had a big group of really good cards that we were really excited about. So losing a few was, ‘Okay. Well, never mind’.”

- Development participant #3

Deciding on the images/cards “I remember the deliberations about one particularly and this was about the image, we had achieved together provoked quite a lot of debate because people said, ‘Actually, sometimes people sometimes don't have anybody. They're actually really isolated.’ So, you can achieve without having anyone out there, but the achieved together was kind of touching on a sensitive subject that you might be quite isolated, but actually, community connection was kind of essential for wellbeing.[...] So, I actually think there was quite a lot of deep [discussion] – if you were able to analyse all of that, but we allowed that to take some time.”

- Development participant #2

Deciding on the themes/topics “First of all we decided what pictures we would want, what we would them to represent, what sort of thing would we want people to talk – think about, things like medical health, you know physical exercise, eating well, being safe, having a safe place. We went through a whole lot of things and we ended up with way too many and have that many cards because it was going to cost way too much. So we cut down. We had to sort of toss some out, which is hard.

- Development participant #3

Themes of inclusion and resilience were important anchor points for those involved in the development of the Kit. Inclusion referred to ensuring the Kit had a broad appeal and could be usable by anyone in the community. This was particularly the case with the choice of imagery for the cards. They were designed to have no gender or ethnicity, or not require high literacy levels. The concern for resilience was to build on the strengths and strategies people already had to keep themselves well.

Commenting on the imagery

“...It was like a character rather than a representation of a human. You didn’t want to have male or female. So, I guess that was it – non-gender. Do you know, I don’t know if we had a big discussion about that? It was just let’s have something that’s not a human being, captured in quirky characters that are non-gender. They’re not animal they’re not human but they’re sort of fun.”

- Development participant #4

“So it appealed to all age groups. We felt that it appealed to all age groups. It didn’t matter if you were a child or an older person or in between. They’re sort of warm and comforting and cosy sort of pictures. So you know the tree hugging one was the first one we got and we went, ‘Oh, isn’t that beautiful!’.”

- Development participant #3

“We didn't want anything to be ah to exclude people. So we didn't want the images to ever really represent something that people couldn't see themselves in, so you know even just in terms of gender or culture. So that's why [...] they're creatures rather than you know people is really important. But even the activities that they were doing was important [...] for example the 'keep moving' you know. It's important that was about moving not about fitness or running or some activity where people go 'oh yeah, but that's not me!'.”

- Development participant #1

To test the broad appeal of the Kit members of the working group consulted with others as described in the quotations below.

“... like we took it home and I can remember talking to other people you know and saying, ‘What do you think should be in it?’.”

- Development Participant #5

“So, we started to shape an idea. I was testing it all the time. You know sometimes I’d test it with taxi drivers ... I’d test it with a whole range of people in the community. ‘Do you think this would be useful?’ ‘Is there already something like this out there?’.”

- Development participant #2

A couple of the participants spoke about the importance of a tangible product at the end of process of codesign. There was a goal to work towards and importantly a product to show for their time and shared effort.

“I guess that was the other thing too, it was such a lovely little project. It was just a nice, neat you know little project. This is what we’re going to develop. This is what we’re going to come up with. Let’s just do it.”

- Development participant #4

“I do think it was because it was reasonably rapid as well. You know we took a while to mull over the project, you know the basis for it and how do we get started and is it useful kind of question. But once we got going, in terms of just the physical kit [...] that was quite rapid [...] people like to deliberate but then there’s a point where they want to see a result and I think that was really exciting...”

- Development participant #2

Some of the benefits of being involved in the development of the Kit included acquiring new skills such as public speaking and learning from others. Some of the downsides of being involved included the costs associated with attending meetings when participants are volunteering their time.

Once the Kit was launched the focus shifted to adapting the Kit to an App format. A new collaboration was formed with the University of Tasmania to engage students (via a course project) to design the Kit App. This created a very different dynamic in the group and some of the original momentum was lost, as the following quotation describes.

“Yeah, because again the development of the cards, there was really good representation from people, I remember there being a really diverse group of people around the table which was brilliant, and then by the time it came to the app it was the UTAS students, which is a really lovely group of guys, and then [name], me and [name] 99% of the time.”

- Development participant #6

The development of the App created an opportunity to innovate and expand the concept of the Kit. However, it did pivot away from the codesign approach of the original Kit towards a more formal partnership with the University of Tasmania.

“Well, there was just a strong feeling that having an app might make it more accessible for people. It was something that was discussed from our end as a potential opportunity. Yeah I think that was actually, I think [name] was probably the strongest advocate for an app, but you know I was keen to try things and innovate. So we didn't have a lot of funds for it, but we had the opportunity to work with the university on it, so that was a way we could make it happen.”

- Development participant #1

Views and experiences using the My Wellbeing Kit

People heard about the Kit in a number of ways from social media to publications to hearing about it from friends or colleagues. How they acquired a copy of the Kit also ranged from picking them up at events and ordering them on the Clarence City Council website.

“Originally came across it on the Clarence website, so I must've at some stage about four years ago been looking at the website and there was a section on the well-being kit and you could ask for further copies of it.”

- Individual participant #14

“Probably from – if it was on Facebook, because I follow the Clarence City Council on Facebook, or it may have been from one of the employees resending it on their Facebook.”

- Individual participant #08

“So I was working at a high school/college at the time, and the principal that was up there or the AP that was up in the college space, he found out about them somehow and suggested that we share them further. So I'm not sure if someone got them in like a show bag or something of some description, and then somehow, yeah, we caught wind of it, the support team, and saw them and thought, 'Oh, they're really good.' And then - so we thought they could be valuable to other students as well.”

- Organisation participant #29

“There was a stall at [Shopping Centre], and I was offered a choice of a few different things when I picked the cards. Then I rang the council and asked if I could have some more cards and I got about four or five more packs sent to me.”

- Individual participant #13

“I came across it when I started working at [organisation name], which was about 2 and a bit years ago. We had a big box of them and they’re my sort of thing, so I was really happy to use them.”

- Organisation participant #39

Participants reflected on what attracted them to the Kit and how they thought they might use the Kits. The Kit as a mental health and wellbeing resource was important. This was reflected by individual participants who saw value in collecting a range of resources that could assist them personally or in a professional setting with others such as clients or students. A number of people were drawn to the illustrations and artwork that set the Kit apart from other wellbeing resources. In fact, it was the combination of mental health and wellbeing as the focus and the artwork that people were drawn to as reflected in the following quotations.

“I think primarily the illustrations and were kind of engaging for young people. Yeah information presented in a different format...”

- Organisation participant#34

“I think that it’s, a lot of my work’s around health literacy. And so it does a really good job of actually talking about those areas that we know build resilience and help people through hard times in a really accessible way, and a very simple way. And they’re just beautiful too to look at, so yeah.”

- Organisation participant #20

Participants were asked about their impressions of the Kit and they spoke about the illustrations, the topics or themes of each of the cards and the physical makeup of the Kit itself. Overall, people engaged with the illustrations, reflecting on what they meant to them and the range of ways they could be used and interpreted. This is echoed in the following quotations.

“Oh, that they were really cute, the illustrations were really nice. They were a really nice size and you didn’t have to use them all in one go. You could sort of use one card at a time or write a little message on it and give it to somebody, keep it in your

wallet. They were just a handy size and attractive looking, so not threatening and just really nice.”

- Individual participant #13

“I mean, they are quite tasteful, they’re quite classy, I think, to have something arty like that which would appeal to most people.”

- Organisation participant #27

“I was impressed with the quality of the Kit. The design. The brevity of the important information, so just those twenty-four-seven mental health contacts. But then it also provided an opportunity for engagement at different levels. So very beautiful, people could hold onto it, but it also was providing immediate information, it did encourage a conversation, is what I liked about them.”

- Organisation Participant #34

“Yeah, really positive, really, really great. It looked really appealing. The colour on the cover is really lovely and then when you open them up and see the cards inside, the illustrations are beautiful and then the words that go with that are really, really useful.”

- Organisation participant #26

While the images and artwork on the cards were considered appealing, people talked about whether individual cards resonated for them or their clients. According to a participant the broad appeal and engagement with the illustrations was in part due to the “neutral” creatures the artist used to depict each of the card’s themes.

“Well it’s a character that’s not really human. But it does look human like. But you don’t really pick up a gender from that or an ethnicity from that. So it can be whatever you want it to be, so it can stay as a fantasy figure, or you can I guess make an image that relates a bit more to you.”

- Organisation participant #20

However, the use of “creatures” did not necessarily appeal to everyone.

“To be perfectly honest, when I looked at the artwork, I guess for me, my age group is older people, so the artwork doesn’t really resonate, or I think wouldn’t resonate with them. It’s quite, what’s the word, different sort of images. For me, pictures of scenery and things like that, for my group is probably something that I would use more, than these sorts of ones.”

- Individual participant #14

Regardless, participants talked about their favourite cards as images or themes that meant something to them, highlighting the extent to which the cards enabled a personalised interpretation and engagement with the themes or topics.

“I like the breathe one, the image. But that’s just the colours and the blues for me. And but similar, the fury friends I think that’s probably close to my heart given I tend to have my dog with me at work. So they’re just two that particularly stick with me. But everyone has their favourite.”

- Organisation participant #22

“Safe place was a favourite for me because, in the past, our workplace has struggled with work safe issues, and people have not wanted to talk about it, so being too afraid to say anything.”

- Organisation participant #27

In keeping with participants views regarding the quality of the Kits, they also referred to the Kit as a “gift”. Something special to give or receive. As a “gift” it stood out as different from other types of health or council information as the following quotations describe.

“... art was being utilised in such a meaningful way and a practical way. I was quite pleased that the council had adopted it. I was kind of surprised at how clever the design was, that it’s not just a brochure that people will just kind-of ignore. It feels like a present.”

- Organisation participant #27

“So they’ve certainly kept them, which is a big step I think, it’s positive in that they don’t just bin them. They treasure them.”

- Organisation participant #34

“But those Kits were a little bit more like special, so they were something that they would actually keep with them and know where they were not just end up in the bottom of the bag.”

- Organisation participant #30

“I have to say they felt that it was a really nice gift. Like it felt like a nice gift to give to somebody, yeah.”

- Organisation participant #20

The portability and versatility of the Kit was an important characteristic. It could be easily carried and kept in a “pocket,” Organisation participant #29 comments. More importantly it is “discrete” as the following participants describes.

“So I think cards are a lot more discrete and not something that necessarily label that anything is wrong per se.”

- Organisation participant #22

The size and artwork also enriched conversations and consultations. It was something to look at, and refer to, that was non-threatening. The physicality of the Kit meant that it could act as a “fiddle tool” for people experiencing anxiety as the following quotations describe.

“But I think when I’m using this, I’m using it as a creative tool, and I think that’s important. If people are doing it with me, they’ll have different colour, you know sharpies and other bits and pieces like that. And I think just sometimes, they feel pretty good in your hand, a good weight of paper and colours. Fiddle tools are good. They’re good for young people, and I think people can use them as a fiddle tool as well. [...] Just for people with anxiety need to feel grounded, for example. They’ve got something that they can physically touch to help them with that, and they can use them like playing cards. You could shuffle them and just have them for your hands. You could put one in your back pocket. You know what’s on them. You know that you’ve written your stuff. There’s that fiddle tool for comfort.”

- Organisation participant #39

The versatility of the Kit hinged on two characteristics designed into the Kits; the adaptive capacity to personalise the Kit and a strength-based approach to capture and document existing strategies. These are interconnected. The strength-based approach is based on the premise that people will already have some strategies and ideas regarding how to keep themselves well by drawing on their own “library of experience”, Development participant #2 said. The Kit is designed to prompt or remind people of these personal strategies by being able to note them on the back of the cards. People could also include new or additional strategies. Here people can write or draw whatever is important to them. Participants noted the importance of both a strength-based approach and the adaptive capacity of the cards to be personalised. This was often referred to as “self-care” as the following quotations attest.

“I think the fact they’ve got the dots on the back of them, it means it lends itself to either writing or drawing, you don’t always have to necessarily have something

that's verbal as your prompt or something that's – yeah it could be a one word. It could be a picture, it could be a whatever it is. Which I think [lends] itself to quite a lot of flexibility in its use.”

- Organisation participant #22

“Often I use them with young people, one on one, where we've talked about these ideas of self-care and people have either taken them home and used them, or we've done it together, written a list or some drawings. Then, in group work, at the end of a session on self-care or mental health, whatever it might be, we might hand these out as a closing one. Like we might have talked on a whole range of different strategies around sleep and nutrition, blah, blah, blah, and people will write some that's felt would work for them or ones that they want to work on more. So they've used them like that for cue cards.”

- Organisation participant #39

“More for I guess building self-skills for students to be able to manage their well-being if they, say, didn't have access to a support person at the time. So it's like building their own capacity, I guess, and their own self-help seeking tools. So that's probably what gave us the biggest interest in it is it's something that they can have with them. And it's just a reminder of what they already know, but it's something like a tool that they could use to self-help as well.”

- Organisation participant #29

“And I've used it in a speech to talk about what I actually do for my mental health, so putting up each card on the big screen and just going through what I – what helps me. Basically, sharing what helps me [...] and what the card means to me, yeah.”

- Development participant #3

The adaptative capacity to personalise the Kit means there are few instructions about how to use it. Some participants pointed out that this could be frustrating for people who would like some clues or directions about possible uses for the Kit. This tension between personalisation and prescription was described in the following quotation.

“Well it was just cards that left it up to me what to do with them, was the question that was asked, and I'd sort-of thought a Kit would be a number of different things. And, yeah so it wasn't, as I say, quite - it was still left entirely up to me to use as I wished, which is okay and not okay.”

- Individual participant #35

This tension also played out in how people have been using the Kits, particularly in professional contexts. While the Kits are being used in a range of settings from education to aged care to youth services, they are primarily being used to support and enrich conversations about mental health and wellbeing. This could be in one to one conversation or in group settings as the following examples show.

“[...] discussion points. So the cards put down and what – depending on what they’re saying, where do you feel like you might want to do some work. Or which image speaks to you, can be used in lots of different ways.”

- Organisation participant #20

“I think it’s pretty similar to the way that I use them, giving them out and identifying strategies that people can use as a self-care package. (Organisation participant #26) We run different parenting courses and while I had access to them, originally, I think we got a set number that were donated to the centre here, and we, myself and my colleague, used those at the end of the parenting courses. We unpacked them with the parents and showed them what they were, and then we gave them each a Kit to take away with them as a celebration of completing the parenting course.”

- Organisation participant #32

“These cards are a really good way - a non-threatening way, I find. A more fun way, more informal more – not so starchy, if you like. Only because we’ve got KPIs and we’ve got to do wellbeing plans blah blah blah. And you know you want this to be a collaborative thing because you know in spite of what I said about the mental health guides and expertise. You know we always say, we are not the experts in your health. You are the experts.”

- Development participant #4

It is clear that the Kits are being used in a variety of ways within a range of relationships. On the one hand there are examples of a transactional exchange where someone has acquired the Kit in order to give it to someone else. This might be a family member or friend. Similarly, they may be given out at a health event or expo. While this is evidence of a “small level of engagement,” Organisational participant #34 said, it does reflect the versatility of the Kit. To those giving the Kit to others it was a resource to share (a “gift”) without obligation. On the other hand, the Kit can facilitate and reinforce a deeper reflection and conversation. The following example shows how someone working in an aged care facility was using the Kit to support conversations about mental health and wellbeing. They created a climate in which staff could feel spoilt and valued and where their thoughts and feelings

would be respected. Due to the range of topics in the Kit it was flexible enough for people to talk about whatever they needed to at the time.

“So, we held a high tea with a confidential, one-to-one debriefing for people’s mental health and wellbeing, and their, maybe grief and loss, or stress and anxiety [...] We made them a really nice cup of tea or coffee, or you know, cider or something, so we kind-of spoilt them. And then sat down like we’re having a nice drink together and some food, and then we go, oh, would you like one of these packs? And they sit there and have a look through it while we made the drink, perhaps, and then they’d say, this is really nice; but hoping that in their mind they’d look at the cards and start to think along those lines, and that that would then spark that kind of conversation that we’d be able to go on that level. That they have permission to talk about anything that they wanted rather than just superficially. Because sometimes it’s just hard to break the ice in terms of wanting to talk to a colleague on that more personal level.”

- Organisation participant #27

In addition, participants talked about how the Kit could be used as a tool to reinforce or affirm their own practice strategies. In this way it could be integrated into practice as the following quotation describes.

“What I find is really, really useful is you know we have our in-house wellness plan, which sets out, you know things like taking time out for you. And finding comfort and breathing and spiritual, you know medical help. We’ve got our own standard thing, which is quite formal. I find this is – so, this is yours. I’m going to write it down in my proforma template, what you’ve told me. What you’ve written down on the card, but you can have that. That’s yours to take away but I’ve got my own one that will stay nearby, which is identical to what you’ve written in your Wellbeing Kit.”

- Development participant #4

It is interesting to note that as participants compared the Kit to other wellbeing related resources, they used phrases like “not just a brochure”.

“I think that the Kit is probably more a gentle way of, like a gentle kind of journaling tool and self-reflection tool, whereas those books are more about education on mental health and wellbeing and what depression is, and what challenges it represents for both the person and the family members, and things like that.”

- Organisation participant #27

“Well this is the thing. The words that flashed into my head then as you were asking that was the words the best, as in if I see a whole you know thing of brochures or whatever, these are so far from what you usually see that they do catch your eye and you do notice them and you do want to pick them up. (A) They aren’t glossy, (b) they aren’t a brochure, (c) they aren’t plastered with logos from different organisations, and (d) they’re engaging, they’re tactile, you can open them up, you can sift through them, you can see what they mean, you can understand them. I think they’re a really lovely way to engage people for information sharing.”

- Development participant #6

List of ways the Kit has been used:

- In a group or one to one setting, the cards can act as a conversation or discussion starter (e.g. cue cards). In a non-threatening way, people can choose a topic or image that means something to them. It begins the conversation.
- The blank spaces allow people to write something that helps them. This could be a one-word prompt or a drawing.
- In a group setting, the cards can be used to share experiences and strategies amongst the group. People can hear about a range of strategies they might want to implement for themselves.
- The cards can also act as prompts or reminders between sessions with a health practitioner. Their size means that they are easy to pull out and reflect on.
- The cards are tactile. They can be shuffled. They can be placed on a ring and flicked through. You could pick one or many. They can be carried around as a pack or just one that is important at a point in time.
- You don’t have to reflect on all the cards at once – this can be overwhelming!

Ideas for improving the My Wellbeing Kit

Participants were asked about how the Kit could be improved. Ideas for improvement ranged from missing cards/themes, different artwork or format to appeal to a broader audience, tips and advice for how they could be used and a wider distribution. Themes that people felt were missing were social connection with family and friends, prayer and spirituality, and the role of being a carer. The most noted omission was social connection. Several participants also suggested a more literal use of words to describe the theme or image, as the following quotations highlight.

“Well look, I think people need to really get focused on what they eat. Maybe a card showing animals enjoying fresh fruit and vegetables and you know that would be great. That’s my hardest thing is getting people to stop eating chips and cakes.”

- Individual participant #13

“Well I think that. And I actually talked to a couple of colleagues who use them too. One of them said about eat the good stuff [...] If they read that they’d be saying good stuff, nachos, junk food. Maybe it’s more around nourishing your body.”

- Organisation participant #39

Refining the words on each of the cards was also linked to the task of noting down personal strategies on how to keep yourself well. For one participant, the images can be interpreted in multiple ways, but the words should assist people to be more specific and grounded in what they write on the cards, as described below.

“Because you’re wanting people to write down, for example, dot points. You want people to write specific things, specific strategies.”

- Organisation participant #39

A number of participants suggested some tips or advice about how to use the Kits, whether that be personally or professionally. Wrap around resources could assist people to think laterally about how to use the Kits.

“... if you could put a little bit more information if somebody just picked them up without instruction or support on how to complete them. A little bit more guidance. Or direction to a site for ideas on kind-of protective factors, resilience factors.”

- Organisation participant #34

“I think it would be (tips for practitioners in using the Kits), particularly to look at, just the basics about you can use them individual, different group work. Also, that they can be used over and over. I think that basic stuff that they could be referred to again and again. Just little hints like that, tips of how they can be used could be good.”

- Organisation participant #39

“... but I wonder about the use of something like cards in a system that predominantly relies on forms and kind of talk therapy, so when you implement this really creative unique resource into the community it’s kind of so new that people might not know how to identify with it because it’s like okay, when I think of a health system I think of forms, paperwork, you know I think of power imbalances and I think of just being in the system.”

- Development interview #6

In addition, participants suggested providing links to other resources if people wanted to gain more information about any one of the topics.

“Well I mean I sort of got that it's simple, but [...] it'd just be good to have a little bit more, tiny bit more information. Whether it's one card that just goes through each of those topics with a sentence that explains something. I don't know having a laugh, you know like watching a comedy or having a laugh, [...] releases serotonin or blah, blah, blah.”

- Individual participant # 37

“One idea I had, [...] is maybe with the app, there might be some links or just a few suggestions. Because there's some great, like headspace, you could have a link to, sleep hygiene through headspace, for example, so that people could look at it and think, 'Oh yeah righto that one would work for me. This one will work for me.' If people wanted that extra information.”

- Organisation participant #39

A number of participants also reflected on whether the images used on the Kits were 'feminine' and therefore might not appeal to everyone. Participants had differing views on whether the images and general look of the Kit had feminine qualities, as the following quotations highlight.

“I remember even giving them to my family members when I first got them because I thought they were so cute and a really lovely little resource pack and a nice little thing for people to have, and they're very feminine too.”

- Organisation participant #26

“It's something we've thought about: you know do we do another version that is a little bit more masculine or appeals to a different group of people that maybe don't like things so colourful and yeah. But having said that, we have had conversations with people, with men, you know, how do they respond, and it hasn't been unfavourable. But yeah, it's hard to know, isn't it.”

- Development Interview #1

“[...] I do think and I know that the whole gender thing is subjective, but I do think that they're quite feminine, and that's just my own personal feeling. So I always wondered how many people are we excluding from these cards given [...] the colours and the images are all very soft and feminine. But then I

mean that's a whole conversation in itself about you know what is neutrality and like how can we make this accessible to everyone?"

- Development Interview #6

"I think the artwork is very gentle. It's warm and cosy. Maybe it's a bit more on a feminine side and it'd probably appeal more to females, if I had to be genderist. It's just really soft gentle and it's little characters rather than people, and it's not prescriptive as well."

- Organisation participant #39

"When I've allowed people to pick the image, again it can be really different what people pick out. [...] I don't think they're depicted as being either really feminine or really masculine or really culturally one way or the other. I think they're quite balanced images."

- Organisation participant #22

It was suggested that a range of images and artworks could be used in future. In addition, participants suggested turning the My Wellbeing Kit into a book for children or a colouring book as the following quotations highlight.

"[...] maybe a colouring-in book, but a journal; have one page and then on the other side have a page for journaling or doodling, or something like that."

- Organisation participant #27

"I thought the idea of it was great. I thought the size of it was a nice idea. I've previously worked with strength cards, which are the bears cards, which are bigger and probably better for use for children, as in a larger size may have been better for children, but otherwise it was a nice little handy pack for someone to have, given the small size of it."

- Individual participant #8

The My Wellbeing Kit as a resource was launched and originally distributed at a moment in time in the absence of an ongoing strategy of communication and distribution. Participants reflected on how Kits might be sitting on shelves unopen or used initially and then forgotten. As one participant put it:

"[...] it's also that whole thing about remembering – there's a lot of stuff in life about plant the seed, but then it's not until the time is right, that it's watered, and you go

‘oh I remember that’.

- Individual participant #14

Participants reflected on how the Kits could be distributed more broadly in the community. One participant suggested that Clarence City Council could partner with other organisations to promote and distribute the Kits. In doing so, local organisations could use their networks to also promote how to use the Kits personally or professionally. In regard to where to distribute the Kit, participants talked about a wider non health related distribution. In the following quotation the participant refers to the need for the Kit to be on the “strengths shelf” in the community rather than the “deficit shelf” in health services.

“So I think the strengths shelf is in our shops that aren’t health shops necessarily. So they’re the shops that you walk into where you don’t go because I have a problem [...] [Kmart for example] But you don’t associate Kmart with being unwell, you associate it with just going and being a consumer and accessing things. So it’s engaging and it’s easy to access. I would love to, and I think local Council is in a really good position to do this, I would love to see something like a Wellbeing Kit in your health food shops for example, I know that it’s in your libraries, I’d love to see it in those like small little niche small business places and cafes and places like that where you wouldn’t expect to see them where you’re like, ‘Wow, look at the setting that these cards have been placed in, what a cool way to invite me into that.’.”

- Development participant #6

Suggested ways to adapt the My Wellbeing Kit

- The creation of new products such as a children’s book, or a colouring in journal that included the images and more space to journal or doodle.
- A website or page featuring the Kit where you click on an image and it provides more explanation and link to relevant information.
- New or additional images that might appeal to a wider audience of people. This could include testing current and new images with men.

An accompanying resource that describes:

- the range of ways in which the images and topics can be interpreted
- examples of how it could be used (personally or professionally)
- where to seek additional information about any one of the topics

Ongoing promotion and distribution of the My Wellbeing Kit:

- via existing networks and structures
- via non health related community venues

Engagement with the My Wellbeing Kit

Most people interviewed were either not aware of the Kit App or had not used the App. Regardless some participants like the idea of an App to increase the reach and take up of the Kit.

“I think it would be a handy thing to point families towards. We often have families that would find, something that they can bring up on their phones, handy rather than trying to find a paper something, ‘I know I had that somewhere, but where, I’m not sure, lost in amongst everything else.’ So, I think for people like that it would be very useful to have something on their phone that they could refer to easily.”

Organisation participant #32

Limitations

There are several limitations to this evaluation:

- The authors only interviewed people who had experience in using the Kit. This is likely to have created a positive bias in that participants saw enough value in the Kit to source it and use it or pass on to others.
- Authors know little about whether or why people may dislike or not use the Kit.
- While the research asked people about the Kit App, it did not sample people who are using the App. This may be worth pursuing in the future.

Recommendations

That Clarence City Council:

- Continue to embed codesign processes in the development of new initiatives and consider costs for community volunteers.
- Consider refreshing the Kit with additional imagery, card themes and package design.
- Consider exploring with men whether the Kits in their current form are appealing and able to be used to support their mental health and wellbeing, or if an alternative resource is required.
- Embed regular Kit promotion and distribution in existing infrastructure such as Facebook and websites, while also taking advantage of new promotional opportunities.
- Promote that the best use of the Kit is as part of a conversation.
- Consider developing a brief guide to accompany the Kit with tips and advice about how to use the Kits.

An Exploratory Evaluation of the My Wellbeing Kit Interview Guide

The following are guiding questions and prompts to focus the discussion according to each of the interview groups.

People involved with the design / development of the My Wellbeing Kit

Role

- What was your involvement in the design or development of the Kit?

Motivation

- Why did you get involved?
- What were the benefits to you personally? / What were the downsides?

Experience of the process

- How would you describe the process of developing the Kit?
- Had you worked with these people/groups before?
- Would you get involved in something like this again? Why/Why not?
- If you had the opportunity to improve the process what would you suggest?

Thoughts on the Kit

- What do you think is the benefit of the Kit?
- What do you like / dislike about the Kit
- How would you improve the Kit?

Would you like to receive a summary of the evaluation findings? (circle one)

Yes

No

If Yes – what email address should we send it to?

Would you like to review a copy of the transcript of this interview? (circle one)

Yes

No

If Yes – what email address should we send it to?

Thank you for your time

Key people in organizations using and distributing the My Wellbeing Kit

Access

- How did you come across the Kit?
- Why were you/your organisation interested in using the Kit?

Thoughts on the Kit

- What were your first impressions?
- What parts of the Kit do you particularly like or dislike?

Use

- How have you/your organisation used the Kit?
- Can you give me an example of how you/your organisation have used the Kit? And was it a help or a hinderance?
- Are there some parts of the Kit that you/your organisation use more than others?
- Do you have a favourite? Why?
- Are there times when the Kit didn't help? Example?
- Do you/your organisation use the hard copy cards or the app or both? Which do you prefer?
- If you could improve the Kit, what would you suggest?

Distribution

- Have you/your organisation passed the Kit onto others? Who and under what circumstances?
- Would you recommend the Kit to other people?

Would you like to receive a summary of the evaluation findings? (circle one)

Yes

No

If Yes – what email address should we send it to?

Would you like to review a copy of the transcript of this interview? (circle one)

Yes

No

If Yes – what email address should we send it to?

Thank you for your time

People / Consumers using the My Wellbeing Kits

Access

- How did you come across the Kit?
- Why were you interested in using the Kit?

Thoughts on the Kit

- What were your first impressions?
- What parts of the Kit do you particularly like or dislike?

Usage

- How have you used the Kit in your day to day life?
- Can you give me an example of how you have used the Kit? And how it helped?
- Are there some parts of the Kit that you use more than others?
- Do you have a favourite? why?
- Are there times when the Kit didn't help? Example?
- Do you use the hard copy cards or the app or both? Which do you prefer?
- If you could improve the Kit, what would you do?

Distribution

- Have you passed the Kit onto others?
- Would you recommend the Kit to other people?

Would you like to receive a summary of the evaluation findings? (circle one)

Yes

No

If Yes – what email address should we send it to?

Would you like to review a copy of the transcript of this interview? (circle one)

Yes

No

If Yes – what email address should we send it to?

Thank you for your time

Mental Health and Wellbeing Support - COVID 19

The following link provides names and contact numbers for various supports available at this time. Interviewers will have the list of services and contact numbers (see Attachment 6)

<https://www.coronavirus.tas.gov.au/keeping-yourself-safe/mental-health-support>

My Wellbeing Kit – coding process and codebook

Process

Coding was undertaken according to three focus areas relevant to the aims of the evaluation. They are: development of the kit, coming across the kit, experience in using the kit, views on the kit. Each of the investigators undertook initial coding of one transcript. The coding was then compared and discussed with overall consistency in the approach and interpretation of the data. One investigator then undertook additional coding of three transcripts and this coding was discussed at a team meeting. On this basis a codebook was developed that captured an overall code along with sub codes representing the range of responses. Once the investigators were happy with the codebook, one investigator completed the coding of all transcripts. Codes were added and discussed at team meetings.

Codebook

Focus	Code	Sub code (if relevant)	Definition	Comment on coding
Coming across the kit				
	1. Heard about the kit		Code when participant talks about how they heard about the kit	
		1.1 Via council website	Code when participants refer to hearing about the kit via the council website	
		1.2 Colleague/friend	Code when participants refer to hearing about the kit via a friend or colleague	

		1.3 Via social media/Facebook	Code when participants refer to hearing about the kit via social media such as Facebook	
		1.4 Via newsletter	Code when participants refer to hearing about the kit via the council website	
	2. Seeking out the kit		Code when a participant talks about deliberately ordering or kit, or asking someone for the kit	
		2.1 Picked up at event	Code when participant refers to getting a kit at a community event, training course and so on. This may not be seeking out if it's in a show bag etc.	
		2.2 Order via website	Code when participant refers to ordering a kit via the council website	
	3. Being given the kit by others, or, at place of work		Code when a participant refers to being given the kit by a friend or colleague. This also includes accessing them at their place of work	
Motivation			This refers to why people accessed the kit	

	4. Motivation Professional Use		Code when participant talks about seeking out the kit to use in their professional work	
		4.1 Training	Code when participant talks about potentially using the kit in training	
		4.2 Group counselling/conversation	Code when participant talks about potentially using the kit for group counselling	This didn't get coded at all.
		4.3 One to one counselling/consultation	Code when participant talks about potentially using the kit for one on one consultation	
		4.4 Content focus	Code when a participant talks about the 'content' of the kit being a motivating factor to seek it out. For example, a focus on resilience. This includes personal and professional use.	
		4.5 Range of tools	Code when a participant refers to gathering a range of tools or resources for their practice	
	5. Motivation Personal use			

		5.1 Collect resources	Code when participant talks about seeking out the kit for their personal use	
Experience in using the kit				
	6. Professional Use setting			
		6.1 Aged Care	Code where the professional seating is Aged Care	
		6.2 Youth mental health	Code where the professional seating is Youth Mental Health	
		6.3 Education	Code where the professional seating is education whether that be schools or graduate trading	
		6.4 Disability	Code where the professional seating is the disability sector	
		6.5 Child and Family Centre	Code where the professional seating is the child and family centre sector	
		6.6 Not for profit sector	Code where the professional seating is the Not for Profit sector	
	7. Professional Use	7.1 For workplace safety/wellbeing	Code when using the kit to assist workplace safety	

		7.2 For counselling /consultations/group session	Code when using the kit in counselling / consultations / group sessions	
		7.3 For training of health professionals	Code when using the kit in the training of health professionals	
		7.4 Use in health events	Code when kit is used in health-related events	
		7.5 To support conversations about wellbeing	Code when participants talk about how the kit supports conversations about health or wellbeing.	
		7.6 as prompts reminders	Code when participants talk about using the kit to encourage prompts or reminders of strategies for wellbeing	
		7.7 Used but not for a while	Code when participants talk about having used the kit but not recently	
		7.8 Didn't use it professionally	Code when participants talk about having the kit but not using it in a professional setting	
	8. Personal Use			
		8.1 Don't use them personally	Code when a participant talks about not using the kit	

		8.2 Use as a prompt/reminder	Code when participant talks about using the kit, or cards as a reminder or prompt of something important to them.	
		8.3 Given the kit to others	Code when a participant talks about giving the kit to other people they believe could benefit from them. This includes both personally and professionally	
		8.4 difficult to use by yourself	Code when participants talk about the difficulties of using the kit by yourself eg better as a part of a conversation	
		8.5 Too overwhelming	Code when a participant refers to the full suite of cards as overwhelming	
	9. A gift		Code when participants refer to the kit as a gift or present.	
	10. Hear about others using the kit		Code when participants refer to hearing about other people using the kit.	
	11. The App			
		11.1 Have used the app	Code when participants talk about using the app.	

		11.2 Not aware of the app	Code when participants are not aware of the app	
Views on the Kit				
	12. Images			
		12.1 Beautiful	Code when people refer to the images being lovely, or beautiful	
		12.2 Positive	Code when participants refers to the images as uplifting, positive, inspiring, strength based	
		12.3 Neutral	Code when participants refer to the images not being human or gender specific etc.	
		12.4 Confusing/doesn't resonate	Code when participants talk about the images being confusing or unclear as to their message or what they represent	
		12.5 Colours	Code when participants refer to the colours of the images	
		12.6 Feminine/masculine	Code when participants talk about the images being feminine, or not masculine	

		12.7 Favourites	Code when participants talk about their favourite images or cards	
	13. The kit			
		13.1 Size	Code when participants refer to the size of the kit	
		13.2 Portable	Code when participants refer to the kit being easily carried, discrete, portable	
		13.3 Versatile	Code when participants refer to the kit being adaptable or flexible in how it can be used.	
		13.4 Encourages self-reflection	Code when participants refer to the kit as encouraging self-care, reflection	
		13.5 Art	Code when	
	14. Card themes/topics			
		14.1 Breadth of themes	Code when participants refer to the range and breadth of topics covered by the cards	
		14.2 Missing themes/images	Code when participants refer to the card topics that are missing. For example, family and friends, social connection, carers	

		14.3 Confusing themes/topics	Code when participants talk about the themes or topics being confusing not straight forward	
	15. Compared to other resources		Code when participants refer to how the Kits compare to other wellbeing or mental health resources	
	16. Improvements			
		16.1 Greater diversity	Code when participants refer to the need for greater diversity whether it be in the images or tropics covered in the kit	
		16.2 Missing cards	See above	
		16.3 Cost	Code when participants refers to the cost of the kit as a barrier	
		16.4 Tips/advice	Code when people talk about adding tips or advice about how to use the kit or where to get more information	
		16.5 Not suitable for all people	Code when participants refer to the kit not being suitable for everyone. For example, as a resource for someone in crisis.	

		16.6 New format/ideas	Code when participants share ideas about different formats such as a book or video	
17. Council			Code when Clarence City Council is mentioned.	
	18. Would recommend the kit to others		Code when participants talk about whether / or not they would recommend the kit to others	
19. Other				
Developing the kit				
	20. Getting involved			
		20.1 History of working with Council	Code when a participant talks about having worked with council before, so there is an existing relationship	
		20.2 Responded to invitation/expression of interest/organizational request	Code when a participant talks about getting involved via an expression of interest or invitation including organisational request	

		20.3 Supporting Council	Code when a participant talks about wanting to support a council initiative	
		20.4 Interest in mental health and wellbeing	Code when participants talk about wanting to get involved because of an interest in mental health and wellbeing	
		20.5 Bringing the group together	Code when participants talk about bring the group together to work on the project	Didn't use this code
	21. 'Shaping the idea'			
		21.1 Flexible	Code when a participant describes the importance of being flexible in how the idea of the kit was developed	Didn't use this code
		21.2 Drawing on multiple perspectives	Code when a participant discusses the range of perspectives or ideas influencing the kits development. E.g. evidence, arts, lived experience	
		21.3 Resilience	Code when a participant talks about resilience	
		21.4 Surfacing Assumptions	Code when a participant talks about the importance of	

			discussing assumptions regarding mental health and wellbeing	
		21.5 Art	Code when a participant talks about art/imagery/creativity	
		21.6 Testing	Code when a participant talks about testing the ideas regarding the kit with others	
		21.7 Multiple interpretations/not prescriptive	Code when a participant discusses the importance of the kit not being directive or prescriptive allowing for multiple interpretations	
		21.8 Strength based	Code when a participant talks about a strength-based approach	
		21.9 Inclusive	Code when participants talk about the importance of being 'inclusive'	
		21.10 Missing Voices/perspectives	Code when participants talk about who or what views may be missing from the group/deliberation	
	22. Decision Making			

		22.1 Consensus	Code when a participant discusses the process of coming to agreement	
		22.2 Discussion /Debate	Code when a participant discusses the importance of debate and discussion in the group	
		22.3 Deciding on topics/themes/cards	Code when a participant describes how the topics/images/cards were chosen.	
	23. Benefits of the Process/involvement			
		23.1 Sharing of ownership	Code when a participant talks about everyone having a say and a stake in the kit's development	
		23.2 Tangible Outcome	Code when a participant discusses the importance of working towards a tangible product (kit)	
		23.3 Relationships	Code when a participant discusses how relationships were created, strengthened	

		23.4 Skill development	Code when a participant refers to the development of new skills as a result of their involvement	
		23.5 Being respected	Code when a participant talks about feeling respected through the process of kit development	
	24. Downsides of the process/involvement			
		24.1 App development	Code when participants talk about the App development as a downside of their involvement	
	25. App Development		Code when participants talk about the process of developing the app	

		22.2 Discussion /Debate	Code when a participant discusses the importance of debate and discussion in the group	
		22.3 Deciding on topics/themes/cards	Code when a participant describes how the topics/images/cards were chosen.	
	23. Benefits of the Process/involvement			
		23.1 Sharing of ownership	Code when a participant talks about everyone having a say and a stake in the kit's development	
		23.2 Tangible Outcome	Code when a participant discusses the importance of working towards a tangible product (kit)	
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		23.4 Skill development	Code when a participant refers to the development of new skills as a	

			result of their involvement	
		23.5 Being respected	Code when a participant talks about feeling respected through the process of kit development	
	24. Downsides of the process/involvement			
		24.1 App development	Code when participants talk about the App development as a downside of their involvement	
	25. App Development		Code when participants talk about the process of developing the app	