

# Communicating the message of recovery: an independent evaluation of SRN communications

Jacki Gordon  
Lisa Cohen  
Jan Cassidy  
Avril Blamey



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# What we'll talk about

- ❖ What we were asked to do
- ❖ What we did
- ❖ What we found
- ❖ What we recommend



# What we were asked to do

- ❖ Assess the appropriateness and effectiveness of current SRN printed and electronic outputs to communicate the message of recovery in Scotland.
- ❖ Explore whether, and how, the messages being communicated are understood and acted on by all its intended audiences, and identify levers and barriers.
- ❖ Develop recommendations for how the message of recovery might be communicated most effectively.



# What we did

- ❖ A web-based survey, primarily aimed at those with a professional interest in SRN which was completed by 388 professionals
- ❖ One-to-one interviews with 10 professionals
- ❖ 6 one-to-one interviews and 4 focus groups with mental health service users
- ❖ 6 one-to-one interviews with carers



# What we found

We are going to structure findings by describing views on:

- ❖ SRN's use of narratives
- ❖ SRN's resources
- ❖ SRN's key messages



# SRN's use of narratives

In general terms:

- ❖ highly valued
- ❖ real life experiences
- ❖ useful way to communicate messages of recovery



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# A sneak preview of the findings

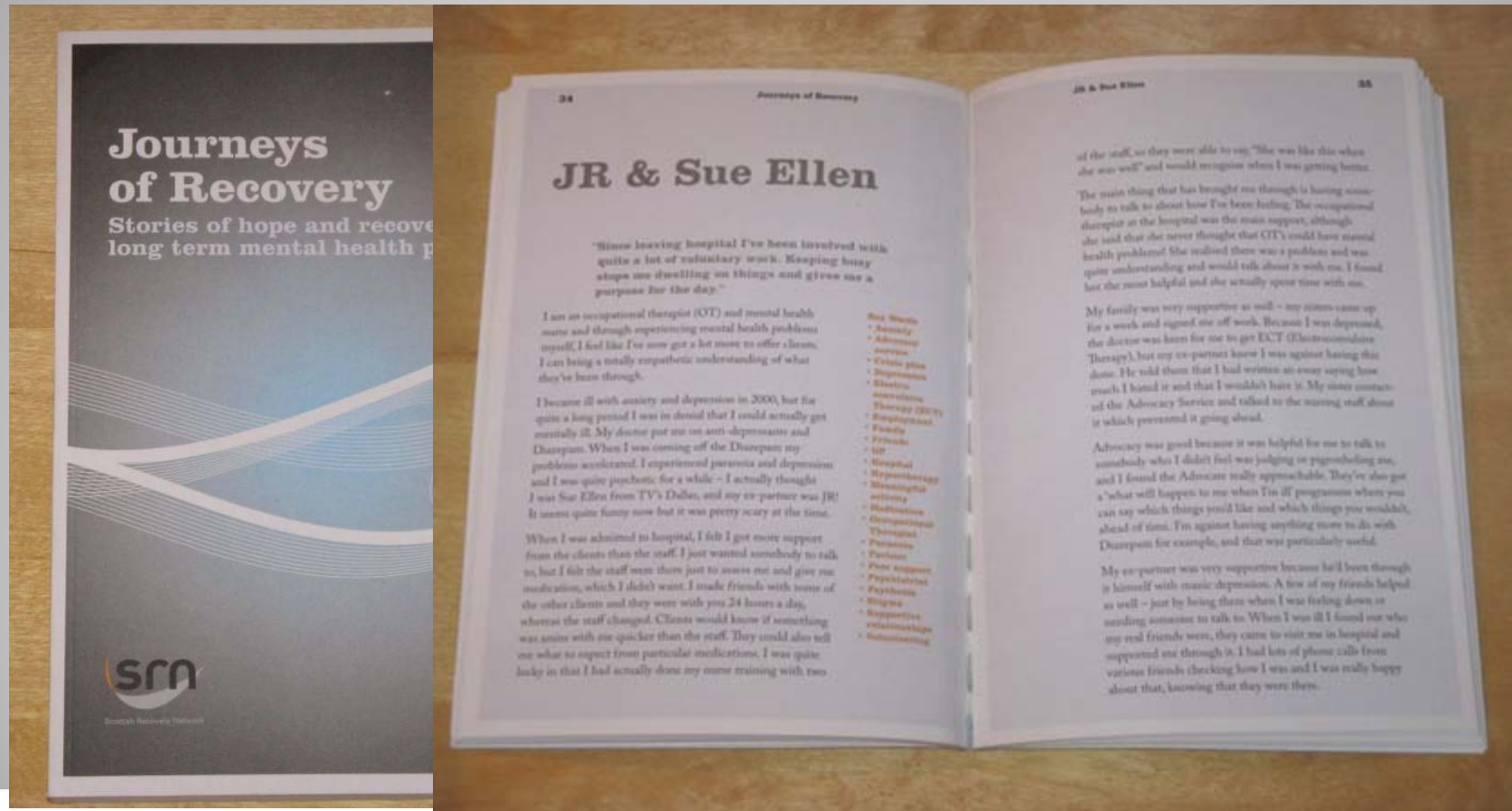
- ❖ High degree of consistency across stakeholders
- ❖ Generally positive views

BUT

- ❖ Significant differences too
- ❖ Some felt that the current resources were not relevant to them

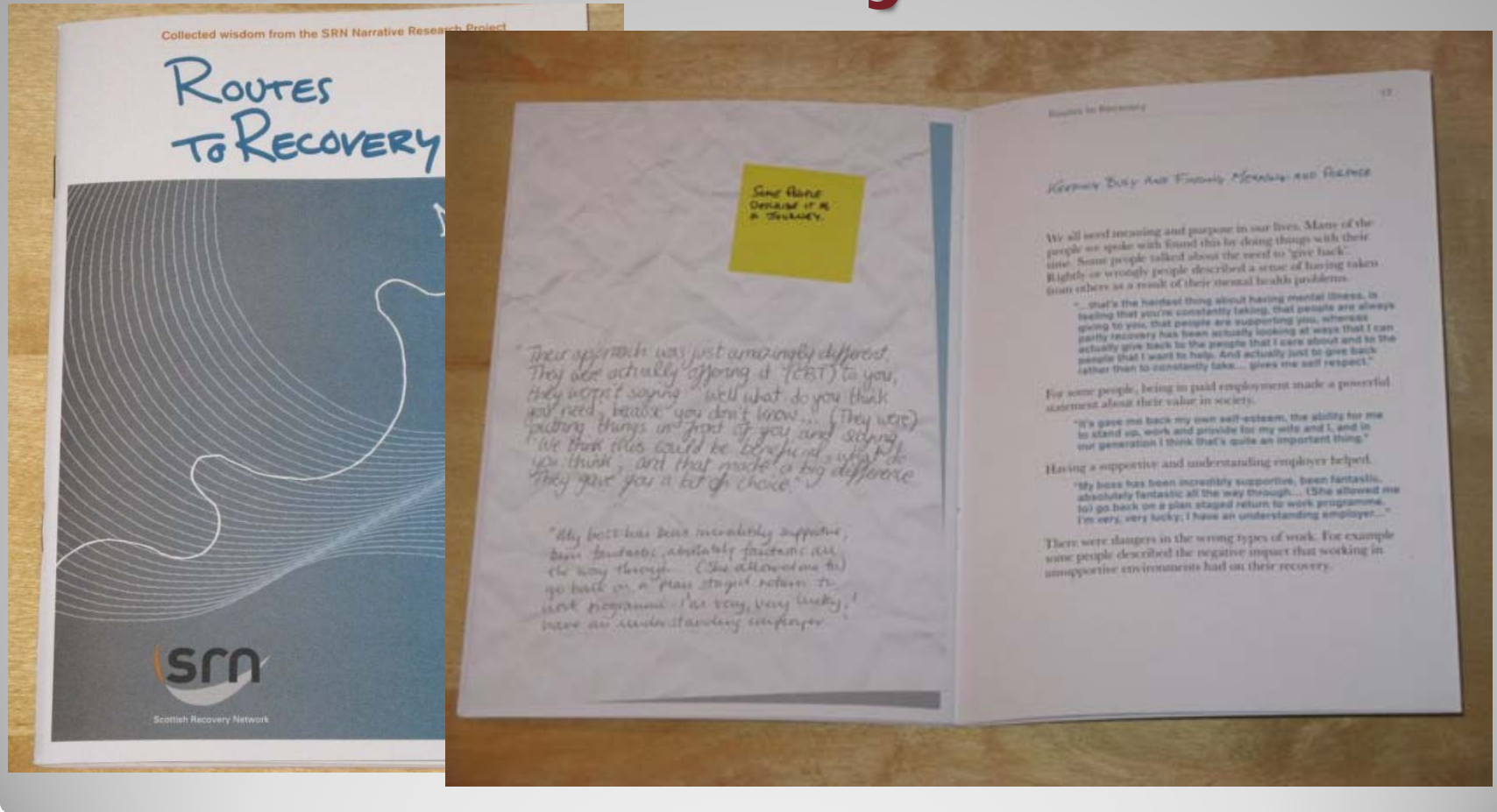


# SRN's resources: Journeys of Recovery



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# SRN's resources: Routes to Recovery



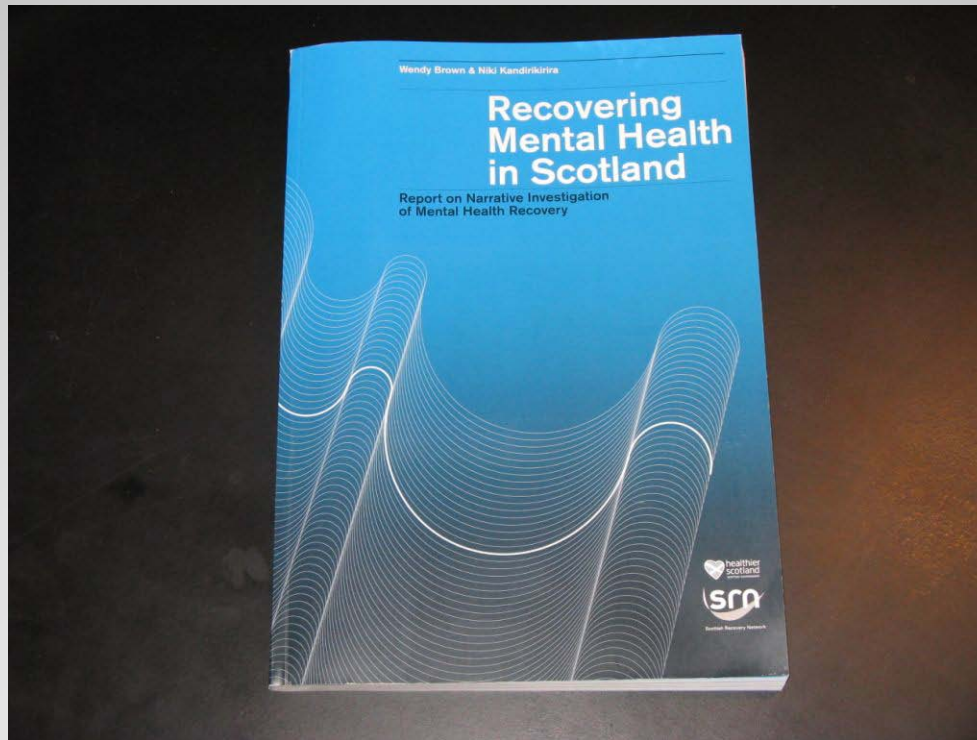
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# SRN's resources: postcards



# SRN's resources: Recovering Mental Health in Scotland



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# To sum up, what was said about resources

- ❖ More stories please
- ❖ The value of being able to 'dip into' resources
- ❖ Consider language and density of text
- ❖ Timing is an issue
- ❖ Professionals felt that Recovering Mental Health in Scotland is useful for referencing and for endorsing the need for recovery-oriented planning



# SRN message

*'People can and do recover from even the most severe mental health problems'*



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# SRN message

*'Recovery means having the opportunity to live a full and satisfying life in the presence or absence of ongoing symptoms'*



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# SRN message

*'No two people's recovery journey or experience will be the same'*



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# SRN message

*'The critical assessment of attitudes and values can have a powerful impact on an individual's prospect of recovery'*



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# To sum up, what was said about messages

- ❖ Keep them positive but TRUE
- ❖ Keep them short and to the point
- ❖ No jargon please
- ❖ For some, messages were seen to devalue lived experience
- ❖ Self efficacy is important
- ❖ Need for additional messages that are specific to target group
- ❖ Get rid of fourth message
- ❖ Professionals felt that Recovering Mental Health in Scotland is useful for referencing and for endorsing the need for recovery-oriented planning



# Making Communications Count

Lessons from SRN Study



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# The Audience

- ❖ Define your key audiences
- ❖ Understand what is relevant and important to them. Gain insight to motivation and behaviour
- ❖ Avoid making assumptions about their needs



# Set clear communication goals

- ❖ Relate to intended organisational outcomes
- ❖ Link to raising awareness, increased knowledge, attitudes, perceptions, changing behaviour
- ❖ Consider what you want key audiences to do as a result of coming into contact with specific communications



# Relevance

- ❖ Make sure resources are relevant and appealing to key audiences
- ❖ Avoid jargon
- ❖ Use examples and illustrations as appropriate
- ❖ Consider what's in it for the audience. Why should they read, watch or listen?



# Develop appropriate key messages

- ❖ Consider intended audiences knowledge, attitudes and perceptions
- ❖ Ensure style is concise, positive, optimistic
- ❖ Consider tone of voice depending whether you are talking to a professional audience or the public



# Pre-test all new materials

- ❖ Make sure content is understood, acceptable and will cause no harm
- ❖ Make sure presentation of materials is relevant and engaging
- ❖ Find out best channels of communication
- ❖ Take on board feedback and refine before publication/print



# Channels of distribution

- ❖ Relevance
- ❖ Reach
- ❖ Usage/value for money



# Monitor and evaluate progress

- ❖ Develop systems to monitor progress towards intended outcomes
- ❖ Review progress on a regular basis
- ❖ Be prepared to revise communications depending on feedback



**Make your Communications Count!**

**Thank You**



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