

<p>Project</p> 	<p>Better Out Than In Campaign</p>	<p>Partner</p>	
<p>Purpose</p> 	<p>Staff from the Centre for Sport and Social Impact are working with the AFL Players Association, AFL Coaches Association, Cummins and Partners, Beyondblue and Mates in Construction to:</p> <ul style="list-style-type: none"> • improve mental health in men by reducing stigma about depression • design a digitally based platform designed to encourage men to talk to others about things that are troubling them • target two sporting populations of men (ex AFL Players; AFL Coaches) and Australian construction workers • evaluate the effectiveness of the <i>Better Out Than In</i> campaign (betteroutthanin.com.au) in changing attitudes and behaviours about depression in the target populations. 		
<p>Method</p> 	<p>A mixed methods approach is being used to evaluate the effectiveness of the campaign.</p> <p>An online survey assessing attitudes about depression and the extent that they talk to others when they are feeling troubled was administered to over 1000 participants prior to the campaign launch and will be readministered at the completion of the campaign and at follow-up to assess the effectiveness of the campaign.</p> <p>A series of one-on-one semi-structured interviews will be conducted with participants to explore perceptions of the campaign in men from each target population group.</p>		
<p>Application</p> 	<p>Data from these two sources will inform the further development of digitally based campaigns (website and social media) designed to increase help seeking behaviour in men in other male dominated populations such as Miners.</p>		

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