CO-DESIGN & ANTI-STIGMA PODCAST RESEARCH

Summary of Findings

Elise Carrotte, PhD Candidate
Professor Lisa Phillips
Dr Michelle Blanchard
Dr Chris Groot
Dr Fincina Hopgood

*Anne Deveson Research Centre, SANE Australia
Melbourne School of Psychological Sciences, The
University of Melbourne*

About the Study

The Co-Design and Anti-Stigma Podcast Research (CASPR) study aims to bring key target audience members together to inform the development of a new podcast. This new podcast aims to reduce stigmatising attitudes towards people living with complex mental health issues.

This study is part of an ongoing PhD Study that is a collaboration between The University of Melbourne and the Anne Deveson Research Centre, an initiative of SANE Australia.

Method

The CASPR study had two parts.

Part 1 involved four focus groups, with each group aimed at a particular target audience. These focus groups aimed to understanding what is important to different target audience members for this type of podcast. These initial focus groups involved discussion around different aspects of the podcast.

Part 2 involved a mixed group of 10 participants from the earlier focus groups. The participants formed a Co-Design Committee, who met on three occasions for focus groups and ongoing discussion.
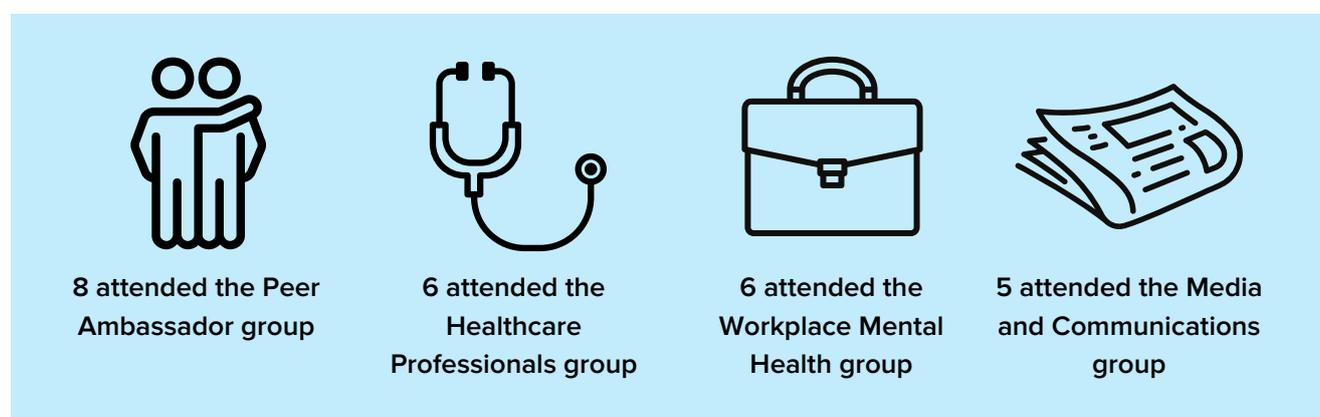
The Co-Design Committee worked on identifying the focus of episodes, episode content, and informed other areas such as the podcast's tone, language use, messaging, and calls to action.

All participants were located in Australia, aged 18 or older and had listened to a podcast in the last 12 months, on any topic.

All focus groups were audio recorded and transcribed.

Part 1: Information Gathering

Across the focus groups:

25
total
participants

23-62
age range

68%
identified as
female

8 attended the Peer Ambassador group

6 attended the Healthcare Professionals group

6 attended the Workplace Mental Health group

5 attended the Media and Communications group

What did we find?

Through a thematic analysis, we identified three key themes to be workshopped in Part 2 of the study.

① Attracting listeners to the podcast

Participants felt that the podcast team must carefully consider how the podcast is described and marketed. They noted:

- Sharing real, authentic stories from people with lived experience would be valuable to listeners.

- Participants had mixed views on how much the podcast should focus on stigma explicitly, as this could put off some listeners.

- Listeners may already be invested in the topic, to a degree.

- The podcast should use language that is easy to understand and relatable, not be too long, and have good audio quality.
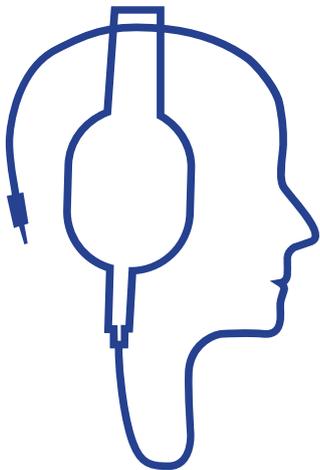
(2) Telling an engaging and meaningful story

Participants expressed their views around how a story can be told effectively via a podcast, and how this story could lead to changes in listeners' attitudes.

- Emotion will engage listeners and help them understand the impact of stigma and discrimination.

- The podcast should balance different types of emotions, and not be triggering to listeners.

- Participants had mixed views about the types of messages that could be involved, and what would be most effective for engaging different listeners.

> " **The audience has to be able to laugh at it... maybe shedding a tear ... and sort of everything in between.**
>
> Focus group participant "

(3) Translation to attitude change and action

Participants felt it was important to have clear take-home messages - things that the audience could do after listening.

- Listeners should feel motivated and empowered to challenge their own beliefs, and take action.

- Participants suggested a range of potential take-home actions, and felt these should be realistic and achievable for listeners.
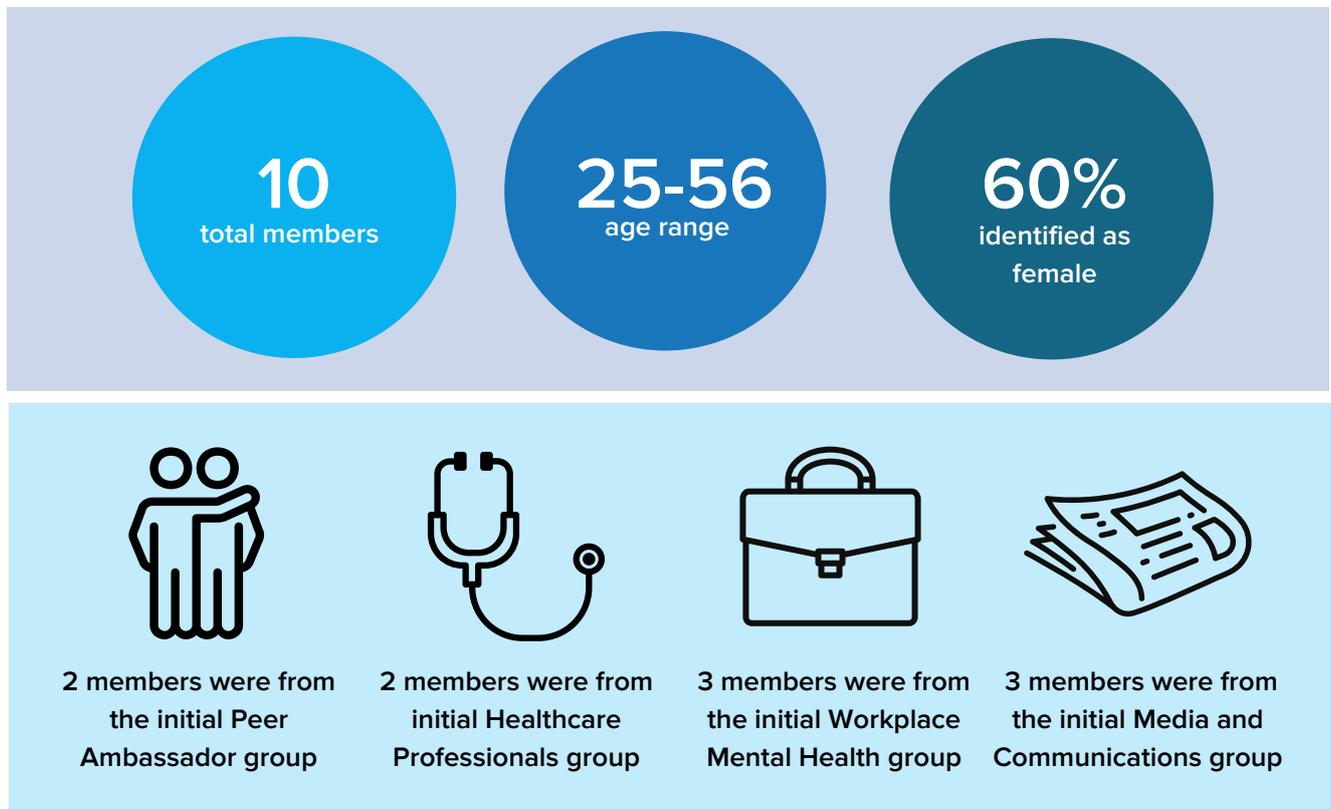
> " **Hopefully the listener feels that they have a role to play.**
>
> Focus group participant "

Part 2: Co-Design

The Committee consisted of:

10 total members	25-56 age range	60% identified as female

2 members were from the initial Peer Ambassador group

2 members were from initial Healthcare Professionals group

3 members were from the initial Workplace Mental Health group

3 members were from the initial Media and Communications group

What did we find?

Through a series of discussions, activities, and voting, the Co-Design Committee worked together to agree on the following:

1. Focus of episodes

Each episode will focus on a context or area where stigma and discrimination is known to occur - like workplaces, healthcare services, media, and educational settings.

2. Episode storyboards

Each episode will focus on stories from people with lived experience of complex mental health issues. Stories will focus on the challenges they have experienced and what they would like to see improve. Other voices may be included such as researchers, clinicians, advocates, and policy-makers. Episodes will end with a sense of hope.

3. Content principles

These include: a curious and empathetic tone; championing lived experience; including practical calls to action; eye-catching logo and graphic design.

Next steps

The findings from this study will directly inform the next stage of the project - recording and editing the podcast episodes.

The podcast episodes will then be tested in an experimental study. This will help us understand the impact of listening to the podcast.

Once the full study is complete, we plan to publish the findings in a peer-reviewed journal. This publication will present the study findings, and data analysis, in more detail.

We also hope to release the podcast to the public, though further edits may be required after the next study.

> **This is mental health and it's stigma, but at the root of it, it's stories, it's personal stories. It's lived experience and that's what people are resonating with. And that's what connects.**
>
> Focus group participant

Acknowledgements

The study team wish to give heartfelt thanks to everyone who participated in the CASPR study.

More information

For more information about the study, please contact PhD Candidate Elise Carrotte through elise.carrotte@student.unimelb.edu.au