

4 Implementation and dissemination of low intensity interventions: challenges and solutions

Tereza Ruzickova
Psychopharmacology and Emotion Research Lab
University of Oxford

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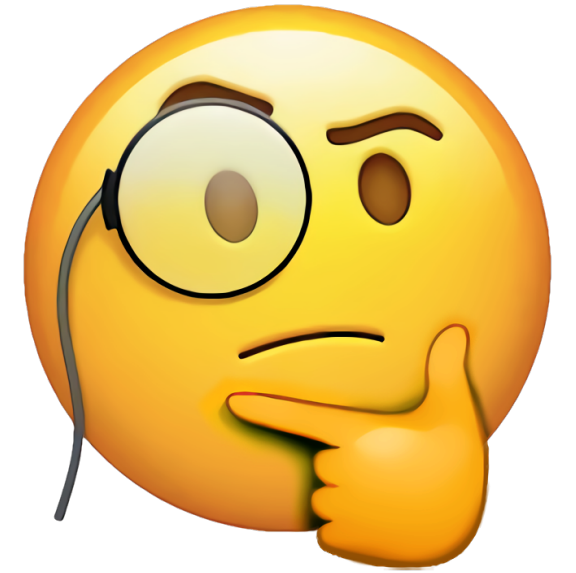


What stands out in your memory from the past few lectures?

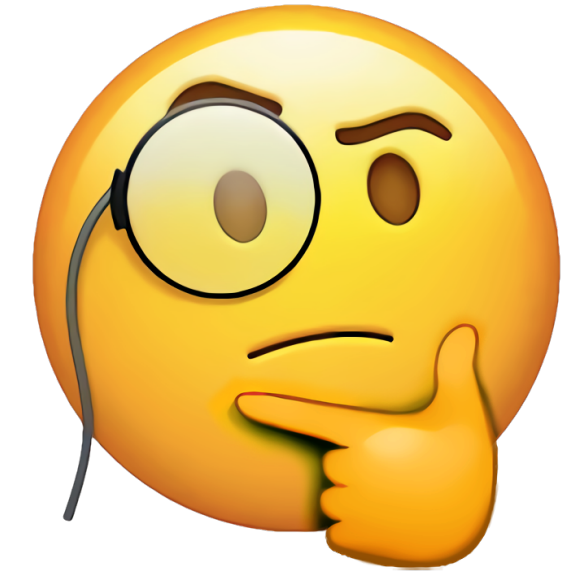
Me trying to remember what I heard or said just moments ago:



What issues might come up if we tried implementing these interventions?

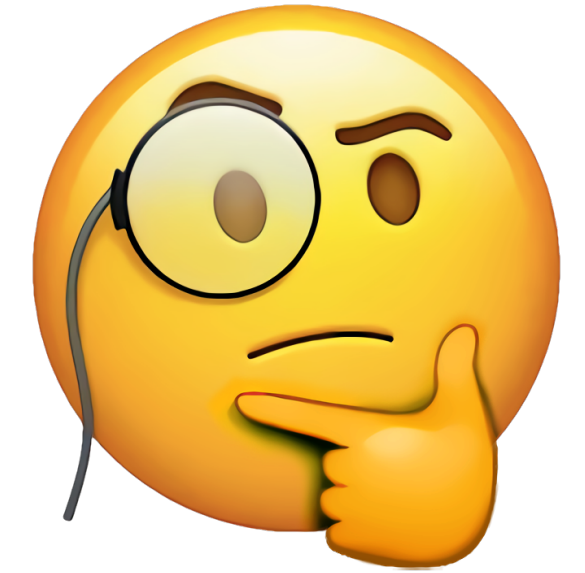


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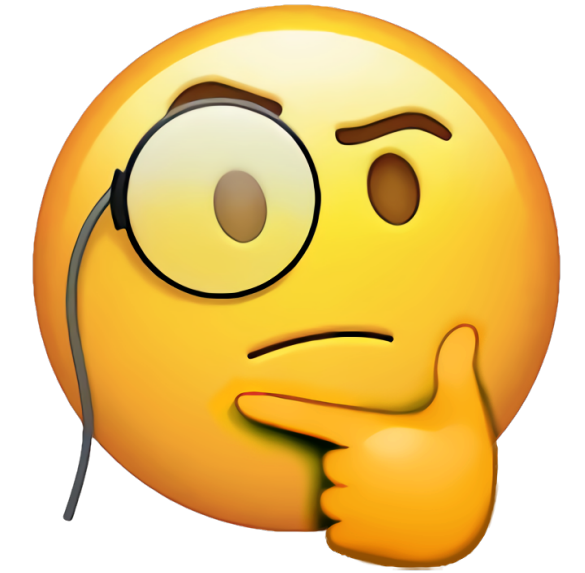
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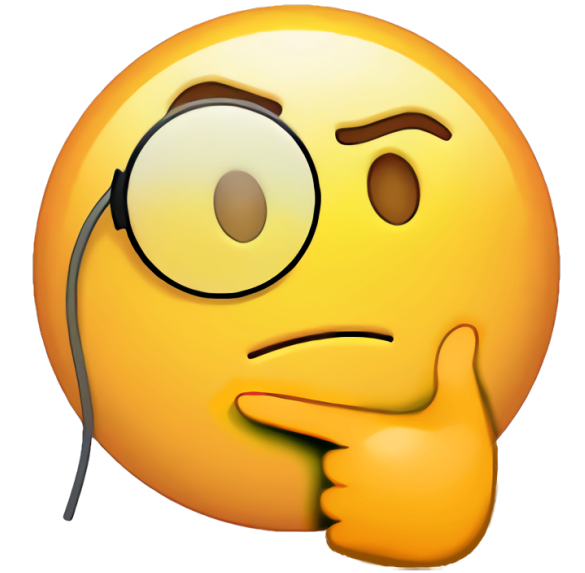
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- H-J: non-western cultures, cultural, religious and sexual minority groups

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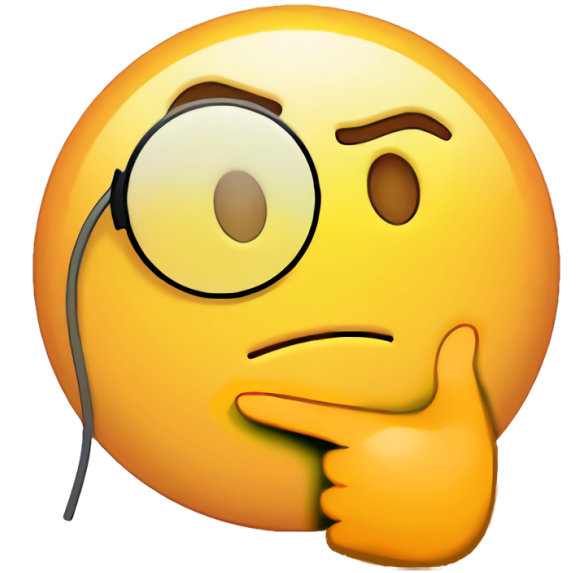
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- L-M: groups with low socioeconomic status and low income countries
- N-S: patients with physical illness or addiction comorbidity

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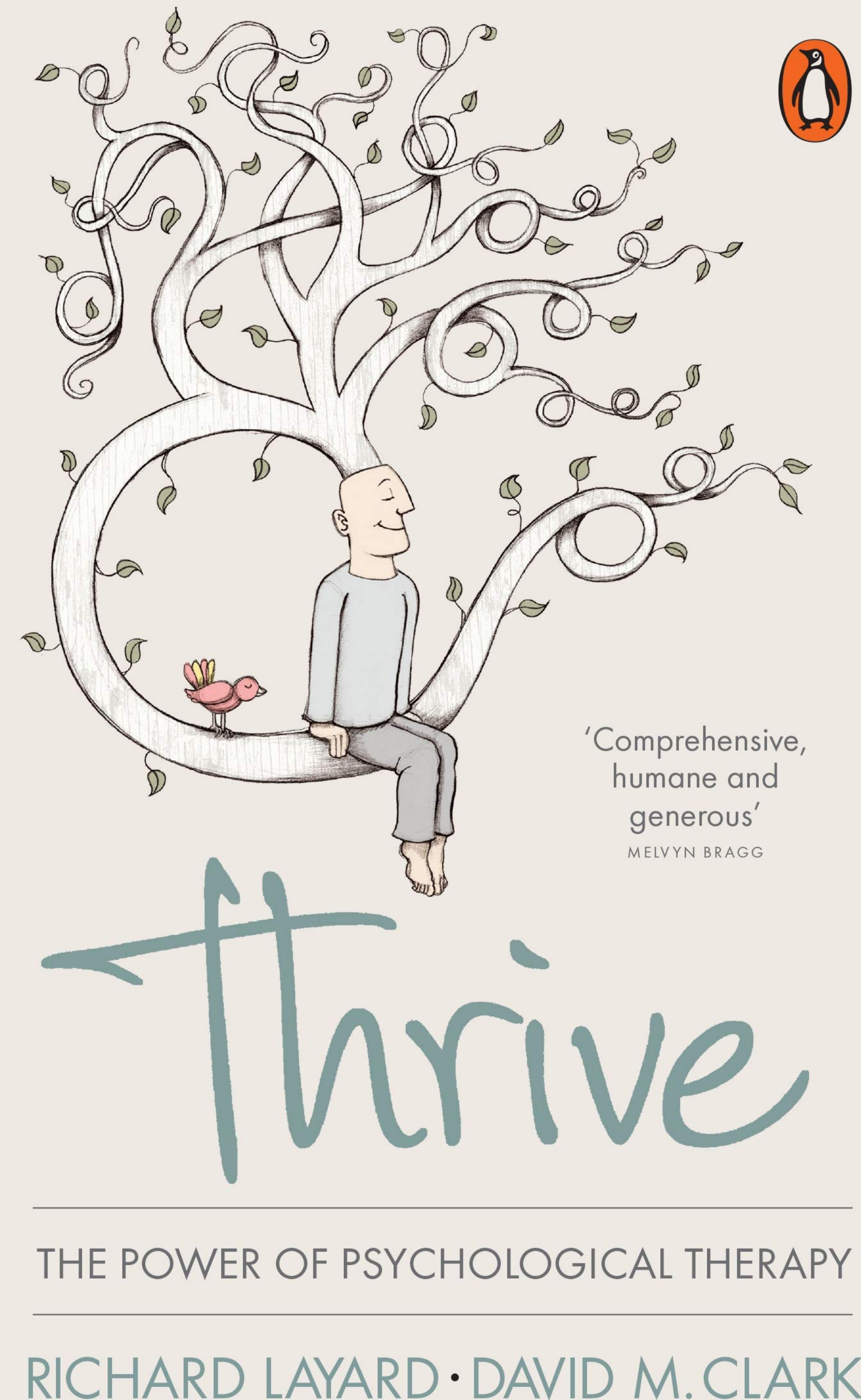
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- Š-V: current Czech mental healthcare system

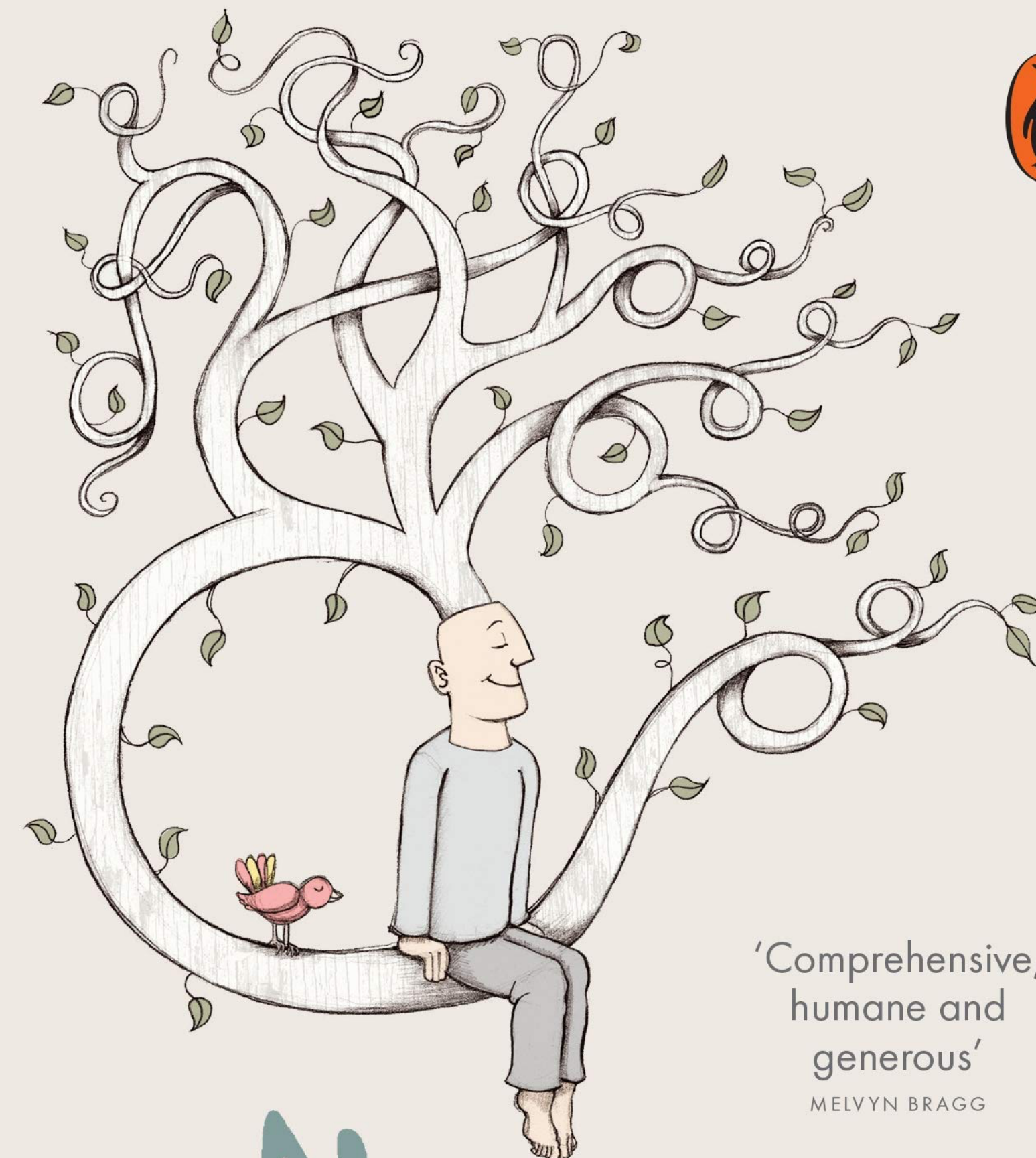
Implementation and dissemination - important factors



Political influence

- Robust clinical & economic evidence
- Lobbying - Lord Layard writing and speaking to ministers for years + coalition of mental health charities “We Need To Talk”
- Strategic political timing & **consistency with broader government policy** around social care and evidence-based treatment provision





'Comprehensive,
humane and
generous'
MELVYN BRAGG

Thrive

THE POWER OF PSYCHOLOGICAL THERAPY

RICHARD LAYARD • DAVID M. CLARK

Department of Health. (2008). *Improving Access to Psychological Therapies implementation plan: national guidelines for regional delivery*. London: Department of Health. Available at: http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_083150 (accessed 5 August 2009).

Improving Access to Psychological Therapies (IAPT). (2008). *Commissioning IAPT for the whole community*. London: IAPT. Available at: <http://www.iapt.nhs.uk/2009/02/commissioning-for-whole-community/> (accessed 5 August 2009).

Layard R., et al. (2006). *The Depression Report: A New Deal for Depression and Anxiety Disorders*. London: London School of Economics. Available at: http://cep.lse.ac.uk/textonly/research/mentalhealth/DEPRESSION_REPORT_LAYARD.pdf (accessed 5 August 2009).

Sainsbury Centre for Mental Health. (2007). *Mental Health at Work: Developing the Business Case*, Policy Paper 8. London: Sainsbury Centre for Mental Health Available at: http://www.scmh.org.uk/publications/MH_at_work.aspx?ID=575 (accessed 5 August 2009).

Change management

- Involving **service users and carers** in key decision making
- Creating a **legislative** framework
- Creating a **management** framework
- Effective **leadership** & its consensus (politics, healthcare, professional bodies)
- Measuring change to supply **evidence of efficacy**
- Long-term technical and financial **sustainability**



NHS **70**
England YEARS
OF THE NHS
1948 - 2018

A transformation in mental health care since 1948



For the past seven decades, the NHS has transformed mental health services to ensure that more people are receiving the right care in the community and to minimise the amount of time people need to spend in hospital.

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Take the long term view!



**A transformation
in mental health
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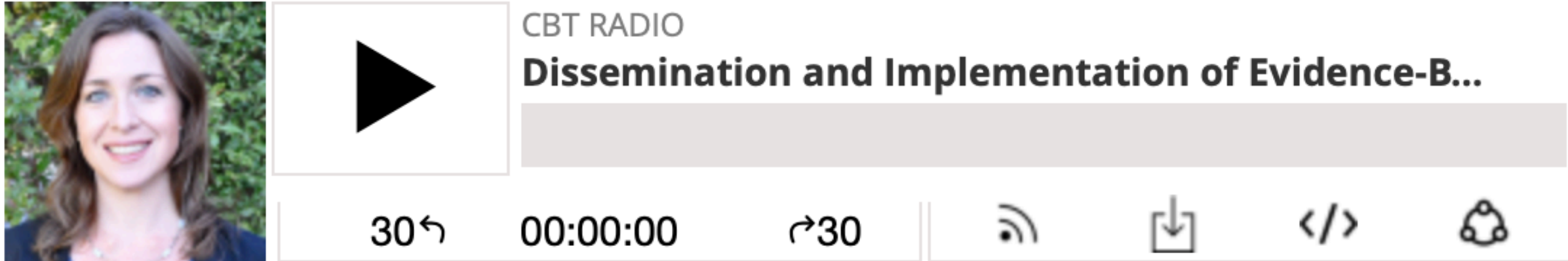
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Change management

- Crucial to understand **individual situation and needs** of each target group
- Developing new systems **collaboratively** to make a change rather than just telling people what to do
- **Inner context:** leadership, organisational culture, individual attitudes
- **Outer context:** policy, insurance, public attitudes
- Ongoing support rather than one-time training is ideal



Dissemination and Implementation of Evidence-Based Practices



CBT RADIO
Dissemination and Implementation of Evidence-B...

30⏮ 00:00:00 ⏭30

📶 ⏴ ⏵ 🔄

This is a screenshot of an audio player interface. It features a play button, a progress bar, and various control icons such as skip back, skip forward, and refresh. The title of the audio is "Dissemination and Implementation of Evidence-B..." from "CBT RADIO".

CBT Radio

Developing new types of education

PWP career development



Psychological Wellbeing Practitioners (PWPs) play a crucial role in Improving Access to Psychological Therapies (IAPT) services and providing evidence based psychological interventions to patients with depression and anxiety. PWP trainees start at Band 4 and progress to Band 5 once qualified. PWPs have a range of clinical, organisational and leadership skills which can be developed in specialist roles up to Band 8a:



- Long Term Conditions**
Working with patients who have long term conditions
- Perinatal**
Partnership working with midwives and health visitors
- Students**
Setting up pathways and delivering interventions in colleges and universities
- Prisons**
Providing PWP treatment interventions in prisons
- Supervision**
Providing case management and clinical skills supervision to other PWPs
- Management and leadership**
Various responsibilities including line management, performance management, strategy & recruitment
- Clinical advisor**
To regional and national clinical networks and PWP Specialist Interest Groups
- Research**
In service or academic institutions
- Teaching**



THINK
AHEAD

Apply your mind to mental health

The Think Ahead programme is a new route into social work, for graduates and career-changers remarkable enough to make a real difference to people with mental health problems.

[Find out more about the programme ▶](#)

Psychology Roles

Being a Trainee Psychological Wellbeing Practitioner

@myspsychcareercoach



Public awareness

- Client and healthcare workers awareness & preference
- Not viewing LI interventions as “second choice”
- Media outreach
- Strong partnership with charities & community groups
- Creating a new language?



restore
working for mental health



Prince William visits men's mental health charities in London



The Duke and Duchess of Cambridge 

@KensingtonRoyal



Onto the all important nappy change. "It's never straightforward," says The Duke of Cambridge. @WorkingWithMen1 new dads are given practical session to help get them ready for fatherhood. [#futuremen](#)



GP awareness

I work as a GP and feel powerless to treat patients with mental illness

Anonymous

73% of those seeking psychological help turn to their GPs (OECD, 2011)

Wulsin et al. (2002)

- Many panic disorder patients get misdiagnosed with a physical health condition at emergency services
- A screening measure and 5min structured interview increased panic disorder diagnosis and relevant referral



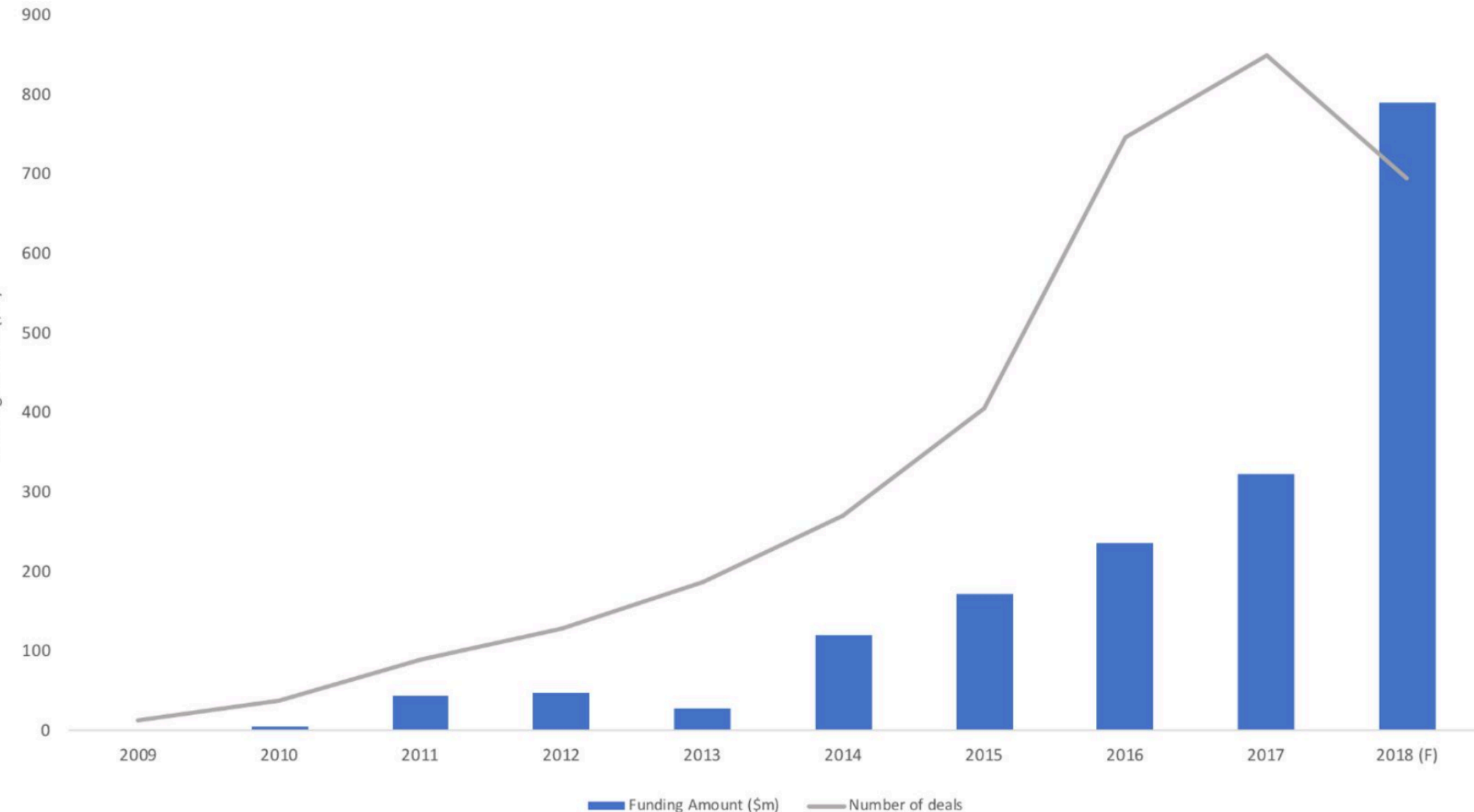
Private investment



betterhelp

WHITE STAR CAPITAL

VC Funding in Mental Health Tech



Category	Number of deals
CCBT	~120
TELEPSYCHIATRY	~100
PROVIDER	~80

CCBT: HEADSPACE, joyable, 10% HAPPIER, unmind, pzizz, Sync Project, BigHealth, PEAR, Calm, SIMPLE HABIT, pacifica, QuitGenius, AKILI, INSCAPE, happify, moodpath, CureApp

TELEPSYCHIATRY: BlueCall, competencer, Selfapy, talkspace, AbleTo, LYRA, Ginger.io, Kip, ieso, regroup, Breakthrough, 1 DOC WAY

PROVIDER: Quartet, infl, valant, core



Continuation of care

Ali et al. (2017)

- Longitudinal cohort of over **400** patients
- 50% participants found to relapse within 1 year, particularly **if they had residual symptoms at the end of treatment**
- Recommend that patients are treated until residual symptoms are gone and **follow-up care is provided**



Behaviour Research and Therapy

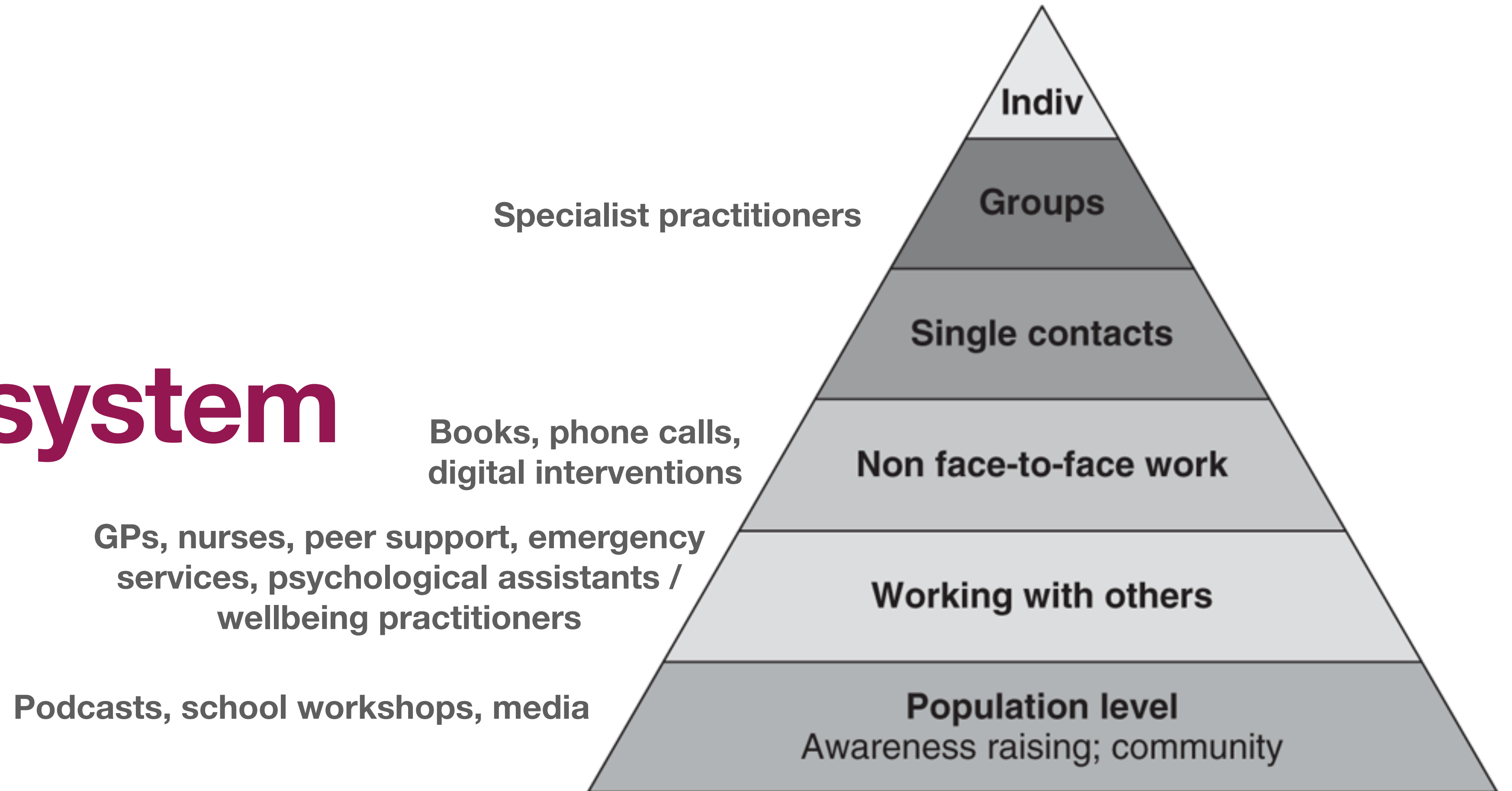
Volume 94, July 2017, Pages 1-8



How durable is the effect of low intensity CBT for depression and anxiety? Remission and relapse in a longitudinal cohort study

*“We suggest **taking the long view**, recognising that problems like depression often have to be managed as **recurrent long-term conditions.**”*

STEPS system



Network



Overwhelmed?



Lobby politicians?



Lobby politicians?



Economic measurements?

Lobby politicians?



Economic measurements?

Media campaigns?

**Lobby
politicians?**

Train GPs?



**Economic
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**Public
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**Train
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Public awareness campaigns?

Economic measurements?

Build a low intensity intervention app?

Lobby politicians?

Train GPs?

Create a BA center in Afghanistan?

Train teachers in BA?



Economic measurements?

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**Lobby
politicians?**

**Establish a
new masters
course?**

Train GPs?

**Create a BA
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**Economic
measurements?**

**Media
campaigns?**

**Build software
for easier
continuation of
care?**

**Public
awareness
campaigns?**

**Build a low
intensity
intervention
app?**

#CancerHeroes

LiveSmyle



Mary Lasker

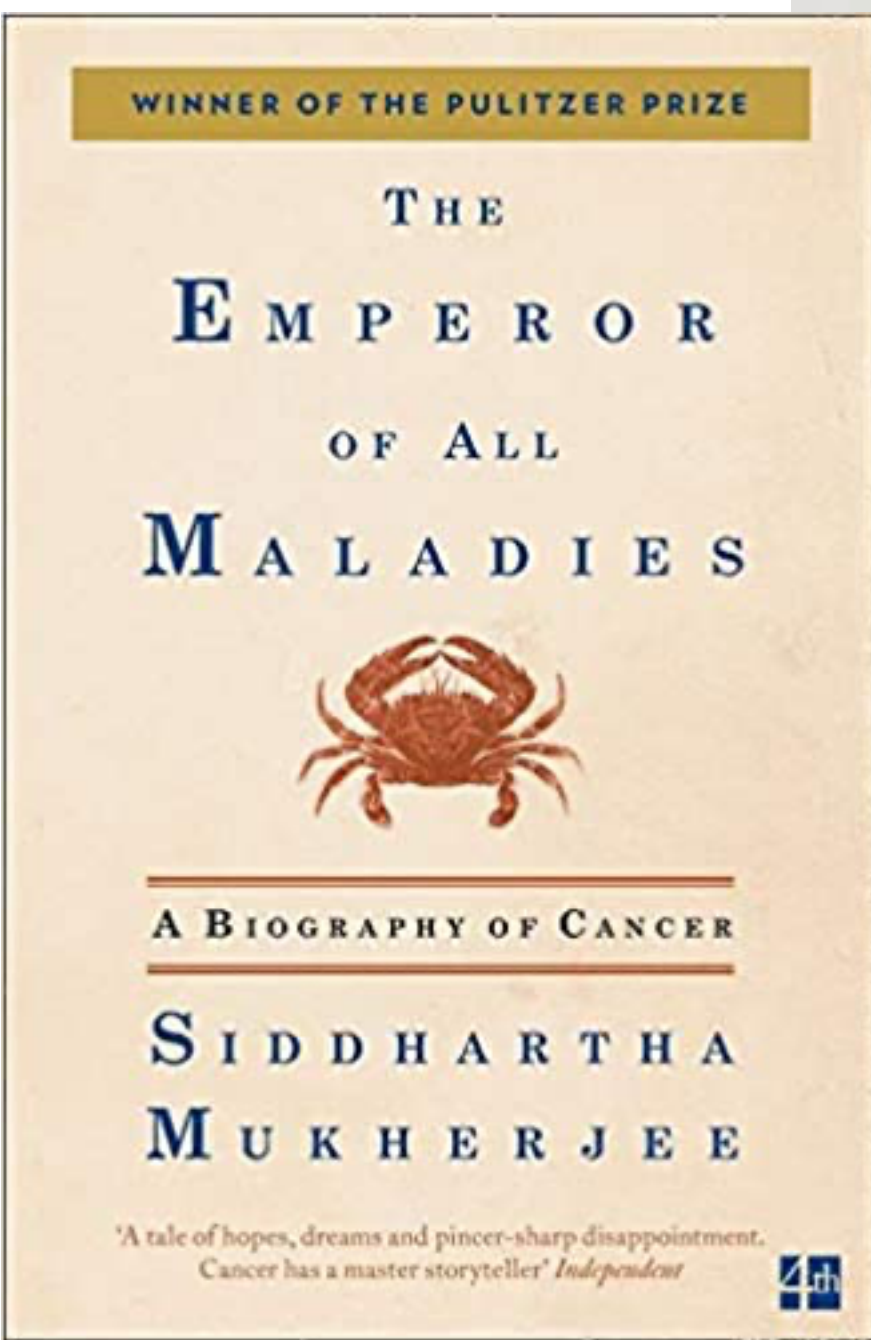
The most important person in cancer you've never heard of

National Cancer Act (1971)

THE WHITE HOUSE
WASHINGTON
January 11, 1972

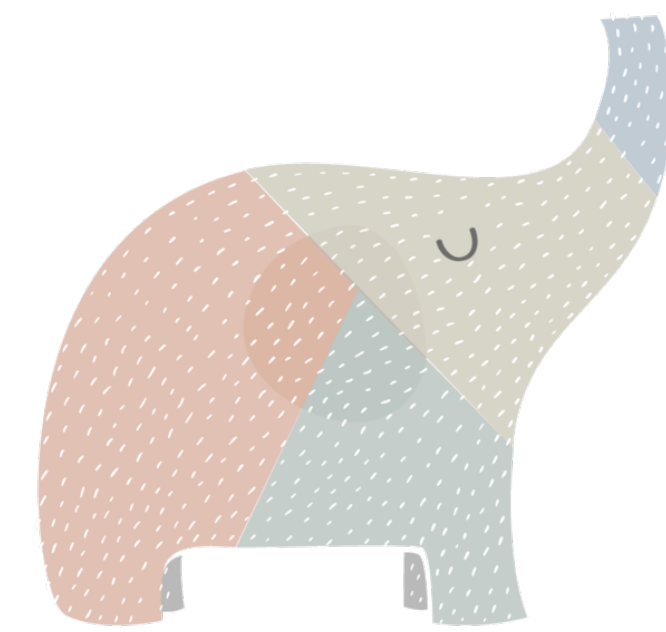
Dear Mrs. Lasker:

Your presence on December 23, 1971, was particularly meaningful to all of us gathered for the signing into law of S. 1828, the National Cancer Act of 1971. As you well know, the enactment of this legislation culminated a year-long effort to



The Jimmy Fund

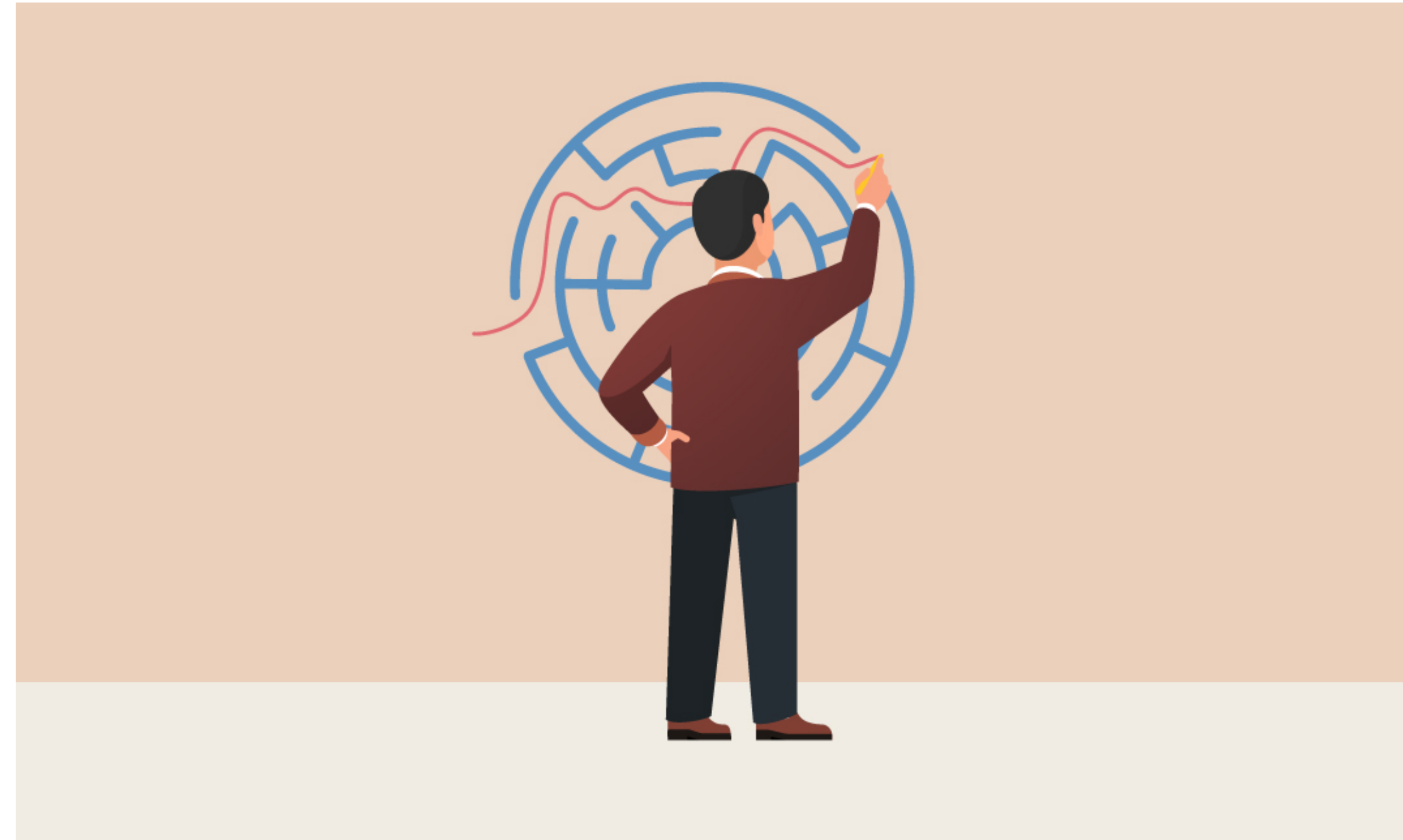
Specific	Measurable	Achievable	Realistic	Timely
S	M	A	R	T
G	O	A	L	S
What do you want to do?	How will you know when you've reached it?	Is it in your power to accomplish it?	Can you realistically achieve it?	When exactly do you want to accomplish it?



How to eat
an elephant
*one bite
at a time!*

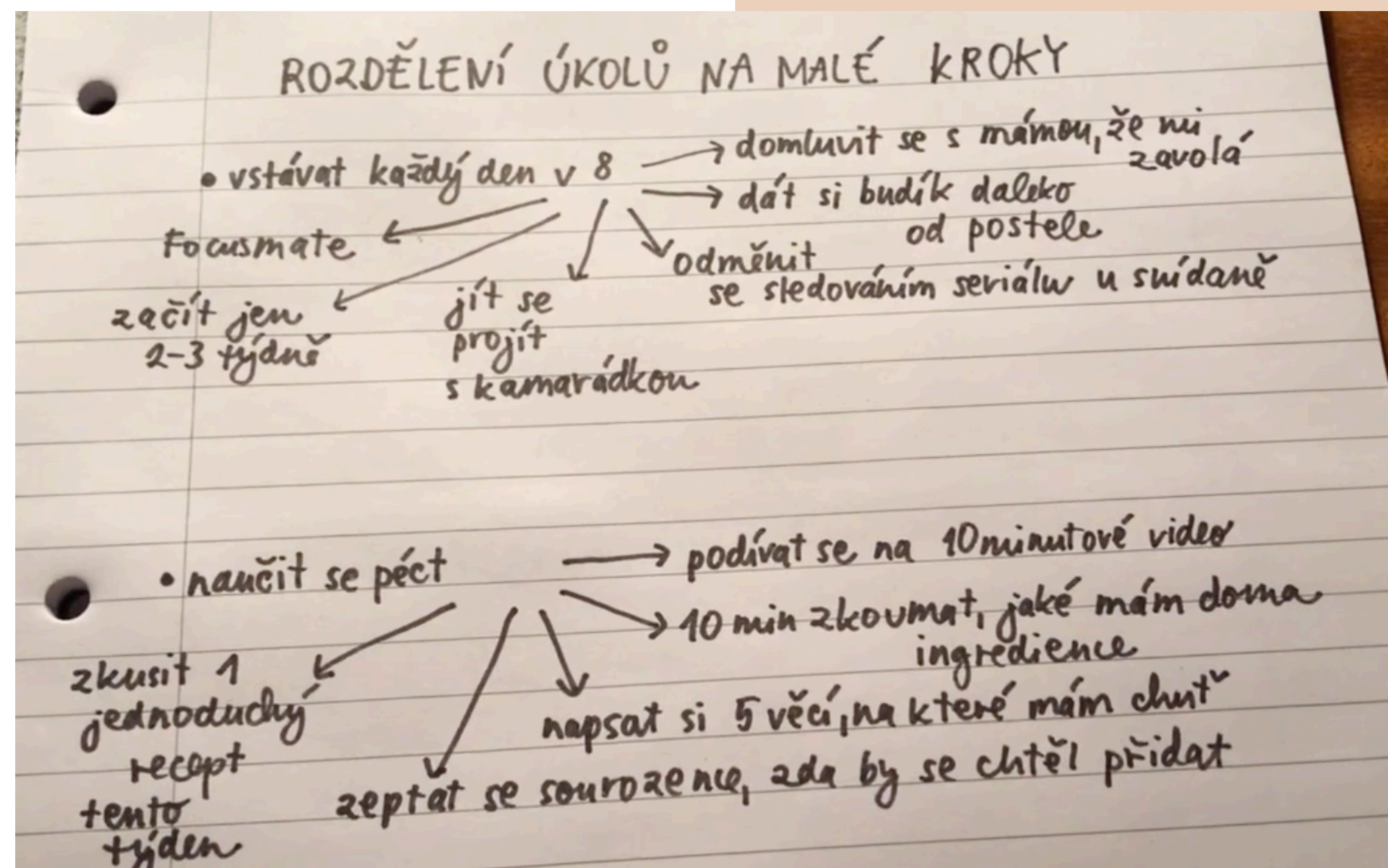
Problem solving

1. Explain problem solving
2. Identify main problems
3. Generate potential solutions
4. Evaluate pros and cons
5. Select the solution that seems best
6. Make a specific plan: what, where, when, with whom
7. Attempt the solution
8. Review & problem solve



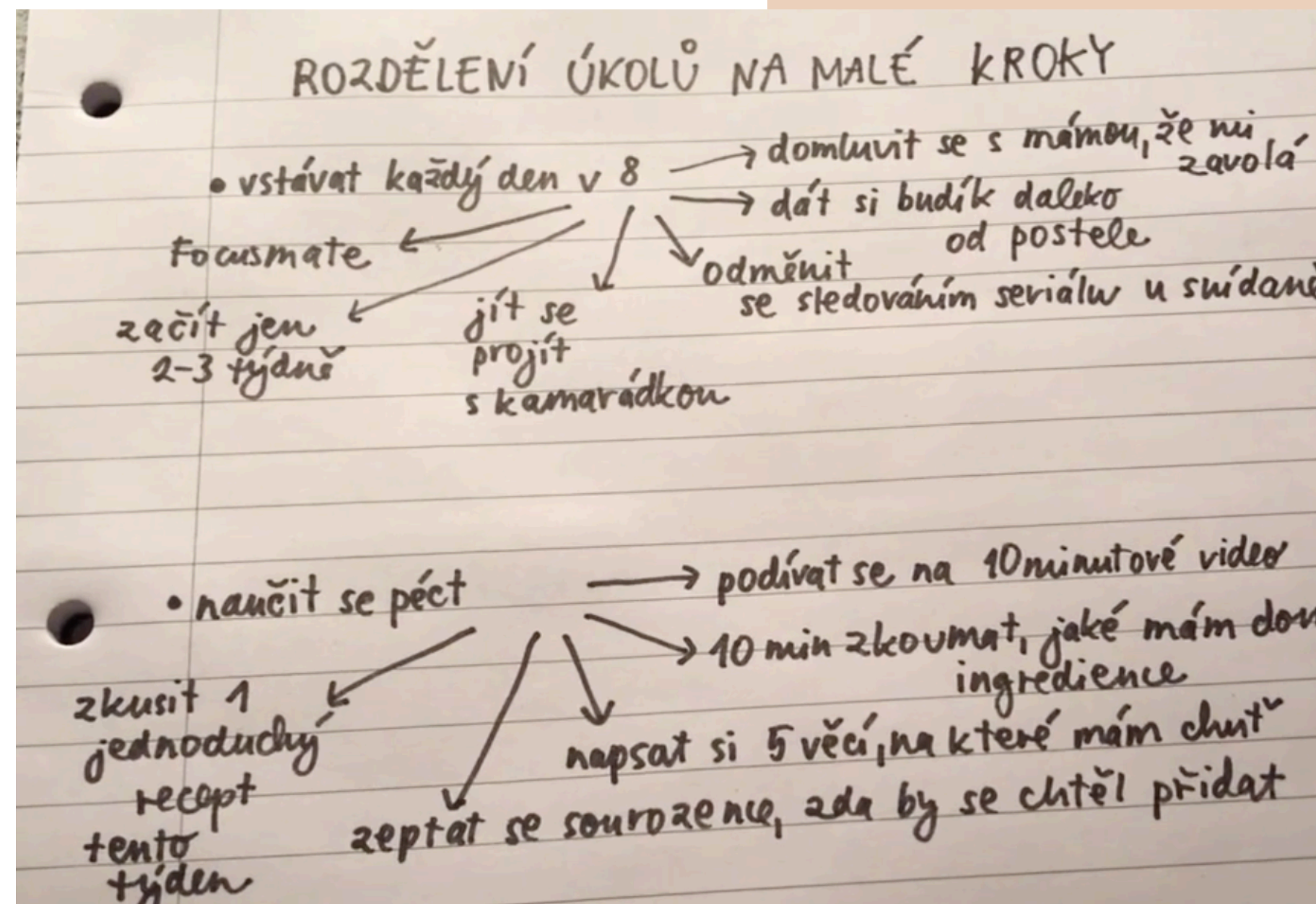
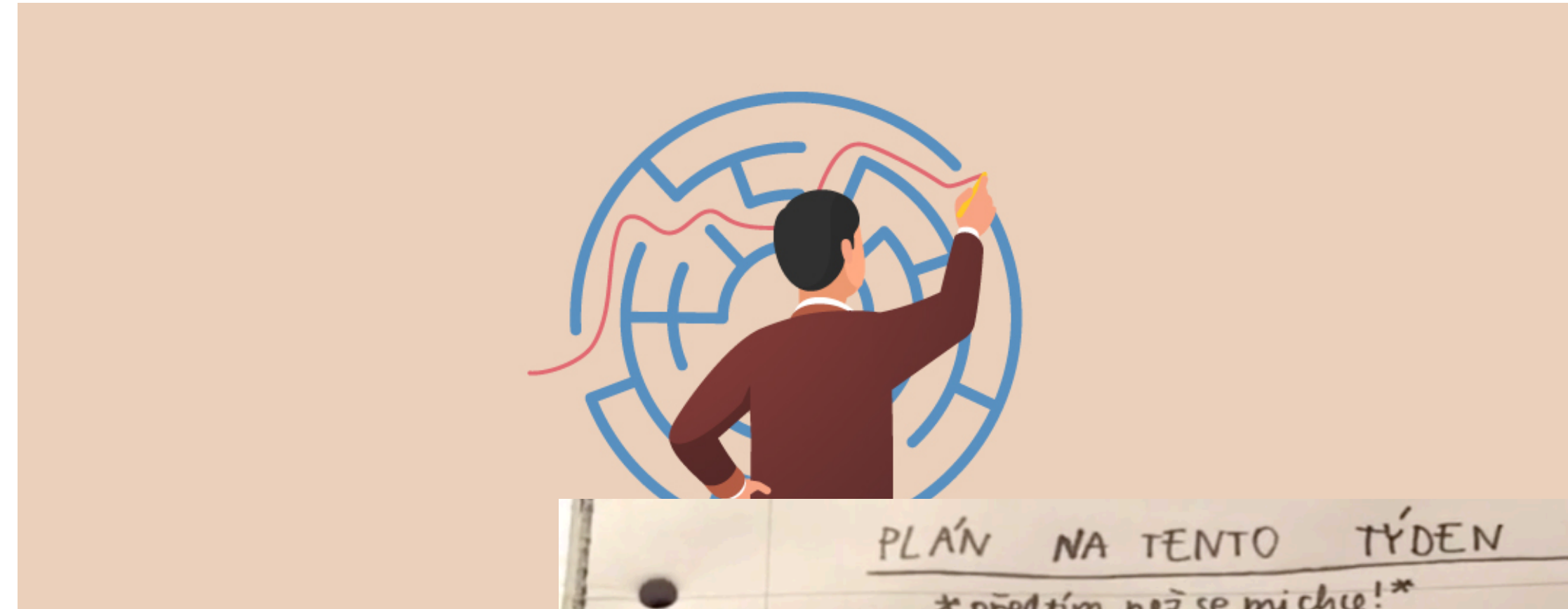
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PLÁN NA TENTO TÝDEN

* předtím, než se mi chce! *
DĚLANÍ JE LÉK!

PONDĚLÍ	ÚTERÝ
<input type="checkbox"/> navrhnout kamarádce telefonát	<input type="checkbox"/> 10min hra
<input type="checkbox"/> zavolat na poštu	<input type="checkbox"/> uklidit 1 p
<input type="checkbox"/> dát si vanu před spaním	<input type="checkbox"/> se odmi
	<input type="checkbox"/> čist si zpra
STŘEDA	ČTVRT
<input type="checkbox"/> zavolat si s mámou v 8 a vstát u toho z postele	<input type="checkbox"/> 20 min
<input type="checkbox"/> zkusit svalovou relaxaci (20min)	<input type="checkbox"/> Calespi
	<input type="checkbox"/> podí

Thank you for your attention!

Don't forget filling in your anonymous feedback:
<https://forms.gle/j8K5hLY1uEoKktGb7>

