

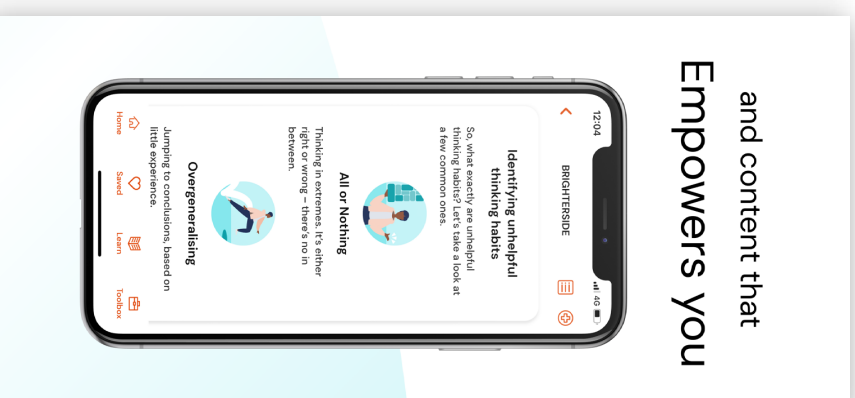
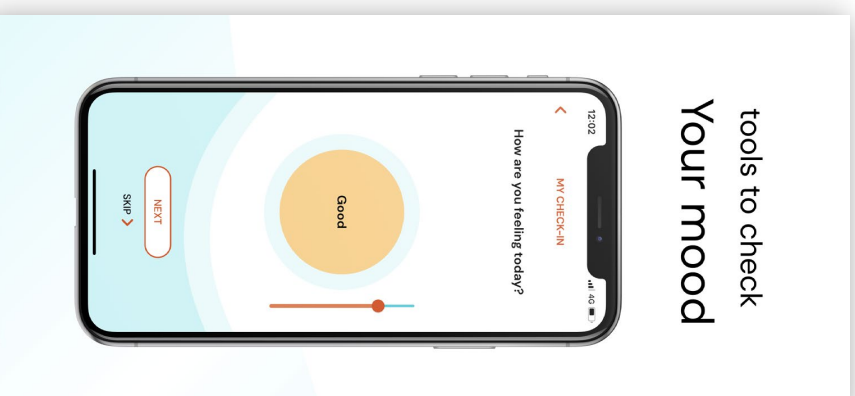
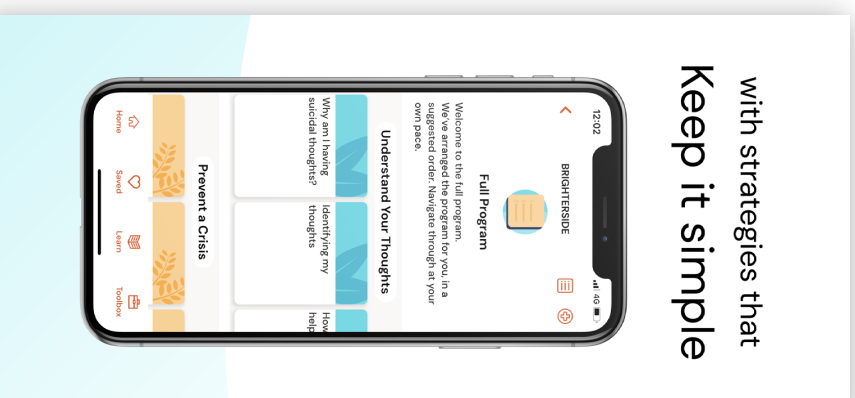
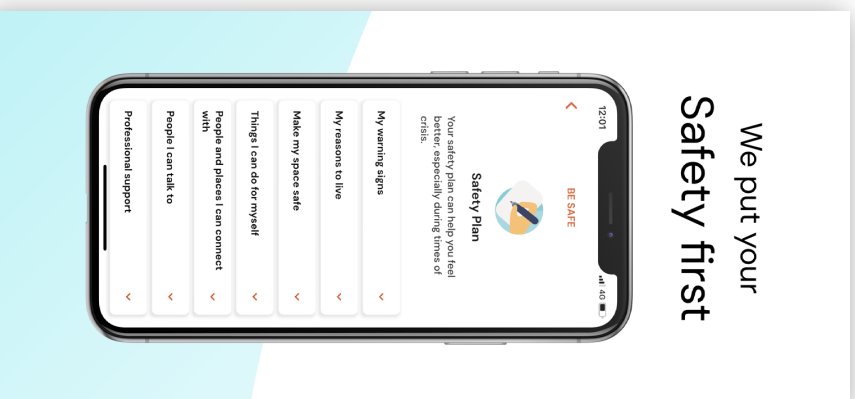
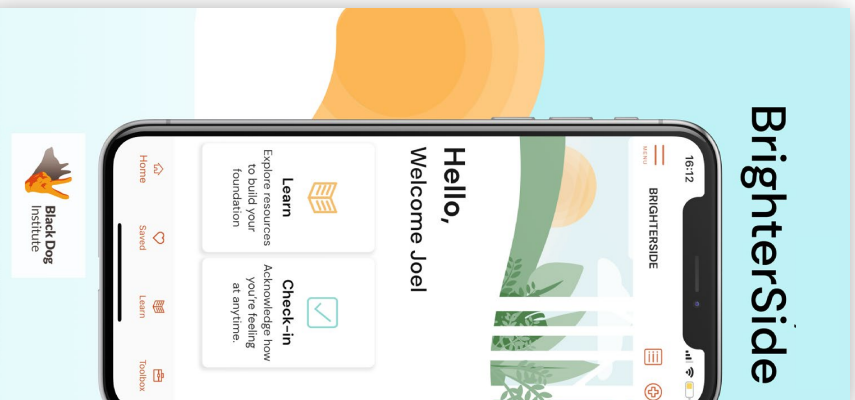
BrighterSide

A digital intervention to reduce suicide ideation

Released: Nov 2020



Welcome to BrighterSide



About the Program

BrighterSide is currently only accessible to those participating in a trial conducted by The Black Dog Institute.

Program Background:

Digital health interventions that specifically target suicidal thinking are proven to be more effective at reducing the severity of suicidal thoughts than general mental health apps (e.g. those that only target depression). The mental health experts at the Black Dog Institute have designed BrighterSide to address this need, and to make help easily accessible to the public.

The app has been adapted from an evidence-based program originally developed in the Netherlands. Randomised Control Trials (RCTs) were conducted in the Netherlands, Denmark, and Australia to support the original program's effectiveness.

About the Program.. cont

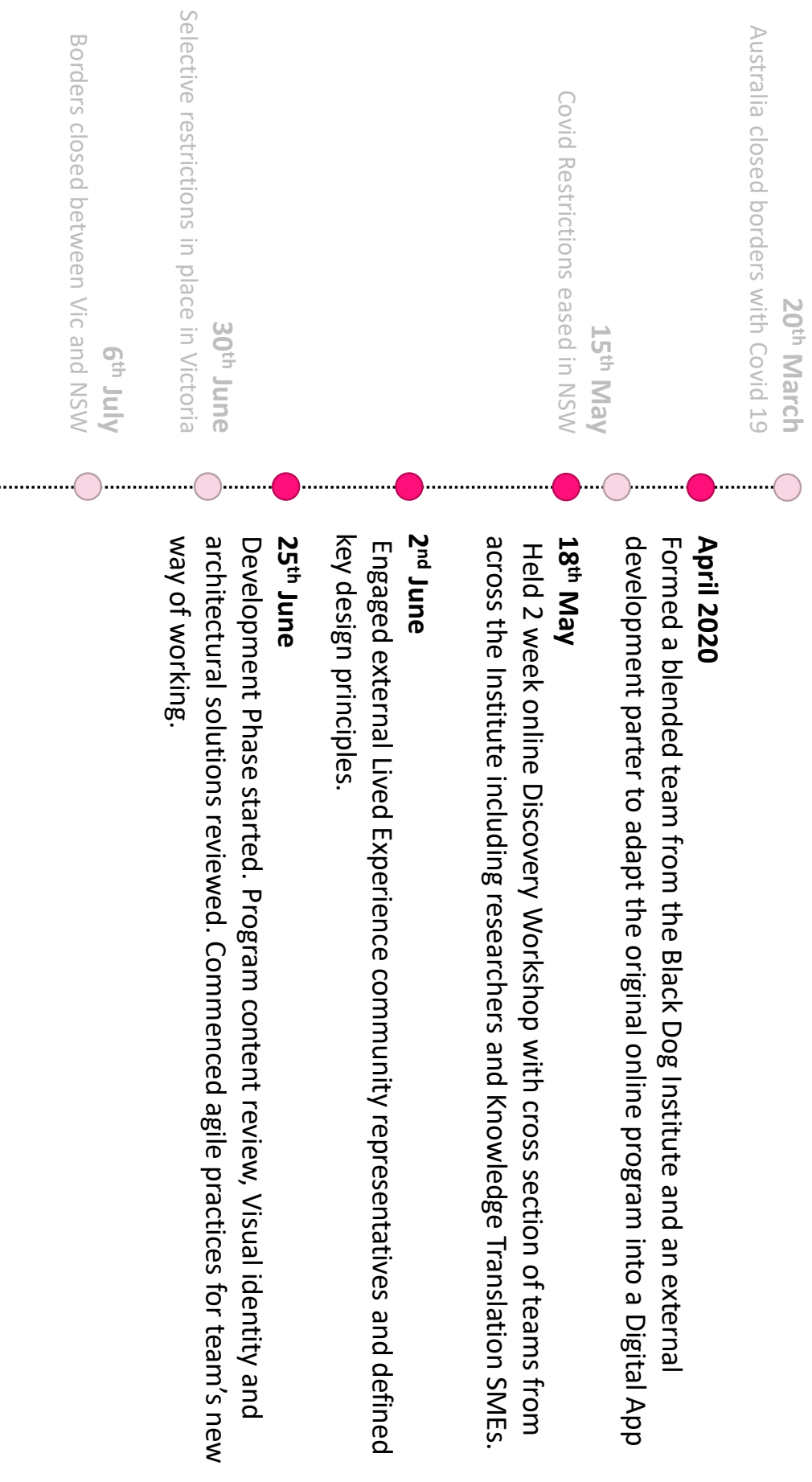
BrighterSide is an interactive self-help app for adults. Designed to help those with suicidal thinking to understand their thoughts, and develop the best skills and strategies to help manage them.

The program contains five modules that use elements of cognitive behavioural therapy (CBT), and dialectical behavioural therapy (DBT). It also incorporates elements of acceptance and commitment therapy (ACT), and positive psychology.

The module topics are:

1. Understand Your Thoughts
2. Prevent a Crisis
3. Navigate your Emotions
4. Navigate Your Thoughts
5. Plan for the Future

App development journey and other 2020 highlights...





Five Design Principles

BrighterSide has been developed with the following five key design principles:

1. Safety First – safety is paramount to protect the user from harm, and suicidal thought escalation - especially in high intensity periods.
2. Respect – we engaged with the Lived Experience community regarding the use of language within the app to ensure the design could better acknowledge and support our audience in their time of need.
3. Empowerment – After downloading BrighterSide, users can access all modules, and can choose which pathway or activities they wish to complete. Users can also revisit favourite activities they find helpful via their toolbox on the homepage.
4. Simplicity – the flow and navigation within the app has been tested with our Lived Experience community to ensure it is intuitive for our end users and to ensure they can quickly navigate with minimal effort.
5. Trust – supporting the users' trust and acceptance that the content will help them, and that they are not alone on their journey.

Key App Features

BrighterSide allows users to personalise their experience with these key features:

- *Safety Plan*: Users can begin to create their Safety Plan during onboarding or wait to build it when they're feeling okay. The Safety Plan is designed to help users stay safe in a crisis or prevent an escalation. The safety plan can be accessed from any screen within the app.
- *Daily Check-ins*: taking a moment to check-in, can help users connect with their feelings. It's optional – so it can be skipped if they prefer.
- *Coping Tools*: This feature gives users access to the best calming and distracting techniques as recommended by our Lived Experience community. These tools can help users cope through the tough times or even reduce the intensity of thoughts in the event of a crisis until such time as they feel ready to speak to someone for further help.
- *Pathway selection*– users can select the full program which takes them through the logical step by step approach, or they can try the thought, feeling, or action focused approach to access the program content. By allowing users to choose their own pathway it can better help support their needs and learning style.
- *Favourites* – users can save their favourite activities and content which gets added to a saved content folder. This folder is on the home page so users can quickly access these when they need to.

Working with illustrations in the suicide prevention space



Initial user testing

Early testing suggested figures with faces could incite a negative emotional response from users and pink tones were considered too feminine for male users

this led to a focus on positive and calming illustrations with a cooler palette



Complex concepts

Using imagery to convey concepts such as 'distractions', 'mind reading' and 'changing habits'

Positive, sensitive tone

Positive imagery with neutral figures and a bright colour palette

Lived Experience User Testing: in their own words.....

“Easy to use, lots of growth and really interesting the ability to need help now and have all the activities and not just emergency numbers. Never seen it before and think its will be helpful for a range people”

“Overall very impressive and I’m not sure what state I will be in that can find any part of this app to be unhelpful, and there’s something for everyone”

“Yes, there is clinical way to look at things but I’m looking to see what’s going to help me now. I like that its not a clinical looking app, I can get suspicious if its too clinical.”

Lived Experience User Testing: in their own words.....

“Brightside - because of the connotation of looking at the bright side, optimism”

“I gave a 10 because its easy to use and with the position I have with LE community, I feel 100% confident in this to recommend. It's not offensive or patronising and ticks lots of boxes. Having been involved from the start, I've help build it”

“Lots of interesting things to understand and build resilience”

Thank you

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