Expanding Big White Wall – Self Referral
Big White Wall Overview
“Our name comes from its parts: “Big” recognises the infinite nature of human emotion; “White” conveys the blank canvas that our site provides members to express themselves; and, “Wall” symbolises shelter and support, as well as the barriers we sometimes need to break through to improve emotional health. The importance of anonymous self-expression is obvious in the thousands of ‘bricks’ created by BWW members.”
Big White Wall - Overview

- Founded in 2007 as an online peer-support network, Big White Wall provides 24-7 support for mental health and wellbeing issues in a safe, anonymous environment.
- BWW works with health and social care providers, universities, the Armed Forces and employers to provide online service across the UK, New Zealand and Canada, and has been recognised as a High Impact Innovation by the National Health Service (UK), amongst many other awards.
Big White Wall is a Digital Mental Health service for mild to moderate mental health conditions. Big White Wall is completely anonymous, and available at all hours of the day. Monitored by mental health professionals 24/7 and supported by clinical analytics. Residents can access BWW simply by entering their postal code.

- **Post a Talkabout**
  Talk to other Big White Wall members who may be experiencing the same thing as you.

- **Create a Brick**
  Express your feelings by creating a Brick using pictures and images.

- **Assess Yourself**
  Take assessments to set goals and track your progress.

- **Find Useful Stuff**
  With over 200 articles on Big White Wall, you can understand more about how you are feeling.

- **Join a Program**
  Register for on-line guided support courses using recognized therapies.

- **Make Friends**
  Connect with other Big White Wall members who feel like you so you can support each other.
Big White Wall helps patients with their mental health.

- More than 60,000 people have been reached by Big White Wall since 2007.
- Key benefits reported include reduced isolation, improved coping skills and strategies, and better emotional health.
- 35% of people affected by mental health related sickness absence reported that BWW reduced the amount of time lost.
- 51% of people affected by mental health related productivity loss reported that BWW reduced the amount of time lost.

Big White Wall fills in gaps in current service provision.

- People with higher mental health need use Big White Wall at night, when other services are less available.
- Of people not referred by a HCP, 48% had not received treatment for their mental health the month before joining.

Source: Outcomes and Research Summary Report 2015. Big White Wall
Self-Registration
Sublicense Terms of Use

- The terms outlined in the terms of use will govern Participant’s use and distribution of the Licenses.
- By using, or by distributing to a patient, client, student or employee the License(s), Participant agrees to the Terms and acknowledges and agrees that they constitute a contract between Participant and OTN.
- Signatures are not required.
- A copy of the terms of use will be provided for each participant. Acknowledgement of receipt can be sent via email to hekperigin@otn.ca.
Self-Registration

- OTN has collaborated with Big White Wall and our legal counsel to enable direct user sign up
- This eliminates the workload on clinicians
- Users are directed to a consent page that outlines the BWW privacy and terms of use. The user must agree to the terms before they can register to use the application
Self-Registration

1. Go to [www.bigwhitewall.com](http://www.bigwhitewall.com)
2. Click on ‘Join now’ on the page
3. In the location section enter your Ontario postal code. Click next.
4. Review and accept the privacy terms of use. Click next.
5. Create a Big White Wall account
6. An anonymous email address can be created for this purpose and does not have to contain the user’s name
7. Email addresses are required to confirm user account creation and in the case of a forgotten password, an email will be sent to the user to reset their password
8. The next screen will inform the user that the registration was successful and direct them to check their email inbox and click on the email link to activate the account. **User should also check Junk Mail.**
9. **To Activate:**
Go Back to email inbox and locate the activation email; it contains the activation link.

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<thead>
<tr>
<th>From</th>
<th><a href="mailto:theteam@bigwhitewall.com">theteam@bigwhitewall.com</a></th>
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<tbody>
<tr>
<td>Subject</td>
<td>Thank you for joining Big White Wall</td>
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10. Click the **here** link in the email to complete the activation. This will open Big White Wall and the User can begin. If the user cannot locate the activation email in their email. They may contact Big white wall at theteam@bigwhitewall.com
Once the account is activated, the user will be taken to the home page and introduced to the use of BWW by watching a short video that explains each feature.
The Features

The Wall
Bricks - User-generated art therapy through use of image and text to express feelings, and prompt discussion.

Assess Yourself
Useful Stuff - Range of tests on emotional health and issues surrounding healthy lifestyles. Members record their progress and access materials focussed on self-improvement and understanding.

Talkabouts
Members talk to each other about their problems and express themselves in a safe online platform.
Guided Support Courses

Modular online programmes, which are evidence based, lasting 2-6 weeks

Courses contain material to work on week by week, followed with a group of peers also taking the same course

Includes healthy lifestyles courses for weight management, stopping smoking and reducing drinking

Courses also available in managing depression and anxiety and other mental health and wellbeing concerns
Benefits of Guided Support

**Personalised to the user.** Focus on identifying behaviours that are different for each individual, providing suggestions for changing them.

**Evidence-based and successful.** Our Managing Anxiety and Managing Depression participants have showed reductions of 3.5 points on average, using the standard anxiety and depression questionnaires (PHQ9 and GAD7).

**A wealth of materials.** Users set themselves goals, identify their ‘triggers’ for negative behaviours, keep track of how they are improving and get tips from the group using the tools and resources available.
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<thead>
<tr>
<th><strong>SupportNetwork</strong></th>
<th><strong>GuidedSupport Courses</strong></th>
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<td>Those who benefit from the SupportNetwork demonstrate persistent symptoms of anxiety, low mood and common mental health disorders. For example, an individual struggling with low-level stress at work, with mild sleep disturbance or is struggling with motivation should be referred to the SupportNetwork.</td>
<td>Guided Support Courses are for persistent subthreshold symptoms of depression, or for mild to moderate panic disorder, generalised anxiety disorders or mild to moderate OCD. These individuals might be affected to a large extent at work/home and are seeking solutions and support.</td>
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Examples of How BWW Works

https://www.youtube.com/watch?v=FGspFoqiX0s&feature=youtu.be

https://youtu.be/mOTw0u_wEJY
Implementation
Implementing Big White Wall

- OTN will manage the relationship with Big White Wall for the licenses. This includes procuring licenses.
- OTN will act as a catalyst to support organizations and agencies as needed to successfully implement the solutions in their areas.
- OTN will monitor license usage.
- OTN will request usage reports from BWW.
- Data indicators cannot be grouped to a particular organization but can be grouped by postal code.
- OTN will assign an adoption lead to an organization.
- The adoption lead will be the point of contact.