



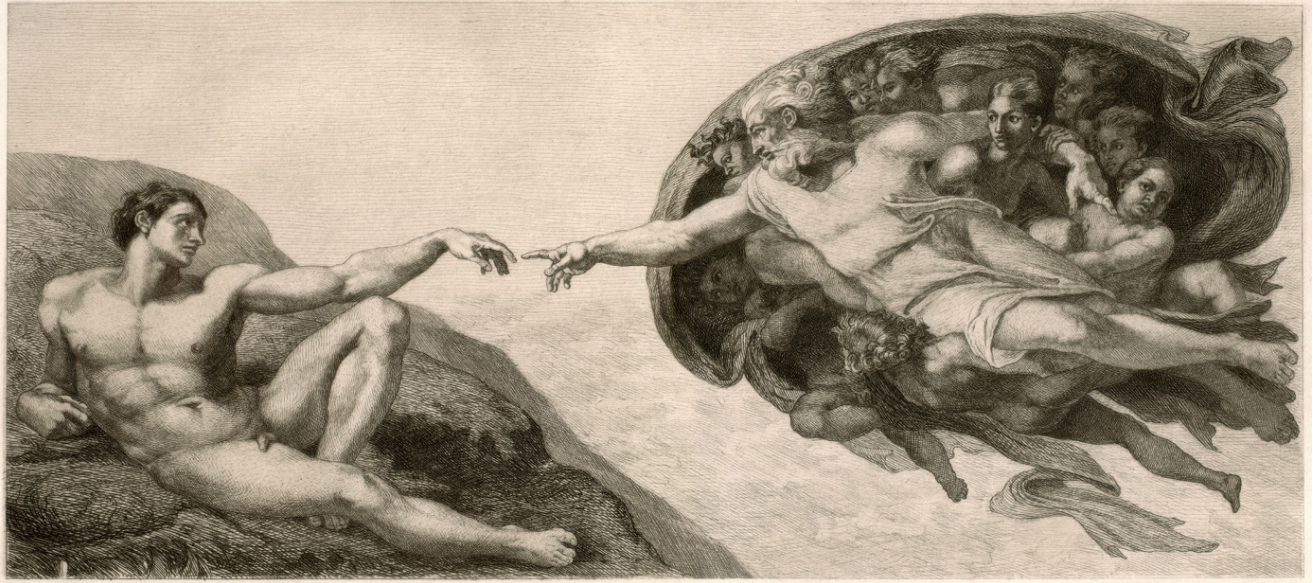
Australian
National
University

Centre for Mental Health Research

Using Social Marketing to Improve Mental Healthcare

Co-creation & Data Co-Op for Health and Wellbeing*

A CMHR event in the 2019 Cross-College series on Health and Social Systems



**A data co-op is a group organised for sharing data from online consumers between two or more organisations*

DAY 1: 9.00am – 4.30pm Wednesday 25 September

DAY 2: 9.00am – 3.00pm Thursday 26 September

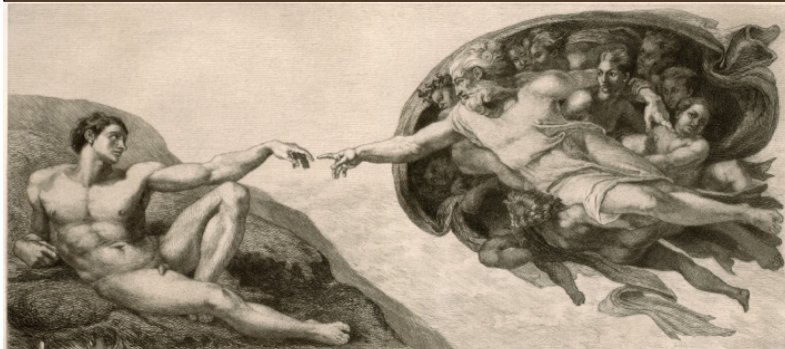
Registration from 8.40am each day

AUSTRALIAN NATIONAL UNIVERSITY
Henderson Room
Building 63, Eggleston Rd, ACTON

Follow us @CMHR_ANU

Register at: <http://bit.ly/2IRGc6r>

Using Social Marketing to Improve Mental Healthcare



Co-creation & Data Co-Op for Health and Wellbeing

A CMHR event in the 2019 Cross-College series on Health and Social Systems

Convener: Dr Tom Chen

PROGRAM DAY 1, WED 25 SEPTEMBER:

Co-design of decision-making tools and responsible data sharing for health and social policy experts and decision-makers

9am – 4.30pm

8.40 – 9.00am

ARRIVAL COFFEE AND REGISTRATION

9.00 – 9.30am

WELCOME & INTRODUCTION

Prof Luis Salvador-Carulla, Head, Centre for Mental Health Research, ANU

9.30 – 12.00pm

PRESENTATION & WORKSHOP

Using evidence and co-creation to design better decision support tools – the four phases of development

Prof Rebekah Russell-Bennett, Deputy Director, Centre for Behavioural Economics, Society and Technology (BEST) and professor in marketing at Queensland University of Technology

9.30 – 10.00am

Phase 1: Define

10.00 – 10.30am

Phase 2: Discover

10.30 – 11.00am

MORNING TEA

11.00 – 11.30am

Phase 3: Develop

11.30am – 12.00pm

Phase 4: Deliver

12.00 – 12.50pm

LUNCH

12.50 – 1.20pm

PRESENTATION

Introduction to co-creation

Dr Tom Chen, Senior Lecturer in Marketing, University of Newcastle; Honorary Senior Lecturer at Centre for Mental Health Research, Research School of Population Health, ANU; and Visiting Fellow at Research School of Management, ANU

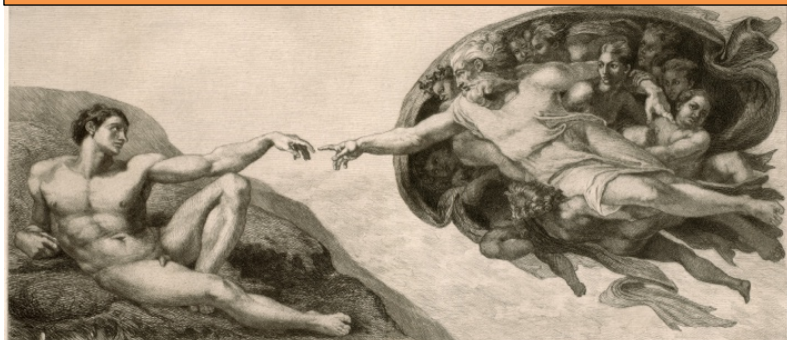
PROGRAM DAY 1,
WED 25 SEPTEMBER
cont'd:

1.20 – 2.05pm	<p>PRESENTATION</p> <p>Spatial analysis and mapping tools for health planning</p> <p>Dr Nasser Bagheri, Senior Research Fellow, and Co-Leader VIDEA[#] lab, Centre for Mental Health Research, ANU</p> <p>A/Prof Jose Alberto-Salinas, Associate Professor of Quantitative Methods at Universidad Loyola Andalucia, Spain; and Visiting Fellow at Centre for Mental Health Research, ANU</p>
2.05 – 3.05pm	<p>DATA CO-OP WORKSHOP</p> <p>Data Co-Op: Responsible Data Sharing Framework</p> <p>A/Prof Amir Aryani, Head of the Social Data Analytics (SoDA) Lab in the Social Innovation Research Institute, Swinburne University of Technology</p>
3.05 – 3.30pm	AFTERNOON TEA
3.30 – 4.00pm	<p>PRESENTATION</p> <p>Use of SOMNet for identifying key performance indicators of complex mental health systems and healthcare resource planning</p> <p>Dr Younjin (Jina) Chung, Postdoctoral Research Fellow, Centre for Mental Health Research, ANU</p>
4.00 – 4.30pm	<p>PANEL DISCUSSION</p> <p>Co-creation perspectives on health decision-making tools</p> <p>A/Prof Amir Aryani Dr Tom Chen Prof Rebekah Russell-Bennett</p>
4.30pm	CLOSE DAY 1

Co-design and co-creation have become the major drivers of innovation in designing new mental health services...

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Convener: Dr Tom Chen

PROGRAM DAY 2, THURS 26 SEPTEMBER:

Co-creation of digital tools and data sharing insights for health and well-being
9am – 3pm

8.40 – 9.00am	ARRIVAL COFFEE AND REGISTRATION
9.00 – 9.15am	WELCOME & INTRODUCTION Prof Luis Salvador-Carulla, Head, Centre for Mental Health Research, ANU
9.15 – 9.45am	PRESENTATION National digital health projects to support the health workforce Dr Brendan Loo Gee, Fellowship by Training candidate at the Australasian College of Health Informatics, and Visiting Fellow at the Research School of Population Health, ANU
9.45 – 10.15am	PRESENTATION Lightme: Analysing Language in Internet Support Groups for Mental Health Dr Gabriela Ferraro, Research Scientist, Data61, CSIRO, and Adjunct Research Fellow at College of Engineering and Computer Science, ANU
10.15 – 10.45am	MORNING TEA
10.45 – 11.30am	CASE STUDY Co-design of e-tools for behaviour change: a case study with disadvantaged parents and high school students for tertiary study Prof Rebekah Russell-Bennett, Deputy Director, Centre for Behavioural Economics, Society and Technology (BEST) and professor in marketing at Queensland University of Technology
11.30 – 12.15pm	CASE STUDIES Case studies on digital health from a local to global context Dr Brendan Loo Gee, Fellowship by Training candidate at the Australasian College of Health Informatics, and Visiting Fellow at the Research School of Population Health, ANU
12.15 – 1.15pm	LUNCH

PROGRAM DAY 2,
THURS 26 SEPTEMBER
cont'd:

1.15 – 2.15pm

CASE STUDY

The Data Cooperative (Co-Op) Platform for Social Impact and Public Health

A/Prof Amir Aryani, Head of the [Social Data Analytics \(SoDA\) Lab](#) in the Social Innovation Research Institute, Swinburne University of Technology

2.15 – 3.00pm

CASE STUDY

Collaboration in mental health care: lessons from a pilot implementation of a peer worker-led e-mental health recovery app.

Dr Michelle Banfield, MRFF Translating Research into Practice Fellow, Head, ACACIA: The ACT Consumer and Carer Mental Health Research Unit, Centre for Mental Health Research, ANU

3.00pm

CLOSE

...Learn from two of Australia's leaders in
social marketing.

Using Social Marketing to Improve Mental Healthcare

SPEAKERS

Using Social Marketing to Improve Mental Healthcare

Dr Tom Chen



Workshop convener: Tom Chen is a Senior Lecturer in marketing at the University of Newcastle and an Honorary Senior Lecturer at the Research School of Population Health, ANU. He has been a visiting fellow at the Research School of Management, ANU since 2017. His research interests span marketing theory and marketing strategy, and include co-creation and engagement. His current research focuses on co-creation initiatives and business models, co-creative consumers' psychological states, customer initiation of value co-creation, and customer engagement, particularly in the context of smart cities, sharing economy and disruptive innovation (e.g., driverless cars). He is co-founder of the Co-creation in Service and Customer Engagement Symposium (CCIS-CE). He has published in the *Journal of the Academy of Marketing Science*, the *European Journal of Marketing*, the *Journal of Service Management*, the *Journal of Service Theory and Practice*, the *Journal of Retailing and Consumer Services*, *Journal of Marketing Management*, and the *Journal of Product & Brand Management*.

Prof Rebekah Russell-Bennett



Professor Rebekah Russell-Bennett is Deputy Director of the Centre for Behavioural Economics, Society and Technology (BEST) and professor in marketing at Queensland University of Technology. Her research lies at the nexus of the social marketing (behaviour change) and services marketing domains where she uses service design techniques to create tailored solutions for social problems such as electricity use, educational disadvantage, condom-use, domestic-violence, alcohol use and overconsumption of resources. She is a global leader in shaping the debate and impact of social marketing as a behaviour change approach. Her submissions to the Queensland parliament in 2015 and 2016 on behaviour change approaches have assisted in shaping policy within the Department of Health. Rebekah has published more than 250 peer reviewed articles (70 journal articles) and is the co-editor of the *Journal of Services Marketing*. She was recently announced by the Australian newspaper as the 2019 top researcher in the field of marketing based on the highest number of citations in the top 20 journals in the field. Rebekah is the program leader of the Services Thinking for Social Problems research group at QUT (<https://research.qut.edu.au/servicesocialmarketing/>) and has undertaken Category 1, 2 and 3 funded research in excess of \$9.5m service.

Prof Luis Salvador-Carulla



Professor Luis Salvador-Carulla is Head of the Centre for Mental Health Research at the Research School of Population Health, Australian National University. He has been an advisor to the Government of Catalonia (Spain), the Spanish Ministry of Health, the European Commission (EC) and the World Health Organisation (WHO). His research has focused on developing decision support systems in health and social policy, including tools for analysis of technical efficiency and benchmarking, indicators for health policy analysis and priority setting in mental health and in disability. He has coordinated the Integrated Atlas of Mental Health Project for mapping mental health services in over 30 local areas around the World. In 2012 he received the Harvard Medical School Leon Eisenberg Award for his contribution in the field of developmental disorders.

Dr Nasser Bagheri



Dr Nasser Bagheri is a Senior Research Fellow at the Australian National University (ANU) and recipient of an Australian Research Council DECRA Fellowship. He leads a spatial epidemiology team and co-leads the Visualisation and Decision Analytics (VIDEA) lab in the ANU Centre for Mental Health Research. His research has focused on chronic disease risk assessment, particularly cardiovascular disease (CVD), diabetes, mental health and dementia. He has a particular interest in spatial variation and quantifying the impact of modifiable risk factors including lifestyle and built environment, on chronic disease.

A/Prof Jose Alberto-Salinas



Dr Salinas is a health geographer. He is Associate Professor of Quantitative Methods at Universidad Loyola Andalucia, Spain; and Research fellow at the ANU College of Health and Medicine. He developed his PhD on Spatial Data Analysis through a Multi-Objective Evolutionary Algorithm applied on mental health data. His main area of interest is the relationships between health and territory. He has applied GIS in social and health studies, service maps and spatial data analysis in health ecosystems research in Europe, America and Australia

A/Prof Amir Aryani



Amir Aryani is the Head of the [Social Data Analytics \(SoDA\) Lab](#) in the Social Innovation Research Institute, Swinburne University of Technology. The Lab applies contemporary and emerging co-op data analytics techniques to provide insight into health and social problems. Amir has experience with large-scale and cross-institution projects in Australia and Europe. His track records include collaboration with high-profile international institutions such as British Library, ORCID (U.S), Data Archiving and Network Analysis (DANS, Netherlands), Institution for the Social Sciences in Germany (GESIS), and funders including ARC, NHMRC, and NIH. He is an experienced project leader on initiatives involving creating and leading data-driven projects and using data modelling, information retrieval techniques, and real-time data analysis. He has published articles in high impact journals such as Nature Scientific Data, Metadata and Semantics Research, and Frontiers in Artificial Intelligence and Applications.

Dr Younjin (Jina) Chung



Younjin Chung (Jina) is a postdoctoral research fellow at the Centre for Mental Health Research (CMHR), Research School of Population Health (RSPH), Australian National University (ANU). She is a data scientist who works as a health systems engineering researcher in the Visual and Decision Analytics (VIDEA) Lab. Her research, which originated in Computer Science, has focused on information visualisation, machine learning, artificial intelligence and data mining for visual analytics. Her work has been applied to mental health research in developing decision support tools for evidence-informed policy planning.

Dr Brendan Loo Gee



Brendan is a Fellowship by Training candidate at the Australasian College of Health Informatics and Visiting Fellow at the ANU Research School of Population Health. Brendan's academic interest is in digital mental health interventions, and using these interventions to help people with complex needs. He is particularly interested in the technical and clinical implementation and translation of eHealth programs for health consumers, health researchers, and clinicians. Currently, Brendan is undertaking collaborative research projects in e-Mental Health with researchers at ANU, Data61, and Blackdog Institute. He is a Project Manager at the Australian Digital Health Agency where he works closely with the Chief Clinical Information Officer and the Chief Medical Adviser to deliver national projects that will support the health workforce to be confident using digital health technologies. The work will support the Workforce and Education pillar of the National Digital Health Strategy. He also works on research projects in the Global Digital Health Partnership program.

Dr Gabriela Ferraro



Gabriela Ferraro is a researcher DATA61-CSIRO, Australia. She also holds an adjunct position in the Australian National University, College of Engineering and Computer Science. Her research interests include Natural Language Processing and Computational Linguistics, and she is currently working in the areas of Semantic Parsing and Information Extraction.

Dr Michelle Banfield



Dr Michelle Banfield is a mental health consumer researcher and Head of Lived Experience Research at the Australian National University Centre for Mental Health Research. She leads a high-quality program of health systems research for effective mental health services, focusing on the expertise that mental health consumers contribute to research and reform. Dr Banfield and her team openly identify as mental health consumers in their research and dissemination activities, tackling stigma and challenging the researcher vs consumer dichotomy. Dr Banfield has a strong national reputation in consumer engagement and has authored influential works that are shaping inclusive research and practice.

This event is part of a Cross-College series of seminars and visualisation workshops made possible through the collaboration of the following ANU entities:

- *College of Arts and Social Science, **Research School of Social Sciences (RSSS), School of Demography;***
- *College of Health and Medicine, **Research School of Population Health (RSPH), Centre for Mental Health Research (CMHR) and RSPH Spatial Epidemiology/Data Visualisation hub;** and*
- *College of Engineering and Computer Science, **Research School of Computer Science (RSCS)***

*# **VIDEA: Visual & DEcision Analytics Lab** – An ANU Centre for Mental Health Research service and research organisation*