



**Big White Wall™**

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## Today

- Impact of Mental Health
- How Big White Wall works
- Guided Support Courses
- Co-morbidity issues and mental health

# The context of mental ill health



**1 in 4**  
impacted

Depression will be  
the 2<sup>nd</sup> largest cause  
of disability by 2020  
(WHO)

£105bn  
annual cost  
in UK

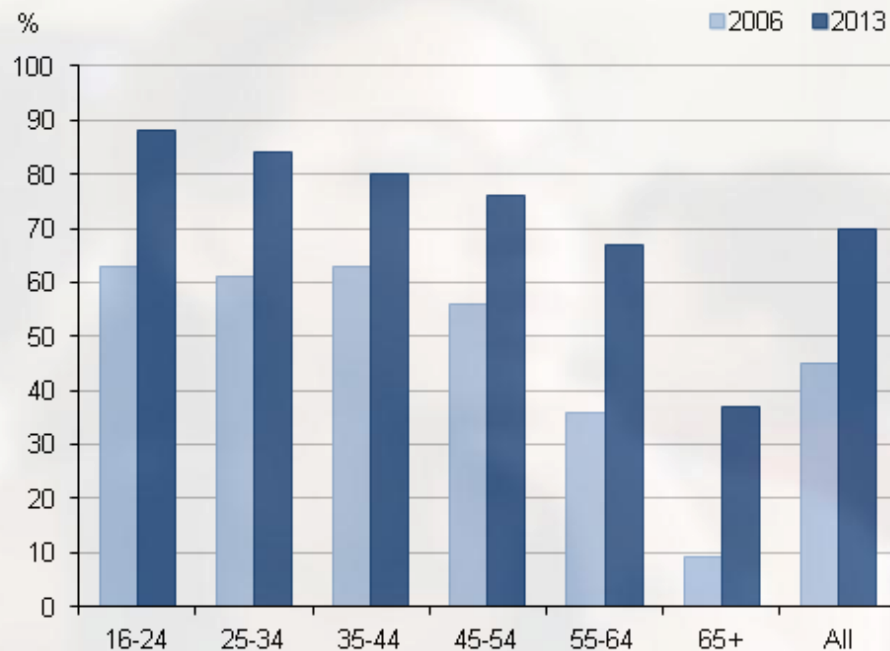
75% of those with a  
diagnosable mental  
illness receive no  
treatment at all

People with poor  
mental health die  
15 – 20 years  
earlier

# The Digital Context



Figure 1: Daily computer use by age group, 2006 and 2013



Source: Office for National Statistics

- >86% of adults have used the internet
- ‘Self-management’ online:  
banking, shopping, travel
- NHS Choices  
>20m visitors per month
- Consumer expectation  
24/7 access from home / bus
- National Information Board framework

# How Big White Wall works...

Video link here...



## Guided Support

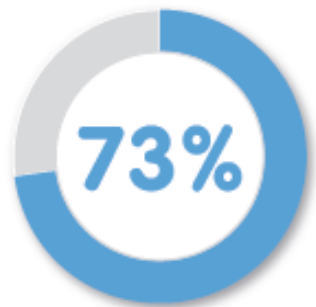
- Online self-help programmes
- Take as many as you like
- Peer led
- Covers topics such as managing depression, anxiety and many more

## Who uses Big White Wall?

- The average age of members active in 2013 was **37.7 years**.
- **55%** of members active in 2013 were in paid employment.
- **10%** were unemployed, higher than the national average for the year of 7%.
- Available in **38% of the ten most deprived areas in England**, compared to 22% of all local authorities.

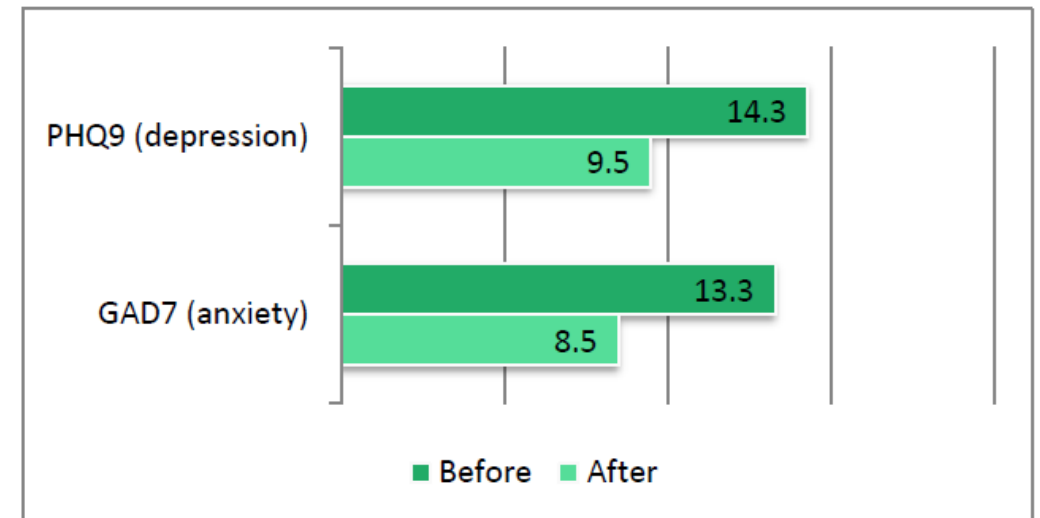
## BENEFITS TO INDIVIDUALS:

- Access to support 24/7 wherever you are
- No waiting, access earlier
- Feel less isolated: part of a community, accompanied by others
- Personalised choice
- Anonymity
- Access to clinicians on your own terms



## Outcomes from Guided Support Courses

On average, members taking 6 week BWW GuidedSupport courses for anxiety experienced a reduction of **4.8 points** in the PHQ9 (depression measure) and **4.8 points** in the GAD7 (anxiety measure).





# BENEFITS TO HEALTH & SOCIAL CARE SYSTEM:



- Increases reach while triaging demand
- More costly interventions used for those most benefit from BWW
- Reduces unplanned care e.g. A&E visits
- Brings efficiencies in work practices
- Integration with person at centre
- Largest savings in reduced demand for NHS face to face therapies

## Cost savings to the NHS

BWW commissioned an independent review of the economic savings to the NHS resulting from its SupportNetwork service. The review found that BWW saves an average of **£36,935** per **100** members to the NHS.



# AIMS

- Adding (quality adjusted) months to life
- Improve savings to the NHS



## Smoking

**33%**

of cigarettes smoked by  
people with mental  
health issues

**£720m** cost to the  
NHS treating those  
with mental disorders  
regarding smoking

## Weight Management

**37%**

increased suicide risk  
in obese women

**1.3m**

obese in UK use food  
to regulate mood

## Alcohol & Substance Misuse

**50%**

with substance  
misuse problem also  
have MH problem

**£2,772**

additional cost of  
treating someone  
with dual diagnosis

**People with mental health problems die 10-20 years earlier**