

# Do target-group specific interventions pay off? –

## Adaptation and implementation of digital mental health interventions to German farmers

Presenter: Dr. Elena Heber

HelloBetter

a brand of GET.ON Institute for Online Health Trainings



# Mental health situation of farmers

- Farmers have an above-average risk of developing a mental disorder / **37% higher risk of suicide**
  - **Professional challenges**
    - Lack of recognition
    - Overwork
    - Economic pressure
  - **Personal challenges**
    - high responsibility towards farm & family
    - caring for elderly relatives
- **reluctancy** to seek professional help (if at all) / stigma
- appropriate action is **not** taken in a **timely manner**
- **difficulties accessing help** due to geographic location



# ‘Mental health is a human right’



We believe that everyone should have easy access to affordable mental health care with proven effectiveness.



Our aim is to achieve this goal for all of humanity by developing a personalised digital solution that enables people with mental health problems to improve their mental well-being quickly and effectively in a self-determined manner.



Our platform motivates our users to work actively on their psychological well-being, teaches them evidence-based therapy techniques and activates personal resources.

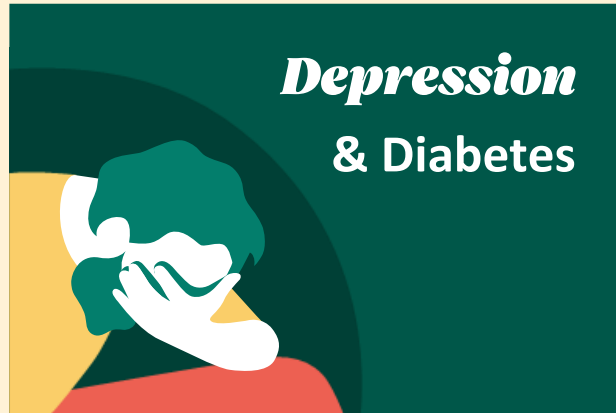
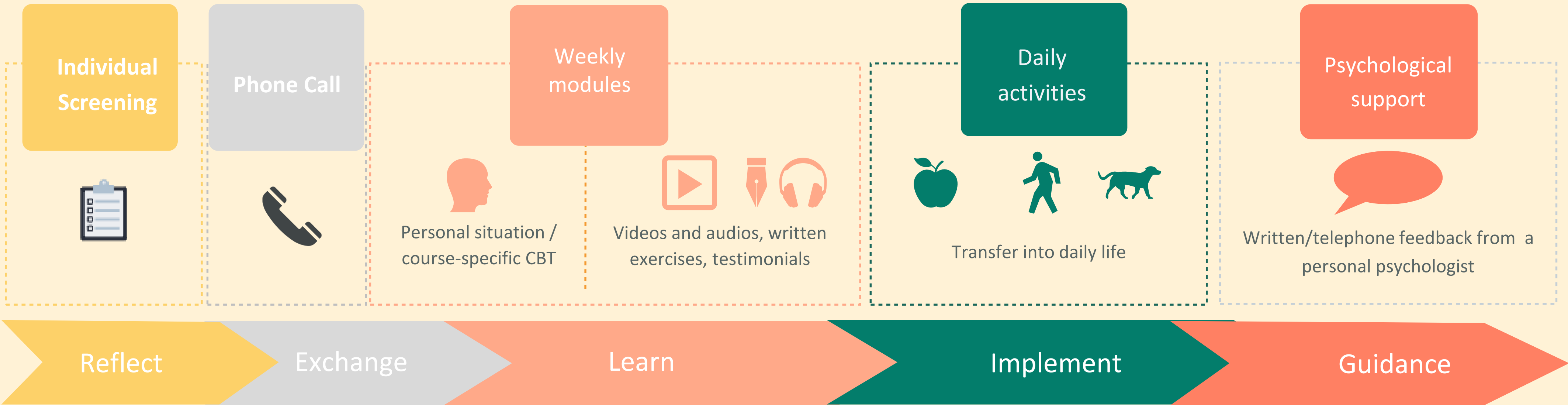


If necessary, our clients are even accompanied by psychologists and psychotherapists. Every user receives exactly the support that suits their needs. Without waiting, individually and cost-effectively.



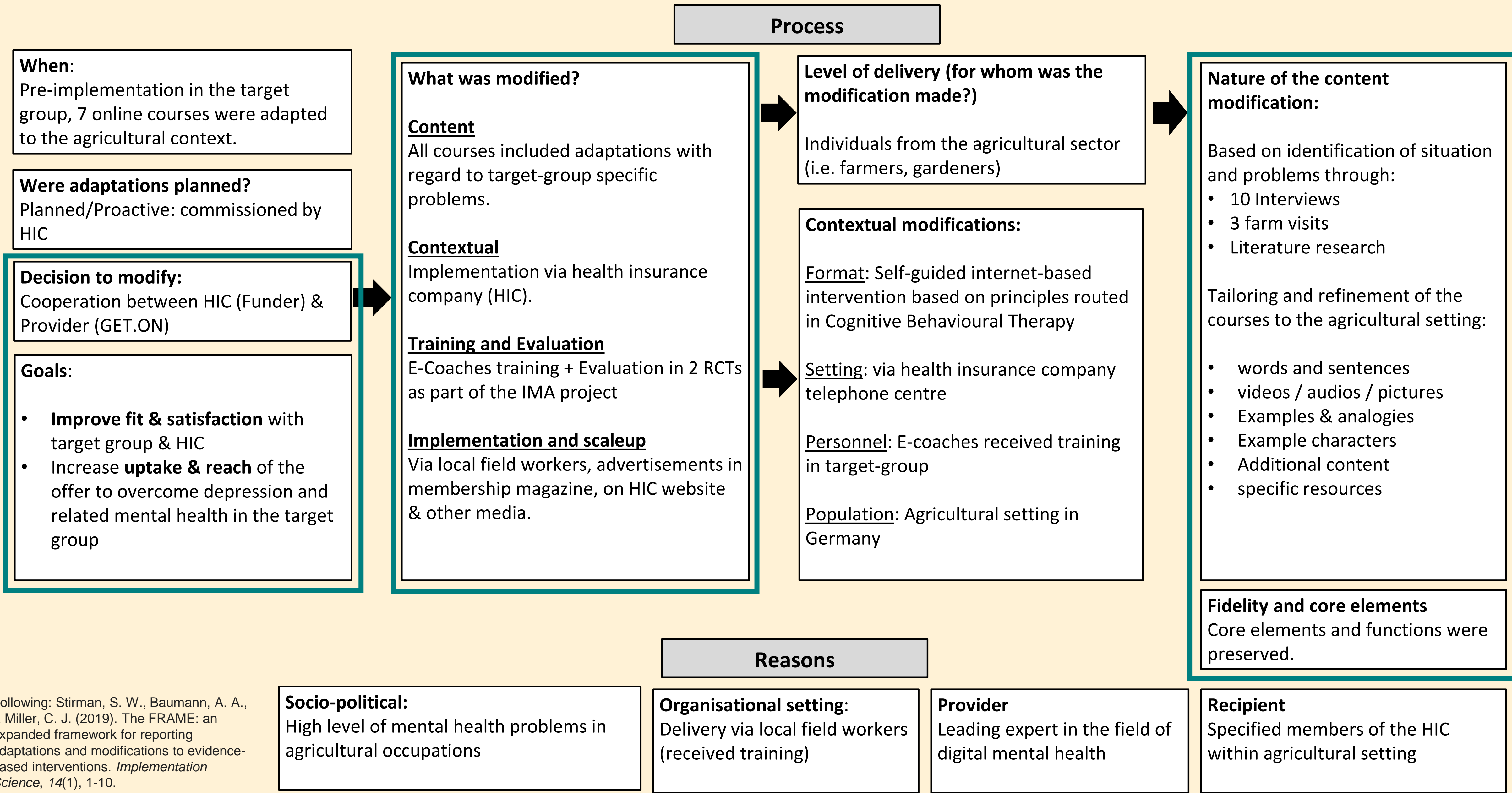
# Client journey

Our iCBT courses (GET.ON) for farmers combine an individual screening, telephone call, weekly sessions, reinforced with daily habit building tasks and therapist support.





# Framework for reporting adaptations and modifications



Following: Stirman, S. W., Baumann, A. A., & Miller, C. J. (2019). The FRAME: an expanded framework for reporting adaptations and modifications to evidence-based interventions. *Implementation Science*, 14(1), 1-10.

# Did the adaptation improve the fit & satisfaction?

Yes.

- The clients as well as the health insurance company were **highly satisfied** with course adaptations and the training of our e-coaches within the agricultural setting.



”

*Because I am working in a green profession,  
I felt absolutely understood here.”*

- Through the adaptations, clients felt understood in their specific problem situation:

*“...that was very helpful. I think I would NOT have  
done this if it hadn't been so practical for my situation.*

”



# *Did the adaptation increase uptake and reach?*

Yes and no.

- Whilst the target group has now access to a low-threshold digital mental health care offer which is **well-accepted** by the clients who use it, there are **no beneficial effects on adherence or effectiveness** compared to other offers.
- The **uptake was very low** (approx. 300 clients since 2017) compared to other implementation projects that were not specifically adapted to the target group (approx. 10.000 clients).

# Lessons learned



Course content adaptations **can successfully be done** to satisfy the target group.  
 → Before starting the adaptation providers should carefully outweigh pros & cons.



Target-group specific (content) adaptations of an existing offer cannot make up for **specific individual barriers to access** the treatment in the first place.  
 → Focus on increasing acceptance of digital mental health services in target group.



Having a **difficult client journey** will impede uptake & reach of digital mental health interventions.  
 → Focus on reaching clients directly and providing a well-rounded offer.

# Thank you for listening !

Contact Details:

Dr. Elena Heber

[e.heber@hellobetter.de](mailto:e.heber@hellobetter.de)

Oranienburger Str. 86A | 10178 Berlin | Germany

Headquarter: Rothenbaumchaussee 209 | 20149

Hamburg | Germany

[www.hellobetter.de](http://www.hellobetter.de)

