

Being *SaskWell*: Implementing a Two-Way Texting Service to Support Mental Health and Wellness Connectivity

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INTRODUCTION

As efforts are made around the world to triage the damaging effects of the global COVID-19 pandemic, the mental health and wellness of the global population has become a critical area of focus. Loss, isolation, and a multitude of unrelenting stressors have resulted in an unparalleled mental health challenge, placing added strain and burden on overwhelmed healthcare systems and providers. The rapid development of digital health technologies over the last decade has created opportunity to employ these solutions in addressing rising mental health and wellness needs.

Study Purpose: To develop and measure the adoption of a two-way texting service, *SaskWell*, to improve individual awareness and connection to existing mental health and wellness supports in Saskatchewan, Canada.

METHODS

Study Design, Participant Recruitment & Data Analysis

A three-phase mixed-methods approach was used to develop and explore the impact of *SaskWell*. The RE-AIM Framework, was used to establish three consecutive 10-week iterative cycles over the course of the project, with a focus on the **Reach**, **Evaluation** and **Adoption**. In addition to this, *SaskWell* was developed in collaboration with a patient and community advisory committee, consisting of residents of Saskatchewan.



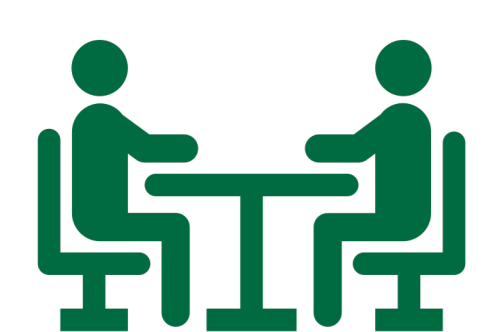
To sign-up for *SaskWell*, users must be a resident of Saskatchewan, ≥ 16 years old, have access to a mobile device, and understand English.



A variety of techniques were used to recruit users, inclusive of snowball sampling, social media posts, posters, flyers, news articles, etc.



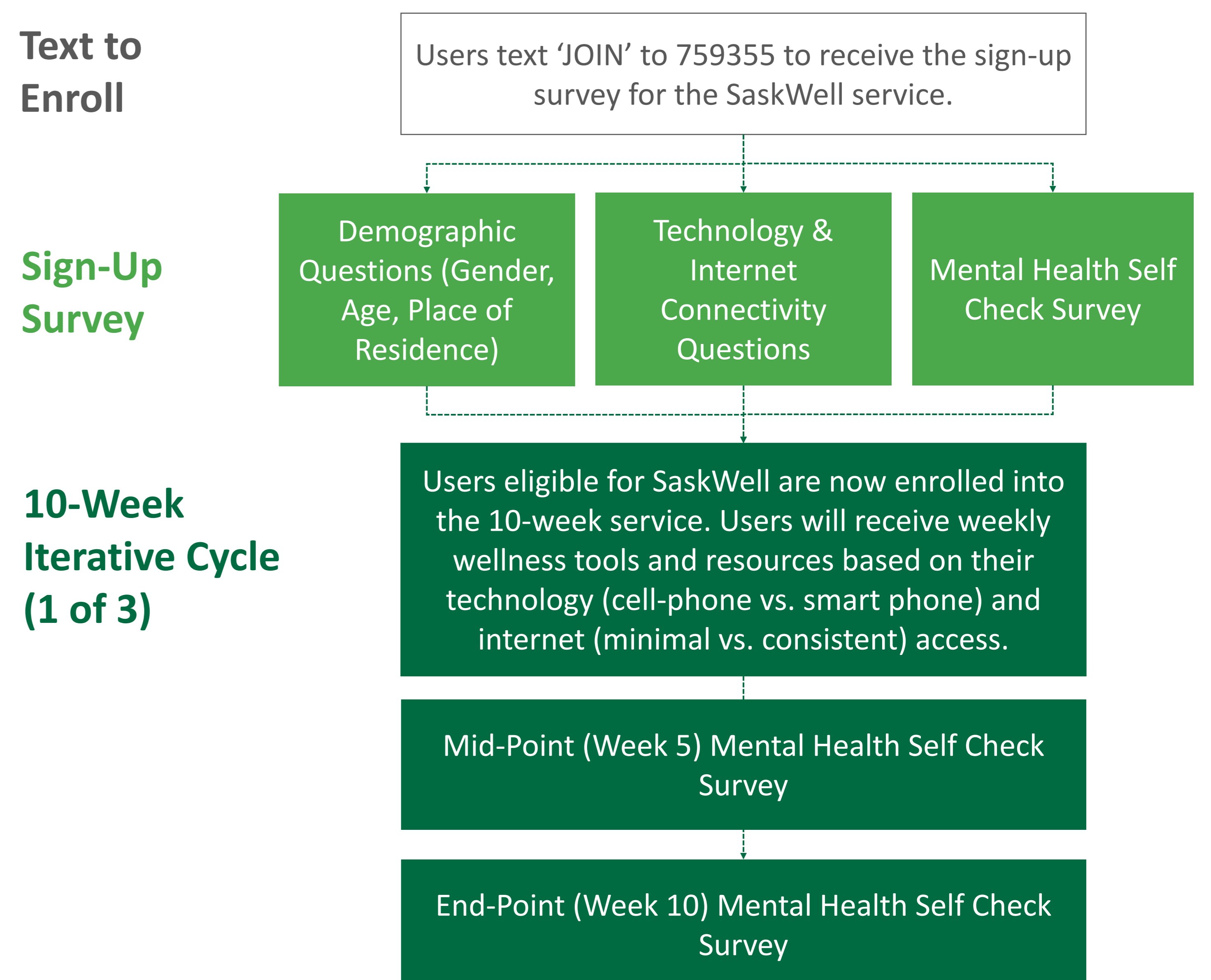
Quantitative usage (i.e., user engagement, click rate, response rate) and demographic data will be collected. Descriptive statistics will be calculated for the aforementioned measures.



Qualitative semi-structured interviews with users of the service will be conducted after each iteration to understand users' experiences with the service. Interview transcripts will be analyzed using a qualitative thematic approach.

Text-Based Service Design

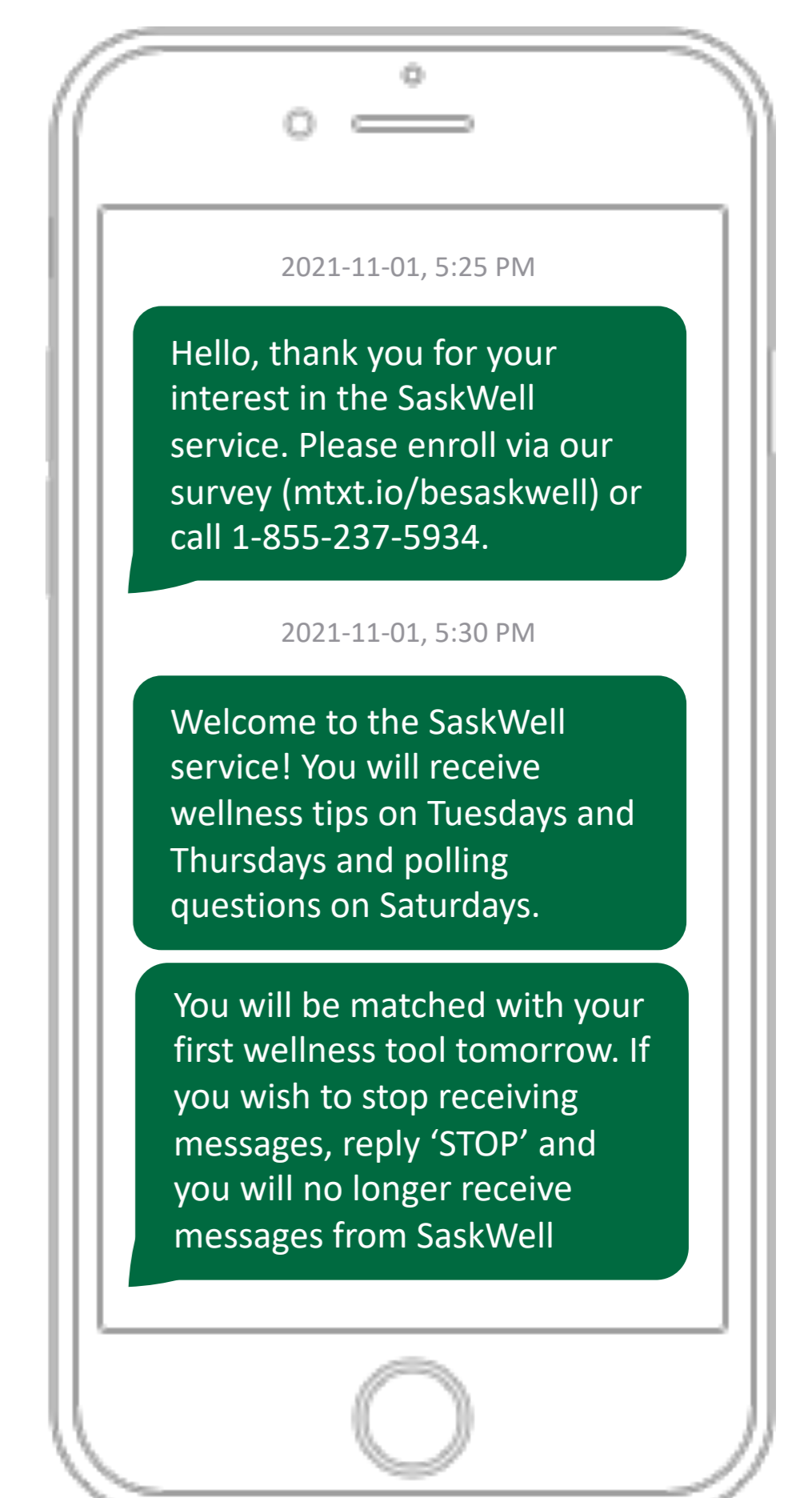
SaskWell connects users with wellness tools and resources through weekly prompts, based on their technology and internet connectivity, for evidenced based self-care. The figure below presents the *SaskWell* service design and enrollment process.



RESULTS

To date, iterations 1 and 2 of the *SaskWell* service have been completed. Iteration 3 will commence in October 2021 and will continue until January 2022. Data collection and analysis is on going.

Iteration	Start Date:	End Date:	# of Users Enrolled:	Iteration Focus:
Iteration 1	March 2021	May 2021	85	Pilot Phase
Iteration 2	June 2021	Sept 2021	207	Co-design



CONCLUSION

As the world navigates the impact of the COVID-19 pandemic, it is essential that mental health supports are accessible. *SaskWell* is meant to connect Saskatchewan residents with resources for their mental health and well-being during the pandemic and beyond.