

# @CairnsHelp (brochures are so last century)

key message

Share & Connect with Local Support Services

How?

search for "CairnsHelp" as one word

Or...

go to [linktr.ee/CairnsHelp](https://linktr.ee/CairnsHelp)

Or...

access @CairnsHelp via social media



Or...

scan the QR code



background & rationale

Wouldn't it be handy for clinical staff and the people they support if there was a comprehensive list of community support agencies in one easy-to-access, easy-to-share place?

Using a free social media platform (linktree) a comprehensive list of support agencies - not just health-specific - has been collated in one place.

Phone numbers and links to agency websites are provided.

The list is reviewed/updated twice a year and PRN. Uptake and use of the site is measured and reported on to determine whether it is of use to the Cairns community.

method

After a cautious small trial in April 2021, application was made via the CHHHS Mental Health & ATODS Leadership meeting in May 2021 to amplify the trial.

In August 2021 the CHHHS Executive approved further roll-out via a lanyard swing-tag QR Code.

Since early 2022 the emphasis has shifted away from the QR code to simply suggesting that people search for "CairnsHelp" as one word.

To determine impact and usefulness of the strategy, data has been gathered on how often the [linktr.ee/CairnsHelp](https://linktr.ee/CairnsHelp) site has been accessed.

evaluation & implications for practice

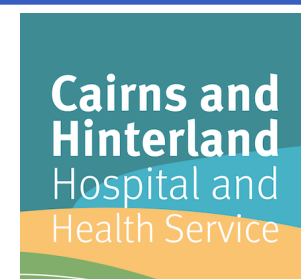
The [linktr.ee/CairnsHelp](https://linktr.ee/CairnsHelp) site has had a modest amount of uptake in its first seventeen months of use.

As it has required only a modest amount of time to establish and share the site and minimal funding support, this is - to date - a reasonable return on investment.

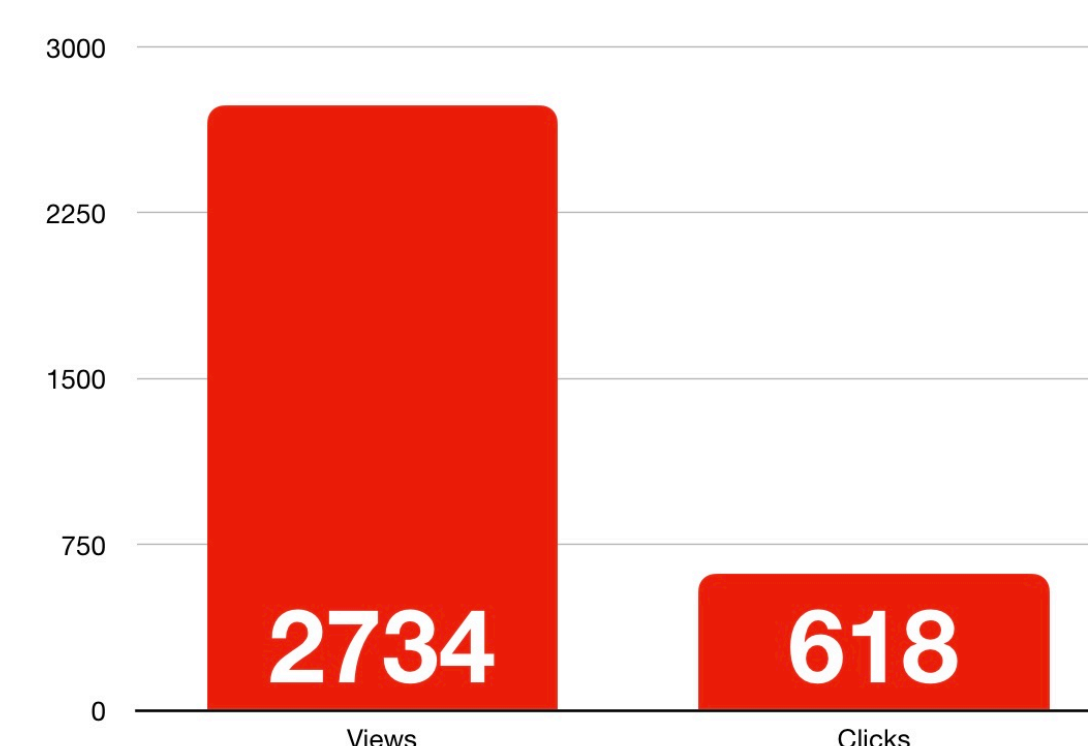
Further monitoring of uptake will be required to determine whether or not this innovative idea is worth sustaining.

thank you for funding the swing tags and poster

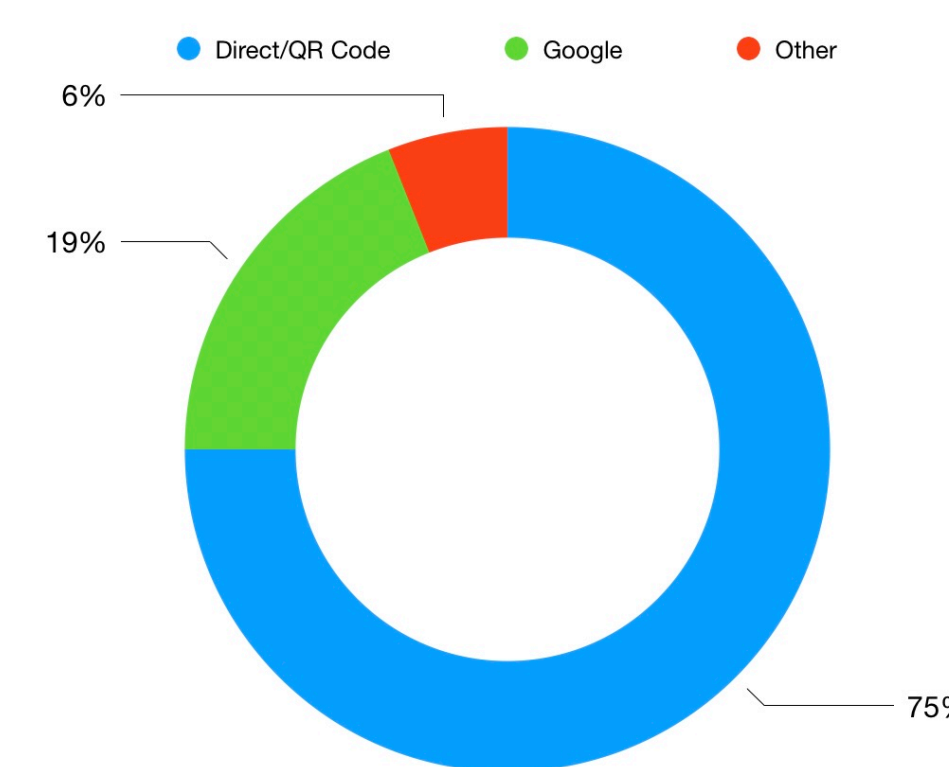
Mental Health and Alcohol Tobacco & Other Drugs Service



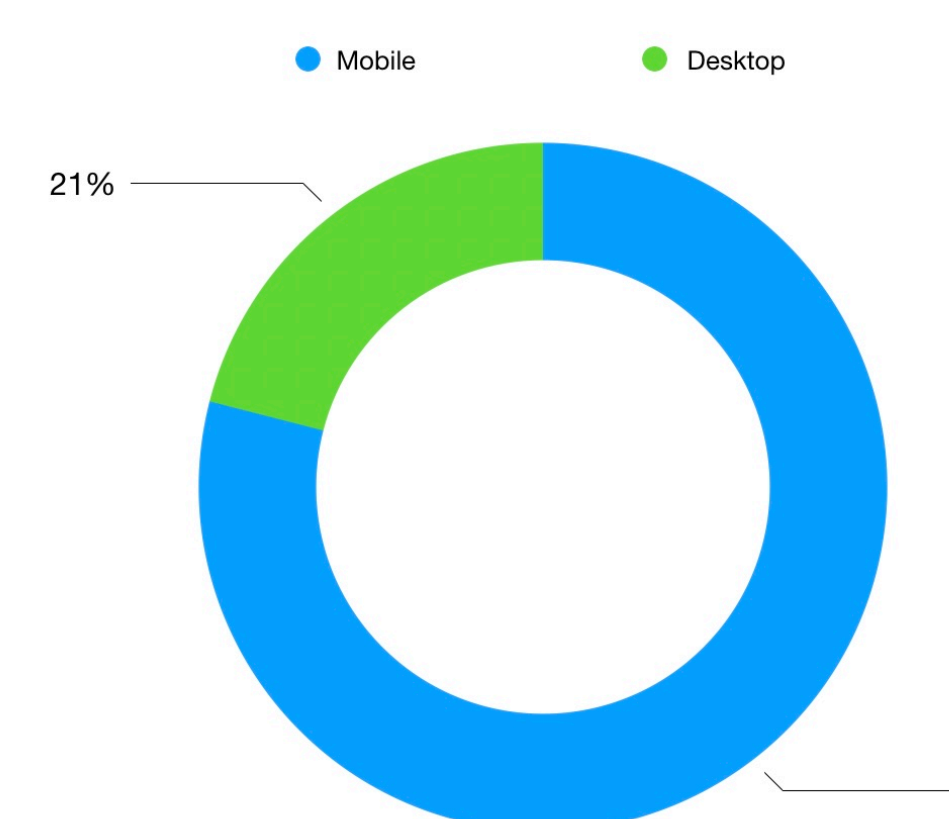
results (data from April 2021 to August 2022)



The [linktr.ee/CairnsHelp](https://linktr.ee/CairnsHelp) site has been accessed over 2700 times; nearly 23% click through to a listed site.



75% of site access is direct/via QR code, 19% is via Google, and 6% is via other search engines or social media.



79% of site access is on a mobile device, 21% is via desktop.

presenter

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