@CairnsHelD (brochures are so last century)

Key message

Share & Connect with Local Support Services



search for "CairnsHelp" as one word



go to linktr.ee/CairnsHelp



access @CairnsHelp via social media









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-toaccess, 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 site has been accessed.

evaluation & implications for practice

The linktr.ee/CairnsHelp site has had a modest amount of uptake in its first seventeen months of use.

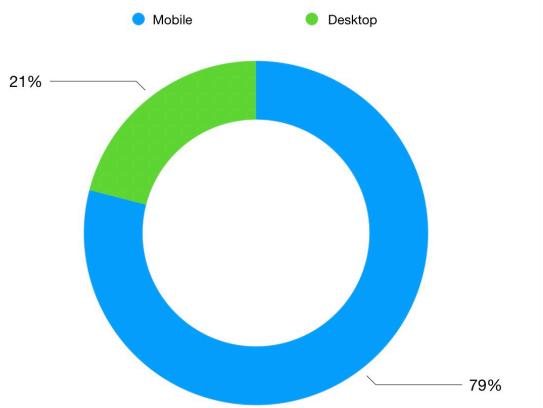
As it has required only a modest amount of time to establish and share the site and minimal funding support, this is - to date - a reasonable return on investment.

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

Cairns and Hinterland Mental Health and Alcohol Tobacco & Other Drugs Service

75% of site access is direct/via QR code, 19% is via Google, and 6% is via Desktop



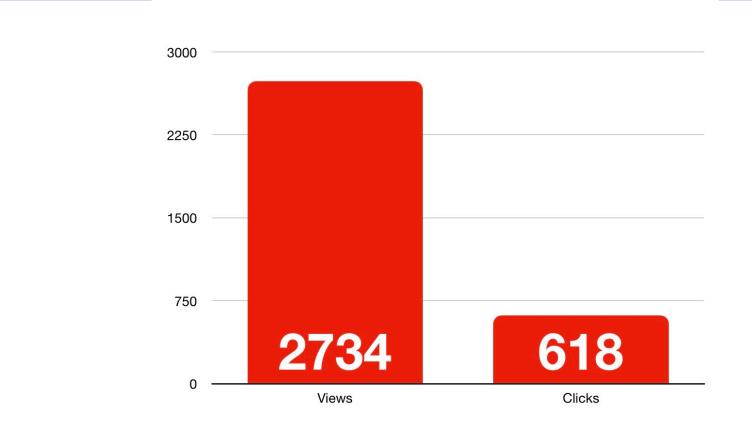
79% of site access is on a mobile device, 21% is via desktop.

presenter

Clinical Nurse Consultant Consultation Liaison Psychiatry Service

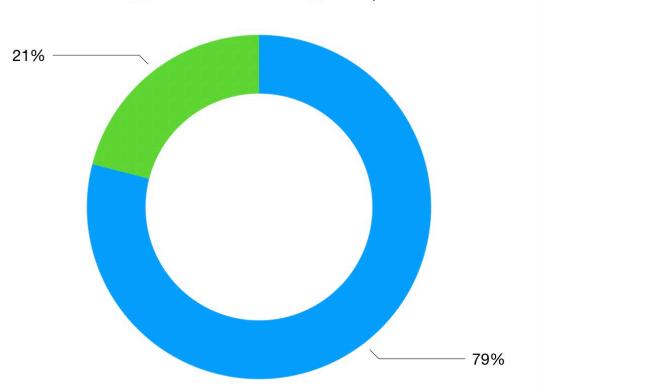


results (data from April 2021 to August 2022)



The linktr.ee/CairnsHelp site has been accessed over 2700 times; nearly 23% click through to a listed site.

other search engines or social media.



Paul McNamara BN MMHN FACMHN

Subscribe

Mental Health - 1300 64 22 55

Centacare - 4044 0130

Sexual Assault Service - 4031 3590

Sexual Health - 4226 4769

QuAC - 4041 5451

First Nations

Wuchopperen - 4080 1000

Young People

Headspace - 4041 3780

Youth Link - 4031 6179

YETI - 4051 4927

Eating Disorder Support

Butterfly Foundation 1800 334 673

Eating Disorders Queensland

Inside Out

lational Eating Disorders Collaboration

Perinatal

PANDA - 1300 726 306

Alcohol & Other Drugs

ATODS - 4226 3900

Lives Lived Well - 1300 727 957

QuIHN - 4032 1463

Queensland Health - 13 432 584

General Health & Wellbeing

Cairns Community Directory

Carer Support

National Help Lines

Carers Queensland 1300 747 636

ARAFMI 1300 554 660

Mental Health Respite 4046 8058

Carer Gateway - 1800 422 737

Legal

Legal Aid - 4252 6800

ATSILS - 4046 6400

Women's Legal Service - 4033 5825

Cairns Courthouse - 4280 6000

Cairns Police - 4030 7000

Accommodation

Homeless Hub - 4046 8050

Centennial Lodge - 4031 4432

Quigley Street - 4046 8092

Douglas House - 4048 7500

Lyons Street - 4046 8082

Kuiyam Hostel - 3151 8790

Access Community Housing - 4031 6702

St Vincent de Paul - 1800 846 643

Housing Department - 4036 5460

CHHHS (Cairns and Hinterland Hospital and Health Service) Research and Innovation Symposium, 16 September 2022