

WINNER

BEST IMPLEMENTATION OF A BLENDED LEARNING SOLUTION

BEYONDBLUE, LIQUID INTERACTIVE AND PI FILMS

MINDMATTERS



Michael Burke, Liquid Interactive.

MindMatters is a mental health initiative for secondary schools that seeks to improve the mental health and wellbeing of young people. It is a framework that provides structure, guidance and support while enabling schools to build a mental health strategy to suit their unique needs. School staff can learn how to use this framework online, using a purpose-built website and resources, in team workshops led by school staff, or in facilitated face-to-face events and webinars.

The project faced a number of learning design challenges: training is entirely voluntary (there is no mandate for staff to do this program), and creating an effective mental health strategy is a complex, interpersonal task that needs staff to use analysis, critical thinking and professional insight. Therefore the program needed to be instantly engaging, genuinely effective, and offer a premium user experience.

The final result consists of a sophisticated website with 20 one-hour professional development modules that contain a range of world-class resources, including: animations; a comical mockumentary series; panel-show style discussions and downloadable resources.

The website is completely flexible with every object individually accessible at any time, allowing users to start anywhere depending on their needs. Beyond the module pages, the website offers a series of management and reporting tools including school dashboards and a powerful survey tool, which provides school leaders with the means to survey staff, students and families, compare results against national averages, and monitor the school's progress.

Finally, the site is supported by local project officers in all states and territories, to guide every school with the implementation of the project. Individualised support and consulting are available via phone, email and in person. A series of national webinars and local events throughout the year complement online content, creating a truly multi-modal solution.

This large and complex project contains many lessons for learning and development professionals. It is a remarkable demonstration of the power of video, from informational animation through to attitude-shaping sketch comedy. It shows how little people miss "interactivity" in their elearning when

they have genuinely engaging content. And it shows the kind of ground-breaking results that can be achieved with a tight-knit cross-disciplinary team that sets an ambitious goal and then takes the time to design and test ideas to find the best approach.

The Awards judging panel commented *"This was a well-presented, highly professional, sustainable and engaging blended learning program. This is an exemplary program on a very difficult issue. It has been put together with humour, intelligence and tremendous skill. This program showcases the power of blended learning at the very highest level."*

Since its launch in April 2015, MindMatters has been implemented by over 800 schools and over 15,000 people have completed 23,000 one-hour modules, a tremendous achievement for a program that is entirely voluntary.