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Introduction: Perinatal mental health symptoms commonly remain underdiagnosed in maternity care settings in the UK, with the COVID-19 pandemic having further disrupted access to adequate care provision. Digital technologies may offer innovative ways to support the mental health needs of women and partners and assist midwives in recognition of concerns.

Objectives: We set to investigate the current state of perinatal mental healthcare provision in the UK and the acceptability of a digital mental health assessment.

Methods: The study entailed completing an online survey. 829 women, 103 partners, and 90 midwives participated in the study. Quantitative data were explored using descriptive statistics. Open-ended responses regarding the perceived benefits and barriers to using a digital mental health assessment were investigated using thematic analysis. Resultant themes were then mapped onto the Capability, Opportunity, and Motivation Model of Behaviour (COM-B model).

Results: The provision of perinatal mental healthcare support was limited and varied across respondents, particularly throughout the COVID-19 pandemic. There was a strong interest in using a digital mental health assessment placed within maternity healthcare settings to screen, diagnose, and triage concerns (Figure 1). In-person and blended care approaches (i.e., in-person and remote support) were preferred by women and partners in the event of further care being advised (Figure 1). Identified barriers and benefits mainly related to physical opportunity (e.g., accessibility), psychological capability (e.g., cognitive skills) and automatic motivation (e.g., emotions).

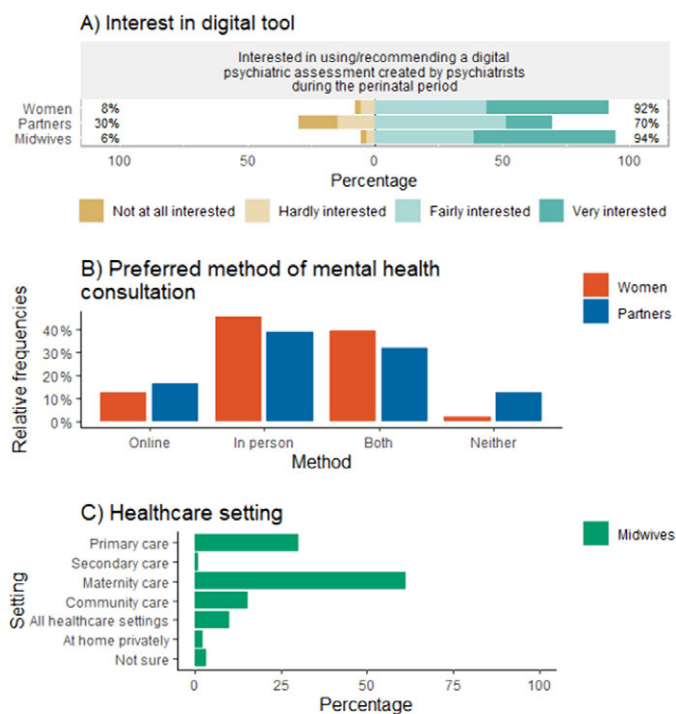


Figure 1. Interest in using a digital mental health assessment throughout the perinatal period (panel A). Women's and partners' preferred method of follow-up consultation (panel B). Midwives' responses as to where they see the digital tool working best (panel C).

Conclusions: This study provides proof-of-concept support for the development of a digital mental health assessment to inform clinical decision-making for perinatal mental health concerns.

Disclosure: NMK has financial interest in Psyomics Ltd., a company developing digital diagnostic devices for neuropsychiatric disorders.

Keywords: Digital Mental Health; Maternal mental health; Perinatal Mental Health; Paternal mental health

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Direct-to-consumer marketing (DTC) of internet-based cognitive behavioral therapy (iCBT) using brief promotional video: Mapping modifiable mechanisms in pre-treatment acceptance

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Introduction: Given the suboptimal acceptance of iCBT for depression, finding ways to increase the acceptance and uptake is crucial for its dissemination. Moreover, it remains unknown to what extent the Unified Theory of Acceptance and Use of Technology (UTAUT) could aid the design of DTC in psychological service.

Objectives: To explore whether the regulatory processes theorized in the UTAUT (Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Condition) could be modified and mediate the change of acceptance of iCBT.

Methods: This randomized controlled trial recruited 219 individuals with at least mild level of depression. Upon completion of pre-assessment, participants were randomly allocated to an intervention (IG) and a control group (CG). The IG received a 7-minute UTAUT-driven promotion video, while the CG received a video of same length on general psychoeducation. Both groups completed a post-assessment.

Results: Repeated measures ANOVA revealed a significant time by group effect on treatment acceptance. The video in IG was perceived to be clearer and more persuasive. Mediation analysis showed that the intervention effect was mediated by increase in perceived performance expectancy of iCBT, and the indirect effect was conditional on dispositional help seeking stigma.

Conclusions: Pre-treatment acceptance of iCBT can be improved by brief DTC promotion video. The finding casts light that performance expectancy was the most modifiable and mediatable regulatory process on iCBT acceptance, although such relation could be attenuated by high help-seeking stigma. In sum, DTC marketing could aid implementation of Internet-based interventions, effort in stigma reduction should continue to encourage uptake of effective treatment.

Disclosure: No significant relationships.

Keywords: Direct-to-consumer Marketing; Internet-based Cognitive Behavioral Therapy; The Unified Theory of Acceptance and Use of Technology; Depression