

## 1. Introduction

Tresillian thanks the Federal Government for the opportunity to contribute to discussions regarding the 2021-22 Federal Budget.

## 2. About Tresillian's SleepWellBaby

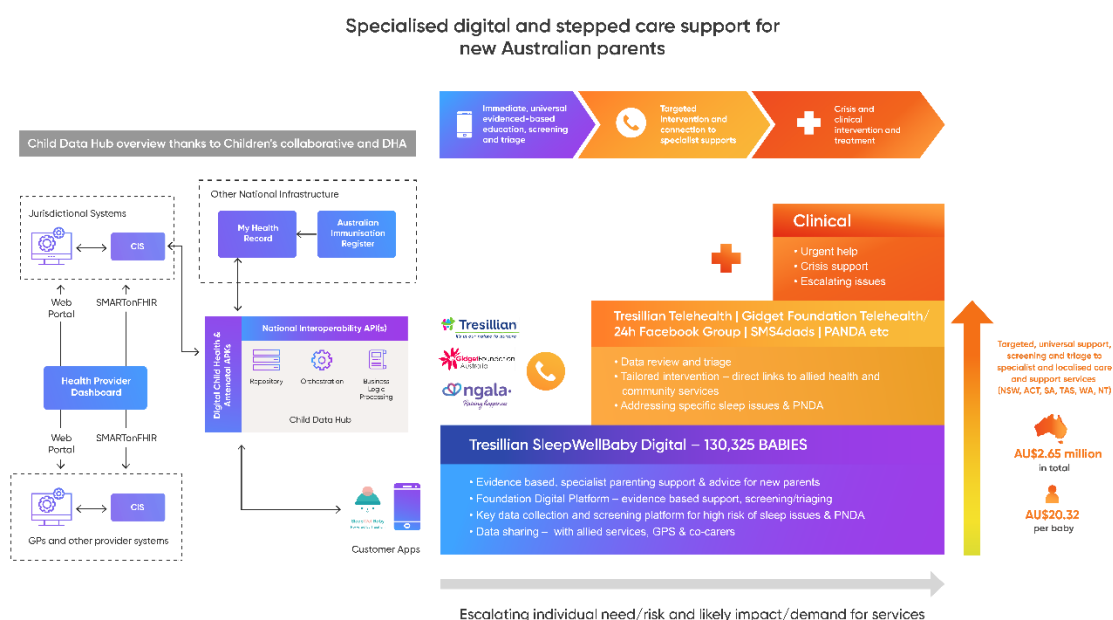
Tresillian Family Care Centres is Australia's largest Early Parenting Service offering professional advice, education, and guidance to families with a baby, toddler or pre-schooler. Tresillian has helped generations of parents over the last 100 years providing reassurance and a range of supports including its digital and scalable SleepWellBaby mobile application and referral platform.

SleepWellBaby is an **evidenced-based mobile application** which supports parents to understand infant sleep cues and behaviours, as well as to monitor their own mental health. The SleepWellBaby's mental health support also **provides screening, and stepped care to specialist services including Telehealth**. This approach allows for **prevention and early intervention** by offering a spectrum of targeted services based on the needs and location of the individual. The functions of the SleepWellBaby application include:

- Postnatal depression and anxiety (PNDA) Screening tools - including the Edinburgh Postnatal Depression Scale (EPDS)
- Baby sleep and settling programs
- Baby sleep and feed tracker and planner
- Information and resources with a focus on improving parents understanding of, and responding to, the social-emotional needs of their infant
- Referrals and links to further targeted services including **Gidget Foundation Australia and Healthdirect with the ability to provide localised information and connections to local services**
- Stepped care into Tresillian Telehealth coaching

**Given the high levels of engagement and retention in the app, Tresillian recognises there is the very achievable and strategic opportunity to connect data directly to local health district support services as well as Federal initiatives such as the My Health Record.**

We have identified the current and potential future state in the diagram below (Figure 1 and Appendix 2).





### 3. Evidence in delivering positive family outcomes and strong SROI

From 24 April 2020, Tresillian was funded by NSW Government to provide free access to the SleepWellBaby app for NSW parents with babies aged 0-12 months for 6 months during the COVID-19 pandemic (noting that 9-12 months is the most significant stage for PNDA and associated suicide)<sup>1</sup>

<sup>1</sup>[Maternal Deaths in NSW \(2000–2006\) from Nonmedical Causes \(Suicide and Trauma\) in the First Year following Birth.](#)

Based on data collected by the app, as well as stakeholder consultation, SleepWellBaby is achieving a wide range of short and long-term positive outcomes for parents, children and families and collecting critical data. The current SROI analysis conducted by global consulting firm, Ernst Young (EY), has valued a selection of these outcomes by applying conservative assumptions (see appendix 1 and 2). The outcomes identified and valued are:

- Parents feel mentally healthier
- Families experience improved parent and child attachment
- Children are physically healthier
- Children are safer with parent
- Parents are more present and productive at work
- Parents experience more sleep and are physically healthier

**EY reported that for every \$1 invested, NSW Government is receiving \$5.52 in community benefits. The majority of these benefits are as a result of improved mental health for mothers and overall sleep for parents and their babies.**

Most significantly, SleepWellBaby can engage and identify women who may not have normally reached out for Mental Health screening or support, with parents identified as experiencing PNDA demonstrating higher continuation of engagement than the non-PNDA population. “In-app” screening and referrals connects these vulnerable parents directly to relevant support networks including Lifeline for those parents answering positive to “self harm” Question 10 of the EPDS.

Since April 24, 2020, SleepWellBaby has identified over 500 NSW parents answering positive to Question 10. We have also seen 577 referrals to the Gidget Foundation and 737 number of app users calling the Tresillian Helpline for additional advice and support. This is consistent with feedback from parents in the EY SROI consultation which highlighted that SleepWellBaby was seen as a safe, trusted, non-stigmatised portal to reach out to seek help rather than waiting until issues escalated to crisis point.

In the first 3 months of delivery, SleepWellBaby had served 15,313 NSW Health funded users - 11,148 more users than required to breakeven, demonstrating the applications cost effectiveness and its ability to reach a large volume of people. Breakeven analysis undertaken by EY suggests that for the NSW Government to recover its investment, Tresillian’s SleepWellBaby would need to service just 4,164 parents in the 6-month funding period.

### 4. Recommendations:

- Fund access to Tresillian’s SleepWellBaby program for new parents of babies under 12 months in all states supported by Health Directs Pregnancy, Birth and Baby portal (NSW, ACT, SA, TAS, WA, NT) providing universal access and invaluable data and insights from July 2021 for initial 3 years. Tresillian is an existing trusted partner of Health Direct and partners with Maternal services in each state (e.g. Ngala in WA).**
- Work with the Department of Health, the Department of Social Services as well the Mental Health Commission to drive interoperability with Government priorities, planning and Health initiatives through tangible supports and data reporting.**

## 5. How Tresillian’s SleepWellBaby supports the Department of Health’s Corporate plan

Independent data analysis indicates that Tresillian’s SleepWellBaby is an effective, efficient, and sustainable integrated eHealth solution which supports The Australian **Department of Health’s Corporate Plan 2019/20** to develop, implement and oversee coherent, connected and evidence-based policies and programs by:

### 5.1 Tresillian’s SleepWellBaby supports the establishment of a single, integrated, quality source of data and evidence to support improved service delivery and workforce analysis and planning.

- i. By extending access to Tresillian’s SleepWellBaby app to all states supported by Health Direct, the Australian Health Department will gain access to a consistent, sophisticated source of deep data and evidence across a range of parent and infant data points. This deidentified data (backed by ISO27001 certification), can help inform future service development and delivery at both the Federal, State and Local Health District level and address the challenge of “Supporting delivery of a whole-of-government approach towards mental health and suicide to build more resilient communities and integrated government services”.
- ii. According to the Department of Health’s 2019/20 Corporate Plan, information on mental health can be constrained by the availability of comparable national data. SleepWellBaby provides consistent, comparable data for all parents accessing the app.
- iii. The SleepWellBaby app collects a wealth of real-time data and information which parents can share with service providers to improve the quality and access of care and support. For example, the application currently provides opportunities for client-led data sharing with Tresillian nurse coaches and could widen this scope to be GP’s and Child and Family Nurses.
- iv. Tresillian’s SleepWellBaby platform has the ability to, and is working on, integration and interoperability with “My Health Record” and the “Child Data Hub” (see figure 1.)

### 5.2 SleepWellBaby identifies and supports new Australian parents with, or at risk of, postnatal depression and anxiety through convenient and stigma-free screening and stepped care

- i. Through SleepWellBaby, new parents can easily access information, support, and postnatal depression screening assessments in the privacy of their own homes. This function will also be utilised to re-screen parents 6-9 months after the birth of their child in light of evidence that PNDA may be manifest during this period when current screening protocols are unlikely to capture this vulnerable cohort of parents and infants.
- ii. The app normalises help seeking by parents, emphasises the importance of the wellbeing of parents and not just the child, and offers users the option to invite other caregivers to share the Tresillian SleepWellBaby experience. This allows SleepWellBaby to better engage with dads and other primary carers who currently lack access to parenting programs and programs that address their experiences of postnatal depression. In addition, the programs and information offered by SleepWellBaby provide mums and dads with peace of mind for minor concerns thereby reducing stress, while linking parents and carers to further support where they have more intensive needs. Tresillian is looking at additional ways to integrate more tailored support for dads e.g. SMS4dads. Importantly, parents have reported the impact of the reassurance and encouragement received through the tailored app messages to parents, resulting in a decrease in stress and enabling parents to be more present and emotionally available to their infants.

### 5.3 SleepWellBaby supports universal continuity and consistency of care including those families in remote and regional areas, connecting to, and complimenting existing services.



- i. Parents can access the mobile application before and after their baby is born for tailored programs and evidence-based support based on their stage and child's age, including tracking data, up until their babies are 3 years old.
- ii. SleepWellBaby identifies specific individual needs including medical attention through the app's screening tools and tracking functions, connecting parents with a spectrum of health and community services based on their personal needs. Parents receive, and can download GP referrals through the app. The app is proactive and follows-up with the parents to collect data on whether they visited their GP. The app also provides prompts and links to health and community services and connections to Tresillian nurses.
- iii. According to the 2019/20 Corporate plan, providing rural and remote communities with better access to comprehensive safe and continuous care as close to home as possible is an aim of the Department of Health. SleepWellBaby as a digital solution provides ease of use and a level of scale and reach not previously achievable through traditional face-to-face service provision. It can reach new parents isolated at home due to COVID-19 and beyond, as well as parents residing in rural and remote areas where services are restricted and provide real-time data for regional and remote families accessing the app. Tresillian is also looking at integrating multiple language options to support parents of CALD backgrounds as well as an Indigenous specific app.

**Investment Required** (detailed investment breakdown available on request):

An investment of **\$2.65m\*** per year will **provide universal access to the SleepWellBaby app to families in all states** serviced by Healthdirects Pregnancy, Birth and Baby portal.

This equates to a **\$20.32 investment in every baby born** in NSW, ACT, South Australia, Tasmania, WA and the NT and a projected **SROI of \$14.62m per annum** (based on figures provided by EY in Appendix 4).



Appendix 1. Executive Summary – SleepWellBaby SROI snapshot (Full report attached Appendix 4.)

Executive Summary - SleepWellBaby SROI Snapshot

Based on the results from the first 3 months of delivery...

Every \$1 invested returns at least \$5.51 in benefits

47,500 babies are expected to be born during the 6 month funding period,\* and in the first 3 months, there have been...



24.2k downloads



13.8k babies registered



2.8k GP letters downloaded  
5.5k triggered further investigation for PNDA risk using the validated EPDS\*\*

Outcomes valued within this analysis:

1. Parents feel mentally healthier
2. Families experience improved parent and child attachment
3. Children are physically healthier
4. Children are safer with parent
5. Parents are more present and productive at work
6. Parents experience more sleep and are physically healthier

Costs are covered if 4,166 users are served



"I like that I have something that I can work towards, and it's great that it's Government provided support" (User feedback)

"I like the app. I can tell they've been putting research into it and it's quite nice to use" (User feedback)



70% of parents with a baby 0-3 months reported positive happy change

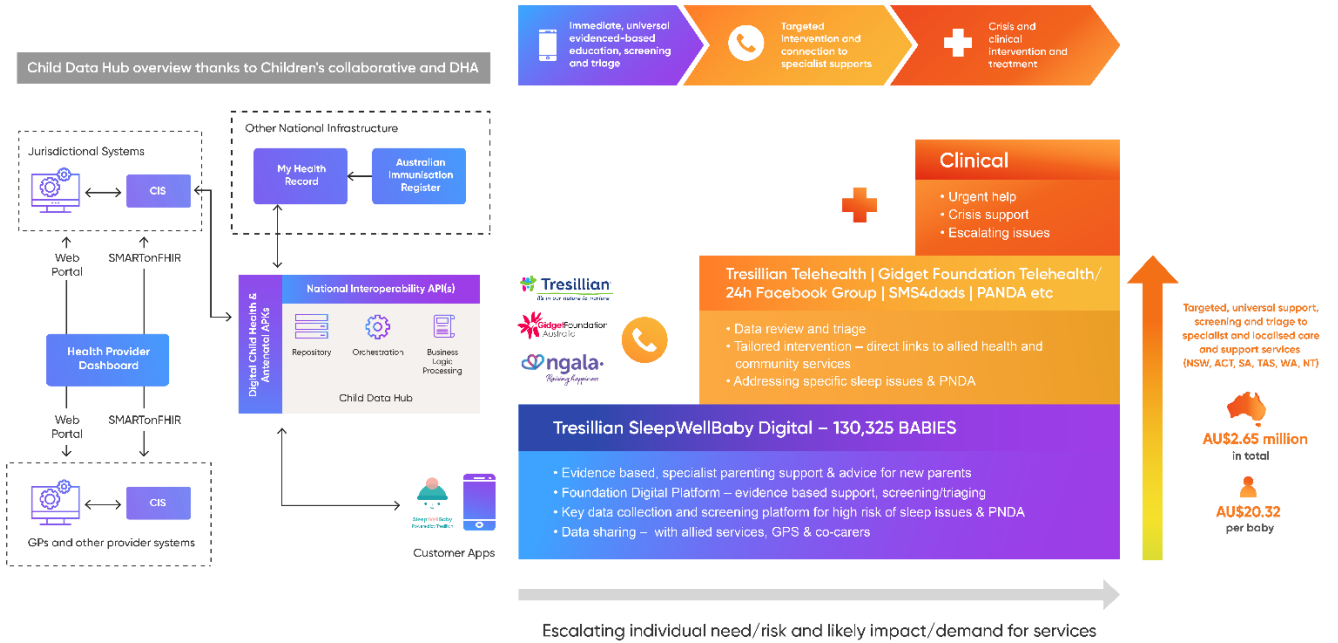


7.6 Net Promoter Score\*\*\*

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## Appendix 2. Overview of Tresillian’s SleepWellBaby stepped-care model

### Specialised digital and stepped care support for new Australian parents







Appendix 3. SleepWellBaby data Infographic (as at 24/08/2020)



SleepWellBaby  
Powered by Tresillian



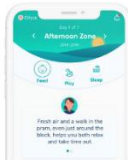
24 April 2020 - 24 August 2020



Targeted, evidence based education, data review and triage



Connections to specialist health and community help & support informed with real-time data



26.2k downloads



18.9k Babies registered



14.3 million Data points collected\*  
\*all app interactions



17,920 mothers  
617 fathers  
75 grandparents  
39 carers



15.2k Program onboarding surveys completed

DISTRIBUTION OF BABY'S AGE GROUPS



Mental health triage



7.33k

triggered further investigation for PANDA<sup>1</sup> risk using the validated EPDS<sup>2</sup>

1.39k

or 20% moderate-risk for PANDA<sup>1</sup> score 10-12

1.36k

or 20% high-risk for PANDA<sup>1</sup> score ≥13

502

reported thoughts of self-harm

Often (I5)  
Sometimes (III)  
Hardly ever (3/6)

Identify Intervene Engage | Refer | Connect

GP letters issued for parents & babies

4.4k

GP letters downloaded

3.63k

Issues identified for babies:

2.1k for snoring and/or difficulty breathing\*

2.16k for reflux

65 for tonsillitis

266 for mouth breathing

459 for other

\*recommended to consult GP before starting program

Positive change after using the app, or still happy

70%

0-3 months\*

66%

3-6 months\*

62%

6-8 months\*

63%

8-14 months\*

\*baby's age group

Engagement

Day 3 Day 7

Non-PANDA<sup>1</sup> 77% 71%

PANDA<sup>1</sup> high risk (EPDS<sup>2</sup> >13) 79% 72%

<sup>1</sup> PANDA: Postnatal Depression & Anxiety  
<sup>2</sup> EPDS: The Edinburgh Postnatal Depression Scale



Accessed Help Line & Support

Visits to help & support page

268k

Touchpoints to specialist help & support\*

9.79k

\*self harm email interventions opened, GP letters downloaded, calls to helplines, etc.

737

Tresillian Parent's Help Line

577

Gidget

10

PANDA

3

Lifeline

58

Child & family services

4

Emergency services

Calls/clicks directly from app only

TOP 5 INFO CARDS

Core Philosophy: Sleep

Settling techniques

Sleep guidelines

Parent self-care & stress

Core Philosophy: Feeding

TOP 5 FAQ

Amount of sleep baby needs

How long to settle baby

What is sleep routine?

How to settle crying baby

What are sleep cycles?

What parents say

★★★★★

Very useful app

We couldn't be more thankful for SleepWellBaby... Great app!

*Joburg boy*



★★★★★

Sleep Well

This app is so good. Asks you questions about how you are feeling and you can be honest as it's on your app. Watching the sleep progress and how bub is feeding over time is so helpful

*danaleslea*

★★★★★

Anything to help parents!

Great free resource and support to help parents feel supported and confident in their choices

★★★★★

Fantastic

Highly recommend this app to anyone who is having difficulties with sleep, both baby and mother..

*BrookeSharee*



Commercial in confidence