

Pact Analysis

YSDN 3005

Winter 2020

Group 1

People:

Primary demographic is under 25, with a secondary audience of 25-35 year olds

Want affordable mental health care, clinic's are expensive

Anxiety/time related issues in relation to visitation of a clinic

People taking Initiative to start the road of recovery

Those who are already 'sober' and want extra help remaining so (people who are already on the road of recovery)

Usually in bad health

74% of substance abusers in 2017 were alcohol abusers

38% struggled with drug use

In 2017, about 9.4% of men and 5.2% of women age 12 and older had a substance use disorder.⁷

Men may be more likely to abuse illicit drugs than women, but women may be just as prone to addiction as men when they do abuse them.

"Teenagers and people with mental health disorders are more at risk for drug use and addiction than other populations"

Consider the "next billion users"

Activities:

Conducting mental health counselling with clinician's

Trying to self-improve their health/lifestyle choices

Gaining support from other people within the community

Goal setting and journaling

Context:

Barrier to entry in activities to improve mental health, via themselves

Mental health stigma from others

Look for convenience, health care that is accessible in times of need, privacy.

Technology:

Phone apps such as TalkSpace & BetterHelp

Phone hot-lines for emergency services

Apple phone users