

# A Transmedia Storytelling Intervention With Interactive Elements to Benefit Latinas' Mental Health: Feasibility, Acceptability, & Efficacy

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## **Background:**

- High rates of untreated depression & anxiety among Latinos.
- Transmedia storytelling interventions accessible on smart phones, tablets, & computers are private & convenient
- Edutainment model informed by Bandura can engage, motivate, increase awareness, & catalyze help seeking.
- Expansive potential reach via the Internet

**Objective:** to examine feasibility & preliminary effectiveness of a mental health transmedia storytelling intervention for Latinas with elevated symptoms of depression &/or anxiety

## **Six Week Within-Group Design:**

Women used personal devices to engage online transmedia story-based intervention (in English) that was developed & informed by de-identified data from the target group with input from Latinas and therapists.

This included:

- story-based dramatic videos
- psycho-educational video (Span & Eng)
- interactive video sequence (using Motivational Interviewing)
- blog with resource links

**Sample:** 28 English speaking Latina women aged 21-48 with elevated depression (PHQ-9) &/or anxiety symptoms (GAD-7).

**Results:** No attrition in this 6 week study.

Within 1 week:

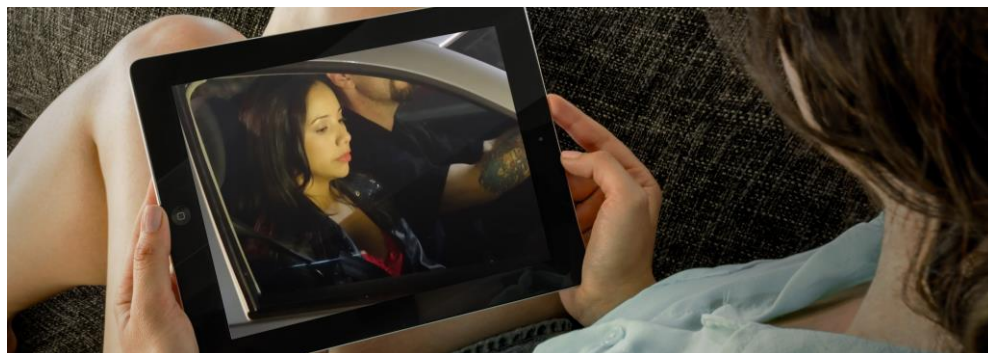
- 39% took action to get help
- 82% discussed media with others
- reduction in depression ( $P < .001$ ) & anxiety symptoms ( $P < .001$ )
- actions taken were associated with higher levels of confidence ( $P = .005$ ) & importance of getting help ( $P = .009$ )

At 6 weeks:

- Higher levels of confidence were associated with lower levels of depression ( $P = .04$ ) & anxiety symptoms ( $P = .01$ )
- Actions taken were significantly associated with higher levels of confidence ( $P = .04$ ) & importance ( $P = .003$ ).

***“With this video, it made me realize, damn, I’m not alone. Like, I can actually get help!”***

**Conclusions:** A culturally tailored mental health transmedia intervention is a feasible approach that holds promise for engaging potentially large numbers of symptomatic viewers with therapeutic results.



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