

Partner Perspectives of Tailoring Technology-Assisted CBT Depression Treatment for Perinatal People Served By Head Start

Marni J Rubyan, LMSW, BSN, RN¹, Addie Weaver, PhD, MPA¹, Rana Kanafani², Grace Halliwill², Greta Kaempf, LMSW, IMH-E^{1,2}, Sierra Gorton¹, Caroline Landry, LMSW¹, and Joseph A Himle, PhD¹

(1) University of Michigan School of Social Work; and (2) Adrian Public Schools Head Start Early Childhood Programs

What Is the Purpose of this Study?

- Entertain Me Well is a technology-assisted cognitive behavioral therapy (t-CBT) program that allows for quick, easy, and low-cost tailoring.
- The purpose of this study was to explore partner perspectives of a t-CBT-based perinatal depression (PND) treatment program.
- Identify tailoring needs and gaps in content to increase treatment acceptability and feasibility among perinatal clients using this PND treatment resource.

What Is the Problem?

- PND prevalence is high with limited access to treatment in under-resourced, rural areas.
- t-CBT programs present one way to bridge the treatment gap but are often text heavy and academic in nature, requiring treatment tailoring to enhance engagement but often cannot be done without substantial time and cost.

What Are the Findings?

- With input from community partners, tailoring of this t-CBT platform is one solution to bridge the gap between 1) PND treatment needs and 2) t-CBT programs that are relatable and engaging.
- Based on this community's feedback, we were able to create a tailored version of Entertain Me Well called Moms & Kids Feeling Better Together.
- Two core themes were identified by community partners: 1) connection between treatment and lived experience and 2) the power of positive affirmations and motivational statements.
- Community Partners identified the need for the intervention to reflect and incorporate content related to these core themes to be relevant and acceptable for perinatal clients in this community.

Who Should Care Most?

- Providers and agencies in under-resourced, rural communities.
- Mental health care workers and direct service providers.

Recommendations for Action

- Additional funding for future tailoring needs for additional populations and settings.
- Pilot study to test the effectiveness of Moms & Kids Feeling Better Together in this rural Michigan community.