

Be He@lthy Be Mobile: Implementing *Doing What Matters in Times of Stress* in Chatbots

Introduction

This document outlines information required for implementing the Be He@lthy Be Mobile (BHBM) adaptation of *Doing what matters in times of stress* (DWM).

DWM is a stress management guide published by WHO¹ to help people learn 5 skills to manage stress. The guide begins with information about stress and the reader is guided through learning and practicing the skills to manage stress. The 5 skills are interrelated and build on each other but can be used separately. This BHBM adaptation of DWM was completed by 21,185 people in a WHO Health Alert chatbot on a popular social media channel. The results were very promising as 88% reported using the skills learned at least once a week in daily life (30% reported using every day) and 69% recommended the course to a family member, friend, or colleague.

In the BHBM adaptation of DWM the flow and core content from the original published guide has been re-worked for use on any channel that supports text or voice. Ideally, users will complete the skills over a period of a few days or weeks, as practice of each of the skills is important. Push notifications can be used to encourage engagement and to remind users about the intervention, along with instructions to unsubscribe from these reminders. Implementers can consider adding evaluation questions to assess impact or engagement, using similar M&E approaches as used in the broader evaluation of similar interventions.

The full package can be requested by completing [a short online form](#). It aims to support implementation in a chatbot or conversationalized environment and includes:

- These **instructions** (titled: “DWM Package Guide”)
- A **DWM flowchart PDF** with the logic structure of the programme (titled: “DWM Content sheet and Translations”)
- A **translation table** with all necessary text content and suggested images corresponding to the flowchart (titled: “DWM Content sheet and Translations”)

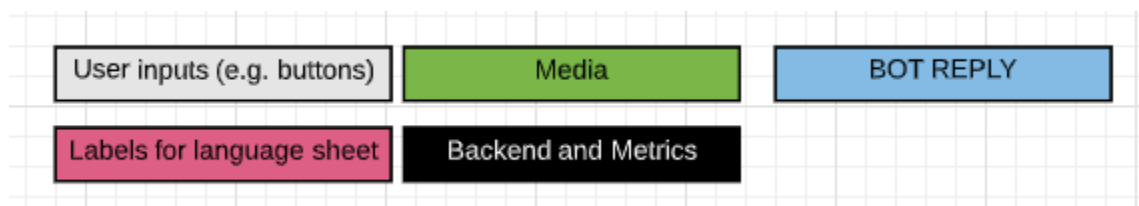
This is meant to enable any implementer to quickly roll out this intervention via any channel that supports text or voice (SMS, social media channels, web chatbots, voice, etc). If you are interested in making the intervention more interactive, you can also include images and media recordings.

How to use this package?

1. Open the **DWM flowchart PDF** and note there are user journeys 1) for the conversationalized intervention and 2) for push notifications. There are 5 types of boxes that are colour coded:
 - a. **Grey** “*user inputs (e.g. buttons)*”: These could be buttons or numbers to interact with.
 - b. **Blue** “*BOT REPLY*”: this is the main content of the DWM programme adapted for chatbots interventions, in English.

¹ See link for full guide: <https://www.who.int/publications/i/item/9789240003927>

- c. **Green** “Media”: links to suggested multimedia images and audio to include (optional)²
- d. **Pink** “Labels for language sheet”: small boxes at the top left of each grey, blue, and green box that has a label corresponding to column A “ID for flowchart” of the translation table.
- e. **Black** “Backend and Metrics”: suggested variables for monitoring and evaluation and when to change values (e.g. completion counters and progress monitoring).



2. The **translation table** has 3 columns with pre-filled content and then is empty:
 - a. Column A “id for flowchart” matches the codes found in the **pink** boxes in the flowchart.
 - b. Column B: “content_type” can be used to see and filter content by grey, **blue**, or **green**.
 - c. Column C: “English Content” has the main content for translation.
 - d. Column D onward are to be filled out with your translations.

	A	B	C	D
1	id for flowchart	content_type	English content	[insert language] content
2	A1	user input	Self-Help for Stress Congratulations on the start of your journey in learning how to do what matters in times of stress! !!“Stress” means feeling troubled or threatened by life. If you are experiencing stress, you are not alone. Everyone experiences stress at times. A little bit of stress is not a problem. But very high stress can affect the body.	
3	B1	bot reply	!!This introduction to stress management contains 5 skills which are easy to learn and can be used for just a few minutes each day to help you reduce stress. NOTE: If you find that doing the exercises is not enough for you to cope with intolerable stress, then please seek help from relevant health or social services, or from trusted people in your community. !!You can also download the original illustrated guide if you would like any more information on the different techniques [http://bit.ly/WHOStressManagement]!!	
4	B2	bot reply	To start your stress management journey, click on START below	
5	A2	user input	START	
6	C1	Media	GROUNDING IMAGE	

Note: DWM Flowchart PDF content in **black** boxes is not included for translation as this is relevant only for the backend and is only suggestive.

3. Once you completed translation of the programme, you may submit the flowchart PDF and translation table to your development team to implement the intervention in your channel of choice.

Questions?

By utilizing this content you agree to the general terms and conditions³. If you have any further questions or comments please contact bhbm@who.int. Note: this guide is a draft, please let us know if you have any suggestions for improvements.

² Audio translations in Arabic, Chinese, Farsi, French, German, Hungarian, Italian, Romanian, Russian, Spanish, Turkish, and Ukrainian can be found here: https://cdn.who.int/media/docs/default-source/mental-health/doing-what-matters-audio-audio-links-in-different-languages.pdf?sfvrsn=1f449f8d_17

³ https://cdn.who.int/media/docs/default-source/digital-health-documents/terms-and-conditions-to-access-bhbm-message-libraries.pdf?sfvrsn=e3beca97_5