Impact Assessment

Summary Final Report

SPP, October 2018
PANDA plays a critical role in providing perinatal mental health services in Australia
Introduction

PURPOSE

• This report has been developed to provide PANDA with a better understanding of the impact it makes in the lives of those experiencing perinatal anxiety and depression, their family and networks, and the broader economy
• The report focuses on the National Helpline, which is PANDA’s core service. However, it also provides a broader commentary of PANDA’s activity in the perinatal anxiety and depression space

LIMITATIONS

• This report outlines the impact of PANDA’s National Helpline Service. The impact numbers and benefit streams represent one approach to quantifying and estimating benefit and is not an exhaustive representation
• This is the first time a detailed benefits assessment has been undertaken on the National Helpline data. While subsequent data gathering can be informed by this model, the inputs to this version are based on data that is already available. As such, there are instances where caller categories relevant for each benefit stream are not immediately clear, and assumptions have had to be made
• Where data specific to perinatal anxiety and depression in Australia are unavailable, general mental health assumptions and/or global assumptions have been used
• Where required, assumptions have been made regarding the magnitude or effectiveness of the benefit. These have been estimated on the conservative side
Executive Summary (Extract)

- PANDA plays a critical role in the perinatal anxiety and depression (PAND) space.
- The PANDA model works by normalising PAND and building capacity in the caller to seek help as required. PANDA also plays a specialist role in the PAND space, with frontline healthcare workers turning to PANDA for advice and support in addition to referring families.
- The National Helpline provides benefits to callers, their children, their partners, their family and network as well as the broader economy. In FY2017/18 the National Helpline supported ~2500 families.
- Overall, the National Helpline delivers three key benefits. For FY2017/18 these benefits have been estimated at:
  - ~$57.5m p.a. in increased economic output (enabled by a healthy population that is fully able to participate in the workforce);
  - ~$12.3m p.a. reduced burden on the Australian health system (enabled by reducing the need for emergency intervention, reducing the severity of the condition and supporting better utilisation of health services) and;
  - ~2,500 reduction of Disability-Adjusted Life Years (DALYs) p.a. in improved wellbeing and awareness (enabled by a better quality of life and family dynamics)
- In addition, PANDA also delivers a significant intergenerational impact. Early intervention helps remove stigma around seeking help for mental health issues, empowers parents to draw on supportive relationships and helps develop a positive model for parenting, all of which will impact the child’s development and their coping mechanisms in the future.
- Sector professionals strongly appreciate PANDA’s expertise on PAND and feel that it is filling a critical gap in health services.
- PANDA is continuing efforts to increase reach and accessibility and a key element of this is the planned introduction of an online peer support forum and other online capabilities.
The National Helpline brings expertise to an underserved segment
The National Helpline is a unique service

As a specialist perinatal mental health service, PANDA operates in a space that is largely underserved by existing health services.

There are many organisations operating in the general mental health space

Support during the perinatal journey largely focuses on physical wellbeing

1. Midwives
2. General Practitioners
3. Child and Family Health Nurses
4. Obstetrician and gynecologists

PANDA bridges a critical gap by focusing on perinatal mental health. The National Helpline has two unique features:

Phone Helpline with national reach

- Phone helplines have been identified by parents as a valued service that is accessible, affordable and timely. Accessibility is especially important to new parents whose travel may be restricted due to taking care of a newborn
- The relative anonymity of the service compared to in-person interactions help overcome the stigma attached to mental health issues
- The national reach is especially impactful for regional callers who may have limited options for healthcare and greater stigma in addressing mental health concerns

Focus on developing capacity to seek help

- The PANDA team takes a narrative driven approach, building trust and rapport with the caller and encouraging them to talk about their experience
- Through the call, the team makes the effort to normalise the experiences and make callers feel comfortable with sharing more details
- The aim is to assess and manage risk, educate callers and build capacity within themselves and empower them to seek necessary help

Source: "What is known about the effectiveness of social sector freephone helplines? Rapid evidence-based literature review, Feb 2018, Social Policy Evaluation and Research Unit"
The National Helpline provides a broad range of benefits
The Helpline provides benefits to groups beyond the individual seeking support

- **CALLER**: Person contacting PANDA on behalf of themselves or someone else experiencing perinatal anxiety and depression.
- **PARTNER**: Partner of caller. This could be the person impacted by perinatal anxiety and depression.
- **CHILD**: Baby and other children impacted by perinatal anxiety and depression.
- **FAMILY & CAREGIVERS**: Other family and caregivers of person impacted by perinatal anxiety and depression.
- **COST TO HEALTH SYSTEM**: Impact on emergency services, hospital staff and healthcare providers.
- **COST TO ECONOMY**: Impact on economic output.

The health system and the broader economy also experience benefits as a result of PANDA’s services.

PANDA support has a direct impact on the caller.

Individuals in the caller’s family and support network benefit as a result of the support provided.
A broad range of benefits underpin the three impacts of PANDA’s National Helpline

<table>
<thead>
<tr>
<th>The National Helpline has three impacts</th>
<th>The three impacts are the culmination of a number of benefits</th>
<th>The impact of the National Helpline drives lasting intergenerational benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased economic output</td>
<td>Reduced severity of illness</td>
<td>• The benefits on the left relate to the impact at the time of delivery of PANDA services to the caller</td>
</tr>
<tr>
<td>Reduced burden on the Australian health system</td>
<td>Increased workforce participation</td>
<td>• Over the longer term, these combine to deliver strong intergenerational benefits that impact the caller, their children and their support network</td>
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<tr>
<td>Improved wellbeing and awareness</td>
<td>Increased workforce productivity</td>
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<td>Reduced likelihood of chronic diseases</td>
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<td>More effective utilisation of health services</td>
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</tbody>
</table>
Benefit streams have been assessed based on how they impact each beneficiary group. This approach provides a clearer view of impact and ensures there is no double-counting of benefits.

<table>
<thead>
<tr>
<th>Impact</th>
<th>Caller</th>
<th>Child</th>
<th>Partner</th>
<th>Network</th>
<th>Economy + Providers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduced severity of illness</td>
<td>✓</td>
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<td>✓</td>
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</table>

Source: SPP analysis.

Legend:
- **Quantitative impact assessment**
- **Qualitative impact assessment**
- **Quantitative and qualitative impact assessment**
The National Helpline delivers significant benefit to the economy
PANDA’s National Helpline delivers $69.8m of financial benefit and the equivalent of ~2,500 DALYS in improved quality of life

The National Helpline contributes $57.5m p.a. of economic output, saves $12.3m p.a. through reducing the burden on the public health system and contributes to a reduction of ~2,500 DALYS* per p.a.

Benefits generated by PANDA each year

- **Increased economic output**: PANDA support enables increased workforce participation and productivity as individuals and their carers feel more capable of a return to normal working life ($57.5 million)
- **Reduced burden on the public health system**: PANDA support reduces inefficient health services utilisation by mitigating the need for emergency services and empowering callers to effectively utilise mental health services ($12.3 million)
- **Improved wellbeing and awareness**: PANDA support improves the individual’s quality of life – whether that be the caller, partner, child or family of the caller (~2,500 DALYs*)

These financial benefits measure the impact at a point in time. In addition, there are significant intergenerational benefits that occur over a longer period of time.

*Disability-Adjusted Life Years (DALYs) are a quantification of the burden of disease, as recognised by the World Health Organisation. One DALY can be thought of as one lost year of “healthy life”
Intergenerational Impact

Note: This is an example of one of many possible pathways for intergenerational impact to happen.

1. During pregnancy, an expecting mother experiences sleeplessness, anxiety and overwhelming feelings of sadness.

2. Calls PANDA and understands her experiences are more common than she thinks. PANDA helps her talk to her GP and partner.

3. She is able to articulate her symptoms to her GP and work out a plan to address them, and ask her partner for extra support.

4. Effective support helps her bond with her baby and develop a more stable relationship with her partner, all of which benefit the baby as well.

5. She calls PANDA early on and is able to get necessary support from the start of her pregnancy.

6. After birth, she experiences feelings of anxiety again. She is able to use coping strategies to help, and is able to talk to her Child and Family Health Nurse honestly.

7. Calls PANDA again and gains an even better awareness of how to support herself.

8. Both children have flourished in a nurturing family environment and they understand it is important to seek help early when it comes to mental health issues. They will carry a model of positive parenting with them throughout their lives.

9. She and her partner are conscious of how anxiety and depression might impact the older child and draw on their support network to ensure the child gets the right care and attention.

10. After several years, she is pregnant with a second child. This time she is more aware of the symptoms of perinatal anxiety and depression and is able to plan for optimal wellbeing during pregnancy and early parenthood.

11. Together, she and her partner come up with effective ways to share parenting responsibilities and support each other.

Note: This is an example of one of many possible pathways for an intergenerational impact.
The National Helpline supports callers to participate fully in the economy

Observations from practitioners in the field:

Perinatal anxiety and depression and anxiety felt by one partner could have a strong impact on the other partner, even if they themselves do not have any degree of PAND. This can impact their productivity or presence at work.

Mental health can have a significant adverse impact on a person’s emotional, social and workplace contributions.

In many instances, PAND could impact the whole network. The partner, parents or other carers may need to take time off work to provide care for the person with PAND or for the baby.

Single parent families or families with both parents taking time off work may feel significant pressure around financial security.

Increased economic output

$57.5 million p.a.

| Increased workforce participation | $40m |
| Increased workforce productivity | $17.5m |

$40m in increased workforce participation is the equivalent of 885 FTE returning to or remaining at work, without having to take additional time off to manage mental health issues.

Note: 885 FTE have been estimated based on the number of individuals with PAND and others in their network who will not have to take extended time off work. The average time taken off work to manage mental health illness is ~15 weeks.

Source: Consultations with sector professionals with experience at state (VIC, SA, NSW) and national level

Source: PANDA Impact Assessment Model
The National Helpline saves lives and helps callers find the support they need

Observations from practitioners in the field:

Giving those with PAND options to seek and access support is key to empowering them to take control of their lives again.

New parents with PAND may delay seeking help as they may attribute symptoms to normal challenges of parenthood. Many people may reach crisis point before seeking help. Early intervention is critical to ensure support can be given before there is an adverse impact on their health and relationships.

When a mother experiences PAND, the baby is impacted as well. They start having feeding and settling problems, which are the first signs of distress. Left unaddressed, this could start a cycle of physical and mental development issues. However, if PAND is identified early, both the mother and the baby can receive the care required and the trajectory can change completely.

Fathers sometimes take on the burden of stability. They feel like they need to be strong and be there for their partner and can in instances, suffer from delayed detection and intervention until the mother is doing better.

Source: Consultations with sector professionals with experience at state (VIC, SA, NSW) and national level

Reduced burden on the public health system

- Reduced fatalities: $1.26m
- Reduced need for emergency services: $650k
- Reduced emergency hospital visits: $249k
- Reduced impact of stress and anxiety during pregnancy: $2.2m
- Reduced impact of stress and anxiety during childhood: $2.4m
- Effective utilisation of health services: $194k
- Reduced likelihood of other chronic diseases: $4.6m
- Reduced severity of illness: $824k

Source: PANDA Impact Assessment Model

$12.3 million p.a.
The National Helpline supports families to build stronger relationships

<table>
<thead>
<tr>
<th>Improved wellbeing and awareness</th>
<th>~2,500 DALYs p.a.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improved quality of life</td>
<td>2,475 DALYs</td>
</tr>
<tr>
<td>Number of DALYs attributable to</td>
<td>1,140</td>
</tr>
<tr>
<td>callers benefiting from</td>
<td></td>
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<tr>
<td>improved wellbeing and awareness</td>
<td></td>
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<tr>
<td>Number of DALYs attributable to</td>
<td>668</td>
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<tr>
<td>children of callers benefiting</td>
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<td>from improved wellbeing and</td>
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<td>awareness</td>
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<tr>
<td>Number of DALYs attributable to</td>
<td>667</td>
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<td>partners &amp; family of callers</td>
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<td>wellbeing and awareness</td>
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Note: Total calculated DALYs are at 6,188. With a 40% impact attributed to PANDA, this is equivalent of ~2,500 DALYs. Please refer Appendix C for attribution assumption.

*Disability-Adjusted Life Years (DALYs) are a quantification of the burden of disease, as recognised by the World Health Organisation. One DALY can be thought of as one lost year of "healthy life"*

Source: PANDA Impact Assessment Model

Observations from practitioners in the field:

Parenthood is **perceived to be a joyous occasion**. Those experiencing PAND can feel **shame and stigma** regarding the **negative feelings** they have and feel reluctant to seek help.

Partners may **want to help but not always understand** how best to support a person with PAND.

A lack of awareness of PAND results in the inability to understand or contextualise symptoms, resulting in many people **not being able to enjoy parenthood**.

In heterosexual families, fathers play an **important role** in the child’s development and if they experience PAND, they are **not fully and positively involved** with their baby, which could adversely **impact their development** in formative years.

PAND can impact the entire family dynamic and affect the relationship between partners and the relationship between the parents and child. Early intervention is critical to ensure these adverse impacts are stemmed early.

Source: Consultations with sector professionals with experience at state (VIC, SA, NSW) and national level.

PAND Oct 2018
The National Helpline also delivers benefits which cannot be directly quantified

- **Prevention of injury**
  - The National Helpline staff coordinate emergency services and provide crisis management to diffuse situations where there is the possibility of the child, mother, partner or anyone else suffering physical or psychological harm.
  - In addition, callers to PANDA are supported to develop coping strategies and draw on their network for help, thus reducing instances where tension could escalate resulting in physical harm.
  - The Helpline provides additional ongoing support to mothers during pregnancy and after birth.

- **Reduce adverse impact on older children**
  - When a parent experiences PAND, there is strong focus on them and the baby. In those instances, the needs of any older children may not be properly met.
  - The parentification of older children results in their developmental needs not being met in addition to them taking on responsibility beyond their capability.
  - PANDA takes a whole of family view to ensure older children’s needs are met.

- **Enhanced parent/child & partner relationship**
  - PAND can impact parent-child bonding, which in turn can have an adverse impact on the child’s development. PAND and a lack of proper understanding about it can also lead to greater tension between partners.
  - PANDA support enables those with PAND to effectively seek support early on, preventing damage to family relationships.

- **Improved family dynamic**
  - PANDA enables callers to draw on their broader network for help. For most callers, this would include letting their partner and other family members know what he/she is going through and identifying how they can best provide support and share responsibilities.
  - Family members become more aware of how to effectively support someone with PAND and how to get help if PAND occurs again. This supportive environment improves family relationships and overall wellbeing.
APPENDICES
APPENDIX A: Purpose and Audience
This report establishes an approach to identifying the benefits provided by PANDA’s flagship service

- Develop a robust methodology to identify and measure social and economic benefit of a core service
- Clearly outline the approach and rationale that guided the benefits assessment
- Develop a clear, compelling narrative that helps internal decision making and raises PANDA’s profile externally
The report is geared towards both internal and external audiences

The purpose of this report is to provide internal and external audiences with a clearer view of the value of the National Helpline.

**Internal**

- **Target Audience:** PANDA staff and leadership team
- The report will be used internally to help the PANDA team gain a better understanding of the impact of the work they do
- It will also be used by the leadership team to identify potential opportunities that can be explored further and to guide decision making regarding service delivery

**External**

- **Target Audience:** Federal and State Government, sponsors and donors
- This report will help establish the impact of PANDA’s services on the economy and on individuals and families, providing PANDA with a compelling narrative for funding support
- It will also be useful in raising PANDA’s profile which will help diversify its funding sources

Source: SPP approach.
APPENDIX B: Impact Assessment Approach
A few key principles have guided the impact assessment

Avoiding an overly complex methodology

- The impact assessment methodology has been developed with a focus on simplicity to ensure the impact can be quickly and easily communicated, and not overshadowed by a complex approach

Supporting some benefits through qualitative case studies

- Where benefits are not easily quantifiable or attributed with confidence, they have been supported through qualitative case studies. This helps to acknowledge and bring the benefit to life even if it cannot be accurately quantified

Moderating benefit attribution

- Benefit attribution has been moderated where relevant. This recognises the fact that mental health and wellbeing can be impacted by a variety of factors, and the National Helpline is one of a number of influences on this
APPENDIX C: Methodology and Assumptions
Four elements are considered when quantifying each benefit stream

- **Size of benefit**
  - This is either the benefit to an individual (caller, child, partner, family & network) as well as the economy as a whole
  - This can be calculated as a benefit gained (e.g.: Earnings available as a result of increased workforce participation) or a cost avoided (e.g.; Avoiding the need for emergency services)

- **Number of people impacted**
  - This identifies how many people the size of the benefit can be applied to
  - In the model, this is calculated by identifying relevant caller categories from the caller data

- **Reach of impact**
  - This element accounts for the fact that the caller is not the only person impacted by PANDA
  - While PANDA’s support is likely to have the most significant impact on the caller, others such as the child, the partner and the family & network are secondary beneficiaries
  - *A detailed look of how this is applied is provided overleaf*

- **Benefit attributable to PANDA**
  - This element addresses the fact that not all callers will experience similar levels of success
  - It also acknowledges that PANDA may not be the only reason for a caller to overcome PANDA
  - For the purpose of this model, we have assumed 40% of benefit attributable to PANDA *(see note below)*

Note: 40% benefit attribution is a conservative estimation based on limited available data. (This data relates to phone helplines in general as there insufficient data regarding effectiveness of mental health helplines specific to Australia). In the “Effectiveness of telephone counselling: A field based investigation - Journal of Counselling Psychology, April 2002, 30% of respondents said they feel “A Lot Better” due to telephone counselling. In the “Parent Know How Telephone Helplines and Innovation Fund Strands Evaluation Research Report 2009”, 45% of parents said they were helped “a lot” by the helpline service. This model uses the average of respondents who answered “A Lot Better” (30%) and “Helped a lot” (45%) across the two studies (average is 37.5%, rounded up to 40%)
Magnitude of impact can be further clarified

**Caller**
- Calling on behalf of self
  - 70% of callers
    (Based on PANDA data)
  - PANDA manages to make contact with person with PAND
    - 15%
      (Assumption: 50% split of callers calling on behalf of someone else)
  - PANDA does not manage to make contact with person with PAND
    - 15%
      (Assumption: 50% split of callers calling on behalf of someone else)
- Calling on behalf of someone else
PANDA offers a range of services for families impacted by perinatal mental health issues

The National Helpline is the core service offered by PANDA.

Source: Consultation with PANDA team, PANDA report to DoH.
Three main categories of benefits have been identified

The National Helpline delivers a variety of benefit streams, which contribute towards three main benefit categories.

**Increased economic output**
- A number of benefits result in greater economic output. For example, better mental health and family relationships will encourage greater workforce participation and productivity

**Reduced burden on the Australian health system**
- Addressing perinatal anxiety and depression has a direct impact on the health system through early intervention which can reduce the severity and duration of the illness
- It also educates callers to better utilise existing health services, leading to greater efficiencies

**Improved wellbeing and awareness**
- There is a broad range of benefits created through better perinatal mental health and wellbeing
- This includes better parent-child bonding, a stable family environment and an increased awareness and resilience around mental health wellbeing

Source: SPP analysis.
The National Helpline contributes to a range of benefits

<table>
<thead>
<tr>
<th>Benefit stream</th>
<th>Description of benefit</th>
</tr>
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<tbody>
<tr>
<td>Reduced severity of illness</td>
<td>Educate and empower callers to seek help before the illness becomes worse</td>
</tr>
<tr>
<td>Increased workforce participation</td>
<td>As callers feel better they are more likely to be able to return to work</td>
</tr>
<tr>
<td>Increased workforce productivity</td>
<td>Reduction in depression and anxiety enables callers to focus on work and be more productive</td>
</tr>
<tr>
<td>Reduced likelihood of chronic diseases</td>
<td>Anxiety and depression increase the likelihood of other illnesses such as heart disease and stroke. Support in managing anxiety and depression can help reduce the impact of other related illnesses</td>
</tr>
<tr>
<td>Prevention of injury</td>
<td>Crisis management by the PANDA team can result in diffusing situations where there is a risk of physical and/or psychological injury to the mother/father or child</td>
</tr>
<tr>
<td>Reduced adverse impact on older children</td>
<td>Perinatal anxiety and depression can hamper parenting abilities resulting in older children stepping into the parent role. By empowering the parent to manage their illness, this likelihood is reduced</td>
</tr>
<tr>
<td>Enhanced parent/child &amp; partner relationship</td>
<td>Perinatal anxiety and depression can cause strain on family relationships. PANDA’s approach enables the caller to effectively draw on the support network for help</td>
</tr>
<tr>
<td>Improved family dynamic</td>
<td>A better understanding of the illness by the caller and the partner results in an enhanced ability to effectively support each other</td>
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<tr>
<td>Improved quality of life</td>
<td>The ability to better understand and manage their illness as well as the improved social dynamics all contribute to improved quality of life</td>
</tr>
<tr>
<td>Reduced fatalities</td>
<td>The PANDA team intervenes where necessary to prevent loss of life by suicide or infanticide</td>
</tr>
<tr>
<td>Reduced emergency hospital visits</td>
<td>The PANDA team will work with the caller to help them feel more in control, eliminating the need for them to call on emergency services</td>
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<td>Reduced need for other emergency services (police, child protection)</td>
<td>The PANDA team will work with the caller to ensure the safety of the caller and baby and reach out to support network if necessary, reducing the need for emergency services to get involved</td>
</tr>
<tr>
<td>Reduced impact of anxiety and depression during pregnancy</td>
<td>Stress and anxiety during pregnancy negatively impacts the fetus and can cause development delays. The support by the PANDA team can help minimise the severity and duration of anxiety and depression</td>
</tr>
<tr>
<td>Reduced impact of anxiety and depression during childhood</td>
<td>Higher levels of stress and anxiety can hamper parent/child bonding and result in development delays. The support by the PANDA team can help new parents recognise and manage the illness better</td>
</tr>
<tr>
<td>More effective utilisation of health services</td>
<td>PANDA provides callers with the knowledge, language and guidance around how they can utilise existing services</td>
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