

Background: Each year the nursing department in St. Patrick's Mental Health Service runs an 'Innovative idea of the year' award. In 2023, the winning idea was for nursing staff to launch a podcast series, designed to bring listeners inside the doors of our service, and to focus on the Mental Health Nursing role and innovations within the nursing department. New podcast listener stats from YouGov from 47 global markets shows that 40% of people listen to podcasts for more than an hour per week, with 10% listening more than 10 hours per week. Ireland ranks 4th in Europe in terms of weekly listening levels to podcasts. A 2024 study in UCC (Caoilte et al.) found that podcasts are valued by the public as an effective medium to decrease stigma and increase mental health literacy. This study also found that accessibility of material and discussions featuring professionals and people with lived experience were reported key highlights.

Aim: To use an innovative podcast to promote and inform the public about the discipline of mental health nursing.

Methods: Research, design and implement a podcast series using interdisciplinary practices to produce six full length episodes to be broadcast globally.

Results: Six full length episodes produced and released on all available podcast platforms. Details of the episodes are as follows:

- Episode 1- A Day in the life of a mental health nurse
- Episode 2- Providing care for adults with eating disorders
- Episode 3- Caring for adults with anxiety through CBT and virtual reality
- Episode 4- Self-care in nursing: Prioritising wellbeing for better care
- Episode 5- Advancing mental healthcare through research
- Episode 6- The future of Nursing

Discussion: Podcasts are an effective medium to reach a wide global audience. Mental Health Conversations podcast informs the public as well as other healthcare professionals about the discipline of Mental Health Nursing. It aims to promote the profession and inform those considering mental health nursing as a career option. The podcast also gives a voice to service users who speak about their experience of mental illness, treatment and the critical role that nurses played in their recovery.

Reference

Clifton, M. (2024) Where are global podcast -listeners in 2024? Available at <https://business.yougov.com/content/49298-where-are-global-podcastlisteners-in-2024> (accessed on 23 December 2024).

Caoilte, N., Lambert, S. & Murphy, R. (2024) 'There's no waiting list, just press play': listeners' experiences of mental-health-related podcasts. Rural and Remote Health. 8213. 10.22605/RRH8213.