Background

The percentage of people in Wales experiencing severe mental health issues more than doubled during the COVID-19 pandemic. In addition, hundreds of people in Wales wait more than a year for help with their mental health. The EmotionMind Dynamic (EMD) programme experience a six-session programme over three months involving self-reflective introspection, self-analysis, problem solving, goal setting and action taking. The EMD programme challenges negative self-perception and increases self-awareness, self-confidence, and self-esteem. The purpose of this study is to estimate the social return on investment (SROI) of EMD lifestyle coaching, both face-to-face and online formats, by comparing the costs of running the programme with the social value generated from clients as measured by improvement in self-confidence and mental wellbeing.

Methods

Study participants included 15 clients from previous face-to-face EMD coaching and 17 clients from a new online version of EMD. For face-to-face clients, quantitative data was collected retrospectively with a ‘one-time only’ questionnaire. For new online clients, quantitative data was collected from baseline and follow-up questionnaires. Qualitative data was collected post-intervention from interviews with both groups. Outcomes from questionnaires for both groups included changes in mental wellbeing measured with the Short Warwick Edinburgh Mental Wellbeing Scale (SWEMWBS) and self-efficacy assessed with the General Self-Efficacy Scale (GES).

Findings

Results indicated that for every £1 invested, lifestyle coaching generated social values ranging from £4.12 - £7.08 for face-to-face clients compared with £2.37 - £3.35 for online participants. Quantitative and qualitative data from questionnaires and interviews indicated that many clients improved in mental wellbeing and self-efficacy. 100% (15/15) of face-to-face clients and 65% (11/17) of online clients reported an increase of 5 points or more on the SWEMWBS questionnaire. Similarly 100% (15/15) of face-to-face clients and 59% (10/17) of online clients reported an increase of 5 points or more on the GSES questionnaire.
Interpretation

The results showed that both face-to-face and online formats of the EMD lifestyle coaching generated a positive SROI ratios. With continued long waiting lists for people with mental health challenges, face-to-face and online lifestyle coaching may become even more essential across statutory, private and third sectors to meet the growing demand for mental health support.
Social return on investment of face-to-face versus online lifestyle coaching to improve mental wellbeing

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**Contributors**

The study concept and design was conceived by ML, AM, NH, AC, HTW, and RTE. ML, NH, AC, HTW, and RTE were involved in Methodology selection. NH, and AM conducted screening and data collection. Analysis was performed by AM, NH, and ML. ML, NH, AM, AC, HTW, and RTE prepared the first draft of the manuscript. All authors provided edits and critiqued the manuscript. AC, ML, NH and HTW were responsible for Funding Acquisition.

**Declaration of interests**

We declare that we have no conflicts of interest.
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Max Words: 301 Words

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Dear Editors,

Following the correspondence received on 29th July 2022, we are resubmitting the revised version of the conference abstract.

We have addressed all of the comments and feedback suggested with revisions to the manuscript evidenced in Table 1 below with corresponding line numbers and quoted amended text:

Table 1 – Outline of changes to the conference abstract

<table>
<thead>
<tr>
<th>Reviewer Comments</th>
<th>Response/amendments</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Background</td>
<td>The EmotionMind Dynamic (EMD) programme experience a six-session programme over three months involving self-reflective introspection, self-analysis, problem solving, goal setting and action taking.</td>
<td>The Full name for the EMD has now been added to the background paragraph</td>
</tr>
<tr>
<td></td>
<td>100% (15/15) of face-to-face clients and 65% (11/17) of online clients reported an increase of 5 points or more on the SWEMWBS questionnaire. Similarly 100% (15/15) of face-to-face clients and 59% (10/17) of online clients reported an increase of 5 points or more on the GSES questionnaire.</td>
<td>Numbers have been added to the findings section to quantify and substantiate the stated sections.</td>
</tr>
<tr>
<td>In Findings (or in Methods) need to state NUMBERS of face-to-face EMD coaching and online clients</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interpretation</td>
<td>This text has now been moved up to the findings section.</td>
<td></td>
</tr>
<tr>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

"Quantitative and qualitative data from questionnaires and interviews indicated that..."
many clients improved in mental wellbeing and self-efficacy."
(ideally including some numbers, percentages or proportions).

I trust that the aforementioned amendments satisfy all of your comments and concerns about the abstract.

Thank you once again for your time and comments; I look forward to hearing from you in due course.

Kind regards,

Abraham Makanjuola on behalf of all the authors