



BLACK DOG INSTITUTE

**News Release**

**23 March 2008**

## **BLACK DOG INSTITUTE SETS NEW BENCHMARKS**

The Black Dog Institute continues to set new benchmarks with recent emphasis on “*Let’s talk about depression*” and going on the road to bring the Institute’s professionals, specialist knowledge and support information to sufferers of mood disorders, their families and through community programs.

In the Institute’s Yearly Report, 2008 was described by Executive Director, Professor Gordon Parker, as a period of being “out there” in a major drive to improve the assessment and management of mood disorders.

In responding to the challenge, the Black Dog Institute reported strong growth across all its streams of activity – Clinical Services, Professional Education and Training, Research and Community Programs.

In the previous year (2007) we talked about the spectacular growth of the Institute website that averaged in excess of 100,000 hits a month. In October 2008, we surpassed for the first time 200,000 hits a month, while the monthly averaged climbed from 111,851 in 2007 to 156,418 hits in 2008.

The Institute is constantly updating the information on the website for the public and for professionals with the most popular pages such as the Fact Sheets, Bipolar Disorder Self Test, Depression Explained, Depression Self Test and the Health Professionals Home Page.

Professor Parker said that apart from more and more people accessing the Institute website ([www.blackdoginstitute.org.au](http://www.blackdoginstitute.org.au)) for information, the opportunity presented itself in 2008 to extend the reach of its educational and community programs.

This was made possible by association with events such as the iconic Bowral Tulip Festival, the Deniliquin Ute Muster, our first major ‘bush bash’ depression pilot at Tamworth and being the focus of the **nib** supported Andrew Johns Walk from Sydney to Newcastle.

“Ensuring that our impact ‘out there’ was not evanescent we planned to establish a computerised Mood Assessment Program (the MAP) facility at each of those centres – to put the MAP on the map and to ensure sustainable presence,” Professor Parker said.

During the year, the Institute produced a wide range of books on depression and bipolar disorders – both for professionals and the public – that are being written by professionals from the Institute, which allow readers to closely evaluate the Institute diagnostic and management models.

The 2008 Report is available on the Institute's website:

[www.blackdoginstitute.org.au](http://www.blackdoginstitute.org.au)

**MEDIA INQUIRIES:** Contact Ian Dose (M) 0419 618 606 or Email:  
[i.dose@unsw.edu.au](mailto:i.dose@unsw.edu.au)