



# Digital Mental Health Counseling Adoption Among 40-50 Year Olds in Urban South Africa: A Six-Month Evaluation

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## Abstract

Digital mental health services are increasingly being adopted in urban areas of South Africa to address the growing need for accessible and affordable healthcare. A mixed-methods approach was employed, including a survey questionnaire for quantitative data collection and semi-structured interviews for qualitative insights. Data were analysed using descriptive statistics and thematic analysis. Of the 40-50 year-olds surveyed ( $n = 389$ ), 62% reported initial interest in the service, with gender distribution favoring females (57%). Satisfaction levels averaged a score of 7 out of 10, indicating moderate user engagement and satisfaction. The digital mental health counseling service is well-received among urban South African 40-50 year-olds, particularly women. Future research should explore the long-term effects and scalability of such services in diverse socio-economic settings. Further studies are recommended to assess the efficacy of digital mental health interventions over extended periods and across different demographic groups in urban South Africa. Digital Health Counseling, Mental Health Services, Urban Populations, User Satisfaction

**Keywords:** Sub-Saharan, Urbanization, Digital Health, Mental Health, Counseling, Evaluation, User Acceptance

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