



Strategic Partnership Board

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Title:	Update on Good Thinking
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1. Purpose

1.1. The Strategic Partnership Board received a demonstration of London's digital mental wellbeing service at the September 2017 Board meeting and requested an update once the service was up and running. This paper presents an update on the service, which has been live since 31 October 2017.

2. Action required by Board members

2.1. The Strategic Partnership Board is asked to **note** the update on Good Thinking.

3. Partnership considerations

3.1. Due to the collaborative approach undertaken to commission the service, it is imperative that the service has oversight and feedback from the Strategic Partnership Board.

4. Background

4.1. London's digital mental wellbeing service, Good Thinking, has been developed through joint funding from over half of local authorities and all CCGs in London, with additional support from PHE and NHSE to support the development of particular service functions.

4.2. The service is championed by the London Health Board and is delivering on the Better Health for London recommendation that health and care commissioners should ensure that all Londoners have access to digital mental health support. The service has been acknowledged as a positive innovation by the Chief Medical Officer and cited within the Mental Health Five Year Forward View. It fits with the Five Year Forward View and closely aligns with the self-care and prevention focus of all London Sustainability and Transformation Plans.

5. Service overview

- 5.1. Good Thinking is a quality-assured prevention and early intervention digital service available to all people in London, 24 hours a day, 7 days a week. The service uses mainstream online channels (currently Google, Facebook and Twitter) to support people to help themselves. It uses behaviour change and digital 'micro-targeting' techniques to engage people who self-identify and are actively searching online for help in relation to anxiety, low mood, sleep problems, and stress problems.
- 5.2. The service has e-safety, safeguarding and clinical risk management at the core of the service, but in a non-intrusive way – with a focus on behavioural change and self-management. It has the potential to improve the mental wellbeing of all Londoners; it could also reduce pressure on local services, saving London and health and care services money – it is 'prevention at scale'.
- 5.3. The online platform can be accessed on desktop, tablet or mobile at: <http://good-thinking.uk>. The commissioners' information pack embedded below provides further information.



6. Live running of the service

- 6.1. The service has been live since 31 October 2017. A data dashboard has been developed to monitor service activity and refine the service's approach and function with advice from the PHE behavioural insights and digital teams.
- 6.2. In the first two weeks of going live, over 5,000 users visited the service. From 1 November 2017 to 28 January 2018 the service received 28,109 visits (evenly spread across London), leading to over 1,000 of these Londoners then engaging in evidence-based self-assessments and/or online self-management programmes for stress, anxiety, depression and sleep problems.
- 6.3. Our projection to March 2019 is that, based on this current data, up to 420,000 users could be engaged. Based on current performance this would result in around 41,000 users supported to access self-help resources during 2018/19.

7. Conclusion

- 7.1. The Strategic Partnership Board is asked to **note** the update on Good Thinking.