

Good Thinking

Community Manager
Mental Health & Wellbeing
Roundtable, 28 March 2019

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Thinking

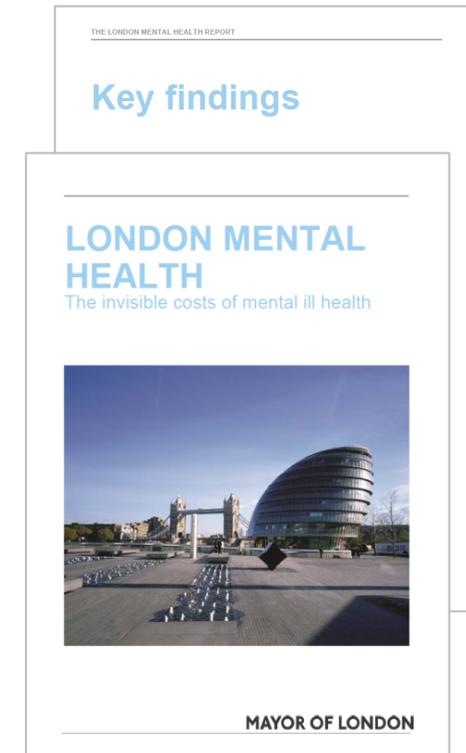


Good Thinking

London's mental health

A key 2014 report on the mental health of Londoners 'London Mental Health The invisible costs of mental ill health' showed:

- Every year 1 in 4 people will experience a diagnosable mental health problem.
- Mental ill health has greatest impact on the most vulnerable people.
- 18% of adults have experienced mental illness and met the criteria for “common mental disorders” but have not been diagnosed.
- London has the UK's highest proportion of people with anxiety.
- The report recommended that London should address these “basic and too-often ignored problems in our city”.

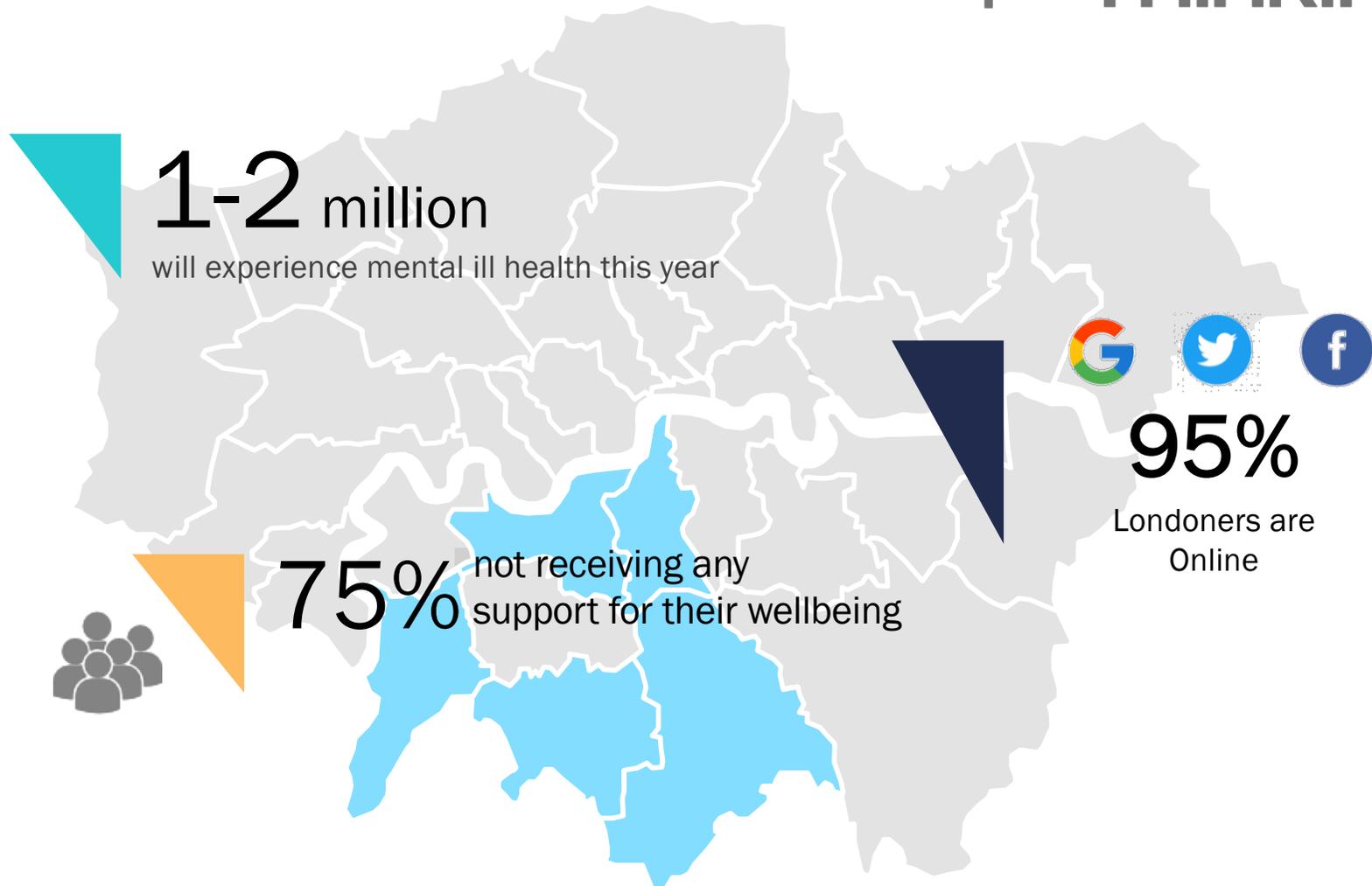




London Digital Mental Wellbeing Statistics



Good Thinking





“The consumer experience of care services remains much as it was before the mobile phone and the internet became commonplace.”

Personalised Health and Care 2020
National Information Board, November 2014



Learning from Londoners interviewed in their own homes, in shopping centres, on campus, in community workshops, online surveys

Introduction | Research map

Insights from...



Somali Community



Working professionals



Students



Speaking to Londoners



Peer to peer insight gathering



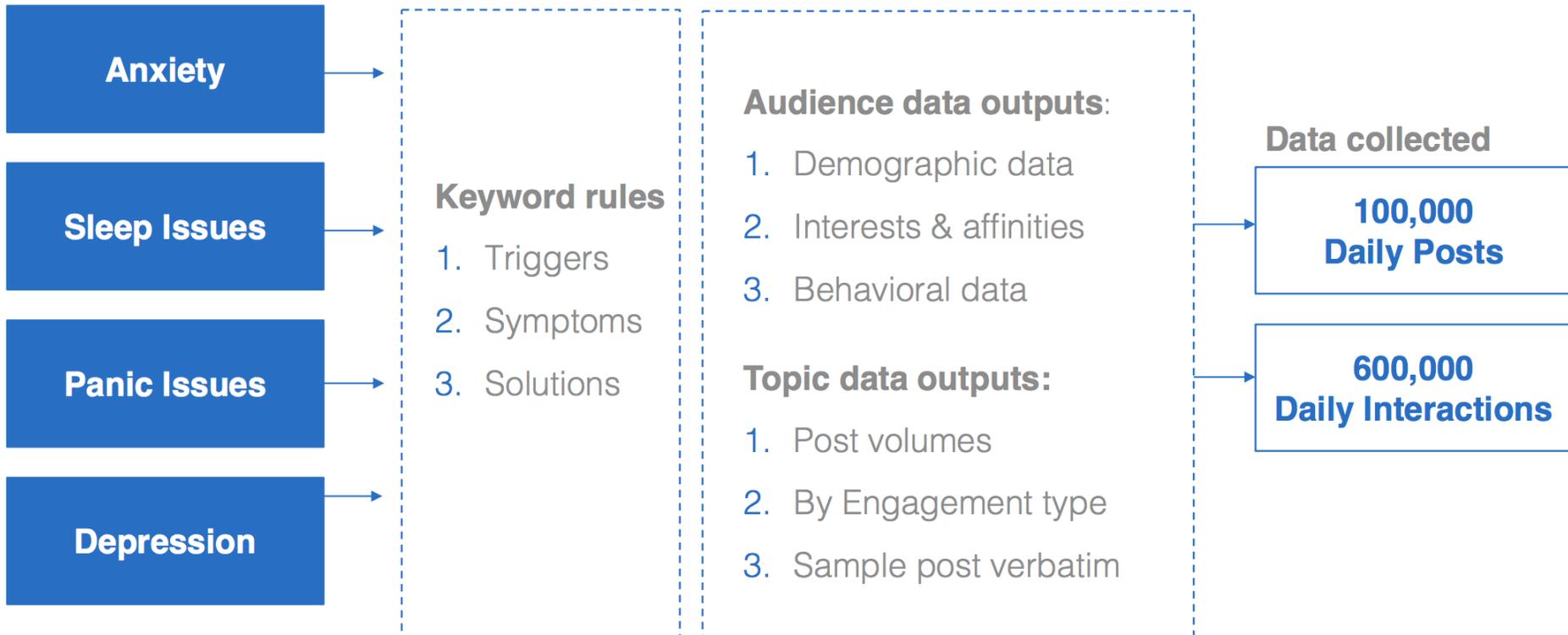
Younger people

Learning from Facebook interactions



Methodology

Four study areas



#	SITE*	VOLUME
1	forums.digitalspy.co.uk	1,754
2	nomorepanic.co.uk	1,005
3	thestudentroom.co.uk	886
4	forums.moneysavingexpert.com	658
5	forums.overclockers.co.uk	335
6	thedibb.co.uk	277
7	fertilityfriends.co.uk	161
8	Recoveryourlife.com	90
9	Forum.alzheimers.org.uk	119
10	www.cpfc.org	82

Key Insights (1)

Enablers and Barriers

People are looking for information and self-help resources online in large numbers. They need to know that their experience of mental health is something that can be helped, and how to find it.

- a) Limited awareness and knowledge
- a) Lack of trust
- b) Stigma
- c) Cultural

Finding the right resource

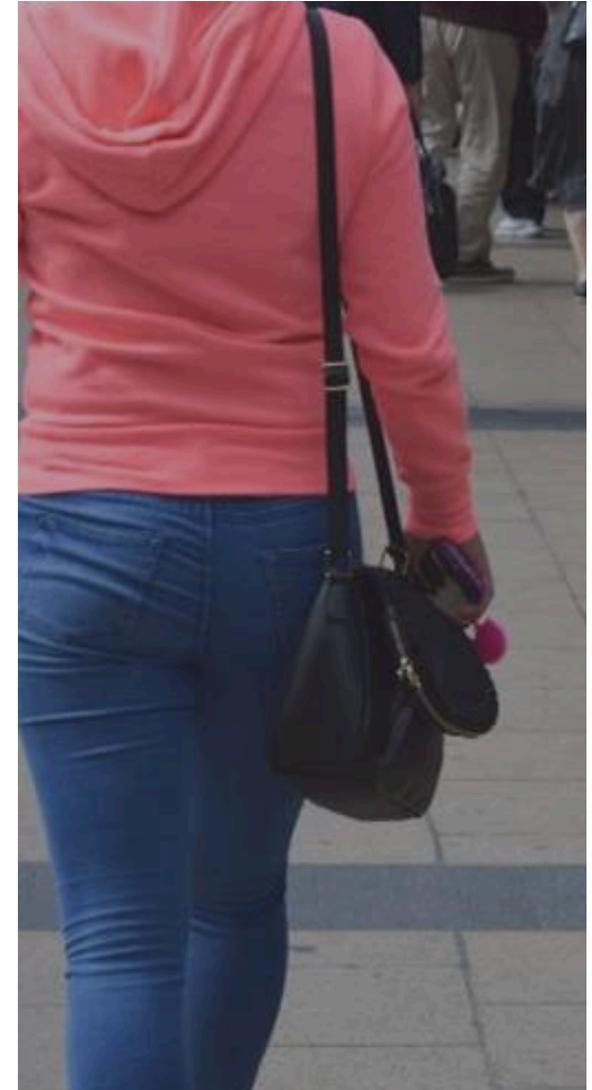
How do I know where to look?

Londoners are looking for solutions to their difficult experiences, and need help finding coherent journeys to solution-focused support (information and services).

All groups agreed they wanted concise information that was easy to navigate, several groups suggested tabs, bullet points and drop down functions to avoid having to scroll through a lot of information to find what they are looking for.

“There is so much out there because it’s channelled in from so many places. It’s great, but if there was like ‘follow these five things first.’”

– Carl, 38



Key Insights (2)

Connecting with people 'where they are' online

Londoners need to be met where they are, and offered information and services that fit in with stressful, busy lives.

"I'm doing too much, and at times I'm not able to cope with it. Sometime my children don't cooperate, or things don't go right. All of a sudden so much gets like, accumulated, either it is the work stress, mum's appointment and running around everywhere here and there."

"You should use YouTube because it's easy to access. When you get to Facebook you have to log on but YouTube is quite easy"

– Member of the Somali community

Key Insights (3)

Safety, Trust and Discretion

Londoners value **safety and trust** very highly, especially when dealing with personal struggles.

"When you are doing forums, you are talking live to people but you just don't know who you are talking to (...) you just have to go on what they are telling you."

Key Insights (4)

Others like me ?

People feel less alone and supported by learning online about other peoples' experiences with no obligation to participate themselves

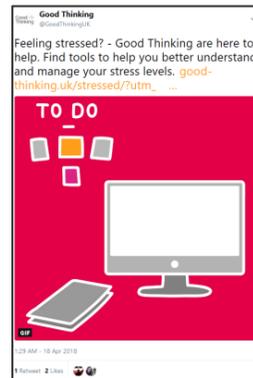
"I do find online very helpful though, and speaking to people online is good.(Why?) Just maybe, to see what other people are going through and that might help you, that your situation is not so bad. Or maybe that you are giving somebody advice, that can help them as well, that's a good thing. It's about helping each other."

How does Good Thinking work?

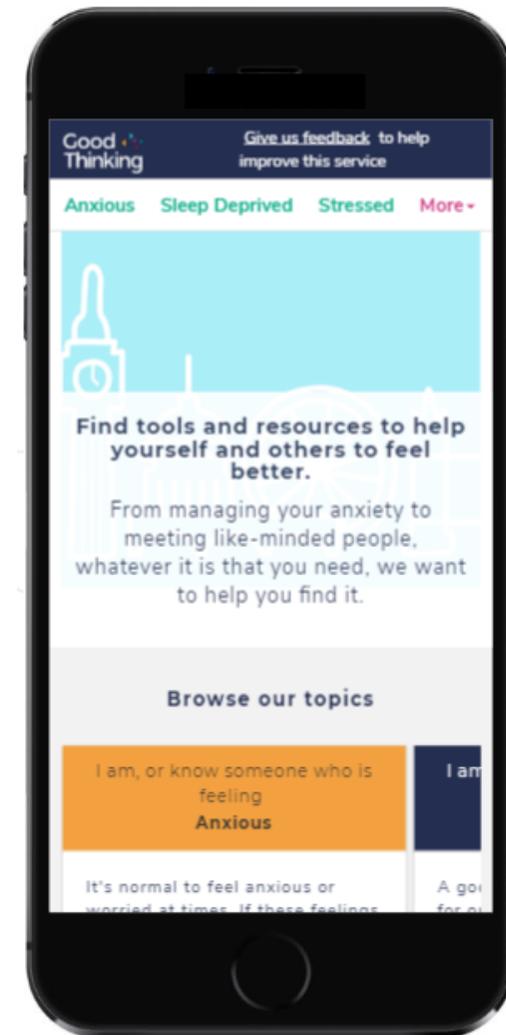
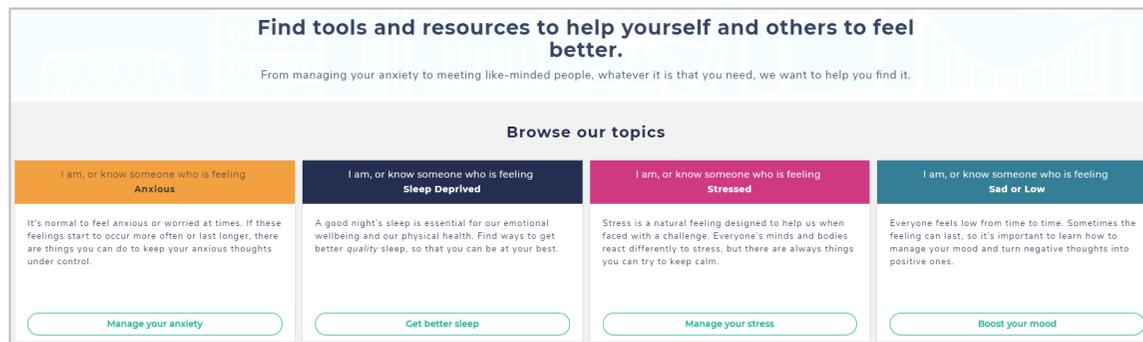


Good Thinking

Uses social media marketing (Twitter, Facebook, Google) to find Londoners searching for terms associated with common mental health conditions and directs them to Good Thinking.



Four common mental health conditions: anxiety, sleep deprivation, stress, low mood



How does Good Thinking work?

Personalised support indicated following a simple three question wellbeing quiz
A more extensive self-assessment also available.
Suggests five on and offline products to support and boost good mental health.

Escape your anxiety

It's normal to feel anxious at times. Find tools to keep your thoughts under control.

On this page you can find tools to help understand and manage anxiety – whatever form it takes, for you or a friend.

[Download this guide on how to overcome fear and anxiety.](#)

Q1 OF 3

Are you (or is someone you know) affected by any of the following?
Select as many as you like

waking up at night can't leave the house can't switch off generally feeling worried panic attack thoughts racing

Your wellbeing resources

[Edit your selection](#)

Top 5 picks for you

We have picked some resources that we think will be useful to you. Our systems are still learning so please let us know whether what you have found is useful!

#1 Be Mindful

Benefits:

- Free for Londoners - exclusive offer
- Evidence-based
- Beginner-friendly
- You receive detailed feedback on your progress
- Includes downloadable meditation tracks

Considerations:

- Be Mindful may not be suitable if you have severe depression or are currently going through big life changes
- Committing to regular practice will give you the best results

[Tell me more](#)

No thanks, show me something different

#2 Mental Health Foundation

A website with useful tools and resources for all things related to mental health and wellbeing.

Benefits:

- Free
- Resources include: videos, podcasts, statistics and self-assessments
- Clear and informative

Considerations:

- Could be more interactive

[Tell me more](#)

No thanks, show me something different

Feeling under the weather?

Our symptom checks can:

- ✓ Check for urgent problems
- ✓ Identify possible causes
- ✓ Suggest if and when you need to see a doctor or tell you how to care for yourself

I'm taking this for...

Myself Someone else

Age: years old or DOB:

Male Female

START NOW



The Cancer Detective

Bw

Bowel Cancer →

Musculoskeletal Mysteries

Bp

Back Pain →

Mind Over Matter

De

Depression →



BeMindful.co.uk



AURA

Sleepio



MyCognition



© Sleepstation



FearFighter™
Overcome Panic and Phobia

Good Thinking

Successes to date

Nov '17 - Mar '2019

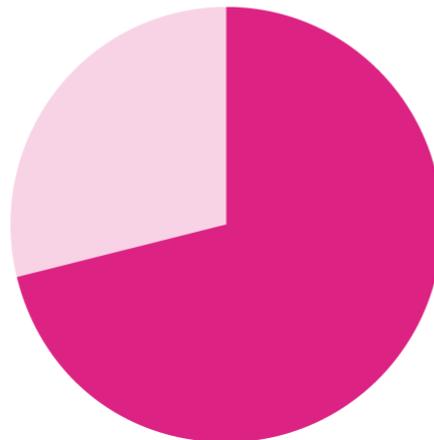
270,000 visitors

190,000 unique IP addresses

80,000 repeat users

NEW USERS
160,000
April '18 - Mar '19

- 31% repeat users
- 69% new users



Steady user growth

★ Nov '18
180,000

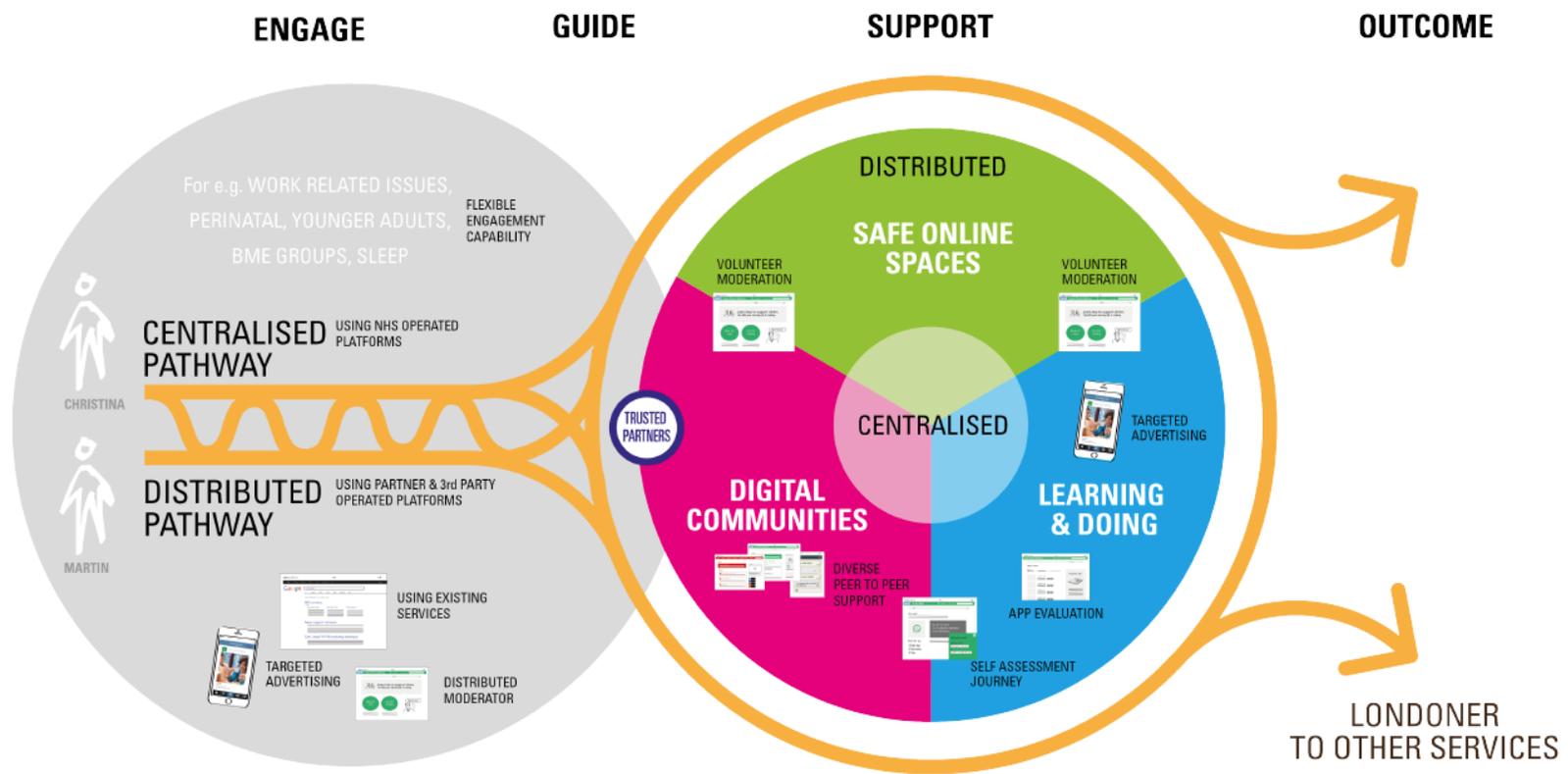
Apr '18
50,000

★ Goal:
63,000

Stakeholder communications campaign:

NEW USERS
1 - 31 Oct '18 **20,000**

Service ecosystem



NHS Innovation Accelerator Exemplar

