

Hello, I'm Karolina



I'm from

NORMALLY

We identify unmet human
needs to create data products
and services that benefit
people and society.

A central question

**How do young Londoners navigate
mental and emotional wellbeing today?**

NORMALLY



**Collective efforts to drive
mental health awareness
and break down stigma are working**

Informed



In the weekly bulletin at school they have a mental health tip of the week.

Articulate



Mental health is not necessarily being happy, but content.



Things are more complicated than 'depression or not', nobody is at their perfect mental health ever, it's a scale.

Savvy



Everyone has a main Instagram, and Spam for close friends. I post much more there.

**But when it comes to tangible help,
many feel let down**

#01

Unrelatable experience

#02

Generic advice

#03

Information, no solutions

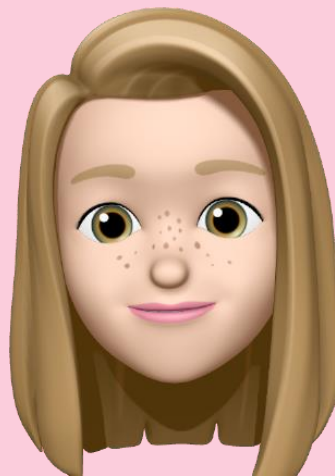
Three key considerations for meaningful help

How might we
Support at eye-level

Enabling friends to provide emotional support

*Having a friend is
the best healer for
mental health*

*There's no advice
online for helping people
if you're a friend.*



**Using online games
as a safe place
to open up without
feeling judged**

*Playing PS4 is
50% playing and 50%
talking to friends.*

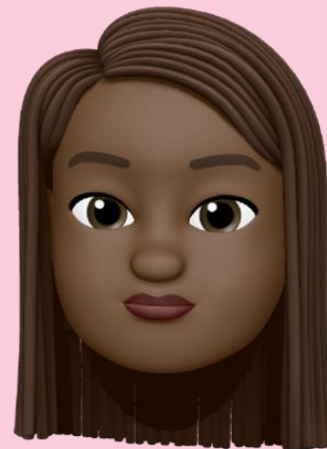
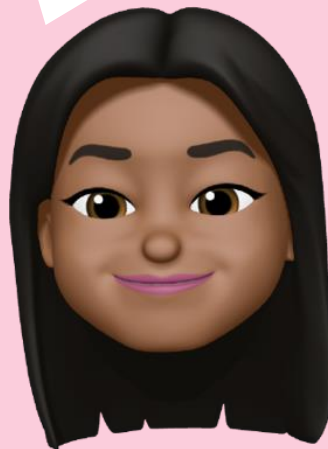


How might we
Address diverse circumstances

Demonstrating cultural sensitivity

In the Asian community they say if I can't see you have a wound you don't have a wound.

Lots of parents, definitely ethnic parents really believe in what school say – word for word. They respect it.



Targeting teenage- related high- pressure moments and situations

There should be more specialised solutions to teenagers – one for academics, one for friendships, one for like feelings of self-worth.



How might we
Let actions be louder than words

Complementing information with clear, actionable next steps

*The website gave
a diagnosis but
nothing else.*

*These mental health talks
make you more sad than
you were before. They can
make things a lot worse.*



**Create solutions together
with those who know best...**

NORMALLY

Young Londoners

Thank you

karolina@normally.com