

Good Thinking: Young People

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**Healthy London
Partnership**

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Development and Assurance

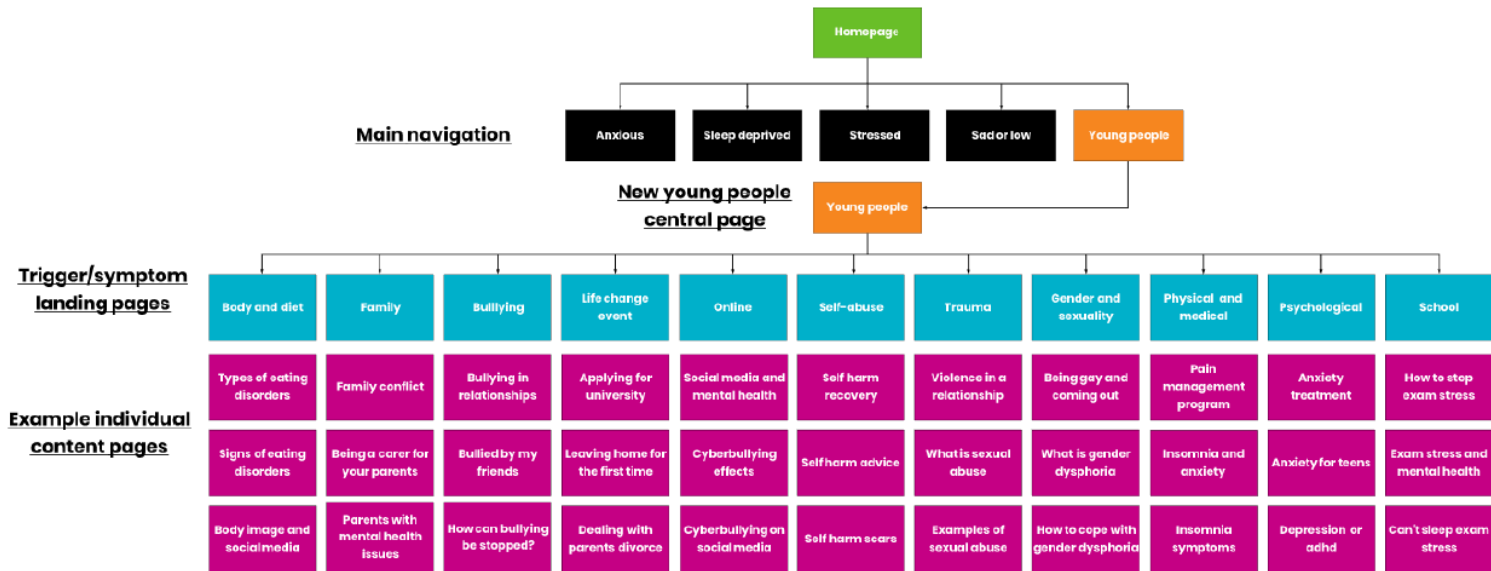
1. Offline Discovery Work: Normally
2. Online Discovery Work: Fresh Egg
3. Self-Assessment
4. Resource Assurance
5. Safeguarding Advisory Board
6. Joint Research with LSE
7. Digital Ambassadors

Online Discovery

Google is being heavily used by the cohort of 16-17 year olds to look for health information (including mental health and wellbeing) – a clear demand exists for a digital health service to be present within search.

Over 12,000 key terms were analysed in order to better understand the search landscape.

Proposed content structure



The above diagram shows how the main navigation of the website would need to alter to cater for the young audience. The proposed new 'young people' landing page will contain visual links to trigger/symptom landing pages, operating as individual content hubs. Within these hubs (e.g. family) will be individual content pages that answer users queries around a particular topic.

These topic pages should contain relevant CTAs to resources that young people will find useful that are already housed on the Good Thinking website.

The next three slides show example page wireframes for the young people central page; trigger/symptom landing page; and an individual content page.

The above example of individual content pages can be added to using the keyword data from the research – this will be supplied by Fresh Egg and can be used to build a full list of content pages to be published (in a priority order).

Example 'Young People' page wireframe



Acts as a short introduction to the page



Each box represents a visual link to a content hub that is specific to each symptom/trigger



Assurance

Self-assessment now accurate for those 16+

NHS Apps Library DAQs now have section on Young People

Depression Self Assessment

Depression Self-Assessment

Depression Self-Assessment

This professionally developed self-assessment will help you to determine whether you have depression and what you can do to manage how you feel.

The assessment should take between 5 and 15 minutes and will provide you with feedback and suggested actions based on your answers. Where appropriate, we'll also suggest relevant resources that could help you feel better.

What is your gender? 1

Male

Female

How old are you?

years

[previous question](#) [next question](#)

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We're sorry, but currently this service does not give advice to those who are younger than 16 years of age. Phone Childline on 0800 1111, the MIX on 0808 808 4994 or the Samaritans on 116 113. Parents can call Young Minds parent helpline on 0808 802 5544. The MIX has online one-to-one chat and group chat forums where you can discuss any issue that is troubling you. Your child's teacher or GP can provide support or advice. If the situation is urgent, contact your GP or dial 111. In an emergency, dial 999 or go to your local A&E department.

Assurance

Safeguarding Advisory Board includes:

- NSPCC
- Childline
- Barnados
- BBC Head of Safeguarding
- BBFC
- DCMS
- Anti-bullying Alliance
- Carnegie Trust
- LSE
- ICO
- Superawesome
- DoctorLink
- ParentZone

Online Lives

<https://www.bbc.com/ownit/its-personal/mean-comments-film>



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Professor Sonia Livingstone

Professor of Social Psychology

Department of Media and Communications

Children and adolescents experiencing Internet related mental health difficulties: the benefits and risks of digital skills

This task responds to growing public and expert concerns that social and peer-to-peer interaction on the internet, especially linked to harmful user generated content shared in niche groups (e.g. pro-self-harm/cutting groups, pro-anorexia/thinspiration, pro-suicide groups), might cause or worsen mental health difficulties.

Yet these children can be isolated, bullied or marginalised in their everyday lives offline, such that the online world offers distinct and valued forms of help, support and social acceptance.

Digital Ambassadors

