

Good Thinking: London's digital mental health service

2020/21 Insights Report – a snapshot of how we helped
Londoners and what we've learned over the past year

March 2021



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Our mission

We support individuals to look after their mental health and wellbeing in a way that works best for them. We encourage everyone to be proactive about their mental wellbeing and we provide tools and guidance to support this.



Overview of where we fit in the health and care system



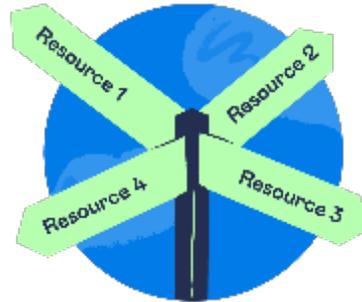
Seeking support

Londoners can take Good Thinking's quiz and self-assessments to help ensure they get the right support. We also provide information about local services to ensure people are clear about their options. We've set up wellbeing hubs directed at health and care staff to help them cope and stay well.



Social prescribing

Good Thinking provides materials to the London network of social prescribers. Content is updated and tailored to make sure it is relevant to what Londoners need.



Primary Care

The apps that Good Thinking hosts can be prescribed directly by GPs from EMIS. There are workbooks on a range of subjects that can be downloaded and given to patients.



Talking Therapies

Good Thinking offers routes for self-referral, and also provides resources to help people prepare for treatment, or to keep themselves well and avoid a future relapse.



Complex Needs

Resources are available on Good Thinking to help people with more complex needs, to track their wellness, and provide support to carers.



Crisis Support

Our urgent support information page links to all local NHS Crisis Teams. We also signpost people to helplines such as Samaritans, SHOUT



Welcome

I'm determined to ensure that Londoners live in a city where they can access the support, tools and resources they need to keep themselves mentally and physically well. The past year has been particularly challenging, with the pandemic inflicting a heavy toll on our mental health and wellbeing. I'm pleased that Good Thinking, London's digital mental health service, has been available to Londoners throughout this testing period and continues to provide a wide range of tools and resources for Londoners to use when they need them.

I'm so grateful to colleagues within the NHS, Public Health and Local Authorities who have worked tirelessly to develop and refresh the Good Thinking website to ensure it has the right content and material. As this report highlights, the way in which the service was able to rapidly provide tools to manage anxiety, trauma, bereavement and much more shows that by forming partnerships and working together we can ensure Londoners get the help they need.

As Mayor, I've been speaking openly and honestly about my own mental health and how I've been coping during the pandemic. I encourage all Londoners to do the same, and to share your feelings and experiences with people you trust because none of us are superhuman and we shouldn't feel we have to keep our feelings bottled up.

As we reflect on the previous year, and as outlined in this report, Londoners are actively looking to keep themselves well and understandably doing their best to remain resilient during these extraordinary times. Since Good Thinking's launch in 2017, over 500,000 Londoners have visited the website to access help and support. I'm committed to continuing our work with the NHS, public health and local authority colleagues to ensure mental health remains a priority in all our work, whether responding to the pandemic or planning for London's recovery.

I feel particularly for young Londoners, who have faced a very disruptive time in terms of their freedoms, learning, cancelled exams, and big question marks about what their future might look like. We know this from the insights and evidence gathered from Thrive LDN and the recent Prince's Trust survey, which produced worrying results showing that 1 in 4 young people have felt unable to cope during the pandemic. I recently provided funding to Good Thinking to expand its services to young people aged 13 to 18. My administration will continue to work with schools and other education settings to understand the challenges young Londoners are facing and to find ways of giving them the support they need to manage their mental health.

We have an opportunity now to further develop the activities and initiatives set out in this report and to learn from what has worked well and what needs to change. This past year has reminded us that there is no one-size-fits-all approach when it comes to mental health. We need to listen to the needs of Londoners, respect the diversity of our city and provide the tools that work best for individuals.

We must also continue to build on these important initiatives and ideas, and – as a city – carry on working together to make sure that all Londoners are able to access the help and care they need, whenever they need it.

Sadiq Khan
Mayor of London

Introduction

Good Thinking is part of London's health and care system, providing free, 24/7, digital support to people living, working or studying here with their mental wellbeing. We offer round the clock support and self-care options that are easy to access, and simple to navigate. We're here to support all ages; parents of children, young Londoners, students, working age people right through to retirement and older Londoners.

Through our website, you can download or follow advice and tips to care for your own mental health and wellbeing at a time and place that suits you. We provide a range of tools and apps to help manage sleeplessness, anxiety, stress, low mood and other feelings. Good Thinking also provides help and guidance if you are concerned about somebody else's mental wellbeing.

We are part of the NHS and work with health and care partnerships including local councils across the capital, we are supported and funded by the Mayor of London, London Councils, Directors of Public Health and Public Health England. We are working towards Thrive LDN's vision of helping all Londoners to live happier, healthier lives.

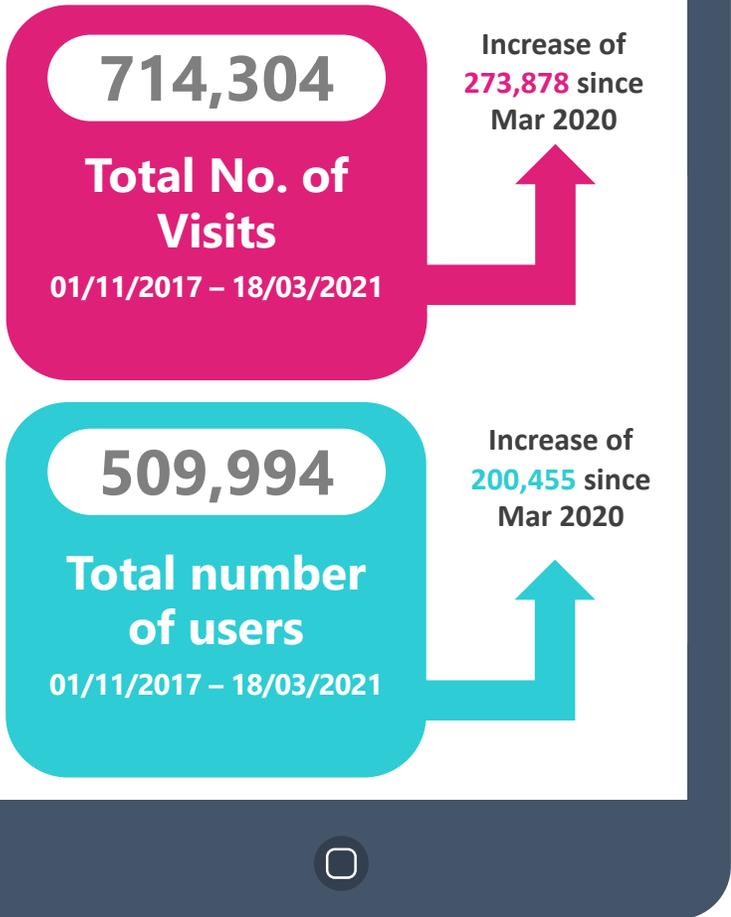
We have been supporting Londoners with their emotional wellbeing and mental health since 2017. We saw visits to our website and downloads of our Apps and resources increase significantly as a result of the pandemic between March 2020 and February 2021. This report provides you with an overview of what we achieved and how we will use our experiences and insights from the past year to provide the online service Londoners need.

How we work and what we offer

- We focus on individuals (young and old) – providing services and support tailored to their specific needs and preferences.
- We help Londoners to support each other by providing tools, resources and advice to people who are worried about their own wellbeing or that of someone they care about.
- We provide the very best NHS approved digital advice and resources.
- We are here to help parents, school children, young adults, working age Londoners and older people.
- London's GPs promote and signpost their patients to our service to support with ongoing selfcare.
- Some Londoners prefer not to visit a clinic to get help for their wellbeing, so we provide a range of online tools and guidance to support them to manage their own mental health in a way that suits their individual needs.
- We offer self-assessments, Apps, downloadable workbooks and advice for people wanting to prevent poor mental health, and also for anyone experiencing challenges such as stress, sleeplessness, anxiety, trauma, worry, loneliness or isolation.
- We work alongside Thrive LDN to build partnerships at a local and London-level to advance equalities and improve how Londoners access mental health support.
- We respond to what Londoners tell us they need. We provide insights, technology and intelligence to enhance and improve the range of options open to Londoners wanting to take a more proactive approach to managing their mental health.
- We help break down barriers and improve access, quality and experience for those most in need of help.

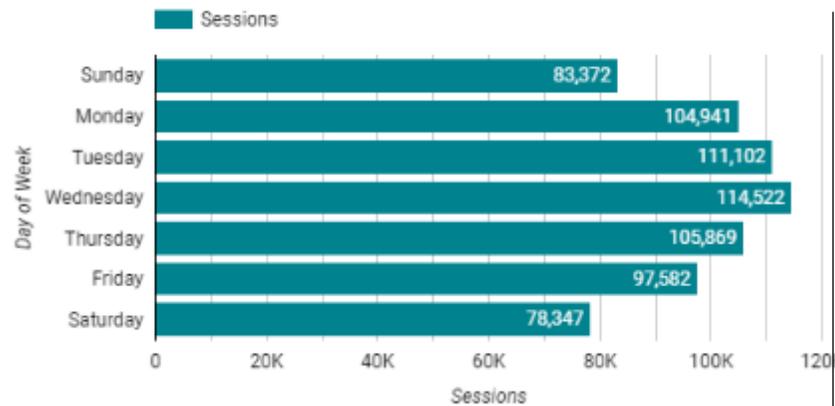
A snapshot of our growth and trends

We've grown and attracted visitors year on year. But 2020 was our busiest.

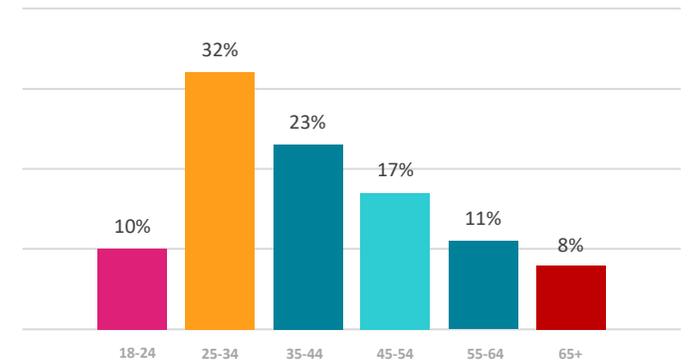


This is a snapshot of how many Londoners are using our service, who it is popular with and when we receive the most visits. This data and activity informs how we shape our content and our offer to Londoners

Sessions by day of week



Age Data



*Data presented is provided from Google Analytics and relies on information from user devices, browsers and cookies – Nov 2017 – Mar 2021

The impact of the pandemic

The arrival and impact of COVID-19 has meant that 2020 and the beginning of 2021 have been exceptionally challenging for all Londoners, the health and care services and on businesses. Research and insights collated and published by our colleagues in Thrive LDN has shown that the pandemic has taken its toll on our mental health and wellbeing.

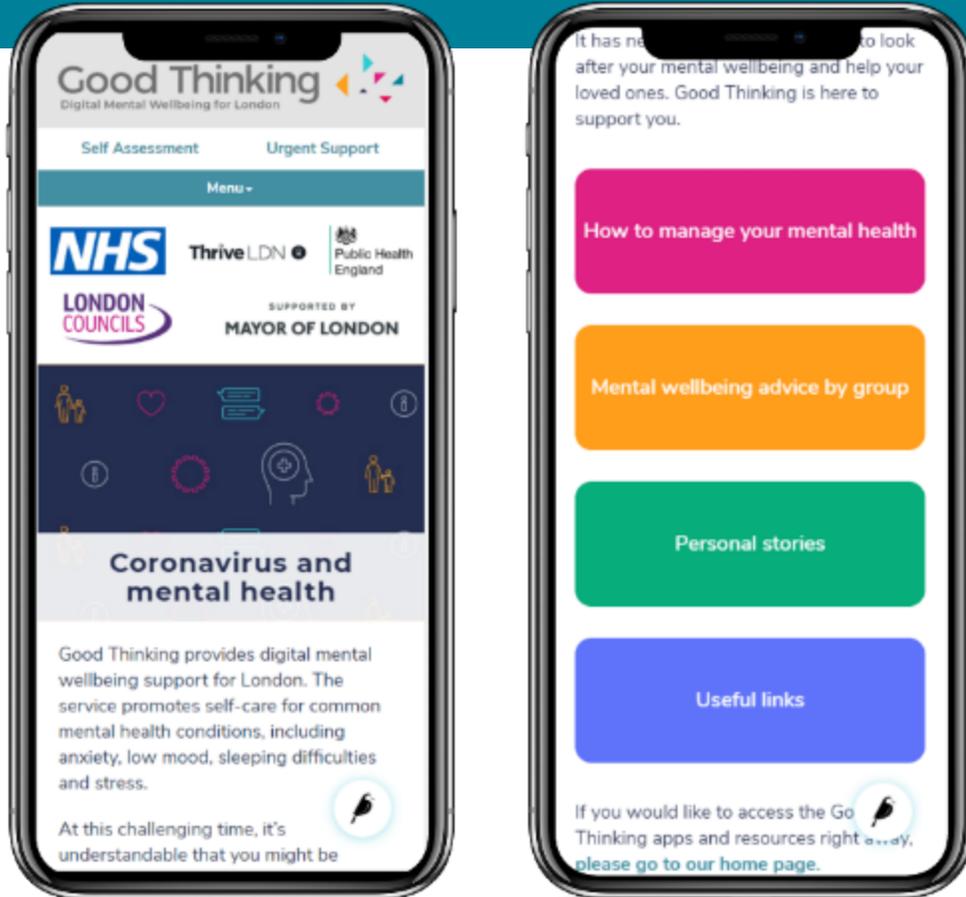
The Good Thinking team worked with the rest of the health and care system to provide Londoners with support throughout every stage of the pandemic. Due to the agility of the service, it was possible to adapt and create content quickly and ensure it was live and updated for Londoners when they needed it most.

As a digital service, the advice and content is regularly updated and promoted, however it takes time to add or develop specific Apps. We take pride in our rigorous testing to ensure we provide the safest and most accessible resources and this means it can take a few months to go from concept, design, mobilisation to go-live.

Between Jan 14 - Mar 14 2020 we attracted 17,278 new users to the site and in the same time period Jan 14 - Mar 14 2021, 40,333 new users accessed the service. An increase of 230% in the same time period, due to more awareness of the site and potentially more people seeking support to manage their mental health.

Good Thinking is available to Londoners thanks to the borough councils, NHS, and multiple organisations and partners that fund and work with us. Our content is developed based on the feedback and ideas from all our partners and users and is designed to support wellbeing and resilience. We will continue to work alongside partners and Londoners to ensure our service meets their needs.

Coronavirus specific content

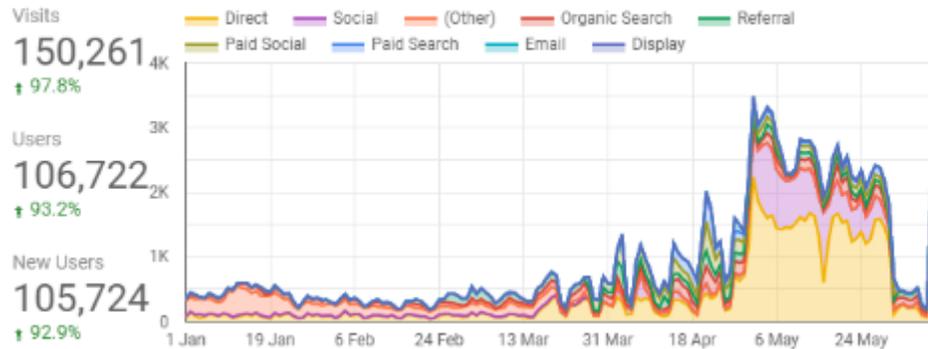


- Provides up to date information & advice
- Signposts to trusted, clinically approved guidance
- Aligned to Public Health England advice
- Includes written articles, 'how to' guides, podcasts and blogs
- Catered to specific audiences
 - ❖ *Parents and carers*
 - ❖ *Children and Young People*
 - ❖ *Healthcare workers*
 - ❖ *Education professionals*
 - ❖ *Older people*
 - ❖ *Non-English speaking communities*

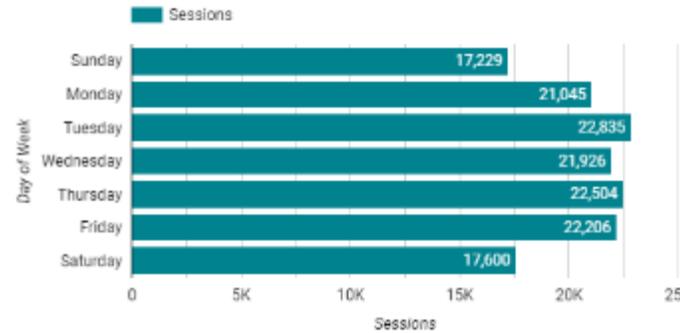
User growth & insights during first lockdown

Jan – May 2020

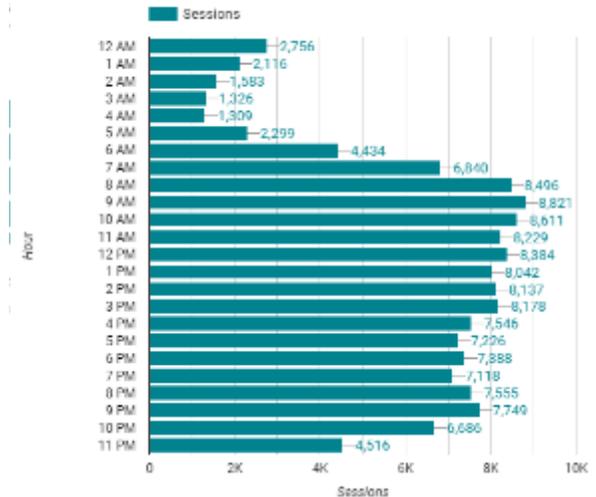
Reach: Users and Visits by Digital Marketing Channel



Sessions by day of week



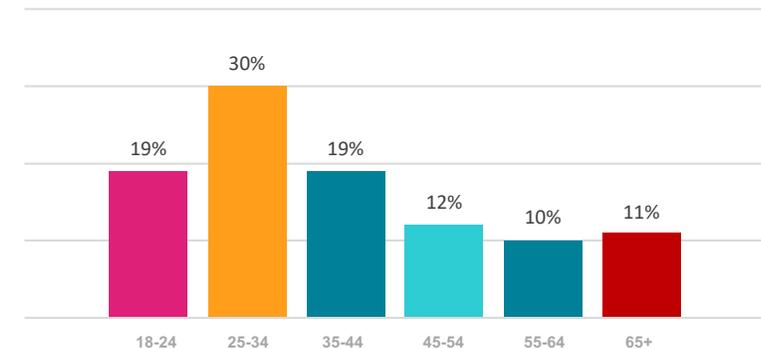
Sessions by time of day



Covid-19 Pages Views

Good Thinking saw a huge increase in new and returning users during the first lockdown in March 2020 as shown in the graph above. We used this and other website data, information gathered from surveys with young people in our [Checking In Report](#), and search intent research to publish our [first insights report](#) in September 2020. This report provided Good Thinking and wider system partners with a rich source of information to enable the service to continue to respond to Londoners' mental well-being needs caused by the impacts of the pandemic

Age Data



Snapshot of activities undertaken by Good Thinking during the past year



A refreshed website design

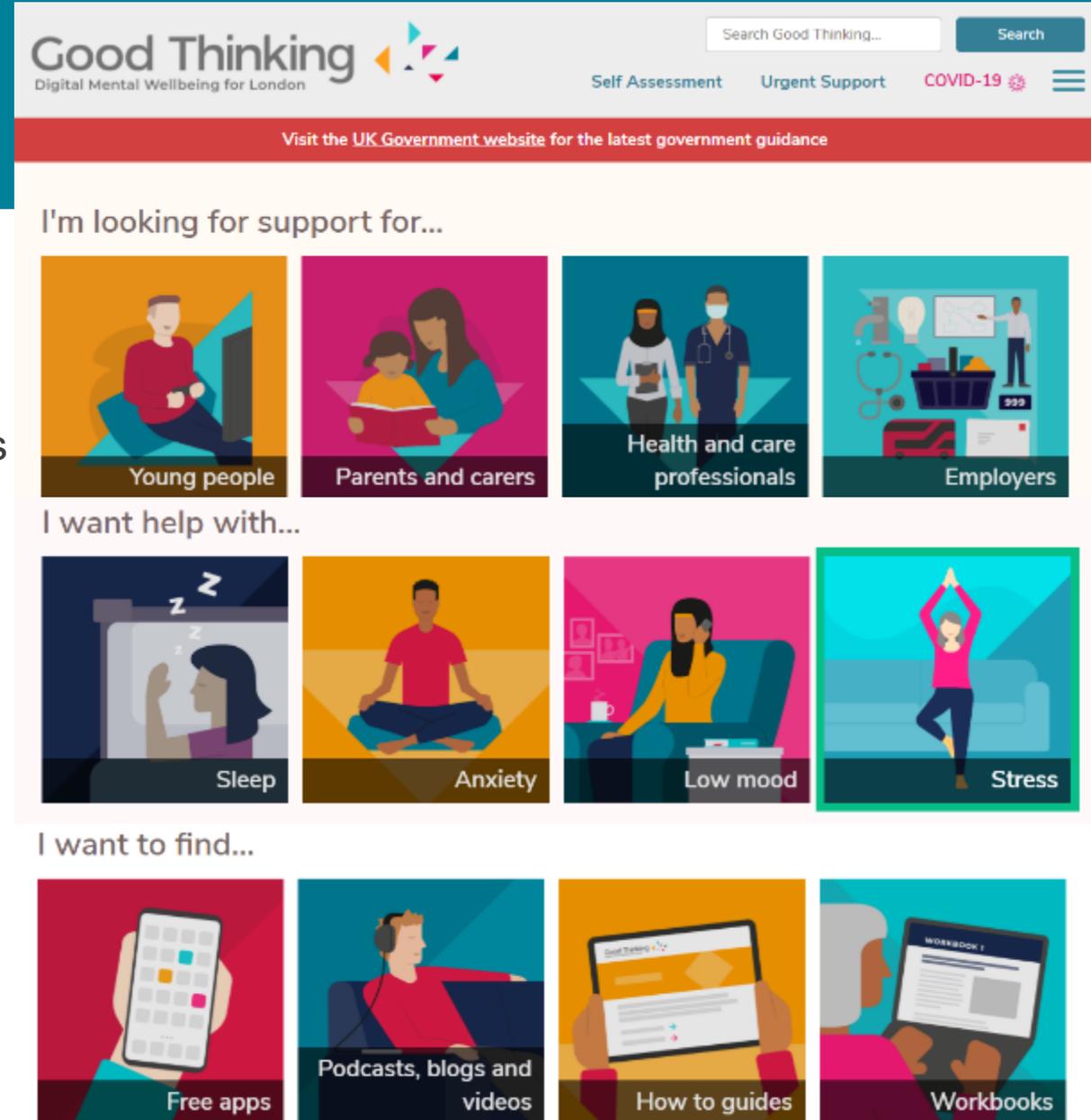
The Good Thinking homepage has been revised and now features a grid of accessible and easy to navigate tiles.

Key features:

- Improves navigation and user experience
- Enables Londoners to easily access what they need
- Provides greater visibility of the Good Thinking resources
- Aligns with models used by PHE, GLA, Thrive LDN
- Can be easily modified and updated
- Dedicated Children and Young people section has also been added.

More updates are planned in 2021, including:

- Improve accessibility
- Redesign user interface
- Potential embedding of NHS Login allowing booking of appointments



Supporting London's children and young people

Due to support and funding from the Mayor of London, we worked with a group of young Londoners to understand and develop the support and resources they want...

New content

Advice and blogs

- Supporting the self-care and mental health of students and young people
- Six things to remember if you're being bullied
- CYP Sex & Relationships during COVID-19
- Urgent Support
- Eating Disorders advice (collab with BEAT)
- What's real and what's not? How to spot disinformation, misinformation and fake news
- How to cope with the death of a loved one
- YP and education –are the changes to your school routine and exams making you feel stressed, anxious or even angry?
- It's okay to not be okay! by Paige Keen (age 15)

Podcasts

- Want to stop bullying behaviour? It starts with the dictionary... Alex Holmes and Will Poulter
- Mental Health from a male perspective: Antonio Ferreira

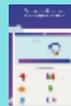
New apps



Feeling Good & Feeling Good Teen – positive mental training based on sports psychology



Combined minds- to help families and friends support young people with their mental health



Clear Fear - provides you with a range of ways to manage the symptoms of anxiety



International Student - information, tips and useful links for international students in the UK



Apart of me – a quest into loss and love, safe space for young people to explore grief



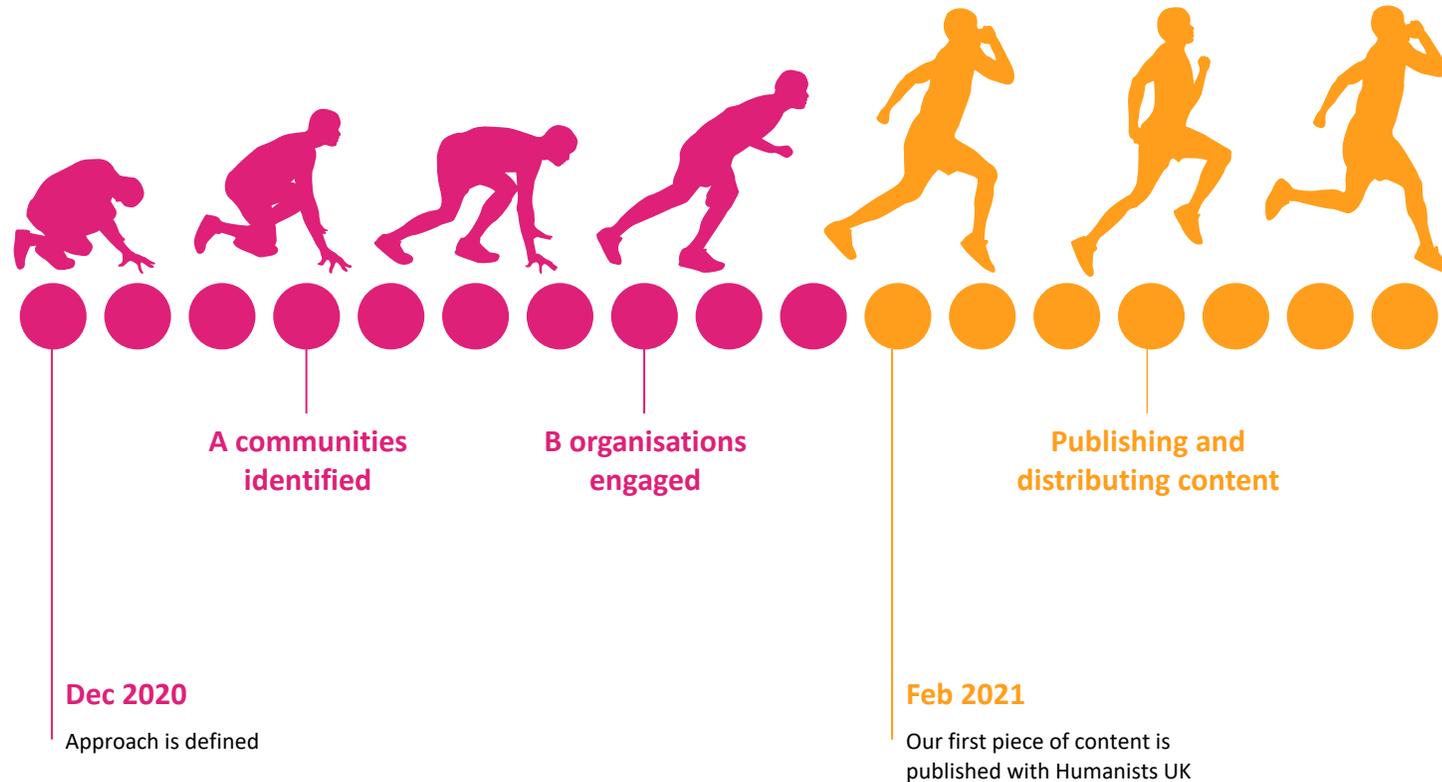
Move Mood - helping teenagers manage low mood and depression.



Student Health - reliable, relevant health advice for young adults



We worked with faith communities to develop suitable content and reach more Londoners



55+ individuals contacted

30+ organisations met

20+ pieces of content in pipeline

34 pieces of content produced

We continue to progress well with our community engagement project. More information on the approach taken is available on request by contacting info@good-thinking.uk

Spotlight on: Newham's Muslim communities

We published Five ways to wellbeing – written from an Islamic context

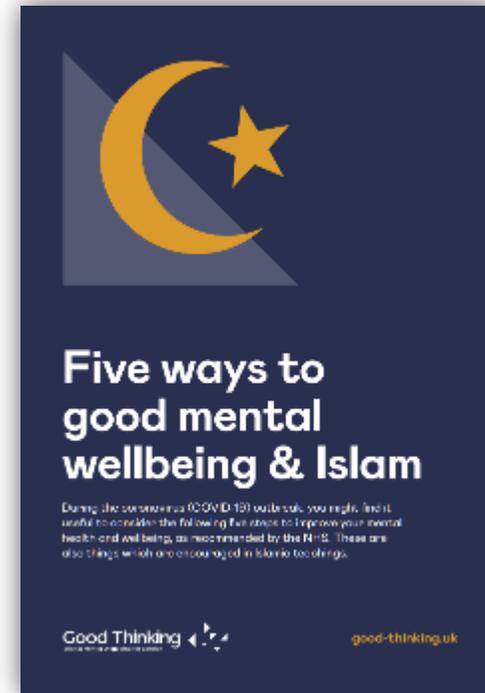
Hard copies are available for distribution

Community leaders and influencers are set to record videos

Content available in English, Bengali, Gujarati and Hindi/Urdu

Training organised for Newham Community Project befriender network

Culturally appropriate artwork designed and well received locally and nationally



Development of specific and tailored content and support



Taraki

Sikh community

- **Landing page** on Good Thinking for mental health within the Sikh community, including references to Sikh scripture
- Baljit Singh, a Sikh educator, is creating **four videos** covering topics of particular relevance to London's Sikh community



Speakers Collective

Social enterprise

- Produced mini-series of **over 20 videos** with Speakers Collective members
- Personal stories touch on other **protected characteristics** that inform mental health experience including: disability, faith and LGBT+ experience



Christians Against Poverty

- Recorded **two podcast episodes** focusing on the intersection of debt and mental health
- Creating an **accompanying toolkit** signposting to useful resources relating to finances



The Salam Project

BME/BAME youth and community initiative

- Speaking at **Clubhouse Event** covering Mental Health in BAME communities on 28/03
- Youth workers and mentors have recorded **nine videos** recommending Good Thinking and talking about their personal experience of mental health

Overview of our engagement with faith communities and next steps

What we have undertaken so far:

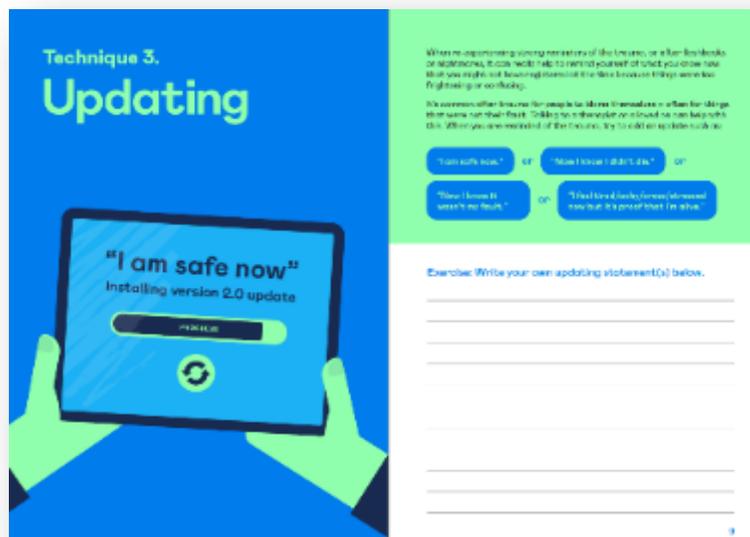
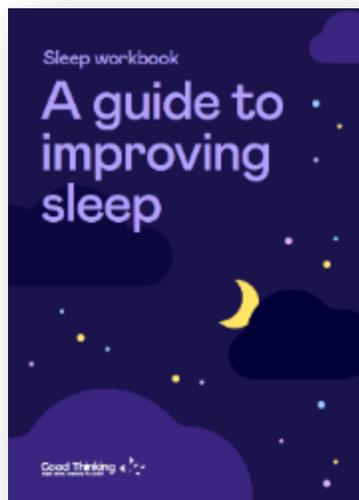
- ✓ Designed an approach for engaging with diverse faith communities across London
- ✓ Engaged with over 30 community organisations, representing many of London's diverse communities
- ✓ Piloted our A community approach with Newham, producing co-designing content in collaboration with representative members of Newham's Muslim community, in multiple languages
- ✓ Engaged with Brent Medical Practice and Brent Council to begin second pilot community engagement
- ✓ Collaborated with numerous B communities, including: Humanists UK, Taraki, The Salam Project, The Speakers Collective and Christians Against Poverty

Next steps:

- Agree comms plan for publishing and distributing content
- Monitor and track site traffic per piece of content
- Continue to identify and engage with Brent, Newham and B organisations across London
- Begin engagement with next "A" communities ecosystems

Trauma-based approach: Downloadable trauma workbooks

- Trauma workbook for adults in final design phase
- Sleep workbook currently being edited
- CYP version of trauma workbook to be co-produced with GLA violence reduction unit youth group
- Other specific workbooks being commissioned including; long COVID-19, sleep, physical activity for long-term conditions and ADHD



Variety of workbooks to support mental health and wellbeing published

Good Thinking has gathered a range of evidence-based information sheets and workbooks by the renowned Centre for Clinical Interventions (CCI). It's available to view, download and share whenever a visitor to the website chooses.

[Sleep](#)

information sheets containing facts about sleep and insomnia as well as advice about sleep hygiene.

[Anxiety](#)

Workbook containing 10 modules and covers everything from negative beliefs through to problem solving, helpful thinking and self-management.

[Health anxiety](#)

Nine modules to help those who worry excessively about their health and provides advice on healthy living and self-management.

[Depression](#)

As well as an introduction to depression, this workbook features nine modules by Back from the Bluez, which include behavioural strategies and core beliefs.

[Self-compassion](#)

With seven modules, this workbook explains how to introduce self-compassionate thinking and behaviours into your life.

[Mindfulness](#)

Information sheets covering the benefits of mindfulness and providing guidance on how to become mindful.

[Panic](#)

Featuring 12 modules, this workbook covers everything from unhelpful thinking styles through to breathing and self-management.

Podcasts and blogs

Our COVID-19 advice hub now includes podcasts and blogs by healthcare professionals, students, parents, business people, educators and many others.

Podcasts



28 podcasts published. Topics include...

- Mental health from a male perspective
- Bullying
- Sleep
- Building healthy habits
- Education in the time of COVID-19

Blogs



14 blogs published. Topics include...

- Coping with stress
- Facing COVID-19 with Asperger's
- Dealing with depression and post-traumatic stress
- It's okay not to be okay
- Supporting students and young people

Supporting businesses with our Employer Toolkit

- Promoted through GLA Healthy Workplace Award (1200+ businesses across London)
- Promoted to mental health support teams in London for Mental Health providers and schools



What is Good Thinking and how does it work?	+
How can Good Thinking help my employees?	+
How do I make the most of this toolkit?	+
Good Thinking resources available to your employees (by type of resource)	+
Good Thinking resources available to your employees for anxiety	+
Good Thinking resources available to your employees for sleep	+
Good Thinking resources available to your employees for low mood	+
Good Thinking resources available to your employees for stress	+
Good Thinking resources available to your employees (COVID-19 and mental health)	+
Other resources to help you promote good mental health at work	+
Further support for your employees	+
Good Thinking tools you can use for employee communications	+

Supporting educational professionals in London

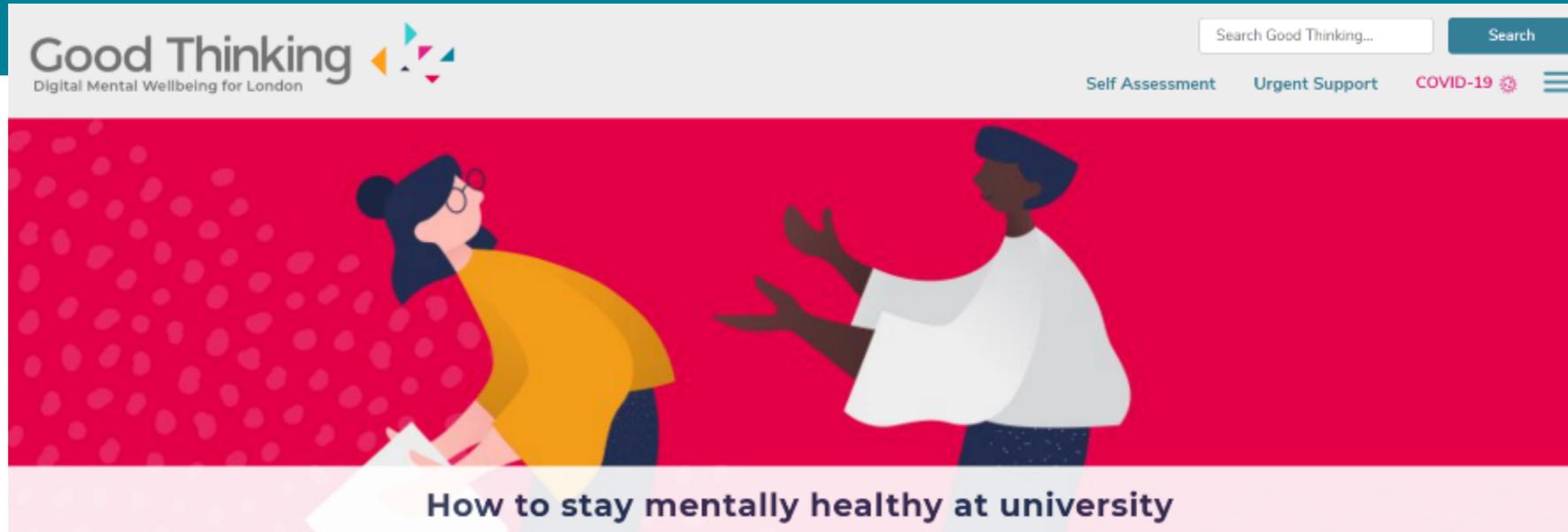


We curated content and resources for educational professionals to support the mental wellbeing of themselves, their colleagues and their students.

- What is Good Thinking? +
- How does Good Thinking work? +
- How can my school make the most of this toolkit? +
- Resources to help reduce anxiety +
- Resources to help you get better sleep +

- Resources to boost your mood +
- Resources to help lower stress +
- Resources for your students and their families +
- Assets for communications activity +
- Other useful websites and helplines +

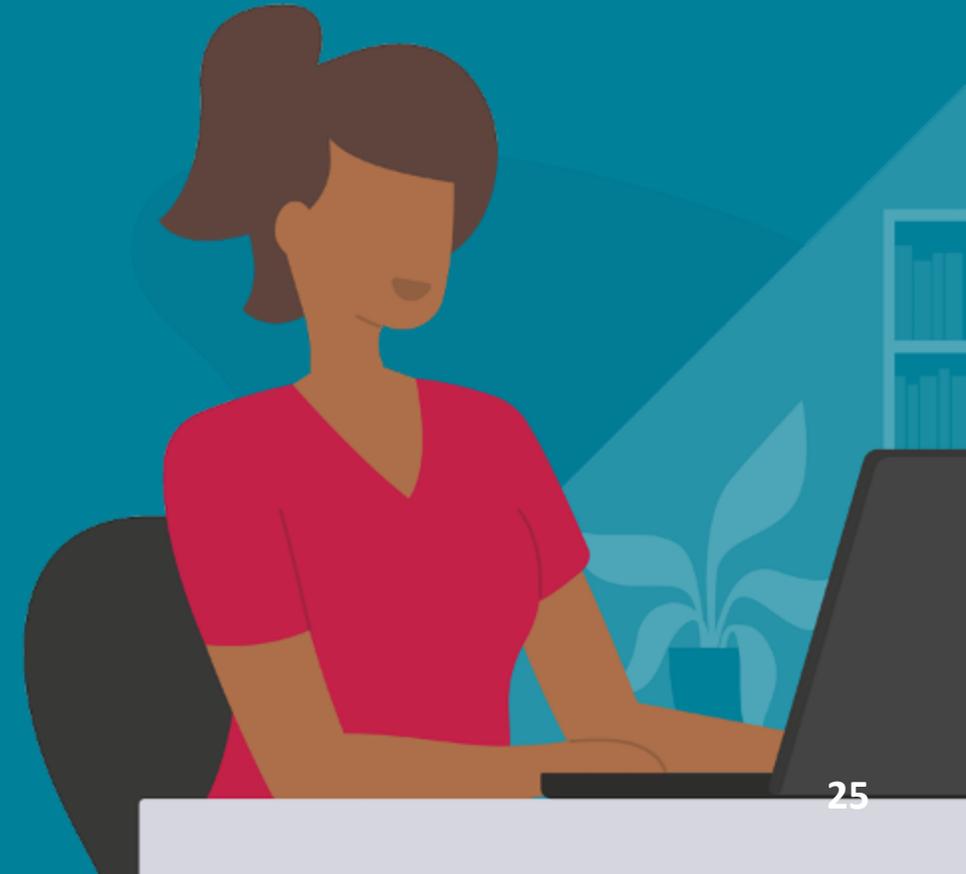
Supporting Londoners who are learning with our Student Toolkit



We created content and resources designed specifically to support students to cope with lockdown, anxiety, uncertainty and stress.

Top tips	+
Feeling anxious?	+
Having trouble sleeping?	+
Feeling down?	+
Stressed out?	+
Useful resources	+

Looking ahead



Our plans and priorities for the year ahead

We will continue to evolve and respond to the needs of funders and Londoners, however as we look at the year ahead, we will focus on the following priority areas...

- Continue to expand the user base in terms of target audiences, specifically reaching more men, LGBTQ+ community, older people and faith and community groups
- Equip people working across health, care and voluntary sectors with tools and information to signpost people to Good Thinking resources
- Expand our user groups and widen user involvement in shaping content and priorities for the service
- Support the efforts of all our partners in London's Recovery from the pandemic. Ensuring we remain agile and ready to respond to the needs of Londoners.

Thank you

Stay in touch

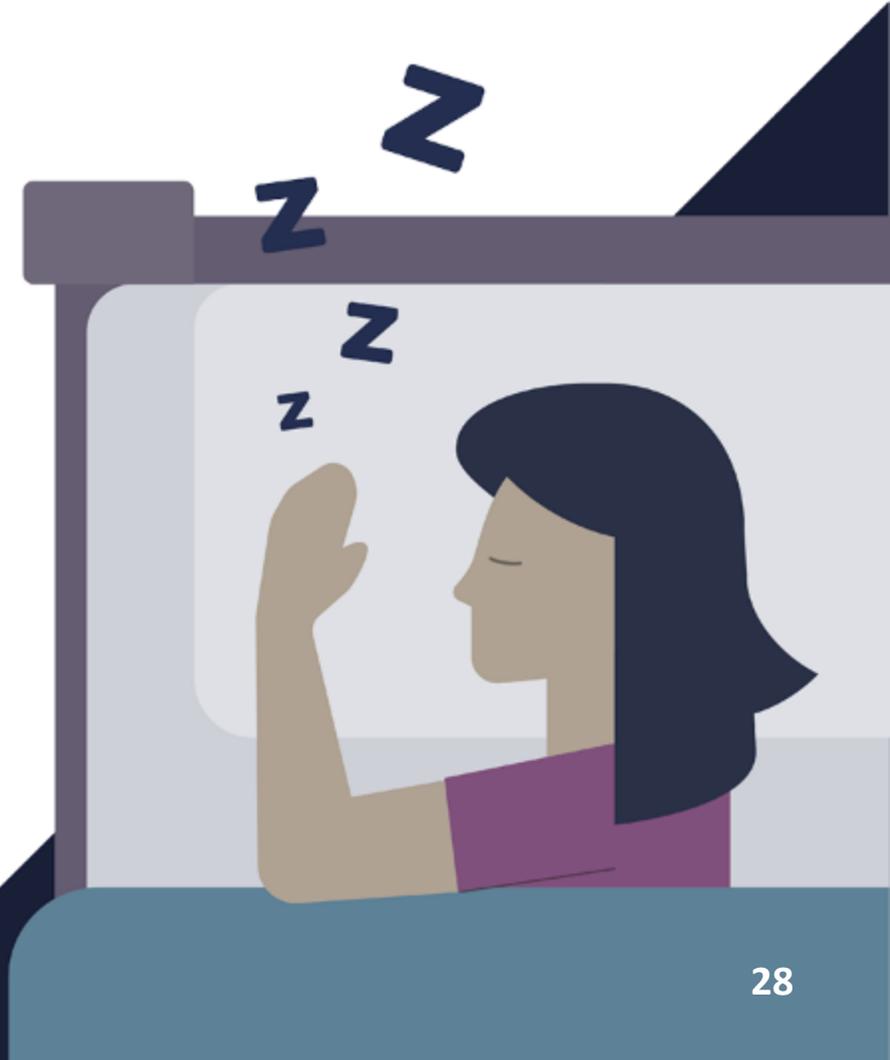
info@good-thinking.uk

[Instagram](#) | [Twitter](#) | [LinkedIn](#) | [Animation](#)

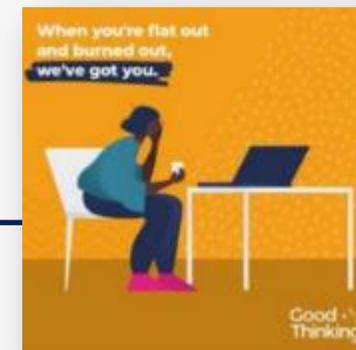
www.good-thinking.uk



Appendices



Good Thinking on a page...



All you need to know about who we are, and what we do...

About us	Good Thinking is part of London's NHS, providing free, 24/7, digital support to Londoners seeking mental health advice and help. We offer round the clock support and self-care options that are easy to access, and simple to navigate. We're here to support all ages; parents of children, young Londoners, students, working age people right through to retirement and older Londoners.
Our offer to Londoners www.good-thinking.uk	Through our website, you can download or follow advice and tips to care for your own mental health and wellbeing at a time and place that suits you. We provide a range of tools and apps to help manage sleeplessness, anxiety, stress, low mood and other feelings. Good Thinking also provides help and guidance if you are concerned about somebody else's mental wellbeing.
Who we are	We are part of the NHS and work with health and care partnerships including local councils across the capital, we are supported by the Mayor of London, London Councils, Directors of Public Health and Public Health England. We are working towards Thrive LDN's vision of helping all Londoners to live happier, healthier lives.
Our mission	We support individuals to look after their mental health and wellbeing in a way that works best for them. We encourage everyone to be proactive about their mental wellbeing and we provide tools and guidance to support this. We want Londoners to feel confident about seeking help and to trust that we listen and support them.
Why we matter	Better health, especially mental health is driven by quality care at the right time and in the right setting. Our NHS has a world class track record of providing exactly that. However, we know that the system can sometimes be hard to understand, difficult to access and slow to get around. Our online service means you can access us whenever you want or need to.

Meet the Good Thinking team



Dr Richard Graham

Clinical Director

Richard, a Consultant Psychiatrist has been part of the Good Thinking Leadership Team since inception and provides clinical oversight to the programme.



Tracy Parr

Director

Tracy is an experienced and effective NHS programme manager with a clinical nursing background. She has been leading the team for the past two years.



Jessica Simpson

Senior Programme Manager

Jess has been with the Good Thinking team for almost 2 years, and splits her time between this programme and supporting mental health in schools.



Shamin Ahmed

Programme Manager

Shamin has been with Good Thinking since November 2020 and leads on the various procurements, technical developments and content management of the Good Thinking platform.

Members of the Good Thinking Advisory Board

Javina Sehgal, Chair and SRO of Good Thinking and Director of Primary Care NWL

Imran Choudhury, Director of Public Health and Co-Chair of Good Thinking

Richard Graham, Psychiatrist & Clinical Director, Good Thinking

Tracy Parr, Good Thinking Director

Paul Plant, Deputy Director, PHE London

Shelley Aldred, Programme Lead – Health and Wellbeing, PHE London

Paulina Bondaronek, PHE Behavioural Insights Team

Vicky Hobart, Head of Health, GLA

Dan Barrett, Thrive LDN Director

Emma Christie, Head of Mental Health – NHSE and NHSI London Region

David Maher, North East London ICS representative

John Heffernan, Addiction Consultant and CCIO, BEH Mental Health NHS Trust

Nina Shore, Healthy London Partnership

Dr. Phil Moore, GP, Deputy Chair at Kingston Clinical Commissioning Group

Vhenekayi Nyambayo, Public Health Strategist and Improvement Lead, ADPH London

Chantelle Fatania, Public Health Consultant, Haringey

Good Thinking and Thrive LDN are working together



Thank you

Stay in touch

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