

Good Thinking

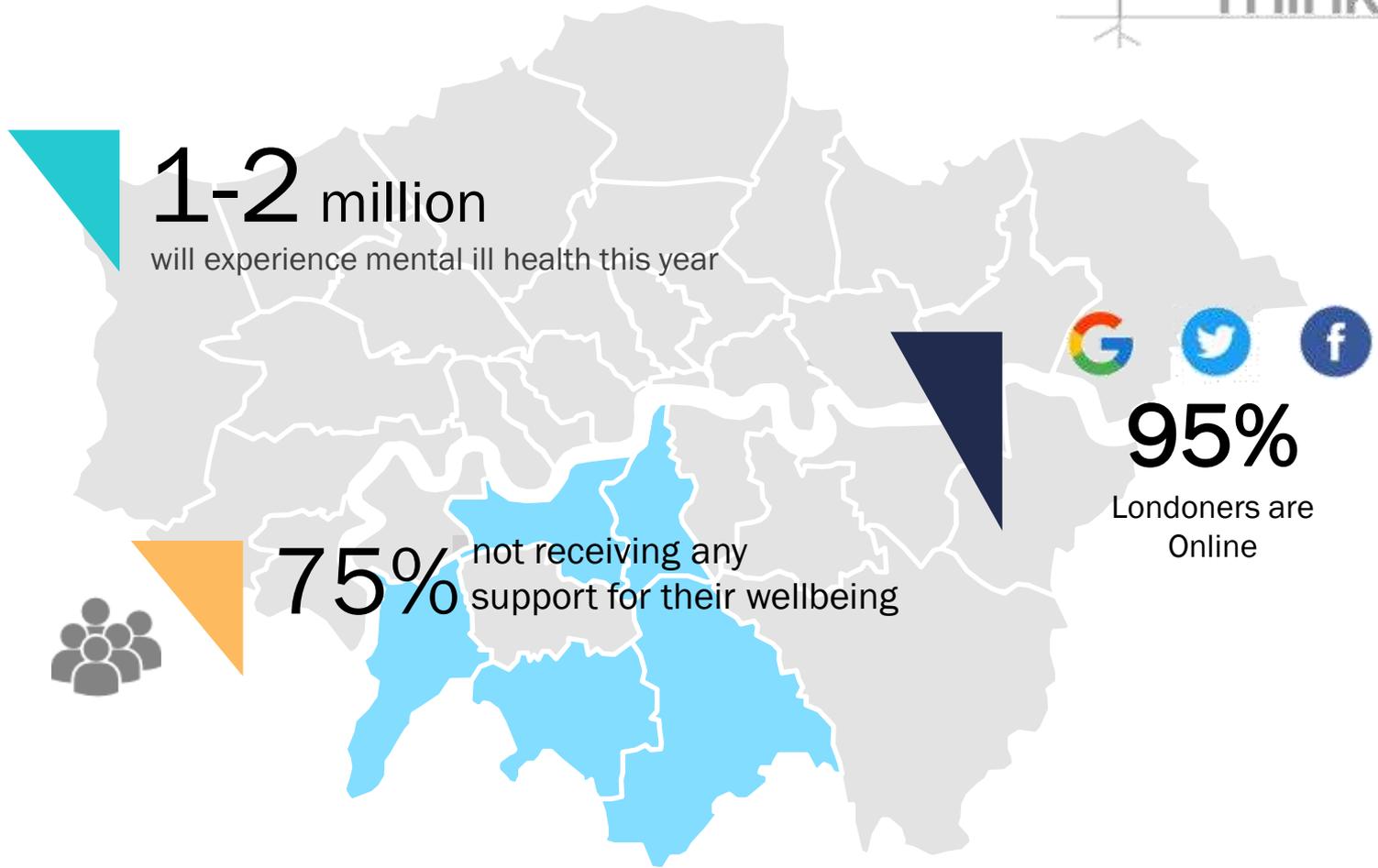
London's digital mental well-being service

Dr Richard Graham – Clinical Lead, Good Thinking

*Dr Nick Manson – Director, Change Through Partnership &
Partner with Live Work Studio, Service Design*



London Digital Mental Wellbeing Statistics



1-2 million
will experience mental ill health this year

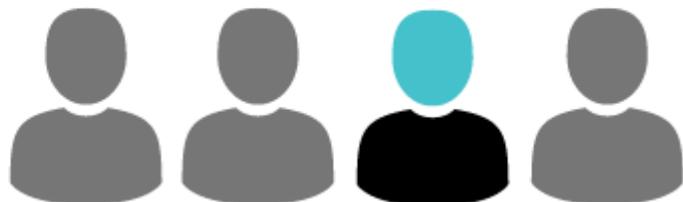


95%
Londoners are
Online



75% not receiving any
support for their wellbeing

Londoners' Mental Health



Every year 1 in 4 people will experience a diagnosable mental health problem



£26 billion

Each year the wider economic & societal impacts of mental ill health costs London billions



18% of adults who have mental illness met criteria for common mental disorders but are not diagnosed

£550 million

London boroughs spend millions per year on social care for supporting people with common mental health issues

Anxious?



London has the highest proportion of the people with anxiety in all the UK

“Basic and **too-often ignored problems** in our city”

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 45,000 Twitter users in tweeting about experience of mental health issues

Trend over time

22,854
Recorded
Mentions



What is Good Thinking?

Good Thinking provides an online, 24-hour service that finds people who may be struggling with issues impacting on their mental health and directs them to resources that meet their personalised needs.

Londoners co-designed the service, they wanted the service to be:

Inclusive



Friendly



Non-judgemental



Empowering



Collaborative



- Multiple ways of offering support outside conventional mental health service
- Avoid the associated stigma
- Available 24/7
- Online – (web and app-based)
- Peer-to-peer support
- Face-to-face

Good Thinking went live as a pilot in November 2017. It is overseen by a steering group with representation including Directors of Public Health, Public Health England, and London's Clinical Commissioning Groups. It is delivered by Healthy London Partnership.

How does Good Thinking work?

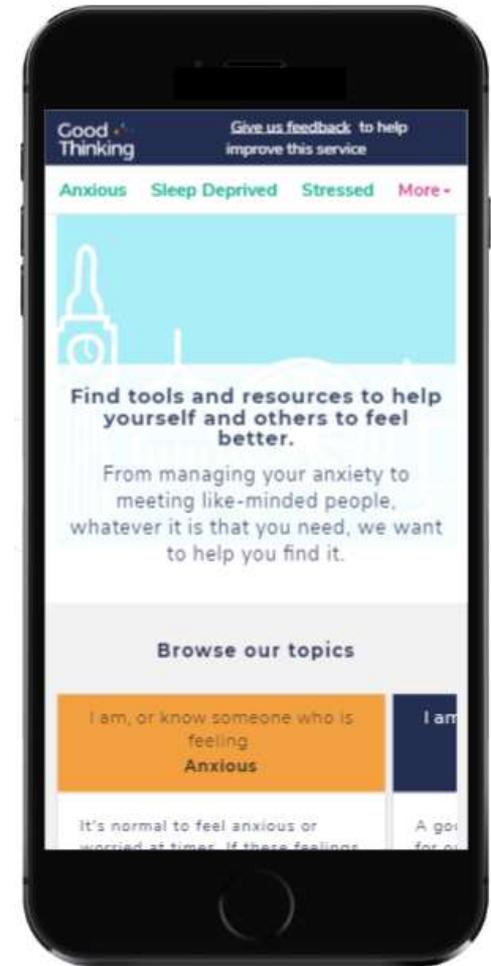
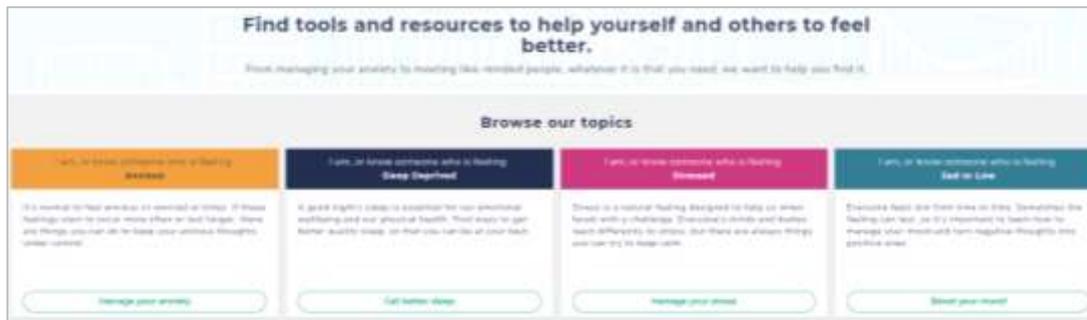


Good Thinking

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



Lisa 23, studying full time with online university

Struggles with social anxiety and panic episodes. Doesn't want to talk with GP, commit to CBT or take medication.

Wants help in preventing panic episodes.

Starts by completing brief assessment on GT and tries some of the tips that other users have put forward. She explores the options of free mindfulness apps, and considers Be Mindful.

Because of her specific issue with panic episodes she chooses the low cost Beat Panic App which designed to guide a user through a panic attack.

Learns to manage anxiety better and becomes more active.



Find tools and resources to help yourself and others to feel better.

Browse some topics below



I am, or know someone who is, feeling:

ANXIOUS

SLEEP DEPRIVED

STRESSED

LOW

Anxious

It's normal to feel anxious or worried at times. If these feelings start to occur more often or last longer, there are things you can do to keep your anxious thoughts under control.

Sleep deprived

A good night's sleep is essential for your emotional wellbeing and physical health. Finding ways to get better *quality* sleep will help you to be at your best.

What is anxiety?

Anxiety is the feeling of worry, unease or dread we can often feel in uncertain or threatening situations. It can cause physical sensations like shortness of breath, a racing heartbeat, sweaty palms, and feelings of nausea. It can also affect our ability to sleep or feel relaxed.

[See more](#)

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

To personalise your results, answer three quick questions below:

Q1 of 3

Are you (or is someone you know) affected by any of the following?

Select as many as you like

can't leave the house

can't switch off

generally feeling worried

PTSD

panic attack

OCD

drugs and alcohol

next question



What is anxiety?

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[See more](#)

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

To personalise your results, answer three quick questions below:

Q3 of 3

I (or they) would like to do something...

Select as many as you like

paid

offline

right now

with a professional

ongoing

that assesses me

by myself

free

with others

on my own

digital



previous question

Search

Beat Panic

[View More by This Developer](#)

By Jane Anderson-Hawkes

This app is only available on the App Store for iOS devices.



£0.99

Category: [Medical](#)

Updated: 20 May 2016

Version: 1.1

Size: 28.4 MB

Language: English

Developer: JANE ANDERSON-HAWKES

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Rated 12+ for the following:
Infrequent/Mild

Medical/Treatment Information

Compatibility: Requires iOS 6.0 or later. Compatible with iPhone, iPad and iPod touch.

Customer Ratings

This application has not received enough ratings to display a summary.

All Versions:

★★★★ 43 Ratings

Description

Beat Panic gets 5* reviews:

"Thank you - I've just gone from heart pounding and hyperventilating to normal in one play of the app. It's very

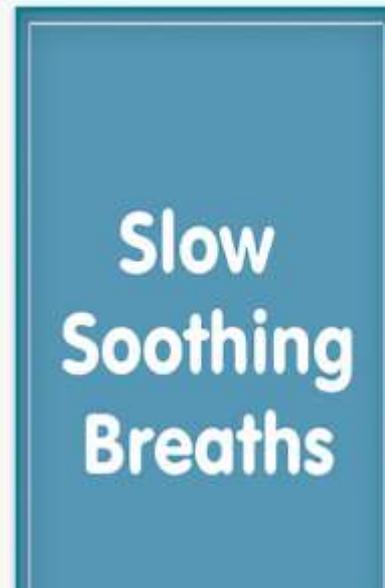
[Beat Panic Support](#) >

...Mc

What's New in Version 1.1

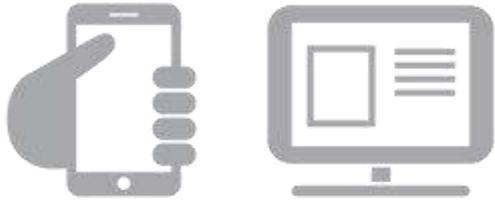
- Optimized for iPhone 6, 6 Plus.

iPhone Screenshots



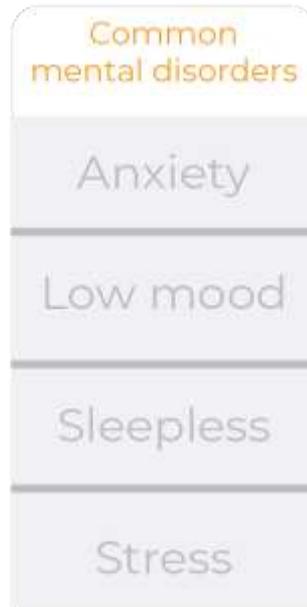
Resources on offer via Good Thinking

72% free



107 unique resources for common mental disorders

28% paid



More resources are coming online, including recommended apps and courses made free for Londoners via Good Thinking:



Downloadable Resources

<https://www.healthylondon.org/resource/good-thinking-research-and-documentation/>



MINDWAVE



Good Thinking Usage to date

Nov '17 - Jan '2019

230,000 visitors

160,000 unique IP addresses

70,000 repeat users

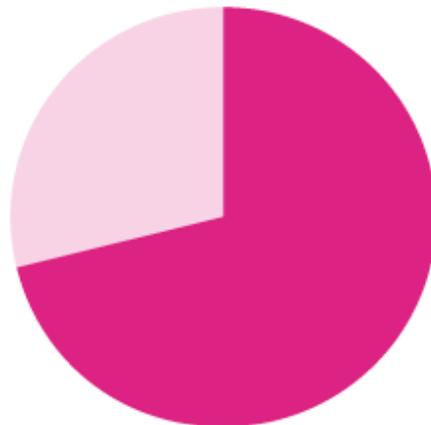
NEW USERS

125,000

April '18 - Jan '19

32.8% repeat users

67.2% 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**



Want to know more?

Good Thinking: richardgraham@blueyonder.co.uk

Service Design: nick@liveworkstudio.com

.... Or just leave your details with us