

# Good Thinking

London's Digital Mental Wellbeing Service

Joint Haringey and Islington HWB  
January 2018



# London mental wellbeing statistics

1-2 million Londoners will experience mental ill health this year

75% of Londoners in need are not receiving any support for mental ill health

95% of Londoners are online



# What we decided to do about it

## Our Vision

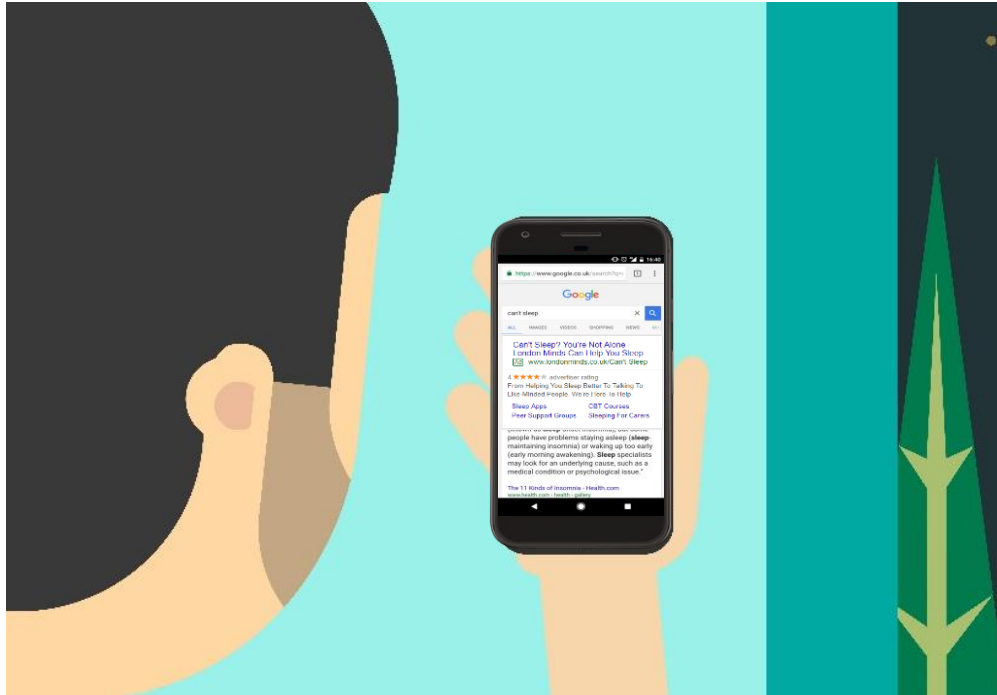
***‘London should be a place where everyone enjoys good mental health and wellbeing and no-one is left to suffer alone.’***

- In 2015 a business case for a pan-London digital mental wellbeing service was shaped by more than 200 people
- **London CCGs** and the majority of **London Boroughs and Councils** came together to commission the programme, providing funding up until the end of March 2018 to develop the service
- We have **built a service designed around Londoners**, that finds and guides those in need and provides them with personalised journeys to digital self-help and self-care, 24/7
- The service went **live in Beta at the end of October 2017**
- We **continue to develop and improve** the service based on user feedback
- Development of the service has been facilitated by Local government, Healthy London Partnership, NHS England and Public Health England and the Mayor of London




## Martin, 42

- Martin works as a builder
  - He is stressed, can't sleep, has extreme tension headaches and outbursts of anger
  - He is a carer for his ill wife. He prefers anonymity and self-help tips
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- Martin Googles “can’t sleep”
- He see an advert for Good thinking

- He is taken to the Good Thinking landing page


 **Good Thinking**

BETA: Give us feedback to help improve this service

Self AssessmentGet urgent support

# 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.

Get support to manage your anxiety

**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.

Find tools to help you sleep better

**Stressed**

Stress is a natural feeling designed to help us when faced with a challenge. Everyone's minds and bodies react differently to stress, but there are always things you can try to keep calm.

Find support to manage your stress

**Low**


Everyone feels low from time to time. Sometimes the feeling can last, so it's important to learn how to manage your mood and turn negative thoughts into positive ones.

Discover ways to boost your mood

Are we missing something? Tell us how you're feeling so we know what content we need to add next:

Submit

- He decides to complete the clinical self-assessment that highlights moderate depression

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Self AssessmentGet urgent support

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### Self-Assessment

This professionally developed self-assessment covers **sleep, stress, anxiety** and **depression**. It usually takes less than 20 minutes to complete 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.

*This assessment is currently in beta testing phase, so please let us know if you come across anything unexpected by using the [feedback](#) page.*

Summary

The following questions will assess you on a range of topics related to lifestyle and general health. Please be sure to answer all questions honestly, as this will help us provide you with the best possible information and advice.

Let's start with some questions about your sleep.

☒ Ok, I'm ready

start assessment

- He is offered a range of sleep and mindfulness apps

Showing 37 resources

ORDER BY

Most Relevant ▾

### NHS Choices – Sleep

A website providing comprehensive health information and advice in the form of articles, videos and various other resources to help you seek the best help for a range of mental health and wellbeing issues. This link is for issues relating to sleep.

Pros:

- Free
- Clear and informative
- Quality and accuracy checked

Cons:

- Clinical feel
- Extremely text-heavy

Would you recommend this?

18   7

[Get more info and read comments](#)

[Go to resource site](#)

### Sleepio

Free for Londoners

NHS approved

An online self-help programme teaching you proven techniques to help you fall asleep faster, stay asleep through the night, and wake up feeling refreshed.

Pros:

- Free
- Evidence based
- Easily tailored to your needs
- Become part of the Sleepio community and share your experiences with others

Cons:

- Typically requires a 6-8 week commitment
- Requires sustained effort and self-discipline
- Unavailable on Android devices

Would you recommend this?

12   8

[Get more info and read comments](#)

[Go to resource site](#)

### Headspace

A mindfulness and meditation app with hundreds of guided meditations for everything from stress to sleep.

Pros:

- Free trial available
- Easily accessible to complete beginners
- In-browser version available

Cons:

- Tracks cannot be downloaded for offline use
- Subscription fee for the majority of content (from £6.25/month)
- Daily use is recommended for long term benefits

Would you recommend this?

7   1

[Get more info and read comments](#)

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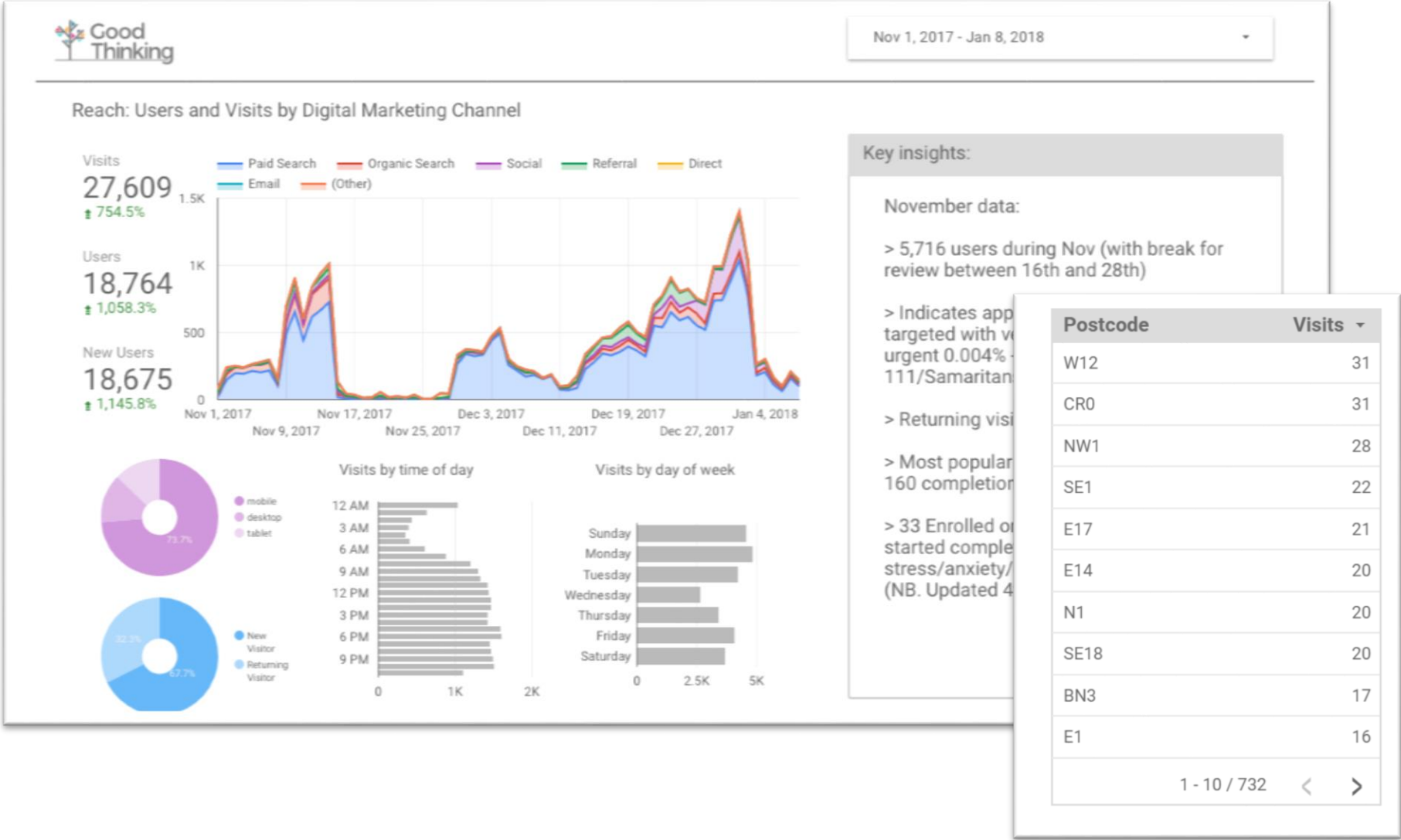
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- Martin chooses to begin the Sleepio programme based on user recommendations and the opportunity for peer support
- This option allows him to stay in work, continue to care for his wife and prevents any further deterioration in his mood.

# Good Thinking data dashboard

- A data dashboard has been developed to enable service monitoring and improvements
- It provides real-time data on site visits and referral information
- It represents visits by post codes
- Further capabilities are being developed



# Public Beta: Live from 1st Nov 2018

## Targeting stress, anxiety, depression, sleep problems

Targeted Campaigns Running for 9 Weeks in Since Live Public Beta  
Data from 1<sup>st</sup> Nov to 8<sup>th</sup> Jan (with 2 week pause during Nov.)

Channels	Google Facebook	
Reach Total number of times messages shown - Google/Facebook (impressions)	1,287,460	
Engagement/Visits Clicks on targeted messages	20,470	Total Cost
		£9,489 48 pence average cost per visitor
Number continuing journey through to self-help resources	1,424	
Number visitors completing validated self-assessments	<ul style="list-style-type: none"> <li>• 601 Sleep Test</li> <li>• 500 mental/physical symptom check</li> <li>• 111 Stress (PSS), Depression (PHQ9), Anxiety (GAD7) combined assessment</li> </ul>	
Numbers signed up for self-managed evidenced based CBT (Two interventions for a) Insomnia and b) Mindfulness Based Cognitive Therapy (MBCT) for stress, anxiety and depression	311	

# The future of Good Thinking

## ► 2018/19 and beyond

- Offering support to any Londoner seeking help online for their mental wellbeing
  - Potential to scale regionally and nationally
  - Looking into branching out to other health issues, such as smoking, sexual health and obesity
  - Integration with traditional health systems e.g. as a way to facilitate social prescribing in outpatient clinics
  - Linking to resources based on user location
  - Real time local population wellbeing data to support planning of other services
  - Service development is dependent on available funding.
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**<https://www.healthylondon.org/good-thinking/>**

**@GoodThinkingUK**