

# Healthy London Partnership (HLP) Children and Young People's Mental Health Shared Learning Event

### **Digital mental health presentations:**

The Mix multi-channel offering Shout Crisis Text Line Healios and Think Ninja Good Thinking and NHSGo

Supported by and delivering for:







SUPPORTED BY
MAYOR OF LONDON



# Delivering mental health services that work

Chris Martin - CEO Chris.Martin@themix.org.uk

## Prevalence

- 50% of disorders are diagnosable by the age of 15,
   75% by the age of 24 Kessler et al (2005)
- Prevalence of emotional disorders is increasing over time, as well as increasing with age – NHS Digital (2018)
- One in eight (13%) of 5-19 year olds had at least one mental disorder in 2017 NHS Digital (2018)
- 70% of young people do not receive appropriate or timelines support – Children's Society (2008)
- Young women are a particularly high risk group: 53% of young women with a disorder reported having self-harmed or making a suicide attempt NHS Digital (2018)

# Why digital?

How can digital services help to ease the crisis in mental health services for young people?



A **cost effective** way to reach vast numbers of young people, fast



Bringing knowledge to young people where they are, **24 hours a day** 



An anonymous, familiar and **safe space** for young people

# What we have learned

# Service Design

### 1. Choice is key

How, where and how much young people interact is not up to you

# 2. Don't just listen: change

Listen
authentically and
commit to
constant
evolution

### **Technology**

### 3. Enable easy access

Minimise delays and barriers at all costs; be creative with triage

#### 4. Invest in tech

Evolve with technology, and integrate for a frictionless experience

# People & Systems

# 5. Value volunteering

Engage users, harness their enthusiasm and scale your reach

# 6. Be part of the journey

Complement and collaborate with existing services

# 1. Choice is key

In 2018 The Mix introduced Webchat Counselling.

For 42% users this service provides their first experience with counselling

- Immediate channels (phone or text) are great for support during emergencies
- 2. Gender preferences have emerged, with men preferring immediate channels
- **3. A youth brand** that is strong and trusted reduces 'bounce' and promotes cross-channel interaction

2.2 Listen

# 2. Don't just listen: change

Comments
aren't just for
allowing users
to interact

Social Media sites aren't just for talking at young people

Analytics aren't just for boasting to our funders

#### The Agile Philosophy

- ✓ Delivers regular iterative updates
- ✓ Invites changing requirements
- Puts users at the centre of projects
- Encourages self-organising teams
- Promotes personal motivation

# 3. Enable easy

### access

At The Mix, we have developed two chatbots, which make tailored, detailed one-to-one support available instantly to young people

#### Artificial Intelligence:

- √ Is immediate
- ✓ Can handle complexity
- √ Is neutral

#### **Sexual consent bot**



Introduced in response to a high number of comments on articles about sexual consent

### **Domestic Violence**

bot



Co-created by young women with insight into appropriate language and tone

## 4. Invest in tech

Design	Development	Roll-out		
<ul> <li>Thoroughly scoped requirements</li> </ul>	<ul> <li>Frictionless systems integration</li> </ul>	<ul><li>Piloted with small groups</li><li>Strong SEO</li></ul>		
<ul><li>Free if possible!</li></ul>	<ul> <li>Robust / future-proof</li> </ul>	~		
Our golden rule: involve service users in co-design				
at every stage				

# 5. Value volunteering

A blended team of staff, volunteers and community users is ideal:

- **4. Staff:** volunteers are bolstered by a team of dedicated staff
- **3. Volunteers:** special position of trust, rapport and authenticity
- **2. Peer support:** (e.g. discussion boards) halfway to volunteering
- 1. Users: passionate service users need a progression pathway

# 6. Be part of a journey

- 1. Integrate seamlessly, planning end-toend user journeys in and out of different service elements
- 2. Market services correctly be clear what the service asks of young people and how it can help
- 3. Know your boundaries accounting for things issues like confidentiality in choosing partners and co-operating for smooth case management

The Mix's articles on suicide do not allow any comments The best support we can offer here is signposting to NHS and other services



Our next few year will focus on....

## ARTIFICIAL INTELLIGENCE

We will use AI and our wealth of existing data to best triage and package content

## DATA AND SYSTEMS

We will gather, use and publish data to improve our services and understanding?

## PARTNERSHIP AND REACH

We will reach out to young people, policy makers and others in the sector



Dr Fiona Pienaar Chief Clinical Officer Mental Health Innovations/Shout fiona.pienaar@mhiuk.org

# Background

- The Royal Foundation
- Heads Together
- Legacy project
- Using data to develop innovative digital mental health products
- Imperial College



CRISIS TEXT LINE

# CRISIS TEXT LINE



Registered charity: 1175670





CRISIS TEXT LINE





# crisis

A crisis is a mental or emotional state that has left the texter in a dangerous condition or unable to cope in a functional or productive way. Our crisis interventions offer in-the-moment support of active crisis situations



1

2

3

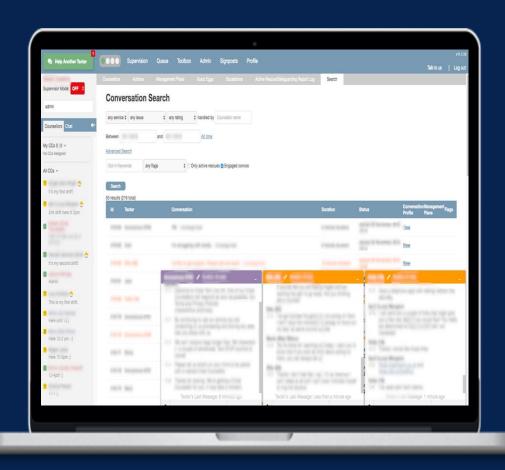
Proven technical platform licensed from US

Matching at-home volunteering model with clinical expertise

Successful launch as white label



### Scalable Technology Platform





### Stats over 14 months

- Approx. 85,000 conversations with 42,500 Texters
- Approx. 1,000 active Crisis Volunteers; with another 250 about to start; 640 in training
- 26 Clinical Supervisors (UK/NZ); 7 Coaches
- Active Rescues = 2,242 (2.6%)
- Age demographics:
   18-24; 14-17; 25-34; 13 and under

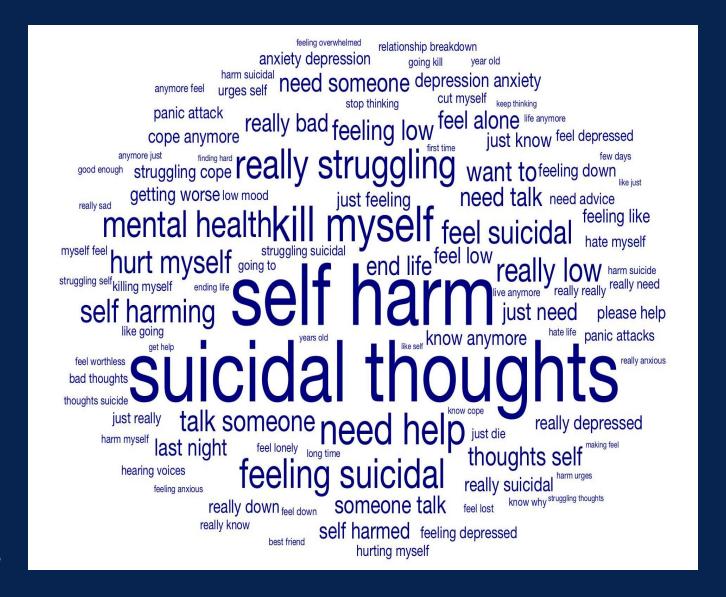


# Presenting issues tagged in post-convo surveys by Volunteers and Supervisors

- 1. Suicide (38.9%)
- 2. Depression/Sadness (36.5%)
- 3. Anxiety and Stress (29.4%)
- 4. Relationship (28.3%)
- 5. Isolation/Loneliness (19.7%)
- 6. Self harm (19%)
- 7. Abuse, sexual (3.7%)
- 8. Gender, sexual identity (1.2%)



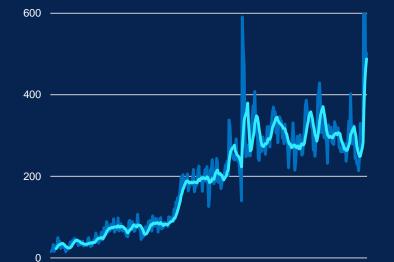
### **Presenting issues**





### **Managing Supply & Demand**

Daily Conversations



19/10/2018

18/11/2018

17/01/2019 16/02/2019

18/12/2018

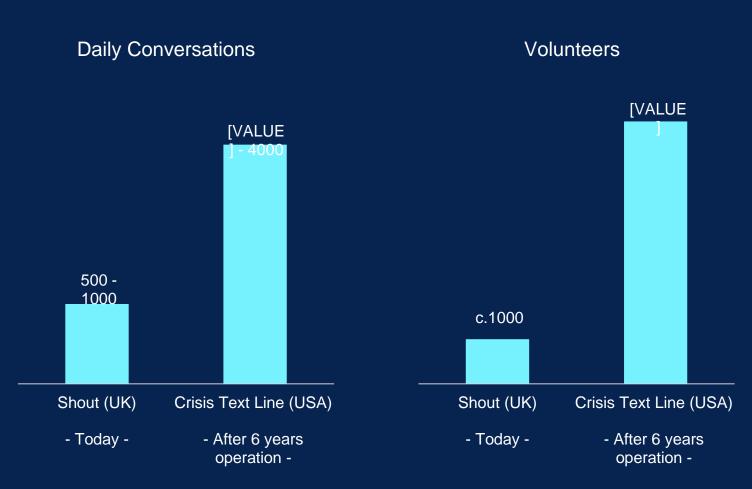
18/03/2019 17/04/2019 **Volunteer Cohort Growth** 





22/05/2018 21/06/2018 21/07/2018 20/08/2018

### Strong anticipated growth





### **Unprecedented Data Insight**

Critical data to design and target interventions via partnership with Imperial

**Digital platform** to scale, reducing delays in access

Together providing a total transformation of the mental health landscape





### **Partners**

Current Partners

Imperial College London



















contact

Sample of Prospective Future Partners currently in discussion











You've saved a life tonight and helped me find hope again

I now know that there are people around to help me

I went from a sobbing anxious mess to someone that was somewhat calm and collected after talking with [scrubbed]. She really was so helpful and made me feel that my feelings were valid and not totally ridiculous.

Thank you for helping me. I've never done anything like this before and I hate talking on the phone so it's nice to have a text service. I was worried about doing this but I'm glad I did, you calmed me down and put my mind at ease.

I'd like to say thank you. I'm slowly coming to terms with it and have let my mother know too

You really lifted up my mood and you were really helpful. I was pretty jittery at first but you really calmed me. Thank you.

Thank you so much for the kindness you showed me this evening. You genuinely made a huge difference in bringing my overwhelming racing thoughts back to a place nearer calm.



CRISIS TEXT LINE



Bringing exceptional healthcare to anyone, anytime, anywhere



### Designing mental health services for children and young people

Richard Andrews - Founder, Chairman and CEO Healios

Twitter: @\_Healios\_

#digitalhealth #mentalhealth



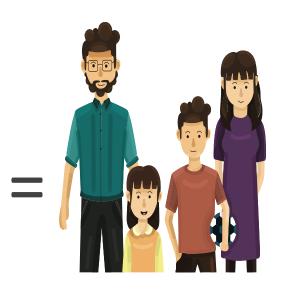
Combining the best of the partnership capabilities through a co-design approach to bring high quality support to clients anytime, anywhere







**Co-design** 



Prevention & early intervention that wraps around client and family lifestyle and needs





Great partnerships with NHS and the third sector across the country... some of our examples







Southern Health NHS



Sussex Partnership WHS



Coventry and **Warwickshire Partnership NHS Trust** 

**NHS Foundation Trust** 



Midlands Partnership

**NHS Foundation Trust** A Keele University Teaching Trust

NHS

East Midlands

Academic Health Science Network



**North West Boroughs Healthcare** 

**NHS Foundation Trust** 

East Riding of Yorkshire Clinical Commissioning Group

Morecambe Bay

**Clinical Commissioning Group** 

Oxfordshire

Clinical Commissioning Group

Birmingham and Solihull **Mental Health NHS Foundation Trust** 

Rethin

Mental

llness

Somerset Partnership



**NHS Foundation Trust** 

Blackpool Teaching Hospitals WHS



NHS

Central and North West London

**NHS Foundation Trust** 

NHS North East Hampshire and Farnham Clinical Commissioning Group

Guildford and Waverley Clinical Commissioning Group

**Carers**Bucks







NHS North West Surrey Clinical Commissioning Group



**NHS Foundation Trust** 



Canterbury and Coastal Clinical Commissioning Group



Avon and Wiltshire Mental Health Partnership NHS Trust





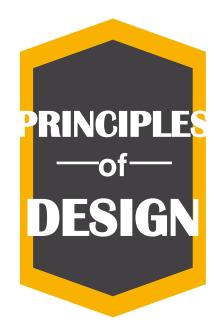


### Creating a great experience...

### ...to drive for better outcomes

Fun

Simple



Reliable

Inspires

Intuitive

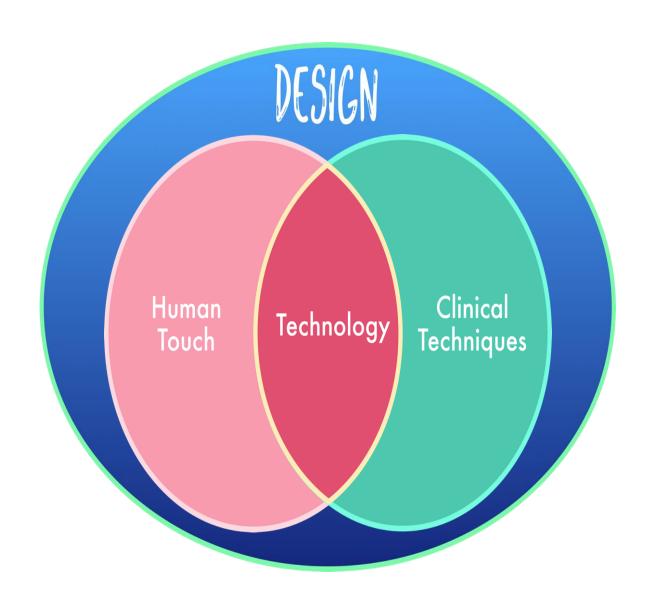
Beautiful



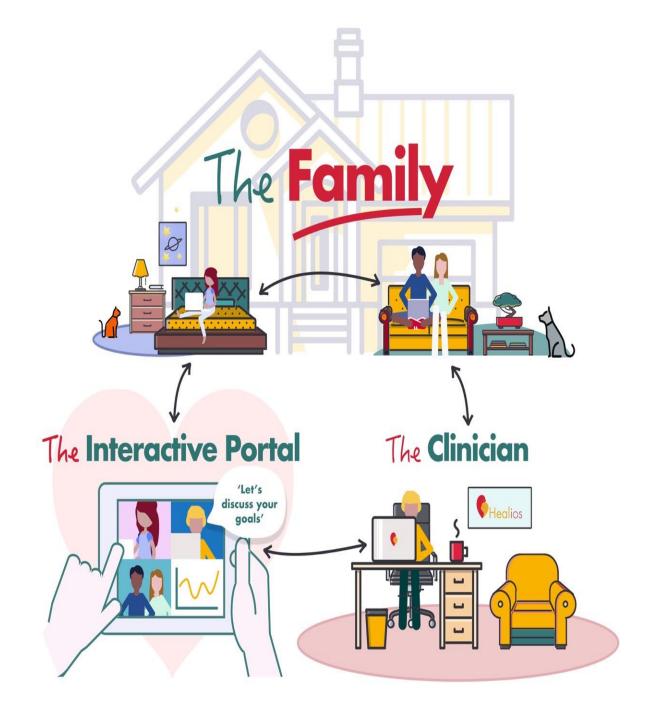


### Our big challenge

It's an art form











Specialist online provider of mental health and neurodevelopmental conditions

### Children and young people

#### Adults

Anxiety	Eating disorders	Depression (incl.	Adjustment disorder
Low mood	Troubled Families/ Parenting	Anxiety	PTSD
ADHD	Trauma*	Bipolar	Psychosis, Schizophrenia
ASC	Attachment disorder*	ASC	Personality Disorders



# An extensive pathway of digital services designed to meet the needs of clients and their families

#### **Prevention**

#### **Getting Advice**



- ✓ Emotional health & wellbeing
- ✓ Resources to build knowledge, skills & resilience
- ✓ Guided self-help through virtual coach
- ✓ Monitor mood & wellbeing

# **Early Intervention**

#### **Getting Help**



- ✓ Mental Health assessments
- Neurodevelopmental screening
- Asynchronized clinician text triage via ThinkNinja
- 3-6 Goal focused intervention sessions(CBT based)

# Specialist Intervention

#### **Getting More Help**



- ✓ ASC & ADHD assessments
- ✓ ASC & ADHD interventions
- ✓ CBT for anxiety &/or low mood
- Adapted CBT for specific difficulties
- ✓ Family Intervention
- ✓ Family Based Therapy

# Recovery & Resilience

Getting Risk Support

The Clinician



 ✓ Goal focused intervention (FI based)



# Growing mountain of morbidity

Children's mental illness



**2004:** 1 in 10 \_\_\_\_\_\_ **2017:** 1 in 8







#### **Opportunity**

Bringing prevention and early intervention to all C&YP

(GreenPaper, longterm saving costs etc)



**30,000+ C&YP** in a CCG area

#### **Challenges**

- Scalability across an entire CCG area
- Solutions that engage C&YP on their terms
- Overcome access barriers and bring 24/7 coverage
- Delivering early intervention
- Cost-effective
- Quality management



#### What we set out to build

A coach in your pocket 24/7



Broad age range 11-18 years of age



Making the first step scalable but with an ability for further 'live' support

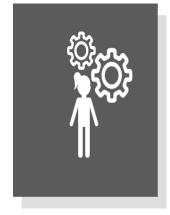
Self-management



Intervention

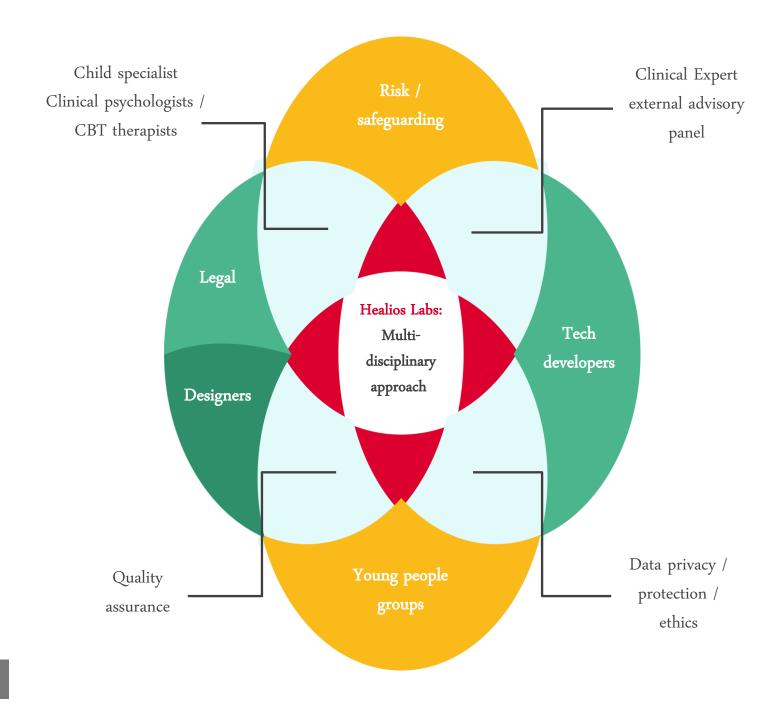
Support general mental health emotional wellbeing and resilience but also early intervention for symptoms of anxiety and/or low mood

Preventive and Early



Clinical foundation
Built on Cognitive
Behavioural therapy
techniques







# ThinkNinja is being implemented across large C&YP populations as part of supporting the GreenPaper initiative

110,000

70,000

Young people across

Hampshire

(commissioned by

Hampshire CCGs)

25,000

Young people across

Coventry & Warwickshire

(Commissioned by

Coventry & Warwickshire

NHS Trust)

16,000

Young people across

Hounslow

(Commissioned by

Hounslow Education

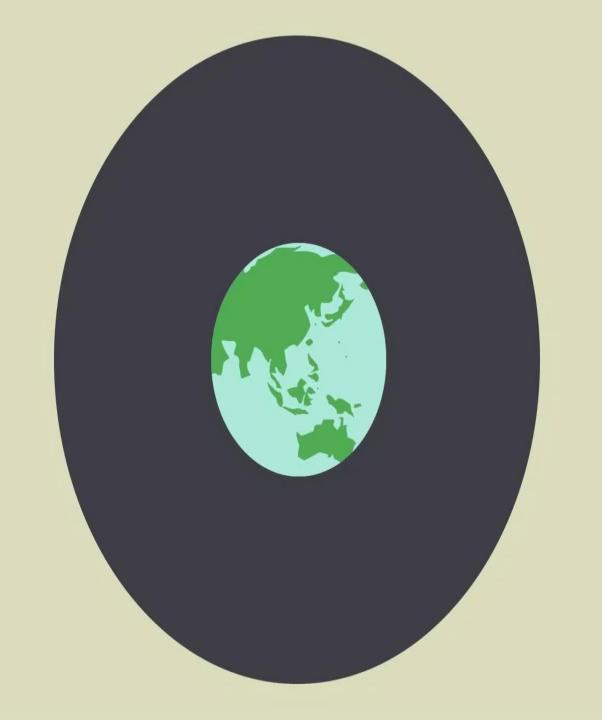
Partnership via Hounslow

CCG)





# Welcome to think liniq



#### ThinkNinja step-up brings a unique offering to support young people

#### ThinkNinja App

#### Step-up 1 live text

#### Step-up 2 video sessions





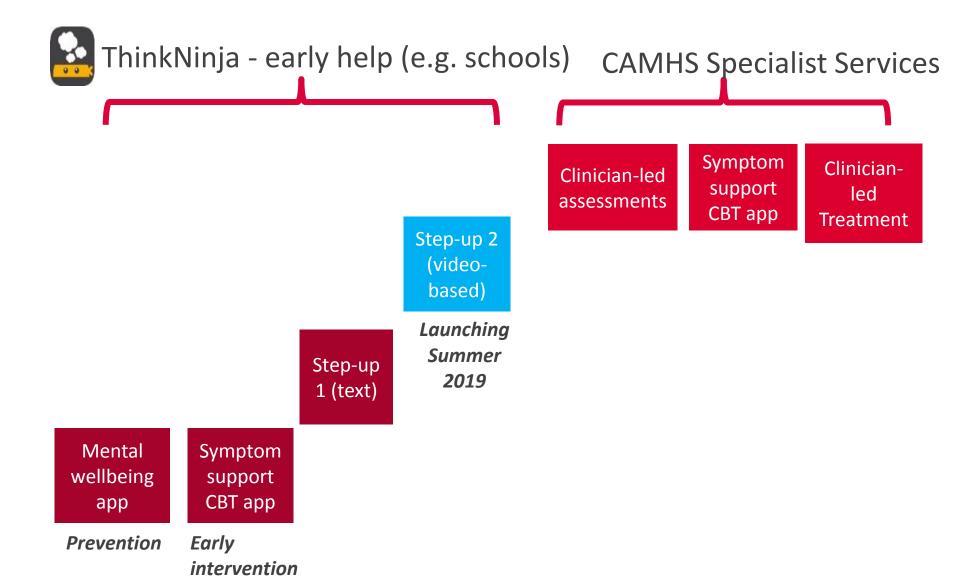


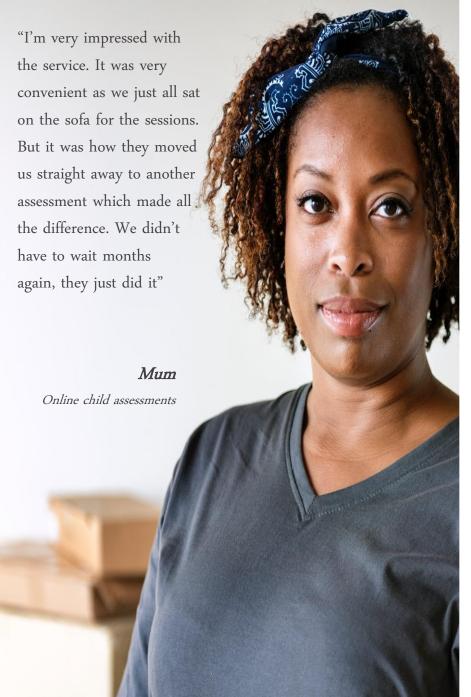
- Educational content on emotional health and wellbeing
- ✓ WiseNinja guide supports CYP in monitoring their mood, setting and reviewing goals, consolidate learning and promote skill practice between app usage
- ✓ CBT based techniques for symptoms of anxiety and low mood

- ✓ An enhanced, needs led service
- ✓ CYP can connect with a MHP via synchronous text chat to gain further support
- ✓ Allows live problem solving, assessment of need and signpost additional support where required

- ✓ Clinician led, brief goal focused intervention
- ✓ Up to 6 video-based sessions with a MHP to learn skills to manage symptoms of anxiety and low mood using CBT techniques.
- CYPs with more complex needs are supported to access local specialist services or further online specialist CBT (if available) as part of Getting Help

The world's first entire digital journey connecting prevention and early intervention in schools with CAMHS is now a reality...





I have had difficulty with separating from my family and now I've done CBT I can manage my mummy being away for a whole week and I can go to my friends' houses for sleepovers, and I'm only 9 years old. If you're about to have it (online) and you're a bit nervous, it has helped me so much....so why shouldn't you?





Visit thinkninja.io to find out more

Twitter: @\_Healios\_

#digitalhealth #mentalhealth

www.healios.org.uk info@healios.org.uk



Good Thinking Children and Young People's Mental Health Shared Learning Event 3<sup>rd</sup> July 2019

Dan Thomson Good Thinking Project Manager







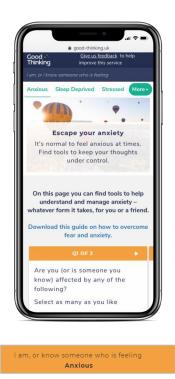




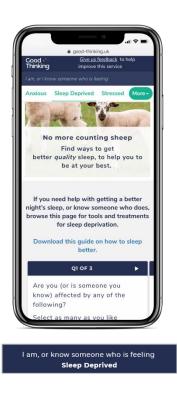


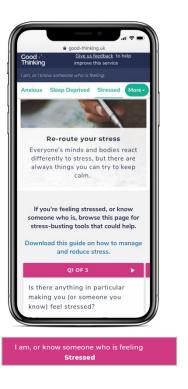
London's unique digital mental wellbeing service launched November 2017

It's free for Londoners and offers support for the four most common mental health conditions: anxiety, sleep deprivation, stress, low mood









There is also a detailed self assessment programme for people who are wanting to explore the causes of their concerns

# **How does Good Thinking work?**

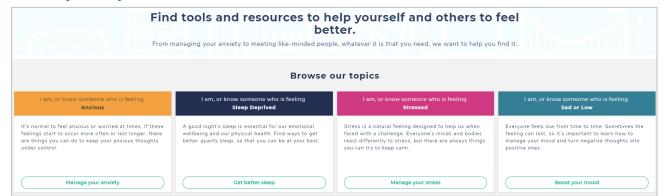
Social media marketing (Twitter, Facebook, Google) finds Londoners searching for terms associated with common mental health conditions and directs them to Good Thinking.

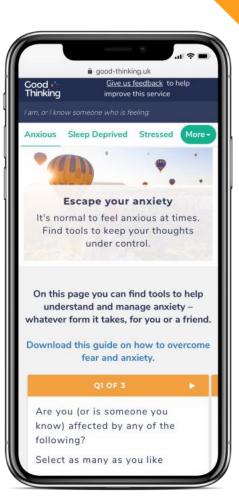






Four common mental health conditions: anxiety, sleep deprivation, stress, low mood



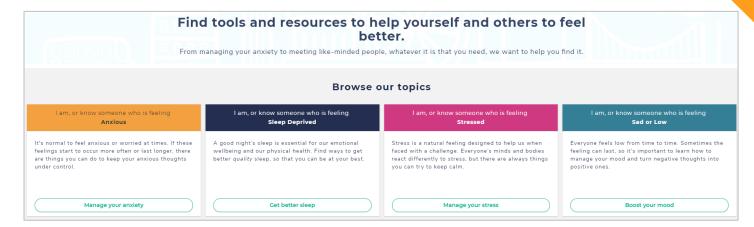


# How does Good Thinking work

1

Users are invited to navigate to 4 key areas:

- Manage your anxiety
- Get better sleep
- Manage your stress
- Boost your mood



2

Good Thinking captures and understands their personal needs via self-preferences or by taking a digital selfassessment test

Users are invited to complete a self-assessment, selecting the options that are of most concern to them.



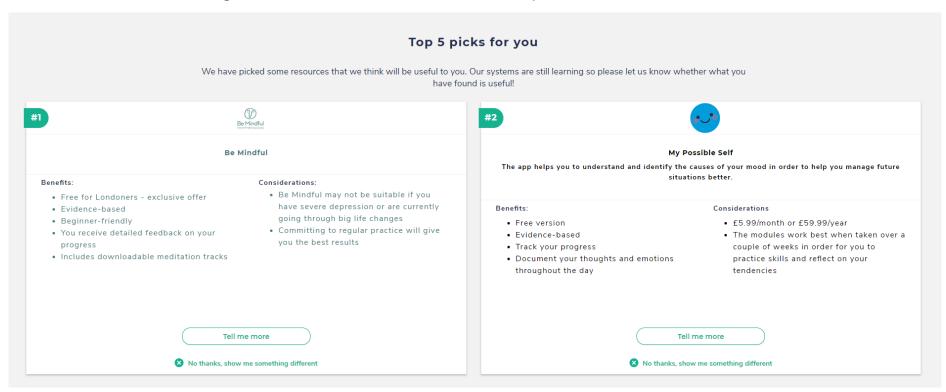
### How does Good Thinking work cont.

3

Good Thinking offers users a range of personalised clinically approved digital and local interventions that can help them based on their preferences, self-assessment results and/or location.

Good Thinking allows users to compare the most relevant digital interventions and at a glance gauge their benefits and considerations.

Users can then investigate the chosen intervention and complete the course.



#### Successes to date

Nov '17 - Jun '2019

325,000

visitors



225,000

unique IP addresses

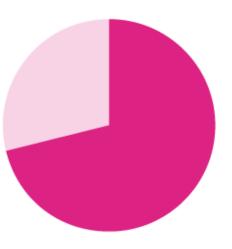
100,000

repeat users

**20,00**May '18 - June '19

31% repeat users

69% new users





Visits by device, time, and day

A significant number of people access the site between midnight and 06:00h



#### **Be Mindful**

#### Outcomes for Good Thinking users

Significant reduction in stress, anxiety and depression scores

81% of these people previously demonstrated caseness.

#### IAPT measures of Improvement & Recovery

These measurements are calculated in accordance with the NHS Improving Access to Psychological Therapies programme.

Caseness

81%

Reliable Improvement (of total)

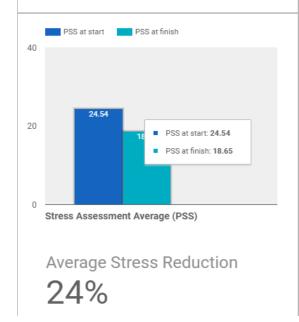
65%

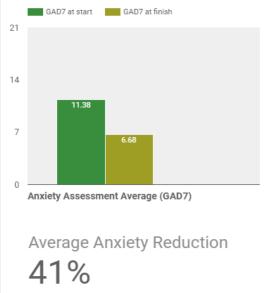
Recovery (of cases)

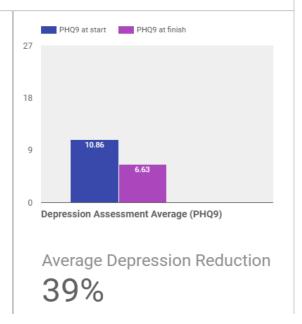
59%

Reliable Recovery (of cases)

52%







#### For Children and Young People

- Good Thinking originally only targeted adults
- Children and young people are perhaps the most digitally savvy
- Possibly already accessing and using these resources

#### Expanding the service and campaign to 16 – 17 year olds

- Digital design studio engaging with young people to help shape Good Thinking for a younger audience - including co-creation workshop sessions
- Digital marketing organisation that has been using targeted Good Thinking advertising to reach people in need of mental wellbeing support will be running a paid ad campaign to 16-17 year olds on Facebook and also Instagram
- Digital health ambassadors programme

#### Scope out the use of Good Thinking to ages 13 – 15

#### Online communities

The Good Thinking team is currently working with a world-leading expert on online community forums. This is an opportunity to extend the scale and breadth of Good Thinking and provides a way of engaging with communities and accessing an extensive range of people, many of whom are hard to reach (such as the Somali community) or have very specific concerns.

Commence initial input through existing online community forums; making use of this group functionality to establish groups for people that cannot be found easily. These include culturally specific online communities and more marginalised user-led groups for example:

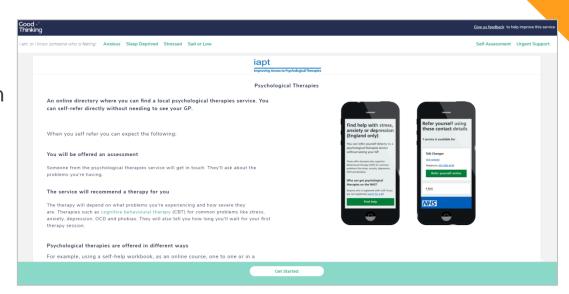
- Mumsnet (perinatal)
- Scope (disabilities/pain)
- Talking Point (Alzheimer's)
- The Student Room
- Money Savings Expert (money worries)
- Ladbible (men)
- 250 community leaders engaged through Facebook Community Leadership Circles for London

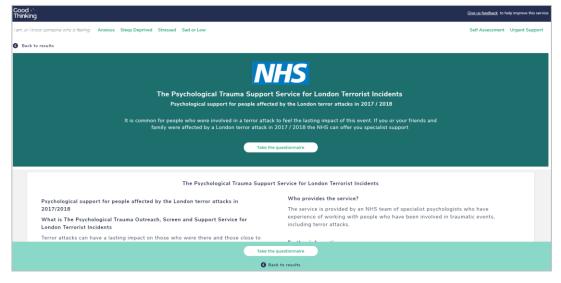


#### IAPT and psychological trauma support

A pilot to enable users to self-refer to their local IAPT service is going live in November 2018. This will eventually link into some of the online digital IAPT services available.

An IAPT landing page is now present on the site.





A direct link to the psychological support service for those affected by the London terrorist attacks of 2017 is also present on the site.

Save the date – 5<sup>th</sup> September

- Upcoming newsletter
- Contact details <u>daniel.thomson2@nhs.net</u>
- Event details:

https://www.healthylondon.org/our-work/mental-health-transformation/good-thinking-digital-wellbeing/

www.good-thinking.uk



# NHS Go app: designed by young people for young people

Tracy Parr and Suzan Lateef

Children and Young People's programme

@HealthyLDN

Supported by and delivering for:







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MAYOR OF LONDON

# **NHS GO launch video**



https://www.youtube.com/watch?v=mMBVW2IKtj0

# O1 Designing the app

## **Designing the app**

- Aimed at 16-24 year olds.
- Developed in 2016, after over 1,000 young Londoners told us they wanted better and easier access to health and wellbeing information.

#### Young people told us:

- Navigating the NHS health services was a challenge for young people
- They didn't know when, how and where to access services.
- They didn't know what their rights were when accessing health



# **Designing the app**

- Survey completed by 500 young people
- Focus groups
- Young persons steering group

The group had a say over all aspects of the app, including, the content

- The topics covered
- The layout
- The name
- Where to advertise the app



# Feedback from young people

What matters to young people:

- NHS branding
- Confidentiality of the app
- Free and easy to use
- Content needs to be reviewed so it is kept fresh and up to date

# 02 The app

#### **Health Section**



Forgotten your pill or had unprotected sex? Maybe you're worried about something? Here's what to do and where to go if you need help urgently.

# Could I have a sexually transmitted infection (STI)?

If you've had unprotected sex (without a condom), there's a chance you could have caught an STI.

Arrange to get tested if:

- you haven't got symptoms, but are worried you might have an STI
- you have symptoms, such as unusual discharge
- · you have a feeling something is wrong



A health A-Z where you can search health conditions



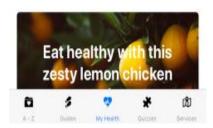
Provides immediate and confidential access to NHS-approved health and wellbeing information



#### **Health Section**







Three trending or seasonally relevant topics highlighted each month

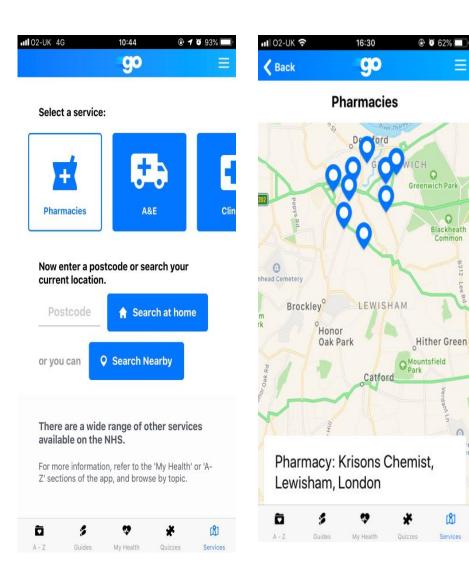


Content organised in key themes that matter most to young people



Interactive health quizzes

# **Service Finder**



Here you can put in your post code and find services near you, such as GP's, pharmacies, dentists, accident and emergency departments.

Or you can use your location setting to find out where the closest services are to you at that time

# 03

# Success of the App and engagement with CYP

### **NHS Go Highlights**

- 80,424 downloads
- 1,212,956 in app page views, 126,449 page views on the NHS Go website
- Emotional and mental health and sex and relationships and sleep are the most viewed topics
- 60% of users since April 2018 are return users.
- Shortlisted and winner of multiple patient experience awards.

# **Going beyond mixed messages**



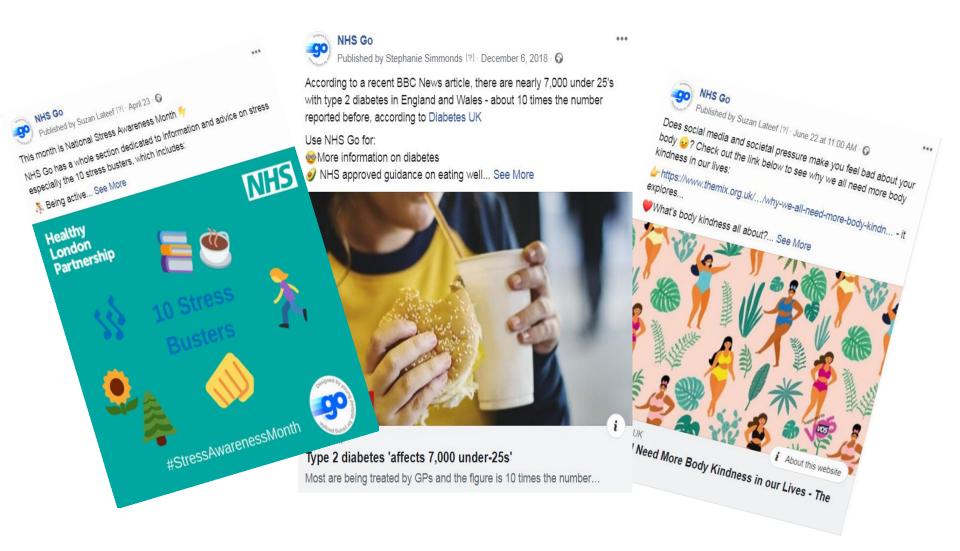
Sometimes the health information out there is overwhelming. Our health is so important and when we have worries all the mixed messages can make it really scary. 'Googling' an illness or finding out where to ask for help doesn't always make things easier. There are so many different people with their opinions out there which can make the truth (that is not overly complicated) hard to find.

NHS Go has given me a single place to go to help me join the dots.

Megan, 20

"I downloaded the NHS Go app and it's already helped me get in touch with a charity called "Beat". It helps people with eating disorders. If it wasn't for this video I wouldn't have found help." Anonymous user

# **Social Media Engagement**



# NHS Go Digital Health Ambassadors

- 6 month project delivered with Partnership for Young London
- Empowering a core group of young people to become Digital Health Ambassadors
- Workshops and training delivered by digital experts
- Opportunities to shape campaigns and develop NHS Go & Good Thinking
- Supporting young people to promote digital health services to their peers



Learn new skills from Digital experts



Be part of something that benefits others



An opportunity to be creative on a regular basis



Gain great experience for your CV



Feel good about how you use your own social media



Become a health and wellbeing savvy Londoner

Partnership for Young London





#### **Get in touch**

Children and Young Peoples Programme – Healthy London Partnership <a href="mailto:hlp.cypprogramme@nhs.net">hlp.cypprogramme@nhs.net</a>

Stephanie Simmonds, CYP Project Manager, Digital

Stephanie.Simmonds@nhs.net



/NHSGo



#NHSGo





