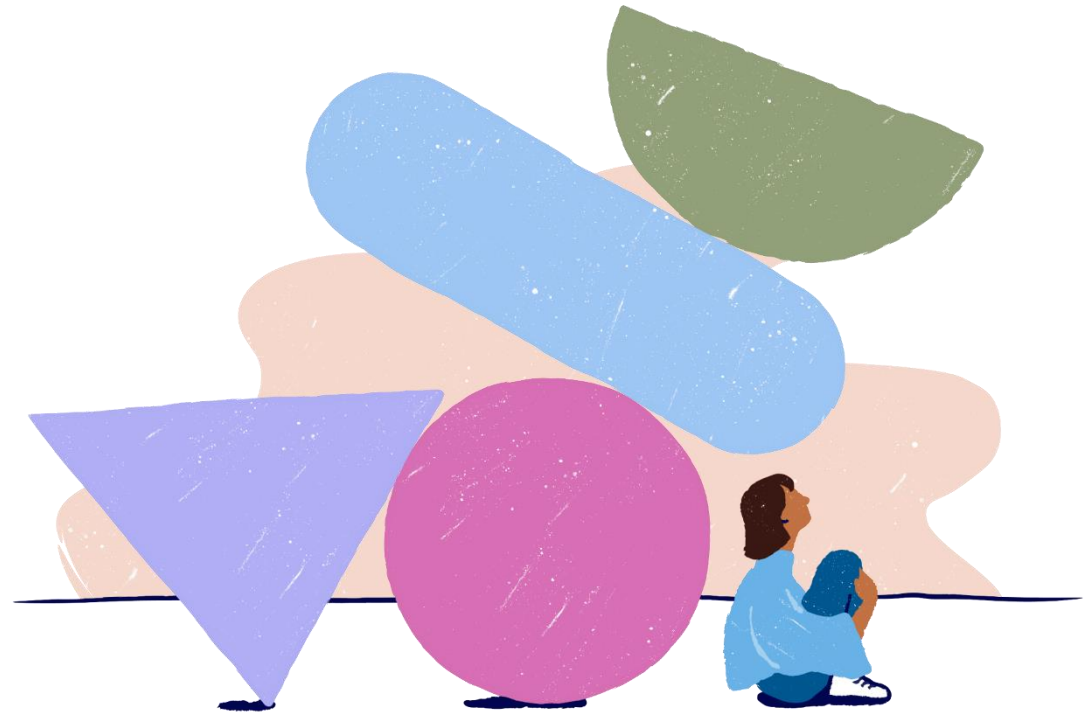


# Good Thinking: Programme Update

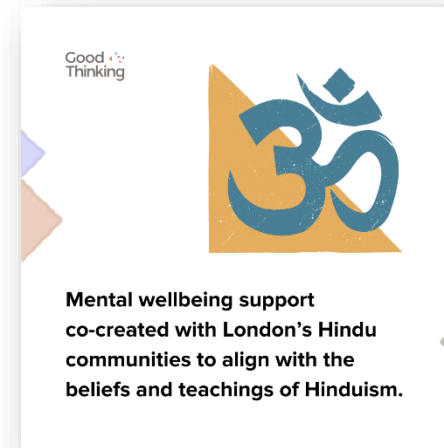


December 2023

# Faith and belief wellbeing resources

## WMHD23 – Mental health is a fundamental human right

- Reviewed and refreshed [faith and belief landing pages](#)
- Branding update
- Reviewed and updated all faith 5 ways to wellbeing guides
- Ensured printables of all English versions of the guide are available to download (printable translations under review)
- Created 7 new [toolkits](#) with new social media assets and copy (switched focus from 5 ways guides to full range of resources)
- Tailored stakeholder mailings in progress



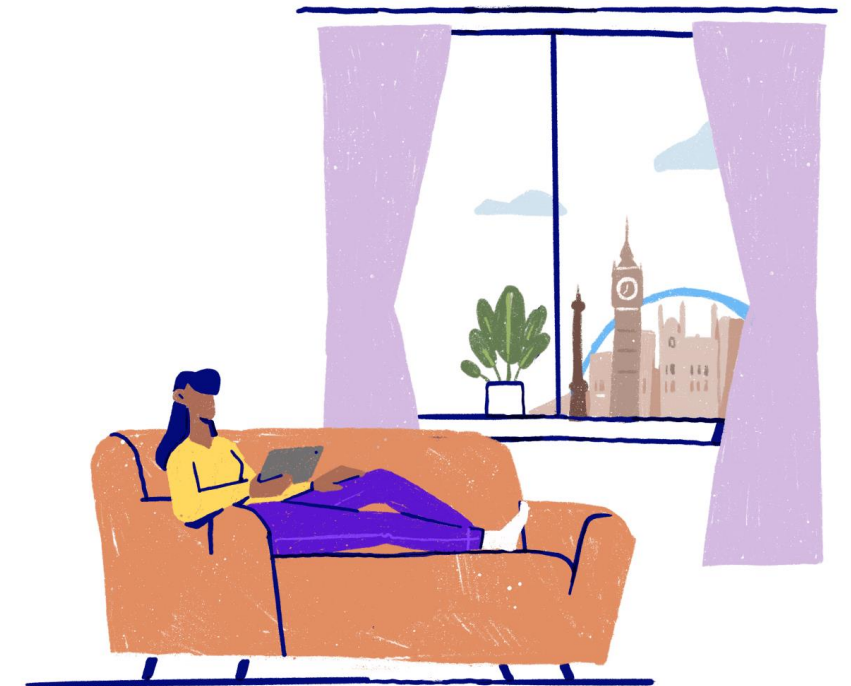
# Winter resilience

This time of year can be tough, and many are finding it harder as the cost of living continues to rise. New and updated content focused around:

- **Cost of living**
- **Loneliness**
- **SAD**
- **Supporting others**

Advice:

- **New:** [Good Thinking's guide to winter wellbeing](#)
- [12 ways to good mental wellbeing for the festive season](#)
- [The rising cost of living: How to look after your mental health](#)
- [How to cope with loneliness](#)
- [Guides to looking out for those around you](#)
- **Coming soon:** Collaboration with Great London Friendship Project



# Workplace wellbeing – training in development

Key themes from working group	Good Thinking – existing resource/potential activity	Partner activity
<ul style="list-style-type: none"> <li>Lack of training for employers/employees on mental health</li> <li>Lack of awareness and understanding of language and how to engage around mental health</li> </ul>	<ul style="list-style-type: none"> <li>Employer toolkit implementation – communications around how to use the toolkit</li> <li>Training resource</li> </ul>	<ul style="list-style-type: none"> <li>Partner input on key messages and promotion</li> </ul>
<ul style="list-style-type: none"> <li>Organisation culture – lack of appetite</li> <li>Funding barriers</li> <li>Overall benefits of a mentally healthy workforce not understood</li> </ul>	Employer toolkit – communications around the need for employee support and benefits for employers	<ul style="list-style-type: none"> <li>Potential for London-based research?</li> <li>Partner input on key messages and promotion</li> </ul>
<ul style="list-style-type: none"> <li>Size of the organisation and impact on prioritisation of employee wellbeing</li> <li>Physical workspace and employee wellbeing</li> </ul>	Potential for an advice piece/case studies	<ul style="list-style-type: none"> <li>Partner input on content – themes for advice, expert input and contacts for case studies</li> </ul>
<ul style="list-style-type: none"> <li>Managers role in employee wellbeing - pressures on them which impact on employees</li> </ul>	Guide to looking out for friends and colleagues at work – targeted communications aimed at managers	<ul style="list-style-type: none"> <li>Partner input on and promotion</li> <li>Complimentary resources?</li> </ul>

# Making Every Contact Count & community engagement

## Summary

- The project is seeking to increase awareness and utilisation of Good Thinking in Newham.
- Our key aim is to stimulate and challenge staff who have contact with people in Newham to promote Good Thinking at every appropriate opportunity
- The project includes identifying and engaging with different staff groups who interact with the general public in different ways, in order to increase awareness and promotion of Good Thinking.
- We aim to equip colleagues in Newham with the tools and training needed to confidently prescribe Good Thinking resources.



# 2024/25 Workplan and Deliverables



# Key workstreams 2024/25

## Content

- Create content in response to emerging public mental health needs
- Continue to review existing content
- Build on existing work with communities to address inequalities, expanding Good Thinking's range of co-developed content

## Comms and Engagement

- Increase awareness of Good Thinking through campaigns, socials, toolkits, newsletters, events, etc
- Embed Good Thinking in communities and employers across London using learning to scale MECC approach
- Collect and respond to user and stakeholder insights

## Digital

- Review and procure app licenses and self-assessment offer, while improving personalisation of recommended resources through quiz functionality
- Further improve accessibility & usability of website, work with partners to improve digital inclusion
- Run paid advertisements, including comms campaigns to drive traffic
- Design a new reporting dashboard using GA4 to better understand website use

## Impact and Governance

- Continue to ensure value for money for stakeholders and Londoners
- Ensure alignment with wider mental health governance across London
- Use website analytics, app data and learning from MECC project to continue to demonstrate impact

# Get in touch



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