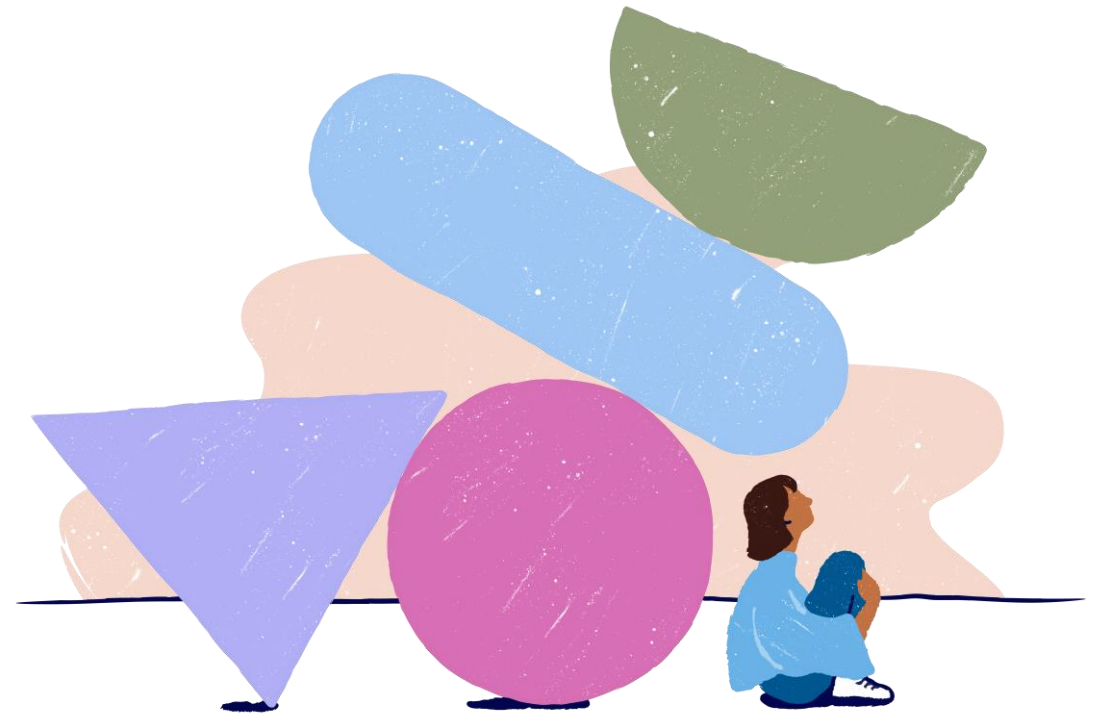
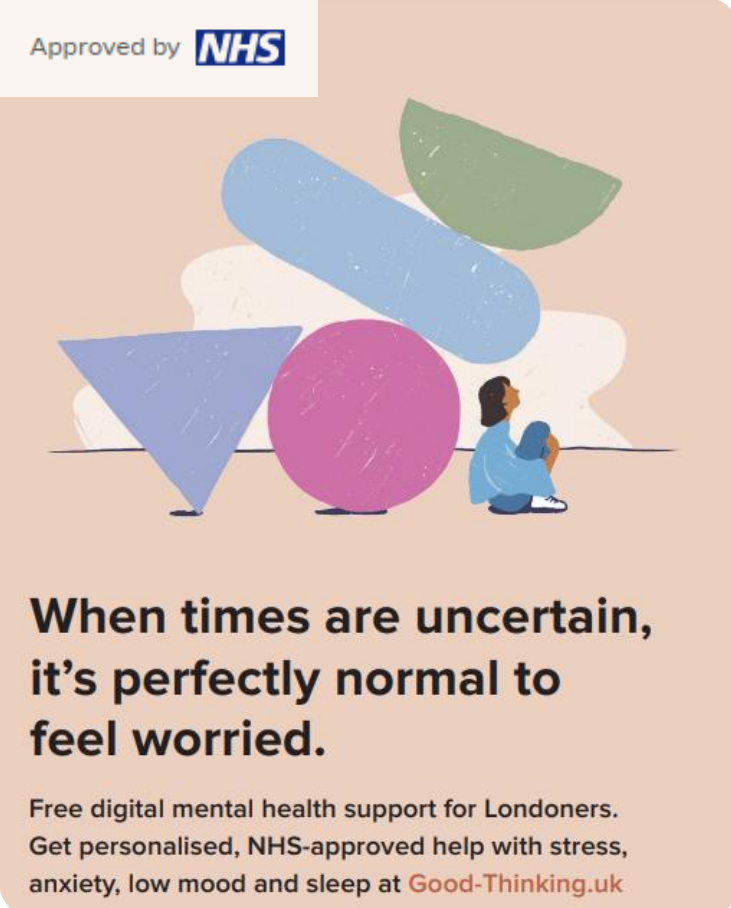


Good Thinking: London's Digital Mental Health & Wellbeing Service




What is Good Thinking?

- **Good Thinking** is London's free NHS-approved digital wellbeing service for people living, working and studying in London, accessible **24/7, 365 days a year**.
- 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 provide tools and guidance to support this.
- We provide a range of personalised advice, support and resources to help Londoners manage **sleeplessness, anxiety, stress, low mood** and other feelings.
- Since our launch in 2017, **over 750,000 people** have used our digital service
- Created **by Londoners, for Londoners** – we work with youth organisations, faith communities, academics, charities and many others to create tailored, impactful content. Our funding comes from two core partners; NHS ICS funding and Directors of Public Health via Local Authorities



Approved by **NHS**



**When times are uncertain,
it's perfectly normal to
feel worried.**

Free digital mental health support for Londoners.
Get personalised, NHS-approved help with stress,
anxiety, low mood and sleep at [Good-Thinking.uk](https://www.Good-Thinking.uk)

2024/25 Workplan and Deliverables



Key workstreams 2024/25

Content

- Create content in response to emerging public mental health needs
- Review existing content and ensure relevancy
- Build on existing work with communities to address inequalities, expanding range of co-developed content
- Launch new training module for employers to support employee mental wellbeing

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, potentially partnering with NHS 111 press 2 initiative
- 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

- Commission and deliver research paper on 'Tracking Impact and Attributing Outcomes'
- 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

Planned Activity 2024/25

Children & Young Londoners

- Funding from GLA to promote and signpost GT resources
- Animation, content & new images co-created with & reviewed by young Londoners will demonstrate our resources.
- Timed comms alongside digital marketing research and testing with a renewed focus on reach will ensure increased awareness and usage of GT by young people and Londoners working with or caring for young people

Workplace Wellbeing training

- We have appointed a supplier to develop and deliver workplace wellbeing training.
- Users will register through Good Thinking to receive weekly short training videos over four weeks aiming to highlight the importance of good mental health for both employers and employees

Impact Research

We are commissioning our web hosts, Soho Strategy to produce a paper on “Tracking Impact and Attributing Outcomes”. This will aim to:

- demonstrate how GT specifically delivers value for money
- laying out best practices for measuring impact while developing digital tools
- providing stakeholders with the means to understand what is and isn't possible
- advising on crafting meaningful metrics for measuring impact

Added benefits include:

- The report will instil confidence in funders that GT has the right approach, objectives and governance around value-for-money
- Saving money over time by reducing ineffective expenditure

Planned Activity 2024/25

Self Assessments

- We are continuing to work with Health Hero to replace the existing 'Overall' assessment with a more targeted 'Mood, Behaviour and Thinking Problems' assessment to create a more holistic approach to self-care.

Quizzes

- Work being undertaken to improve functionality including improved and more streamlined signposting to Good Thinking resources and crisis support where appropriate

Digital Marketing

- In order to increase awareness and usage of Good Thinking amongst people who live and work in London we have commissioned a digital marketing agency for 12 months. They will specifically be setting up, managing and reporting on Google paid search campaigns and social media advert campaigns to target audiences and evaluating how campaigns perform.

Animations

- We have commissioned a creative marketing agency to create two new animations for the site. One of these will be for, and co-created by, young Londoners. These animations aim to convey powerful, engaging content that communicates our key messages.

Key dates 2024/25

DATE	AWARENESS DAY/EVENT
April	Stress Awareness Month
13-19 May	Mental Health Awareness Week – Movement: moving more for our mental health
May/June	A Level/GCSE exam periods (Student Mental Health Hub and CYP resources)
August/September	Exam results and back to school/college/university
September	Sleeptember
10 September	World Suicide Prevention Day
19 September	Stem4's Youth Men
10 October	World Mental Health Day
5-9 November	International Stress Awareness Week
13-17 November	Anti-bullying Week
2-8 December	National Grief Awareness Week

Children and young people



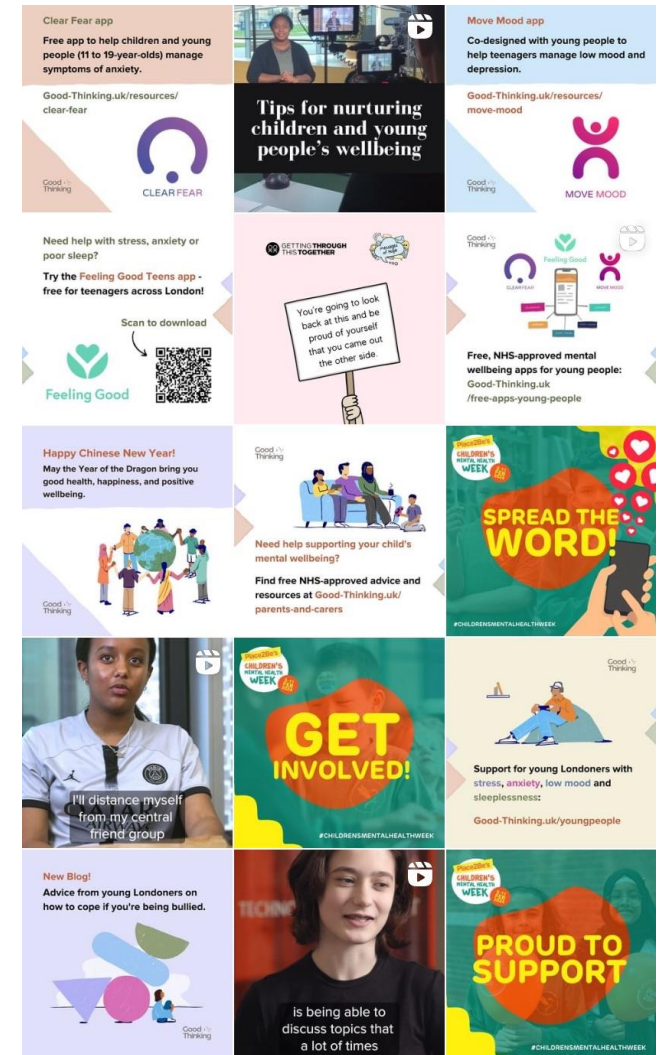
CYP resources

The GLA have given funding for the promotion of CYP resources and we kicked off the new year using GMHD and CMHW as hooks to begin promotion:

- We ran an in-person workshop with our DHAs to create video content related to our [guide to looking out for your friends](#), as well as short videos about how our collaboration with PYL [supports young people to influence improvement in mental health care](#).
- Working closely with Thrive LDN, Good Thinking were listed as a partner and signposted throughout GMHD 2024 activity. We are featured on a range of video and social media content, including a video with Kevin Fenton explaining the benefits of Good Thinking.
- We ran special edition CMHW newsletters.
- We published a new [quest blog](#) from our DHAs on how to cope with bullying.

Our plans for 2024:

- Review of CYP offer with PYL / DHAs
- CYP animation
- Paid search ads with CYP focus
- New design work – graphics, illustrations, flyer and poster
- Reinstatement of landing page for education professionals
- CYP comms toolkit
- Targeted mailings for education professionals



Workplace wellbeing



Employer Toolkit

Stress, anxiety and burnout are common problems in the workplace. We know it can be time-consuming to find good quality free resources that support your employee wellbeing strategy, so as London's digital mental wellbeing service, Good Thinking have created a toolkit to help employers create a safe and supportive workplace in these challenging times.

We reviewed and refreshed our [Employer Toolkit](#) last year and created a [downloadable version](#), alongside this we set up a working group to look at the gaps in support for employers and employees and have commissioned a supplier to create training videos:


- 4x 15-20 minute bitesize videos
- Focus on common mental health concerns; stress, anxiety, low mood and sleep with practical tips and advice plus signposting to relevant resources
- Sign up and receive videos on a weekly basis
- Live webinar will launch the training later this year

Employer toolkit

Support your employees with **stress**, **low mood**, **anxiety**, and **sleeplessness** with free NHS-approved resources.

An illustration of two men in business attire shaking hands in an office setting. One man is wearing a brown suit and the other is wearing a grey suit. A desk with a laptop and an orange office chair is visible in the background.

Good Thinking

An illustration divided into four quadrants. Top-left: A doctor in a white coat and blue scrubs. Top-right: A woman in a grey suit pointing at a whiteboard. Bottom-left: A construction worker in a green hard hat and orange safety vest. Bottom-right: A person in a red car driving.

Good Thinking

Make conversations about mental health part of your normal working day.

Are you an HR, Workplace Wellbeing or Workforce Lead and looking for ways to support mental wellbeing in the workplace?

**[Good-Thinking.uk/
employers-and-employees](https://www.good-thinking.uk/employers-and-employees)**

An illustration of two men in business attire shaking hands in an office setting. One man is wearing a brown suit and the other is wearing a grey suit. A desk with a laptop and an orange office chair is visible in the background.

Good Thinking

Get involved with Good Thinking

- Let us come along to your meetings, training sessions and events to tell you more about the Good Thinking service and how we can work together to support you, your colleagues, service users or residents
- Sign up to our [monthly newsletter](#)
- Visit the Good Thinking [Campaign Hub](#) to download our comms toolkits and printable resources including [flyers](#), [posters](#) and [guides](#)
- Follow us on [Twitter](#), [LinkedIn](#), [Instagram](#) and [Facebook](#) - @goodthinkinguk

**Stressed out?
Feeling overwhelmed?
We've got you.**
Good-Thinking.uk



Good Thinking

Campaign Hub

Looking to help spread the word about Good Thinking and our free resources for Londoners in your organisation? Simply download the free resources for our campaigns below!



Communications Toolkit	+
Printable flyers, posters and guides	+
Further information about Good Thinking	+
Five ways to wellbeing & Christianity	+
Five ways to wellbeing & Buddhism	+

Get in touch



info@good-thinking.uk



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



www.good-thinking.uk

