

The legacy of Good Thinking

London's digital mental wellbeing
service 2017-2025

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1. Foreword

What can we do differently to support Londoners' wellbeing? This was the question that sparked the idea for Good Thinking, the first city-wide digital mental wellbeing service in any of the world's global cities. With one in four people in England experiencing a mental health problem each year¹, Good Thinking's funding partners, advisors and delivery team saw an opportunity to make a significant difference in the capital.

Built on insights from hundreds of Londoners and shaped by experts from the former Public Health England and other key stakeholders, the service launched in November 2017. It gave people what they asked for – personalised, safe, high-quality and free mental health support that they could access 24/7 at home, at work, on the bus or on the tube. And, during its eight years of operation, it reached more than 900,000 Londoners.

“Everyone’s mental health journey is unique. There is no one-size-fits-all solution.”

Users completed self-assessments, accessed free wellbeing apps, read advice articles, watched videos, and listened to podcasts – often in the middle of the night when things felt particularly difficult. They learned how to reduce feelings of stress and anxiety, boost their mood, get better sleep, and support friends and family who were also struggling with their mental health.

Co-design and collaboration were central to Good Thinking's strategy. It worked with faith groups, universities, charities and employers to tailor resources for vulnerable communities, and with a group of young Londoners when it expanded the service to 16 to 18-year-olds. Agility and responsiveness were also essential, especially when mental health concerns were heightened during the cost-of-living crisis and the COVID-19 pandemic.

As Professor Kevin Fenton, London Regional Director, Office for Health Improvement and Disparities (OHID), and a member of the Good Thinking advisory board, says: *“Our commitment to harnessing digital innovation for better mental health led to the creation of Good Thinking. From the outset, we recognised that everyone’s mental health journey is unique. There is no one-size-fits-all solution.*

¹ McManus, S., Meltzer, H., Brugha, T. S., Bebbington, P. E., & Jenkins, R. (2009). [Adult psychiatric morbidity in England, 2007: results of a household survey.](#)

“Over the past eight years, this free, 24/7 online service has provided trusted tools and resources, reaching hundreds of thousands of Londoners, including many from our most vulnerable communities. Good Thinking has shown what’s possible when we think differently about public mental health, combining technology, insight and compassion to make a real difference.”

This report shows that Good Thinking succeeded in harnessing the power of technology to deliver innovative health services and tackle health inequalities in London. By helping to improve Londoners’ wellbeing, it is highly likely that the service helped to reduce demand on GPs and other health services and enabled some people to avoid taking time off work.

Its scalable, low-cost approach and the positive impact it had should inspire other public mental wellbeing initiatives in London and other cities that are looking for new ways to make their residents’ lives better.

2. Executive summary

With the launch of Good Thinking in November 2017, London became the first global city to deliver a city-wide digital mental wellbeing service. Good Thinking used a wide range of digital technologies to provide 24/7 access to clinically-validated resources and self-help tools for Londoners dealing with the four most common mental health conditions – anxiety, stress, sleep problems and low mood.

Good Thinking was an innovative, low-cost way of addressing these mental health challenges. The service proactively promoted self-care to enable Londoners aged 13+ to boost their wellbeing and prevent more serious mental health conditions from developing. It also complemented psychological (talking) therapies – for example, Good Thinking resources could help prevent relapse after a course of psychological therapy ended.

The Good Thinking approach and content was co-designed with Londoners of different ages, faiths and ethnicities to ensure it met the needs of a broad range of people in a culturally sensitive and meaningful way. A clinical specialist reviewed and approved all the resources on the website.

A key feature of the service was that it offered a curated choice once people had answered a few simple questions. This removed the potentially intimidating element of too much choice which can be a deterrent to website use, especially for people who are less confident online.

It was promoted through social marketing including engaging use of social media, and provided free access to a range of NHS-approved wellbeing apps, which could be prescribed by GPs. The apps and other content were promoted on Good Thinking's social media channels.

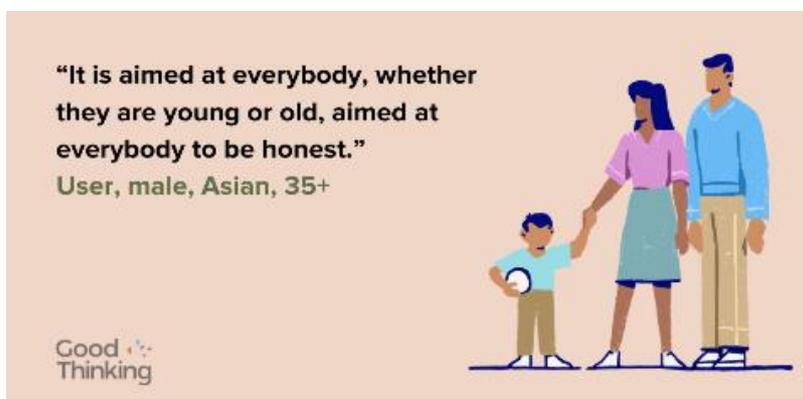
Partnership working was critical to the success of the service. Health and care professionals, HR and wellbeing teams, businesses, online community managers, universities, faith and belief communities and many others helped to develop and promote Good Thinking.

Crucially, the Good Thinking programme was agile. It responded quickly to issues and events that negatively affected Londoners' mental health, such as the COVID-19 pandemic and the cost of living crisis.

By the time it closed on 31 January 2026, the service had been used by more than 900,000 Londoners. Annual usage grew over time as Good Thinking became more established and offered an increased range of support.

As an anonymous service that could be accessed privately, Good Thinking provided a unique opportunity to identify Londoners' potential unmet needs – information that was fed back to commissioners – and provide invaluable support.

Its beneficial impact is clear in feedback received from Good Thinking users, including that captured in the images below.



3. Introduction

This legacy report provides an overview of the Good Thinking programme between the launch of the service in November 2017 and its closure on 31 January 2026.

It describes and celebrates key aspects of Good Thinking's work, highlights the impact the service had and clarifies where the Good Thinking content can be accessed going forward.

It aims to be a reference guide for stakeholders who are interested in the programme's activities and next steps, and to ensure knowledge is maintained and shared within London's systems.

4. Background

Good Thinking was developed through a partnership of the Mayor of London, London boroughs (led by their Directors of Public Health), London's NHS, London Councils, and Public Health England.

Its core work was co-funded by the Directors of Public Health and London's Integrated Care Boards, with additional non-recurrent funding for specific initiatives from other partners, including the Mayor of London and the Office for Health Improvement and Disparities (OHID), one of Public Health England's successor organisations. The support of these partners enabled the service to be free for Londoners.

Good Thinking was coordinated and delivered by Healthy London Partnership and its successor organisation, Transformation Partners in Health and Care, in close collaboration with Thrive LDN.

From the start, Good Thinking was co-designed with Londoners and embraced digital technologies. By using an agile, iterative methodology with embedded behavioural science, and providing online tools based on users' needs, the service was well placed to complement traditional mental health services.

Its emphasis on self-directed learning and self-care helped Londoners to feel more in control of their mental health through the use of self-assessments, quizzes and tailored resources.

No city of London's size had attempted to provide a digital support service directed at mental health for its population – Good Thinking was a world first.

"I led the steering group during the development of the Good Thinking service, which was co-designed with Londoners representing more than 20 boroughs. The aim was to help people who were struggling with their mental health but who might not want to talk to their GP."

"By using digital technology, the service has reached large but targeted groups of people and given them access to self-help resources at any time of the day or night."

"The launch of Good Thinking made London the first global city to deliver a city-wide digital mental wellbeing service – one that has enabled many Londoners to take control of their own wellbeing and prevent any concerns from becoming worse."

Dr Jeanelle de Gruchy, former President of the Association of Directors of Public Health (ADPH)

"Our initial focus was on offering clinically-validated assessments and NHS-approved apps. However, the mental health landscape changed massively with the pandemic and cost-of-living crisis."

"We diversified to offer a wider range of resources, such as how-to guides, podcasts, videos, workbooks and audience-tailored content, such as our faith and belief community guides and student hub."

Dr Phil Moore, GP Lead on the Good Thinking Advisory Board

"Good Thinking is the most comprehensive mental health website I look to; it covers all angles really.

I work in pastoral care, so I direct them to the website and print off things for people like breathing exercises and things like that."

User, male, 35+



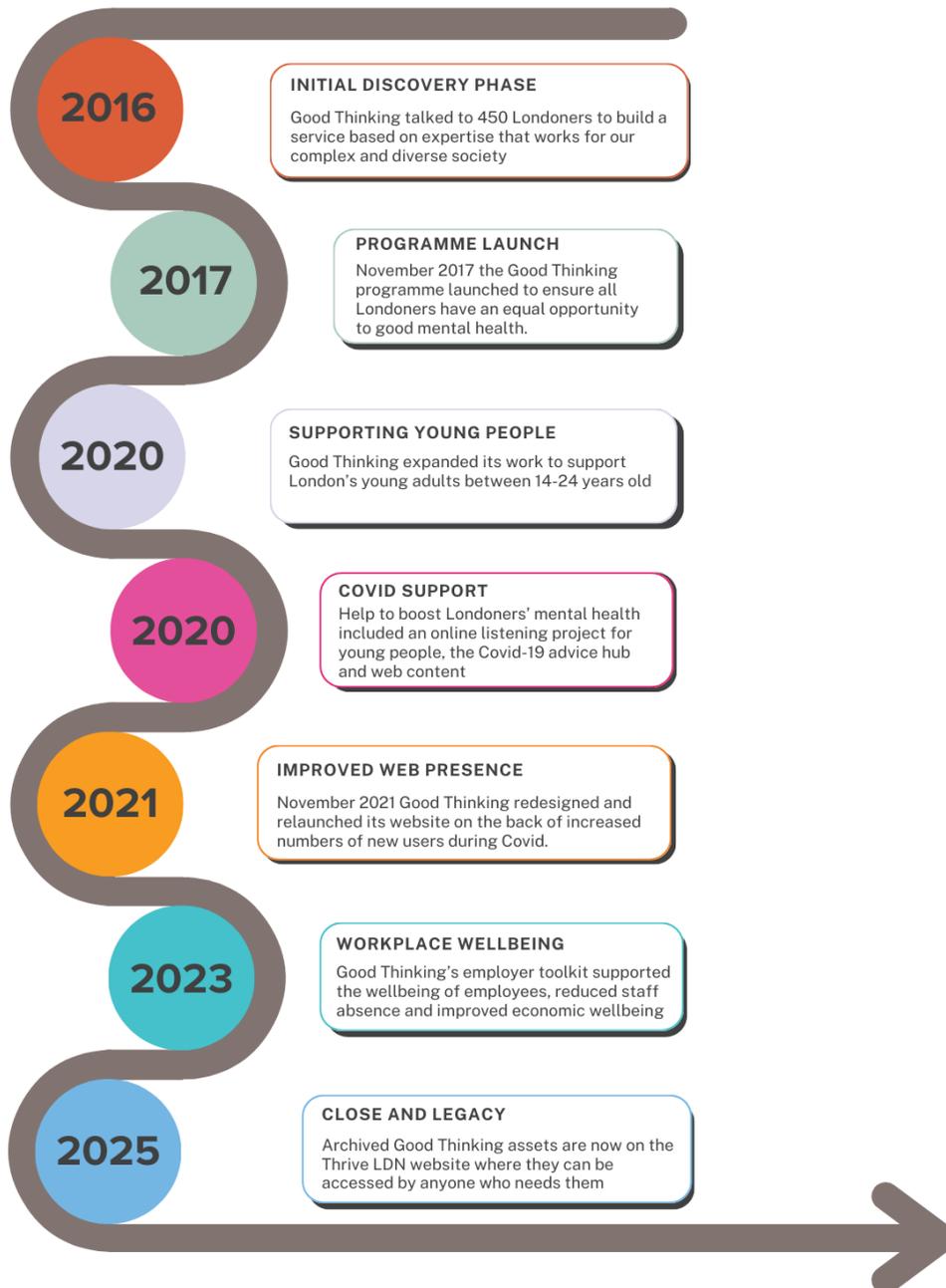
Good Thinking

The feedback in the image to the left from a user shows how professionals used Good Thinking to support people's wellbeing.

4.1 Good Thinking timeline

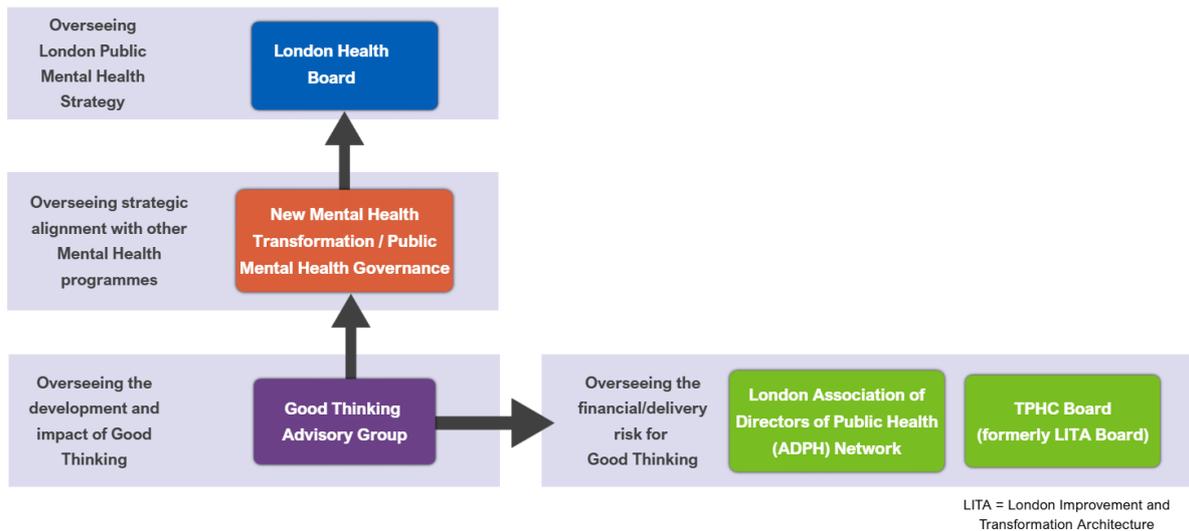
The diagram below shows key developments in Good Thinking from its inception in 2016 and launch in 2017, through its expansion of support for different audiences and its rapid response to the COVID-19 pandemic, to its close in early 2026.

The content of Good Thinking has been archived but can still be accessed: section 7 of this document, How to access Good Thinking resources, has the details.



4.2 Governance of Good Thinking

Good Thinking was a rigorously managed programme with significant safeguards to ensure user safety. It was overseen through the governance arrangements for public mental health in London, set out in the diagram below.



5. Key themes

Good Thinking's work was wide-ranging and impactful. For the purpose of this legacy report, we have chosen to analyse it across six themes:

- Co-design
- Addressing health inequalities
- Outreach and communications
- Partnership and system working
- Programme expertise
- Programme responsiveness and agility.

a. Theme 1: Co-design

Good Thinking built trusted relationships with community organisations and other partners, working closely with Londoners with lived experience to shape its approach and content. This resulted in a service that directly met the needs of different communities.

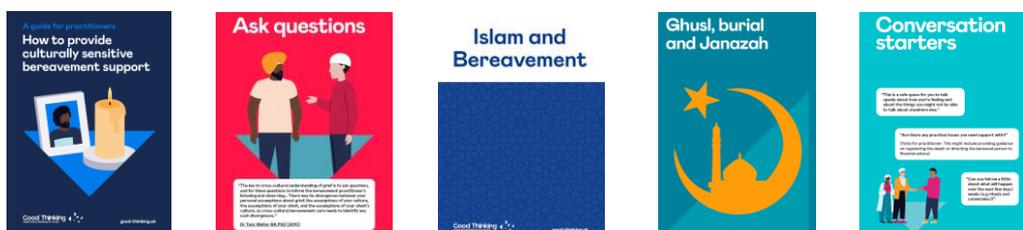
Tailored resources

The team created tailored resources, including “how to” guides, podcasts and videos, with and for:

- young people, parents and carers
- students and educational professionals
- faith and belief communities
- employers.

Bereavement resources for different faiths

Some of the most innovative resources were achieved by working with faith and belief communities across London. For example, Good Thinking developed bespoke bereavement materials, including a guide for practitioners (launched during National Grief Awareness Week 2021) and culturally-competent bereavement resources for different faiths (Buddhism, Christianity, Hinduism, Islam, Judaism and Sikhism) in English and other languages, along with a supporting webinar. The image below shows some of the many bereavement resources available to meet the needs of believers.



Culturally appropriate versions of the Five Ways to Wellbeing

The Five Ways to Wellbeing, developed by the New Economics Foundation based on evidence and research, are:

- Connect
- Be active
- Take notice
- Keep learning
- Give

Good Thinking worked with leaders of different faiths and beliefs to develop versions of the Five Ways to Wellbeing which linked to core tenets of the beliefs, putting them into context for believers. They were also translated into the different languages most commonly spoken by those communities. The image below shows some of the beliefs featured, which also included humanism.



The importance of this to users is reflected in feedback including:



Co-design with young people

A collaboration with Partnership for Young London, which supports young people to design and conduct research into issues they face, led to the formation of Good Thinking's Digital Health Ambassadors programme. In 2020, a group of young Londoners aged 16 to 25 joined the programme to advise Good Thinking on the introduction of more dedicated content for 16 to 18-year-olds on the website.

Further input by the Digital Health Ambassadors in 2024 and 2025 helped improve the website layout, gave Good Thinking ideas for relevant content and themes that reflect real youth experiences, and ensure it used clearer language.

The importance of this to those who took part is reflected in feedback including:

"I really enjoyed the Good Thinking programme for multiple reasons. It allowed me to contribute to something important to me, the conversation surrounding the youth mental health space."

“In addition, I was able to help design a website and help make it more representative.”

Imogen, one of the Digital Health Ambassadors

“Some wellbeing sites don’t feel made for us – this one finally does.”

Digital Health Ambassador

b. Theme 2: Addressing health inequalities

Londoners with lived experience of marginalisation and disadvantage are at higher risk of developing a mental health condition, having difficulty accessing services and experiencing poorer outcomes than other Londoners. These are the unfair and avoidable differences that are known as health inequalities.

To address these, Good Thinking took steps to make it easier for Londoners experiencing poverty and/or facing discrimination because of their race, sexual orientation or gender identity to access tailored mental health resources.

Removing barriers

Good Thinking’s bespoke content, co-designed with communities, and supported by social marketing, attracted the interest and attention of people who might otherwise never have thought of clicking on a digital mental health website.

Importantly, it then provided a curated choice once people had answered a few questions about what they were interested in.

This was very different from the normal approach of giving people as much information as possible on a website, which can be intimidating especially to those who are less at ease online.

Good Thinking’s curated choice made it simple for users to find the information that most directly addressed their situation and concerns, opening up access for them and enabling them to benefit from Good Thinking’s wide range of resources.

The importance of this to users is reflected in feedback including:

“I’d definitely recommend it as a place with useful tips for people like those moving to university, going through bereavement, children.”

A Good Thinking user

Tailored information for children and young people

There is a clear link between poor mental health in children, young people and young adults, and mental health problems in adults.

More than 50% of adults who access mental health services had a diagnosable disorder before the age of 16 and 75% before the age of 25². One in five children and young people in England aged eight to 25 had a probable mental disorder in 2023, an NHS England survey found³.

Commissioners recognised that expanding Good Thinking to a younger audience would meet a need and might prevent many mental health problems escalating.

In 2020, thanks to funding from the Greater London Authority, Good Thinking expanded its service to 16 to 18-year-olds. This required detailed work to get right.

1. The team convened digital and safeguarding experts to ensure relevant procedures were robust, including the assessment of apps for under-18s and age verification. As part of this, Good Thinking confirmed age suitability with all app providers. Its own self-assessment was validated from age 13 upwards.
2. Good Thinking partners undertook research into the triggers and symptoms that cause young people to seek support and information; young people's experience of mental health support; and the attitudes, habits, needs and awareness of mental wellbeing among young people aged 16 to 18, including LGBTQ+ young people.
3. As mentioned in Theme 1, Co-design, London-based Digital Health Ambassadors aged 16 to 24 provided input to help shape the website content for young people.

² Solmi M, Radua J, Olivola M, Croce E, Soardo L, Salazar de Pablo G, Il Shin J, Kirkbride JP, Jones P, Kim JH, Kim JY, Carvalho AF, Seeman MV, Correll CU, Fusar-Poli P (2022) Age at onset of mental disorders worldwide: large scale meta-analysis of 192 epidemiological studies, *Molecular Psychiatry*

³ Mental Health of Children and Young People in England 2023 – wave 4 follow up to the 2017 survey

The images below are from Good Thinking resources for children and young people.

Five ways to wellbeing

This is one of five posters and contains just some of the ways to wellbeing suggested by the Good Thinking team and its Digital Health Ambassadors (aged 15 to 24). You can find free wellbeing apps and other resources for young people at www.good-thinking.uk

1. Connect
2. Move
3. Learn
4. Give
5. Focus



Good Thinking
Digital Mental Wellbeing for London

1. Connect
Staying in touch with others enables you to share positive experiences and support each other

- Sport**
 - Watch your favourite team with other fans
 - Join a supporters club or online forum
- Media & Technology**
 - Go to the cinema with some friends
 - Use Teleparty to watch TV together online
 - Meet new people via Twitch
 - Share a Spotify playlist with your friends
- Faith & Community**
 - Attend a service at your local place of worship
 - Talk to friends and family about their faith
 - Get involved with a local community group
- Food**
 - Get together for a takeaway
 - Host a 'Come Dine with Me' evening
 - Share your cooking or baking creations on social media

*** Top tip ***
Always follow online safety guidelines if you're meeting people on a social platform or gaming app

Looking out for your friends

Good Thinking's quick guide to help children and young people support friends who may be struggling with their mental health.

Being kind and looking out for others is an important part of being a good friend. So, the team here at Good Thinking, London's digital mental wellbeing service, has created this short guide to help you do this. The more open everyone can be about their feelings, the better.

Good Thinking
good-thinking.uk

Tailored information for black students

LSBU Good Thinking Office for Students OfS

OfS BLACK STUDENTS MENTAL HEALTH PROJECT AT LSBU

Being a black student at college or university can come with its own unique set of challenges, some of which could happen anywhere (e.g. racism and prejudice) and others that are unique to the academic world (e.g. cultural conflicts with academic texts and under-representation among the teaching staff).

Good Thinking partnered with the Office for Students' Black Students Mental Health Project to host a range of mental wellbeing resources that were co-created with more than 250 black students at London South Bank University.

These resources address how difficult it can be for black students to talk about mental health and gain access to the right support. They also acknowledge the impact of racial micro-aggressions and internalised racism and provide proactive mental health practices to help minimise the negative impact of prejudice and discrimination in an academic setting.

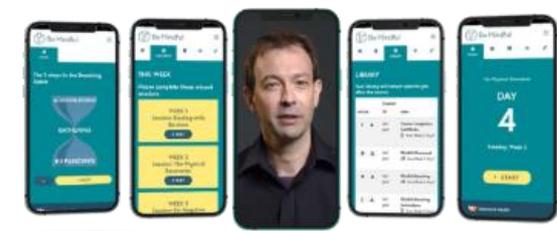
Free access to wellbeing apps

Good Thinking developed commercial relationships with the providers of several NHS-approved wellbeing apps. It paid for the licences so that users of the service could use the apps for free.



London GPs were able to prescribe these apps to patients via a direct link from the EMIS library (EMIS is the clinical system used by 70% of London's 7,200 GPs). This is thought to have been the first time GPs could prescribe apps for mental health support that patients would otherwise have had to pay for.

Good Thinking's innovative approach resulted in a good level of GP referrals to apps including My Possible Self (images to the left above) and Being Mindful (images below).



"The Be Mindful programme has definitely helped me manage stress better and reduce feelings of anxiety and depression. Amazing that it is available for free!"

Good Thinking user of Be Mindful app

Overall, Good Thinking provided access to a wide range of wellbeing apps, some of which were already free to use. The image below shows images from several of the apps recommended by Good Thinking.

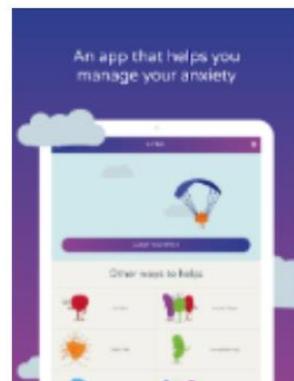
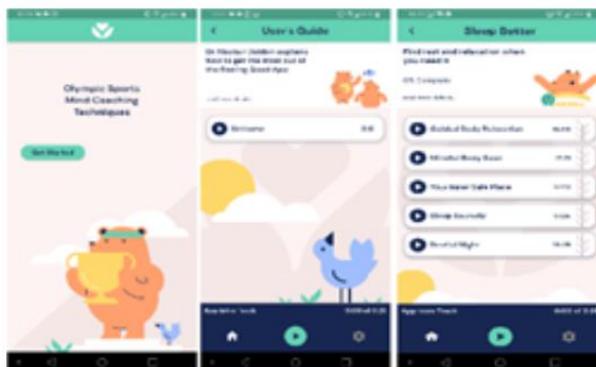


Good Thinking

Build healthy habits with tomo

- NHS-approved app
- Combines digital peer support and proven therapeutic techniques
- Friendly tomo bot suggests habits that will improve your wellbeing and learns how you handle challenges.

Access tomo for free at Good-Thinking.uk/resources/tomo



Student Health App
Reliable health advice for students

Further feedback from users of apps made available via Good Thinking included:

"I found this programme extremely useful in teaching me some new ways of managing pain and taking control myself. I found the information on the role that the brain plays in pain absolutely fascinating.

"I think the greatest impact has been on my mental health. Although I am still aware that I may never fully recover, I'm now far more optimistic about how I can manage in the future."

Good Thinking user of Pathway through Pain app

“Before joining this programme, my anxiety levels were overwhelming and I struggled to manage daily stress. Through the support and techniques I learned, I’ve seen a significant improvement in my ability to stay calm and in control. I now feel more confident and equipped to handle challenges.”

Good Thinking user of Be Mindful app

c. Theme 3: Outreach and communications

The Good Thinking team conducted in-person engagement and digital outreach to raise awareness of the resources available for different communities and help to reduce stigma around mental health.

In-person engagement

By attending stakeholder meetings and events, the team started new conversations about mental wellbeing and raised awareness of how the Good Thinking service could support Londoners.

Each of London’s boroughs has a rich mix of communities which brings challenges in how to both understand and support their needs.

In 2025, Good Thinking’s Small Grants programme supported several community organisations in the borough of Newham, including Aishah Help and Inspire UK, to improve mental health and wellbeing within local communities in east London.

Good Thinking trained representatives of 10 voluntary and community organisations in Newham to be Super Users of the service who would promote Good Thinking within their communities and encourage residents to talk about mental health including their own.

Over six months, the Super Users held 73 engagement activities, reaching more than 850 local residents – 65% of them women – with information about Good Thinking. This included sharing printed copies of Good Thinking’s Five Ways to Wellbeing adapted for an Islamic context in English, Bengali, Gujarati and Hindi/Urdu and with culturally appropriate artwork, and videos featuring community leaders and influencers.

This initiative enabled hundreds of residents to become more comfortable in discussing mental health and to understand what resources were available through Good Thinking. It also helped community organisations discover new ways of engaging with large numbers of residents and gave Good Thinking a different way of engaging with communities and greater understanding of how to effectively and sustainably raise awareness of the service.

Digital outreach

Good Thinking used digital outreach to increase the visibility of the service, encouraging people to visit the website. This gave communities a way into mental wellbeing support they may not have considered or known about before. Digital outreach activities included:

- using targeted ads on Google, Facebook, Instagram and Twitter to reach people who were searching for terms associated with mental health issues or were in a profile group more prone to mental health problems. Search terms that most often resulted in people using Good Thinking were “depression”, “anxiety”, “insomnia” and “stress”. Users searching for help with depression were 46% more likely to click on an ad showing that Good Thinking was NHS-approved. As awareness of Good Thinking increased, the need for paid advertising declined.
- providing training to moderators of online communities where members felt safe enough to disclose a serious health problem or that they were in crisis. Good Thinking training helped moderators to understand more about the mental health needs of their members, support them better online and signpost them to the resources on Good Thinking. As well as hyperlocal London-focused online communities, this training was taken up by nationwide communities with a London audience, including Mumsnet, Scope and Diabetes UK.
- ensuring Good Thinking was one of the resources recommended by the national website, Every Mind Matters, for Londoners who completed the Mind Plan quiz and gave a London postcode.
- promoting Good Thinking resources regularly on social media (Facebook, Instagram and LinkedIn), including during Stress Awareness Month, Children’s Mental Health Week, Grief Awareness Week and other national and international initiatives.

Communications partnerships

Collaborating with other organisations was central to Good Thinking’s communications strategy. In recent years, Good Thinking and partners supported Londoners’ mental wellbeing by:

- delivering work for Great Mental Health Day to thousands of healthcare professionals, community organisations and grass roots groups

- developing a podcast for young people with the Digital Health Ambassadors through Partnership for Young London for Children’s Mental Health Week
- partnering with Brunel, Greenwich and Middlesex university mental health teams to support University Mental Health Day by sharing materials in Good Thinking’s student hub
- working with Mind in London to support Stress Awareness Month
- collaborating with the Thrive LDN Climate, Environment and Mental Health Action Forum and the Climate Cares Centre (Imperial College London) to look at the mental health impact of climate change and publish an article for COP29 and Earth Day
- working with LGBT+ organisations to develop content for Pride Month, with a focus on young people (Mosaic Trust), loneliness within the LGBT+ community and general mental health and wellbeing (ELOP)

These partnerships remain crucial. By continuing to share learning from Good Thinking over the last eight years, Good Thinking’s stakeholders and partners will help to maintain engagement, and to support better mental health and wellbeing across London.

d. Theme 4: Partnership and system working

From the start, Good Thinking built strong relationships and collaborated with various partners, including app providers, to make sure that its work evolved to meet the needs of Londoners seeking mental health support.

As the testimonials below show, these partners were vocal advocates across London’s varied communities and key to the programme’s success and impact.

“As London’s digital mental wellbeing service, Good Thinking recognised that although many young people rely on online help when they are struggling, these resources are often created without young people’s input.”

“The vision of the Digital Health Ambassadors was to make digital mental-health support fairer, easier to access and more genuinely youth-led. The programme prioritised young people who were most likely to be overlooked or disadvantaged in digital health spaces, centring youth voice and lived experience.”

Tanisha Zaman, Partnership for Young London

“The stem4 collaboration with the Good Thinking platform has allowed us to extend our reach and impact, giving young Londoners and their parents and carers

seamless access to high-quality support and enabling us as organisations to learn, innovate, and deliver more effectively together.”

Ollie Head, Commercial Director, stem4, which created the Clear Fear, Move Mood and Combined Minds apps, which were available through Good Thinking

“Between 2021 and 2025, Positive Rewards Ltd worked in partnership with Good Thinking UK to extend the reach of the Sorted: mental health app and Feeling Good for Teens app, digital mental health resource created to support adults and young people across London’s diverse communities.

“This partnership led to increased app engagement and demonstrated the value of collaboration between digital innovation and public health initiatives.

“Both Positive Rewards and Good Thinking UK shared a commitment to improving population mental wellbeing. Their joint efforts helped advance a mutual goal – creating a healthier, happier, and more resilient population through equitable access to high-quality, evidence-based mental health support.”

Sheila Ross, Chief Executive, Positive Rewards Ltd, which created the Sorted (previously called Feeling Good) and Sorted Teens (previously called Feeling Good for Teens) apps, which were available through Good Thinking

“Wellmind Health worked in partnership with Good Thinking since its inception in 2017, supporting nearly 10,000 Londoners in that time. Working with Good Thinking has helped Wellmind Health to reach a varied demographic within the capital and to support people who otherwise may not have been aware of or able to access our digital therapeutic programmes.

“The service introduced people to digital therapeutics, mindfulness techniques and pain management tools that have provided effective support that has had a significant impact for Londoners who have completed the programmes, as their outcomes and testimonials evidence.”

Spokesperson for Wellmind Health, which created the Be Mindful, Meditainment and Pathway Through Pain apps, which were available through Good Thinking

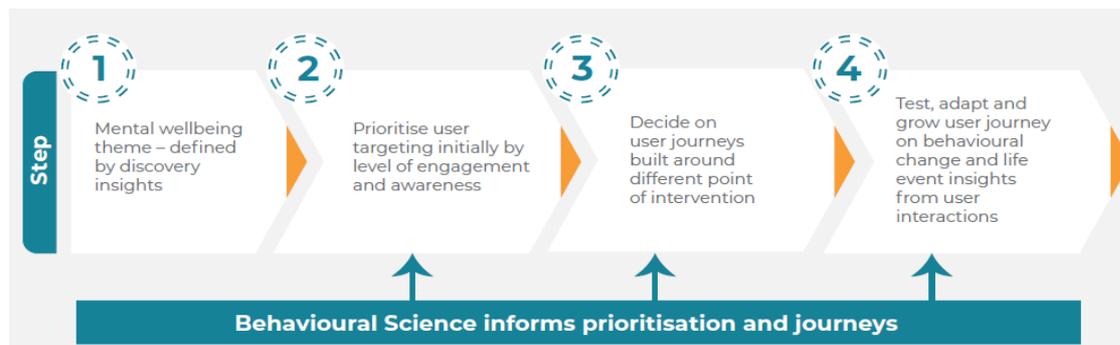
e. Theme 5: Programme expertise

From its inception, Good Thinking grounded its work in expertise across the fields of public health, clinical health, communications and lived experience.

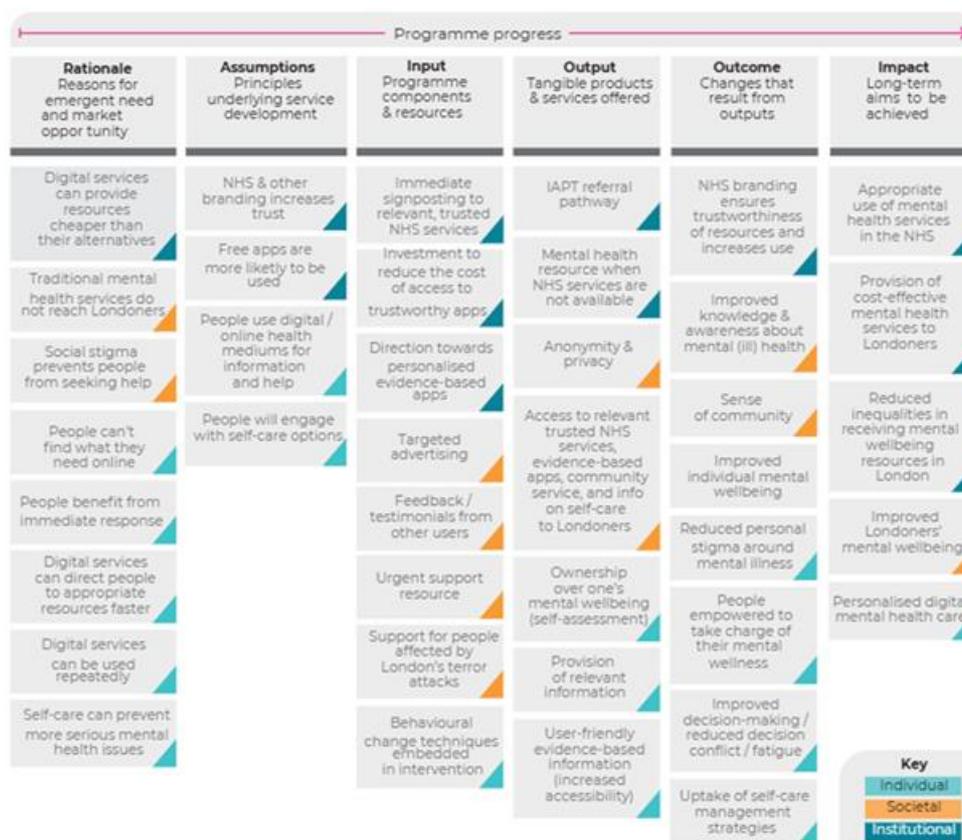
During its pre-launch discovery phase, Good Thinking talked to over 450 Londoners who said they did not always want traditional service models.

This shaped the work of the programme and the development of a theory of change model, alongside use of behavioural science, to build and deliver a service based on expertise and scientific thinking that works for our complex and diverse society.

The diagram below shows how behavioural science underpinned Good Thinking’s approach.



The diagram on the next page sets out Good Thinking’s theory of change.



Good Thinking was built on in-depth user insights and supported with clinically validated, NHS-approved apps and other content.

Underpinning this was a wealth of research and strong system leadership from across the broad health system, including:

- the Office for Health Improvement and Disparities (OHID) and its predecessor, Public Health England (PHE)
- London Councils
- the Association of Directors of Public Health (ADPH)
- the Greater London Authority
- NHS England
- other Healthy London Partnership teams
- Thrive LDN
- Good Thinking's own Clinical Director.

f. Theme 6: Programme responsiveness and agility

The Good Thinking team consistently worked in an agile way, responding to feedback from users and partners, reacting to topical issues, and scaling resources based on funder priorities.

For example, when the COVID-19 pandemic created a new and very demanding set of issues for people to grapple with, Good Thinking set up a comprehensive advice hub on the website that helped with anxiety, bereavement, boredom, loneliness, misinformation and other key concerns. It also ran an innovative listening project with Partnership for Young London and TikTok to gauge how young people were coping with lockdown.

COVID-19 advice hub

The Good Thinking team worked with the rest of the health and care system to provide Londoners with support through every stage of the pandemic. The agility of the service enabled Good Thinking to quickly adapt, create, update and publish content that helped Londoners boost their mental health during this challenging time.

Good Thinking's guidance was aligned to Public Health England advice and incorporated behavioural science techniques. It catered for diverse audiences, including parents and carers, children and young people, healthcare workers, education professionals, older people and non-English speaking communities. The advice hub contained 50+ clinically-approved articles and "how to" guides, as well as a series of podcasts and videos.

There were 17,278 new users to the Good Thinking website in April to June 2020 – the first full months of the pandemic impacting the entire population – and a further

40,333 new users in the same period in 2021, a 230% increase, reflecting growing awareness of and trust in Good Thinking.

Good Thinking's work also informed Public Health England and the wider London partnership's understanding of the impacts of COVID-19 across London, including on Londoners' mental health. Insights from Good Thinking helped to inform Thrive LDN's emerging strategy and the wider NHS response to the pandemic.

Checking in: Voices of young people during lockdown

In 2020, Good Thinking teamed up with Partnership for Young London and TikTok on an online listening project. Up to 85 young Londoners aged 14 to 24 took part. The project helped them to better understand their experience of COVID-19 and encouraged mindful, guided self-reflection. It resulted in:

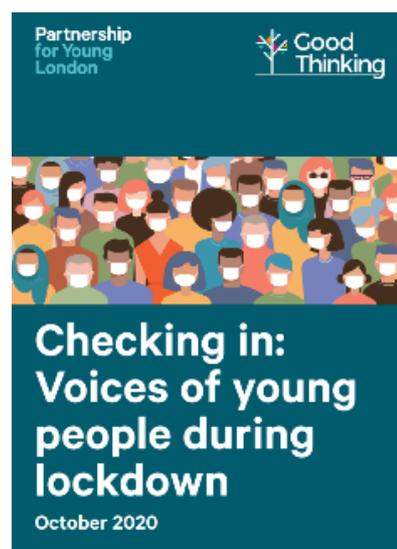
- findings about the impact of lockdown on young people's mental health and wellbeing, which influenced future service design and delivery
- a comprehensive strategy to support young people's mental health after lockdown from acute disorders such as post-traumatic stress disorder, suicide and self-harm to the challenge of adjusting to a new, less-certain future
- an audit of how the pandemic altered prospects for young people, including education, finances, career, physical health and mental health
- evidence of how digital can be used to provide mental health services immediately and at scale.

The full report can be found at this link: [Checking in: Voices of young people during lockdown](#). This reflection in the report gives a flavour of what it found.

"Our respondents were articulate, brave and often brutally honest... We soon discovered that our fortnightly check-ins became something more: a much-needed focus and a reminder that someone was taking the time to listen.

"Our respondents told us that the process of completing the questionnaires gave them a purpose – their comments included 'I've never been asked for my opinion' and 'I feel heard'."

The online Listening Project team



6. Signposting to other services

Although the Good Thinking service is no longer available, there are many support organisations for Londoners who are struggling with their mental health, including:

[Every Mind Matters](#)

[Hub of Hope \(mental health support directory\)](#)

[Mind](#)

[Shout](#)

[The Mix](#)

[YoungMinds](#)

People who need support for their mental health are advised to contact their GP, ring NHS 111 or the mental health team in their borough.

Good Thinking started signposting people to these resources when the imminent closure of the service was announced.

7. How to access Good Thinking resources

The Good Thinking website, which provided mental health and wellbeing support for more than 900,000 Londoners between 2017 and 31 January 2026 has been archived. Its content is [available online](#).

The content, which was current in December 2025, may be out of date and advice should not be relied upon.

8. Good Thinking's legacy

Good Thinking did not just support more than 900,000 Londoners, (around two thirds of them female and one third male in most recent data) with their mental wellbeing, including in some of the most stressful times in recent years. It pioneered digital wellbeing services for global cities and showed what could be achieved.

“Good Thinking has shown what’s possible when we think differently about public mental health, combining technology, insight and compassion to make a real difference.”

Professor Kevin Fenton, London Regional Director, Office for Health Improvement and Disparities (OHID)

Good Thinking provided a model for how to set up a major wellbeing programme, co-designing the work with potential users from the outset, addressing health inequalities, and using innovative and effective ways to reach different audiences.

This was underpinned by its collaborative approach and focus on partnerships, and the rigorous methodological approach and skills which enabled this highly complex programme to succeed, and to be responsive and agile.

Good Thinking brought people from many different communities, age groups, experiences of life and backgrounds together to improve the quality of life for Londoners, building bonds and creating relationships which continue to have positive impacts.

It showed the importance of bespoke content and of simple, colourful design and easy to use resources which appealed to a wide range of audiences. Although a clinical specialist reviewed and approved all the resources on the website, the content did not look official and clinical but friendly and appealing.

In further learning for the future, Good Thinking showed that, to achieve maximum impact, public health initiatives need to be adopted by and embedded into systems and to become a routine part of referral pathways. While there was enthusiastic use of Good Thinking as a resource for Londoners by many GPs and community organisations, others did not refer, limiting its effectiveness.

"Leading Good Thinking during such a pivotal time has been a genuine privilege. We've seen first-hand that the way people look for mental health support is constantly shifting, and there remains a vital need to meet people where they are. It's not always about a formal appointment but more often having access to the right, trusted advice at your fingertips when you need it most."

"I am so proud that, driven by genuine community co-design, we were able to respond to this need through Good Thinking, building a digital space that supported more than 900,000 Londoners. It has been an incredible opportunity to help so many people navigate their wellbeing in a way that was both agile and deeply compassionate."

Dan Barrett, Good Thinking director (2023-2025)

"Being the SRO for Good Thinking over the last four years has been a wonderful experience and I would like to offer my heartfelt thanks to members, past and present, of both the programme team and our advisory board."

"Good Thinking has shown that co-designing bespoke content with communities; offering individuals a simple curated choice of actions to help them take their next"

step; and the use of social marketing are all key ingredients for a successful digital mental wellbeing platform in a diverse city like London.

“I hope this learning can be used in the future implementation of population health approaches to improve community mental wellbeing which should include referral by primary care professionals to both digital and face-to-face support provided by local professionals and volunteers.”

Imran Choudhury, Senior Responsible Officer (SRO) for Good Thinking