



Office for Health  
Improvement  
& Disparities



# **Making Every Mind Matter**

## **Overview of England's public mental health behaviour change programme**



Office for Health Improvement and Disparities



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# Programme background & overview

# Mental health context

Poor mental health is a significant issue in England with wide-ranging impacts on quality of life, wider society and the economy:

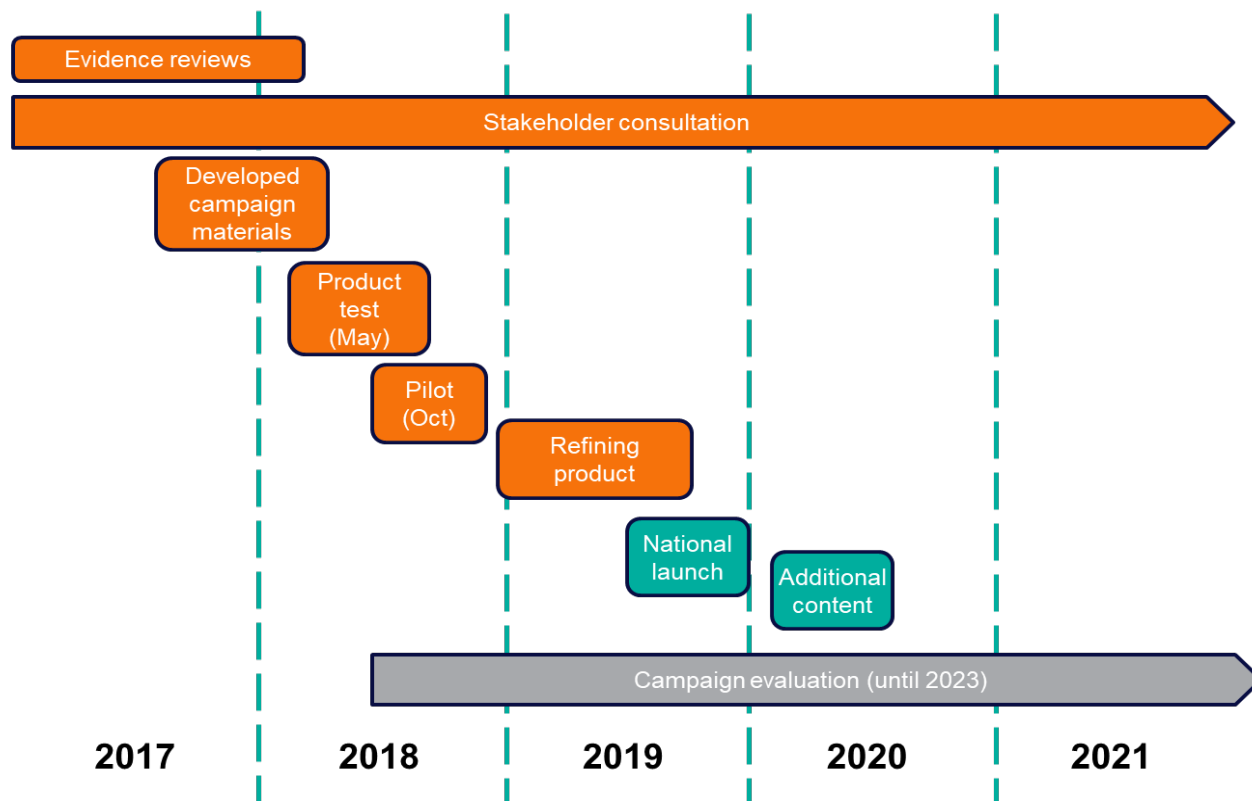
- The majority of the population is facing challenges with their mental health and wellbeing: 69% of adults in England report having either a clinical or sub-clinical mental health problem (internal OHID research).
- One in 6 children aged 6-16 was identified as having a probable mental health problem in 2022, a major increase from 1 in 9 in 2017<sup>1</sup> (NB: Half of all mental health problems have been established by the age of 14<sup>2</sup>)
- Almost **18 million working days were lost** to stress, anxiety and depression in 2019/20 – over half the total (32.5 million).
- Mental ill-health is the second most common cause of years lived in disability
- This has a significant impact on the economy - the cost of poor mental health is estimated to be between **£74-99 billion per year**



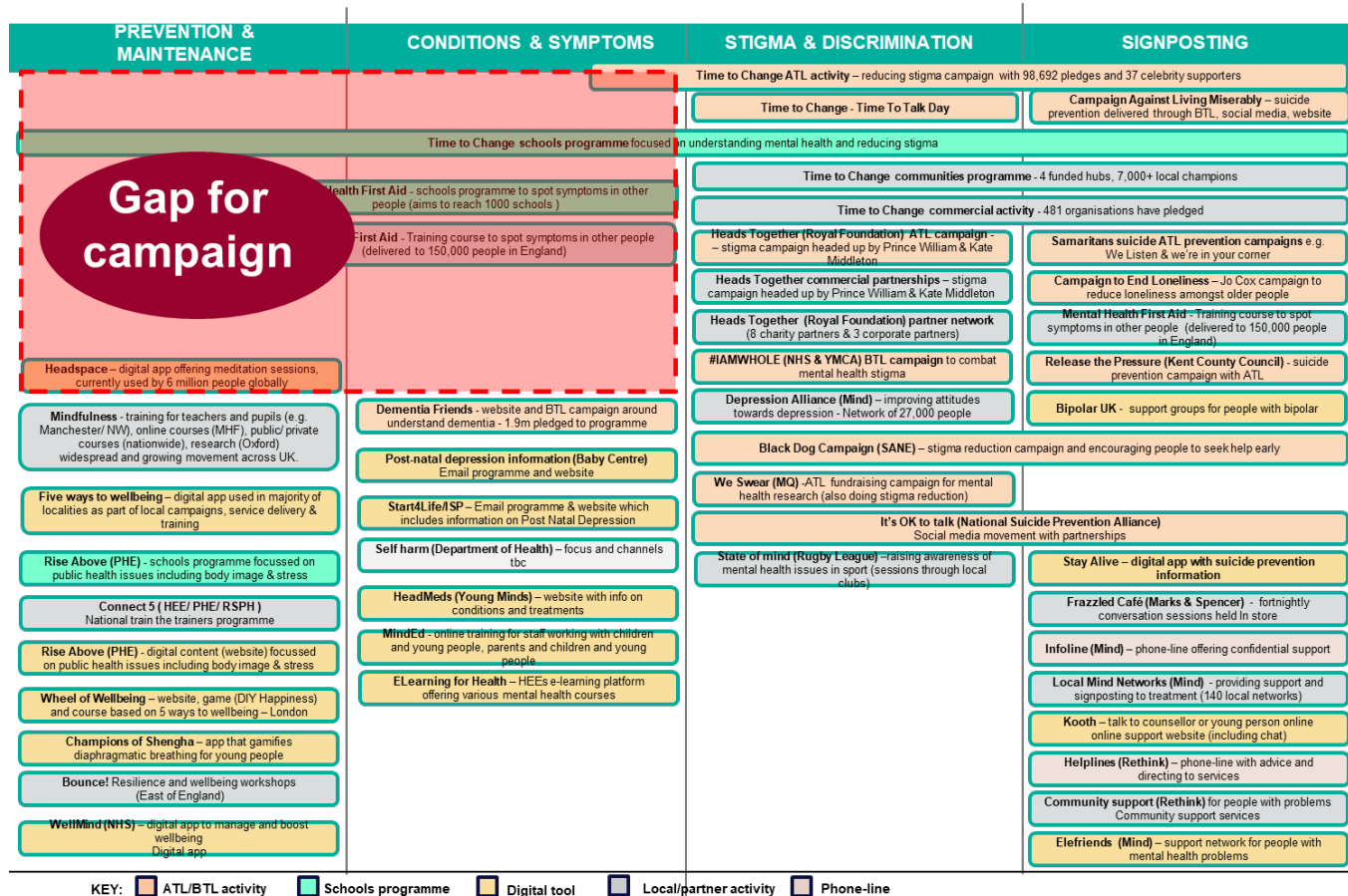
# Programme aims

- Every Mind Matters launched in 2019 and is England's first national mental health behaviour change programme
- It is designed to deliver public mental health objectives:
  - Promote parity of esteem – *no health without mental health*
  - Recognise and address biopsychosocial risk factors
  - Move preventative action upstream
  - Focus on individual action to complement wider Government action on systemic issues
- Also aims to help tackle health disparities and feed into levelling up agenda
  - Focus on people from lower socio-economic backgrounds
- It has been subject to a shift in focus and scope over time to address prevailing issues: Covid pressures, cost of living challenges and economic inactivity.

# Programme funding initially agreed for 3 years



# Identifying the opportunity: mental health support landscape



KEY:   ATL/BTL activity   Schools programme   Digital tool   Local/partner activity   Phone-line

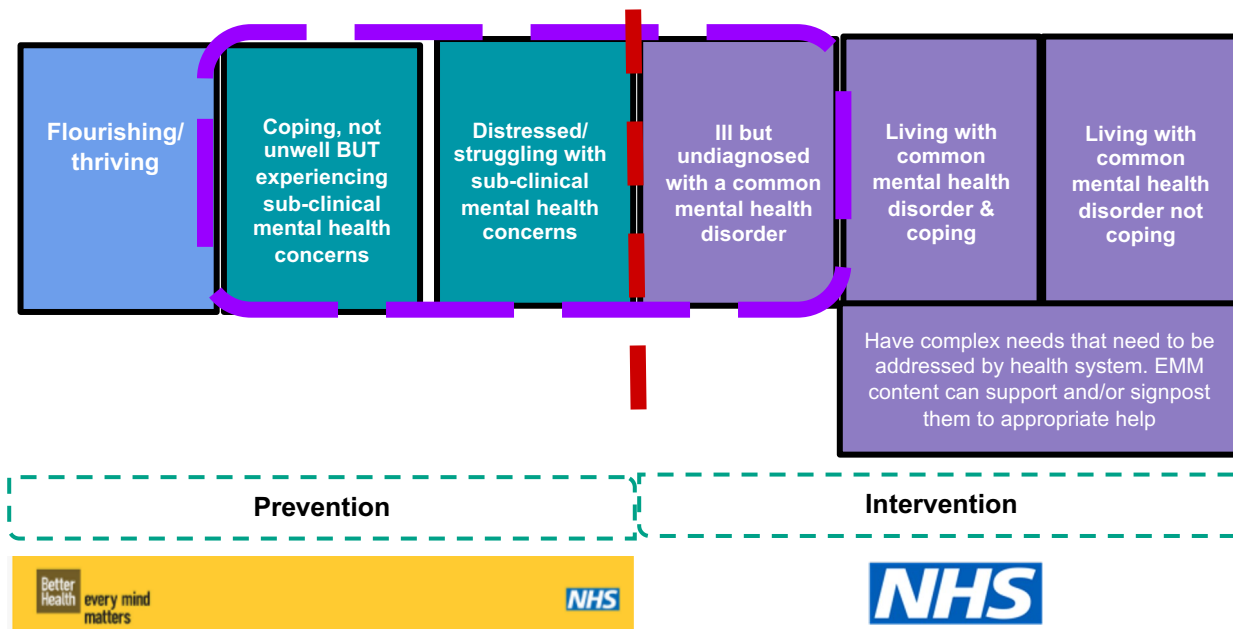


# Programme focus

**Audience:**

Sub-clinical mental health problems

Clinical mental health problems



**Tackling barriers to positive action:**

- **Lack of self-efficacy:** people don't feel they have the skills or resources to protect and manage their own mental health

# Better Health-Every Mind Matters overview

- A digital resource and campaign designed to enable support at scale and cost efficiently
- To empower young people and adults to **take action** to protect and improve their own mental wellbeing and support that of others
- To help **prevent** common sub-clinical mental health concerns escalating into mental health disorders that require NHS intervention

Website

Mind Plan

Email Programmes

Schools Programme

## Adults

Annual campaign delivered around World Mental Health Day aimed at all adults but weighted towards those most at risk of mental health problems.

Runs nationally across owned, earned and paid channels.

## Young people

Always on influencer-led campaign that presents self-care guidance in the context of issues impacting young people's mental health.

Teaching resources available year-round covering a range of issues and actions to support statutory mental health curriculum.

Campaigns have delivered **impact:**  
strong digital engagement, reported behaviour change and improved outcomes



# Approach was driven by clinical and academic experts, key stakeholders and the audience

## NHS clinical engagement

### The content development and clearance approach driven by:

- NHS mental health leads
- Accredited clinical advisors

## Key stakeholders

- **Expert Advisory Group** including mental health experts e.g. Professor Stan Kutcher
- **Content Delivery Group** including leading mental health charities

## The audience

### Qualitative research:

- 80 depth interviews
- People with range of different mental health states
- Geographically representative
- Representation of SEG and ethnic minorities
- Inclusion of LGBTQI+, disabilities/learning difficulties, recreational drug/alcohol consumers

### Ongoing user testing:

- A range of SEG, ethnic minorities, mental health states and regions

Requirement identified: clinically robust but **accessible, practical** self-help tools and resources. Not science/theory.

# A robust development and testing approach

## Iterative approach taken to delivering the programme to ensure:

1. Messaging and content were understood and well received by the public
2. Resources facilitated behaviour change
3. Programme did not drive inappropriate traffic to primary care

### Local product test

May 2018



Test of digital content with 1500 people in the East and West Midlands

### Regional pilot campaign

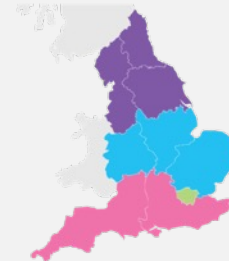
October 2018



Advertising in the Midlands region

### National campaign

October 2019



Multi-media advertising campaign across England



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# **Digital resources delivering impact**

# Digital resources – website

- The EMM website offers a range of articles and videos that provide NHS-approved expert advice, practical tips and support to help people take action to protect and improve their mental health and wellbeing.
- All content is designed to be straightforward and accessible –informed by online search habits around mental health
- Content is inclusive - embodies representation of diverse ethnicities and ages

## Content overview:

- **Condition pages** covering the four most common sub-clinical mental health concerns: **anxiety, stress, low mood & poor sleep** – their symptoms, causes and recommended actions to take to address each problem
- **Wellbeing hub** - tips for pro-actively managing mental wellbeing based on the '**5 ways to wellbeing**'. This includes: **Get active** and **self-help CBT techniques** sections
- **Life's challenges** and ongoing context – drivers of poor mental health are addressed with practical tips and advice. Includes **copng with money worries and job uncertainty**, signposting to specialist support
- **Helping others** – gives advice on supporting friends and family facing mental health problems
- **Urgent support** – offers support and signposts to NHS, key third and public sector services.

### Top tips to cope with anxiety



#### Shift your focus

Some people find relaxation, mindfulness or breathing exercises helpful. They reduce tension and focus our awareness on the present moment. Give it a go, and try to make it a regular thing if you find them helpful.

[Try NHS-recommended relaxation exercises](#)



#### Understand your anxiety

Try keeping a diary of what you are doing and how you feel at different times to help identify what's affecting you and what you need to take action on.



#### Try self-help CBT techniques

Our short video guides and practical strategies can help you deal with worries, anxiety and unhelpful thoughts, work through problems in new ways and build resilience.

[Self-help CBT techniques](#)



#### Make time for worries

If your worry feels overwhelming and takes over your day, setting specific 'worry time' to go through your concerns each day can help you to focus on other things. Watch the video for more advice.

[Video: Tackle your worries](#)

### Self-help techniques you can try



#### [Reframing unhelpful thoughts](#)

It's natural to feel worried every now and again, but our anxious thoughts can sometimes be unhelpful. Learn how to step back, examine the evidence for your thoughts and explore other ways of looking at the situation.



#### [Tackling your worries](#)

Worrying is part of life, but if your worries feel overwhelming there are lots of things you can try to manage or overcome them. Find out about the 'worry time' technique, as well as plenty more practical tips and strategies.

### Video: Mindful breathing

Mindfulness and meditation help you to be in the present. Try our mindful breathing video. It can help you feel more calm.

[Transcript](#)

[< Back](#)



### Your relationship with yourself

Let's start with you: your relationship with yourself is a really important connection to consider.

There are lots of little things you can do to protect yourself and improve self-esteem – and doing so can have a positive impact on your relationships with others too.



### Healthy communication strategies

It's also important to strive for healthy communication in your relationships.

Being able to speak openly about the way you are feeling and, in turn, listening to your partner, friend or family member can strengthen relationships, reduce anxiety and help to protect your mental wellbeing.



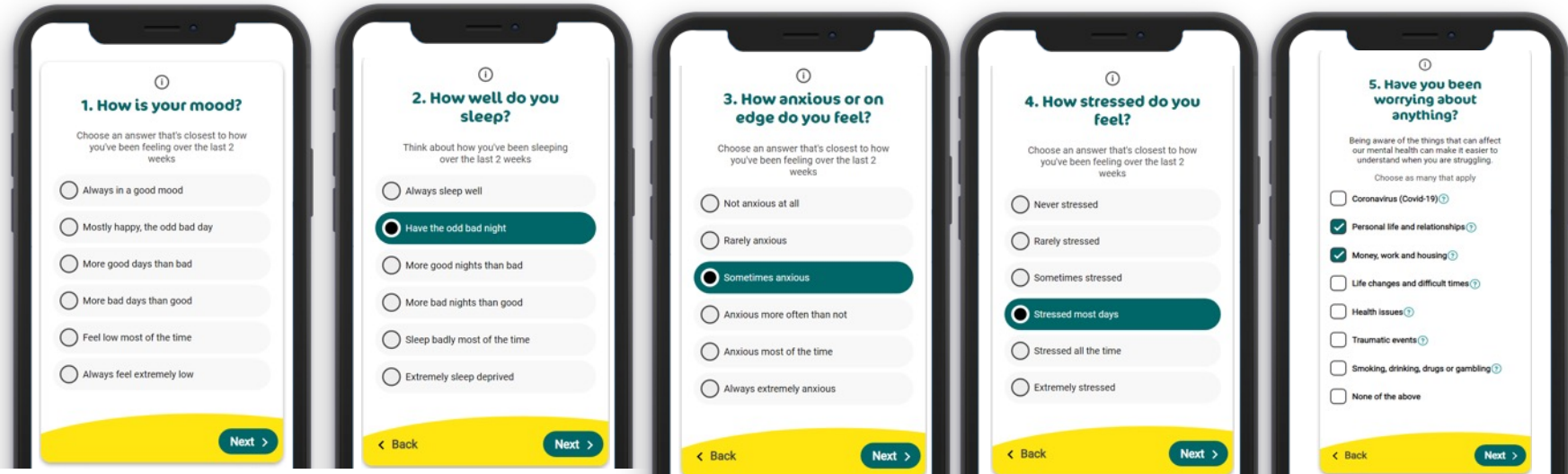
# Digital resources – Mind Plan



By answering five simple questions (based on the Warwick-Edinburgh Mental Wellbeing Scale) adults get a **personalised mental health action plan** with practical tips to help them deal with stress and anxiety, boost their mood, sleep better and feel more in control.

Simple approach to encourage use - over **4.6 million Mind Plans** have been created to date.

The Mind Plan is also available on Amazon Alexa – UK-based users can just say: ‘Alexa, start Mind Plan’ for help



# Digital resources – Email programmes

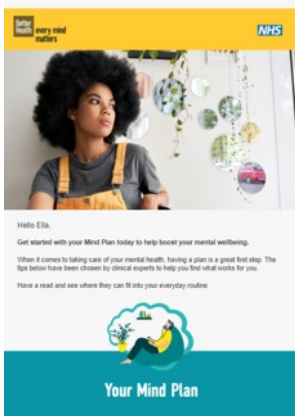
- We offer 2 email programmes to provide ongoing support and drive longer term behaviour change
- Include free offers from third party partners, e.g. to encourage and facilitate physical activity
- **1m** sign ups to date

## Email programme #1

An extension of the 'Mind Plan' including reminders, further information on maintaining wellbeing and examples and tips for incorporating wellbeing actions into everyday life

## Email programme #2

Provides expert advice and practical tips to help deal with anxiety and shows users how to make these new steps part of their daily routine.



**Better Health every mind matters** NHS

Heidi Ellis.

Get started with your Mind Plan today to help boost your mental wellbeing.

*When it comes to taking care of your mental health, having a plan is a great first step. The tips below have been chosen by clinical experts to help you find what works for you.*

Have a read and see where they can fit into your everyday routine.

**Your Mind Plan**



**Better Health every mind matters** NHS

**Easing your anxiety, one step at a time**

Hello and welcome to our short programme for helping you to reduce your anxiety. We know that anxiety can be overwhelming, but we'll be sharing some practical and simple tips that will help you break free from negative thoughts and feel more in control. You will find that some tips work better for you than others, so choose those that work best for you and try to build them into your routine.

**STEP 1** **Relaxing your mind**

Breathing and mindfulness exercises are easy, helpful techniques for reducing tension and focusing on the present, rather than worrying about things in the past that you can't change or things that may not actually happen in the future.



**Better Health every mind matters** NHS

**Easing your anxiety, one step at a time**

Welcome back. We hope that you tried some of the breathing and mindfulness tips to pause your day and relax your body and mind.

**STEP 2** **Reframing your anxiety**

The link between our thoughts, feelings and behaviours is an important one. When unhelpful thoughts run wild with negativity and worry, there are simple steps you can take to reframe them, allowing you to focus on the bigger picture in a more positive way.



**Challenge unhelpful thoughts**

Check out our short video for tips on how to do this. Watch again any time your thoughts feel overwhelming. You could also try using our thought record. This simple exercise asks you to put down your negative thoughts, examine the evidence that supports them and then try and replace them with a more realistic view. [Click here](#)

**TIP 1**

**Watch now**

**Tackling your worries**

Try setting aside some "worry time" (10-15 minutes) to write things down and try to find solutions. When an anxious thought comes up, think "I will set that aside for my worry time later". This may be challenging, but keep going, as over time it can become automatic.

**TIP 2**

**Watch now**

**Bouncing back**

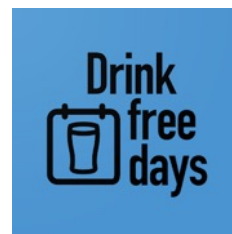
Six top tips to help you bounce back from life's challenges and become more resilient to periods of difficulty.

**TIP 3**

**Watch now**

# Digital resources – Better Health apps

- Bi-directional relationship between mental and physical health creates a need to support the mental wellbeing of people living with other health issues, e.g. obesity, smoking
- OHID's portfolio of health behaviour change apps provides an opportunity to integrate EMM's mental health content and extend the programme's reach:



# Digital resources – for teens:

## Videos created by young people for young people

- Content is informed by young people's concerns and interests and is **co-created** with them to ensure authenticity and appeal
- Delivers a range of simple self-care tips and techniques that relate to the challenges teens routinely face in their personal and school lives, eg cyber/bullying, social media and exam pressures, modelled by peers and influencers they follow
- Use symbiotic distribution strategy to deliver an **always-on** campaign and optimise reach and impact cost efficiently:
  - **Direct channels** - social media (where young people expect to hear about mental health), gaming and entertainment platforms
  - **Schools** - deliver teaching resources to support the statutory mental curriculum, recycling video content we produce for direct channels





# Promotional campaigns used to drive engagement with the EMM resources

- High profile launch campaign to establish mental health as an issue of national importance for all
- Activity timed to coincide with mental health calendar moments, eg awareness weeks, to capitalise on heightened national focus on the issue
- Dramatise solution, not problem – show what good looks like
- Capitalise on trusted voices – selected celebrities and influencers – to help **normalise** taking self-care action



# Partnership marketing is used to extend the reach of campaigns and contribute to social norming

Launch campaign example:

## DIGITAL SCREEN TAKEOVER

Extended reach of media 'roadblock' by another **1 million** via **1,000 minutes of free air time**, to drive reappraisal of mental health by showcasing the PR film on launch day



## SPORTS ORGANISATIONS

Integrated EMM support into **1 million sports conversations** across rugby, cricket and football to build resilience. Reminded players and pundits that living with the ups and downs of your team's performance is just like managing the fluctuations in our mental health



## HIGH STREET RETAILERS & COFFEE SHOPS

Educated **50,000 staff** in retailers, coffee shops and barber shops and hairdressers across the country to make them ambassadors of positive mental health on the high street



## CONSTRUCTION INDUSTRY

Worked with **250,000 construction workers** - to protect their mental health as they do their physical safety and help tackle the industry's high suicide rate: 3.7 times the national average



## MOBILE PHONE PROVIDERS

Helping people connect with those they care about through major mobile phone providers gifting **10 minutes of free call time** to every customer



## HIGH STREET BANKS

Engaged **100,000 customers** through the major high street banks who donated **their staff time**



# Wider system integration further drives reach: NHS, government organisations and charities

## HEALTHCARE CONVERSATIONS

24,000 GPs and pharmacies in England became ambassadors for the campaign and engaged the public in trusted conversations about Every Mind Matters



## NATIONAL INFRASTRUCTURE BODIES

Working with rail network to help tackle rail-linked suicide – using EMM resources to support their customers and staff



## ADDING TO EMPLOYERS' OFFERS

Worked with employers, particularly Small and Medium sized Enterprises (representing 99% of all private sector businesses) to enable employees to support their own positive mental health



## BECOMING PART OF NHS SERVICES

EMM included in social prescribing NHS Talking Therapies patients directed to EMM while waiting to start treatment, with the opportunity to reach 1m service users each year



## THIRD SECTOR DELIVERY

Integrating the campaign into 1000s of everyday conversations with the public and promote the campaign alongside other self-care options



## SUPPORTING LOCAL OFFERS

Working with local authorities and other partners to integrate EMM into local support channels and offers, including community outreach to enable culturally-appropriate conversations in relevant spaces' e.g. places of worship, barbershops/hair salons



# A robust approach to evaluation

## Primary KPI – Positive actions

01.

### Reported and digital actions

## Secondary KPIs

01.

#### Recognition/ relevance

Increase recognition of the personal benefit of taking positive action for your mental health

02.

#### Attitude

Increase belief that taking action will have a positive impact on your mental health

03.

#### Sustained behaviour change

Sustained shift in habit through self-reported Habit Index

04.

#### Impact

Increase confidence and consideration of taking positive action

05.

#### Campaign recall

06.

#### Website visits

Dwell time  
Engagement with content

Evaluation methodologies:

- 1, 2, 4, 5) Pre/Post survey with nationally representative of England
- 3) Recontact survey to measure long term sustained behaviour change



# Impact

Our campaigns have delivered strong results - reported behaviour change and digital actions – and are also having a positive impact on key outcomes:

## Adults:

- **2 out of 3** (64%) of those who complete the Mind Plan email programme report better mental health and wellbeing than when they started
- **Just over half** (55%) of those who complete the anxiety programme see a decrease in their reported levels of anxiety
- **4 in 5** completers of either programme agree that they have now made looking after their mental health part of their *regular routine*
- **4 in 5** programme completers agree that they have noticed a positive change in the way they feel when using advice from EMM Mind Plan or EMM Anxiety emails
- **78%** reported sustained behaviour change 2 months post campaign

## Young people:

- **61%** of young people exposed to the campaign reported taking self-care action vs target 30–35%



**Merci**

