

WELLBEING OF LONDONERS

17.10.2017



REPUBLIC OF ESTONIA
MINISTRY OF SOCIAL AFFAIRS



HiMSS Europe



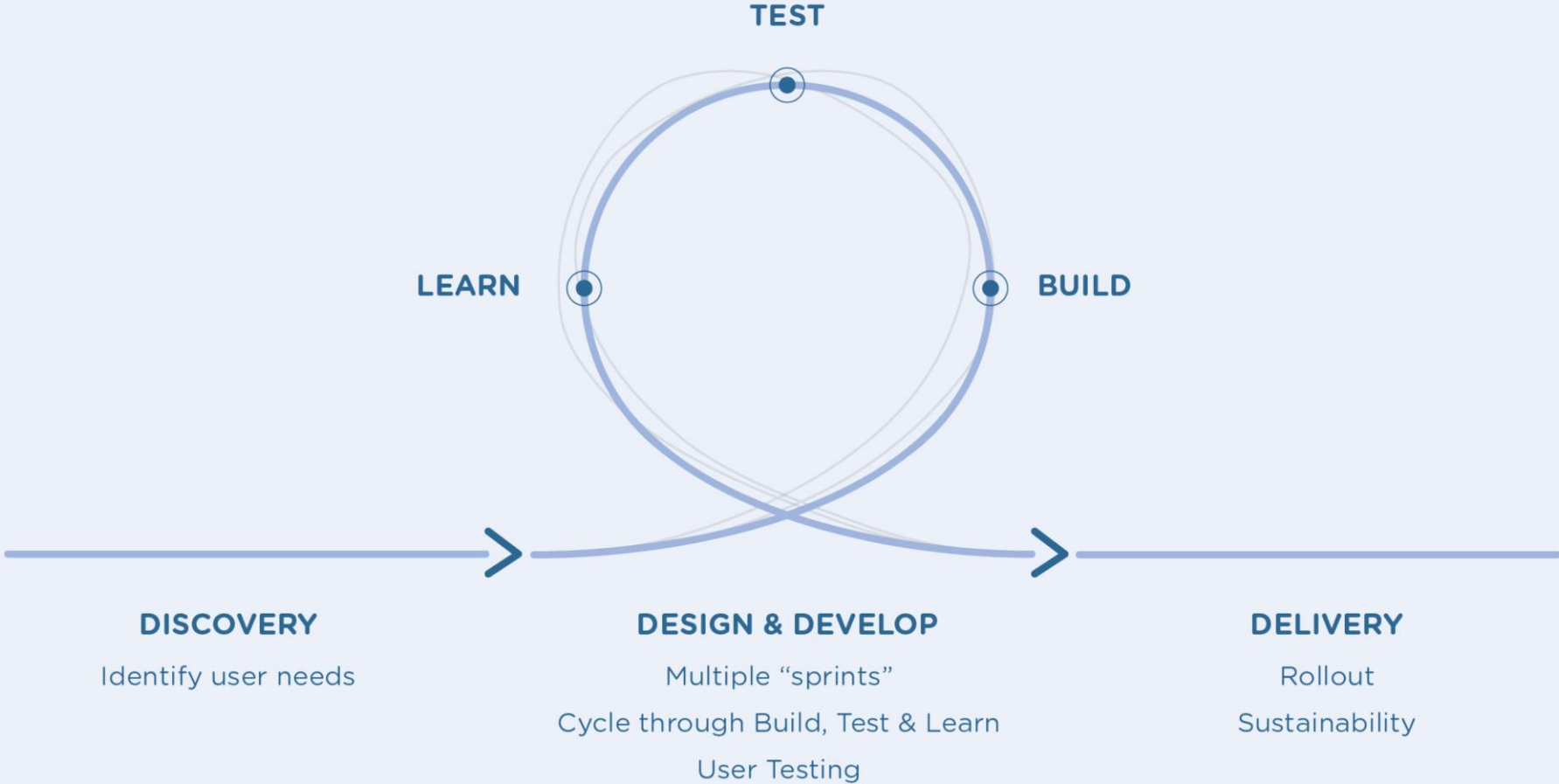
dRi
SH:24

MINDWAVE

KUMAR JACOB MBE



USER CENTRIC DESIGN



LONDON

“Leading a healthy life should not be determined by where you live - it is unacceptable that a person’s wealth, background and postcode has such a major impact on their overall health. I want every single Londoner to be able to enjoy a healthy and happy life.”

Sadiq Khan, Mayor of London



TOTAL POPULATION
8.7 MILLION



4-5 YEAR OLDS ARE
OVERWEIGHT OR OBESE



SEXUAL HEALTH



MENTAL HEALTH

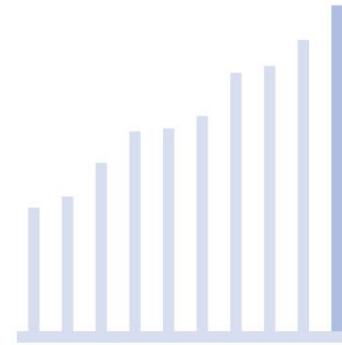
SEXUAL HEALTH



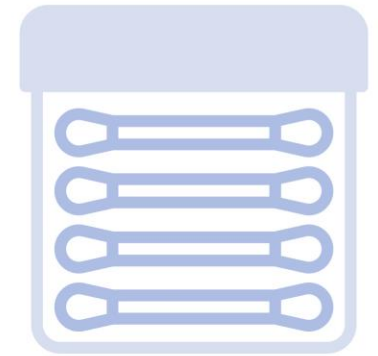
AROUND 50% OF THOSE
WITH HIV IN ENGLAND
ARE IN LONDON



1 IN 8 OF MSM HAVE HIV
20% UNDIAGNOSED



HIGHEST STI RATE IN ENGLAND
65% HIGHER THAN ANY OTHER
REGION




OVER 45,000 NEW
DIAGNOSIS OF CHLAMYDIA
IN 2015

Test at home

STI results by text in 7 days

[Order a free test](#)

Image courtesy of plantlife.de/germany.com/stockphoto 

SH:24

[Have I got an STI?](#)

[How does the test work?](#)

[Getting your test results](#)

[How do I get treatment?](#)

[Order oral contraception](#)

[Order a free test](#)

SH:24 provides free and confidential STI testing that you can access 24 hours a day. We test for: **Chlamydia, Gonorrhoea, Syphilis & HIV.**



Testing at home

Your test kit will arrive in a plain envelope. It will contain everything you need to provide us with samples that we will test in our lab. Your details will not appear on any of the samples or the freepost return envelope.

SH:24

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Not for profit

Prompt and discrete service

Contact with Health Professional

- Local clinics
- Local pharmacies
- Doing the SH:24 blood test
- Confidentiality
- Partner notification
- How else can we help?
- Order a free test

Doing the SH:24 blood test

These top tips are from people who have completed the test kit in the past.

To help you prepare:

- Relax and be patient and if you're nervous, ask someone to help you (it can take longer for some people than others)
- Watch the [instruction video](#) and read the [instruction leaflet](#) (we know people find the test easier to complete after watching the video)
- Tie long hair back and take off any scarves or jewellery that could get in your way
- Lay the test kit items and your two tissues on a clean, flat surface below your waist.

To help blood flow:

- Take a hot shower or bath, or hold your hand under warm water for a few minutes, (when your hands are warm, blood flows easier)
- Stay standing and keep your arm straight with your hand below your waist
- Aim for the middle of the tip of your finger, not too close to your fingernail
- Push lancet down hard against your finger
- Wipe the first dot of blood away with a clean tissue to stop the blood congealing
- If your finger dries up, wait a while, warm up your hand, use another finger and make sure you press the lancet down hard against your finger.

Local clinics

Local pharmacies

Doing the SH:24 blood test

Confidentiality

Partner notification

How else can we help?

Order a free test

Confidentiality

If you're under 18

If you're under 18 and want to get tested for a sexually transmitted infection (STI), SH:24 won't tell your parents or guardian. We won't share your results or any information about your treatment, as long as we believe that you fully understand the information you're given, and the decisions you're making. [Read more...](#)

If you're over 18

If you are over 18, but are worried about people finding out that you have been tested, you can still rely on us for complete confidence. [Read more...](#)

Partner notification

SH:24 have joined up with [SXT](#) to offer anonymous partner notification by text message.

If you test positive for an STI it's important that you contact your recent sexual partner(s) so they can get tested too – for the sake of their health and those who they have sexual relations with in the future. SXT's partner notification tool anonymously informs your recent sexual partners that they should take an STI test. If you test with SH:24 and return a positive STI result, SXT will send you a text message and offer you the opportunity to contact your recent sexual partners to let them know that they should get tested. Partner notification is completely anonymous - meaning your recent partners will not know who raised the notification. Even if you are comfortable with telling your partner(s) face to face it's recommended that you use the SXT tool to help your partner access the correct testing and treatment at the clinic.

LONDON'S MENTAL HEALTH

Improve Londoner's wellbeing and increase their mental health resilience by offering them an open access digital service available 365 days a year, 24/7.



TOTAL POPULATION
8.7 MILLION



25% WILL EXPERIENCE
MENTAL ILL-HEALTH



41.3% SUFFER FROM
HIGH ANXIETY



ONLY 25%
SEEK TREATMENT

GOOD THINKING

—

PREVENTION
EARLY INTERVENTION



CURE

THE JOURNEY



RESEARCH



Digital Marketing

Search Terms

Online Behaviour

TRIAL CAMPAIGN



3.5 WEEK TEST

“““

can't sleep

“““

mind racing

“““

can bad sleep lead to depression?



£

£2.9k
spend

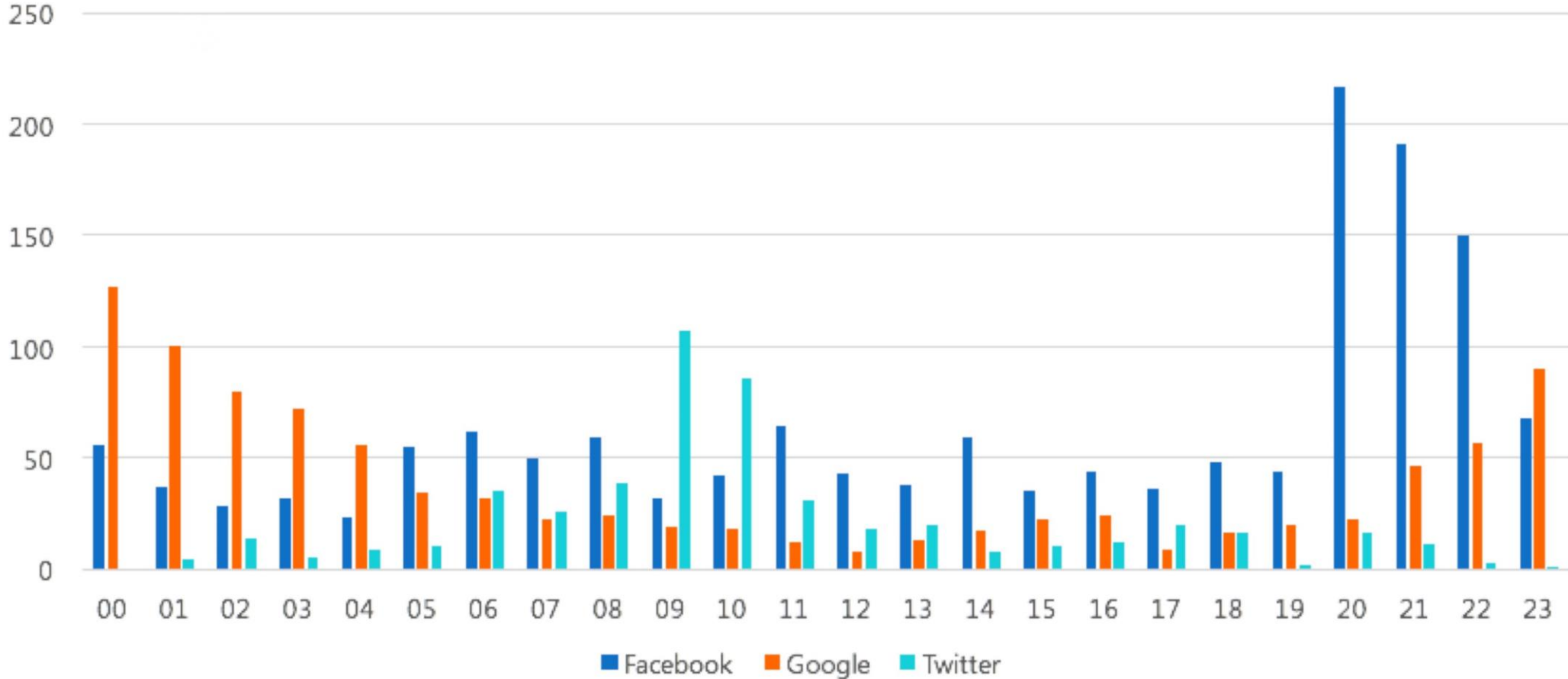


401k
impressions

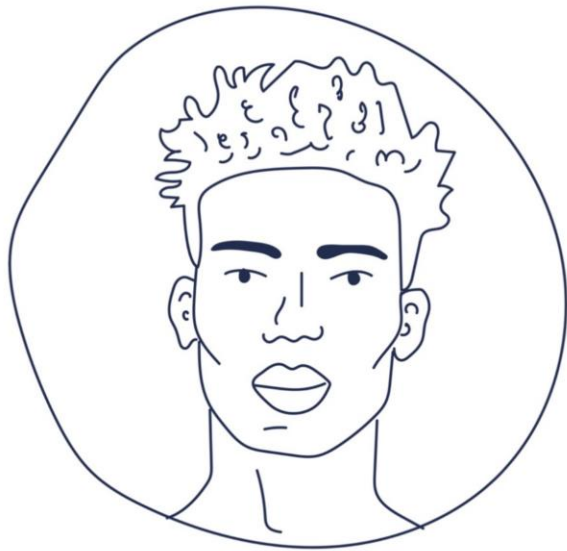


3.5k
clicks

SESSIONS BY HOUR OF DAY



JOE HAS TROUBLE SLEEPING



Joe has trouble sleeping.

He Googles “every time I try to sleep, I can’t stop thinking.

He sees an advert for “Good Thinking” and clicks on it:

Can't Sleep? Mind Racing? Find Support from Good Thinking

Ad www.good-thinking.uk/sleep-deprived/mind-racing

NHS-Backed Service To Help You Find A Calmer Night's Sleep, Starting Right Now.

Free courses

Professional Support

Self Assessment

Top Tips



Get better sleep

What is sleep deprivation?

Sleep deprivation occurs when we don't get enough quality sleep. The amount of sleep we need varies from person to person, but if you're having trouble getting to sleep, waking up often in the night or feeling tired during the day, there's a chance you could be sleep deprived. Many things could be affecting your quality of sleep, but more often than not, sleep deprivation comes down to bad sleeping habits. It's possible to improve your quality of sleep by making changes to your daily behaviours and bedtime routine.

If you need help with getting a better night's sleep, or know someone who does, browse this page for tools and treatments for sleep deprivation. Answer three quick questions below to get started.

Personalise your results:

Q1 of 3

Are you (or is someone you know) affected by any of the following? Select as many as you like

insomnia
 trouble getting up
 nightmares
 mind racing
 just can't sleep
 waking up in the night

[next question](#)

Q2 of 3

How often are you (or they) affected by...

often
 rarely
 sometimes
 all

[previous question](#)

AIDA IS WORRIED ABOUT DEPRESSION



Aida is worried about depression.

She Googles “I’m sad and I don’t know why. Am I depressed?”

She sees an advert for a self-assessment on “Good Thinking” and clicks on it:

Depression Self Assessment

Ad www.good-thinking.uk/depression-assessment

NHS-Backed Service To Help You Find Ways to Cope With Feeling Sad Or Low

Self Assessment

Professional Support

Ways To Cope

Top Tips

[Give feedback](#) to help us improve this new service

[Home](#)

[Take self-assessment](#)

[Get urgent support](#)

I am, or know someone who is, feeling:

ANXIOUS

SLEEP DEPRIVED

STRESSED

SAD

Depression Self-Assessment

This clinically developed assessment will help you to determine whether you have depression and what you can do to manage how you feel.

The assessment should take between 5 and 15 minutes and will provide you with a guiding diagnosis and suggested outcomes.

[Summary](#)

Over the last 2 weeks, how often have you been bothered by any of the following problems?

Not at all Several days More than half the days Nearly every day

- Feeling nervous, anxious or on edge
- Not being able to stop or control worrying

[previous question](#)

[next question](#)

How the service works

Different experts have come together to use data, research and insight to support Londoners to manage and maintain their wellbeing in ways that suit them.

[More about the service's aims](#)

Who is behind the service?

The service is being run by NHS England and Public Health England with support from Healthy London Partnership and the Mayor of London.

[More about the service partners](#)

LORI HAS PANIC ATTACKS



Lori found Good Thinking through a social media ad. She loved the variety of resources, in particular an app called Mindshift, which she hadn't heard of before but has now discovered lots of great ways to manage her panic attacks.

She comes back to the site later - remembering the friendly URL - and gives it a thumbs up.

 <https://www.londonminds.co.uk/anxious/panic-attack>





Google Search I'm Feeling Lucky

Help yourself and others to feel better.

Browse some topics below

I am, or know someone who is, feeling:

ANXIOUS

SLEEP DEPRIVED

STRESSED

SAD

Anxious

It's perfectly normal to feel anxious or worried at times. Anxiety becomes a problem when these feelings start to occur more often, last longer, or become more severe.

Get support to manage your anxiety

Sleep deprived

A good night's sleep is essential for your emotional well-being and physical health - without it, you might find it hard to be at your best.

Find tools to help you sleep better

Stressed

Stress is a natural feeling designed to help us with a 'fight or flight' response to something difficult or dangerous. Everyone's minds, emotions and bodies react differently to stress.

Find support to manage your stress

Sad

Everyone feels low from time to time. Sometimes the feeling persists, so it's important to learn how to manage your mood, and turn negative feelings into positive ones.

Discover ways to boost your mood

Are we missing something? Tell us how you're feeling so we know what content we need to add next:



DATA

—

Not Personally Identifiable

Analytics

Impact Evaluation

COMING SOON

www.good-thinking.uk

THANK YOU



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[@kumarKJX](#)

[@mindwave_](#)

www.mindwaveventures.com