

# Are we OK London?

**Campaign findings report:**

3 July to 15 October

**Thrive** LDN  
towards happier, healthier lives



**Join the conversation:**

 #OKLDN @ThriveLDN

 [www.thriveldn.co.uk](http://www.thriveldn.co.uk)

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# Introduction

Thrive LDN is a citywide movement to improve the mental health and wellbeing of all Londoners. It is supported by the Mayor of London and led by the London Health Board. During 2016/17, London leaders from Greater London Authority, London Councils, the NHS and Public Health England convened a process for Londoners, experts, academics, clinicians, charity and business leaders to develop aspirations and actions for London.

## Transformation model



**The story**

so far...

## What we set out to do

On 4 July 2017, the Mayor of London, along with the Thrive LDN Chairs and London Health Board colleagues, launched **Thrive LDN: towards happier, healthier lives**; a summation of the work to date, which identified six aspirations for London.

In conjunction with the launch of the publication, Thrive LDN launched the Are we OK London? campaign to begin an open conversation with Londoners about mental health and wellbeing.

The purpose of this report is to provide an overview of the levels of engagement Thrive LDN has achieved, the feedback we have been getting and most importantly to help identify any gaps so that we can shape the next stage of the campaign to ensure we are reaching people and communities we have not yet reached.



**A city where individuals and communities take the lead**



**A city free from mental health stigma and discrimination**



**A city that maximises the potential of children and young people**



**A city with a happy, healthy and productive workforce**



**A city with services that are there when, and where needed**



**A zero suicide city**

## Headlines

Since launch, Thrive LDN has developed a huge reach with a high level of engagement.

An independent impact evaluation has been commissioned and will report initial findings in March 2018.

The chapters ahead provide an overview of the types of engagement activity and the response we have had from Londoners in the first phase of our campaign.

### Terminology

#### Interactions

The number of times people interacted with Thrive LDN

#### Potential reach

The estimated total number of people who could have seen Thrive LDN content

#### Sources

For a list of sources, see Appendix 1: sources

### Are we OK London? Campaign



**88,000+**  
INTERACTIONS



**15.5+**  
MILLION  
REACH

### Problem Solving Booths video



**350,000+**  
INTERACTIONS



**5.5+**  
MILLION  
AUDIENCE



# Social media campaign

Due to the nature and resources of Thrive LDN, much of our campaign activity took place online and through social media.

**#OKLDN campaign**  
Twitter & Instagram

 **62,500+**  
INTERACTIONS

 **8+MILLION**  
REACH

Thrive LDN did not engage directly through Facebook. However, partners did and generated

 **3000+**  
INTERACTIONS

 **130,000+**  
IMPRESSIONS

**A growing social media following**

 0 → 3,063

**Growing direct audience**

 0 → 452

**Terminology**  
**Impressions**  
The number of times content is displayed.



## Digital engagement

www.thriveldn.co.uk



**4500+**  
VISITORS

JOIN THE  
MOVEMENT

**19,500+**  
INTERACTIONS

info@thriveldn.co.uk



**900+**  
EMAILS

Talk London

**55**   
COMMENTS

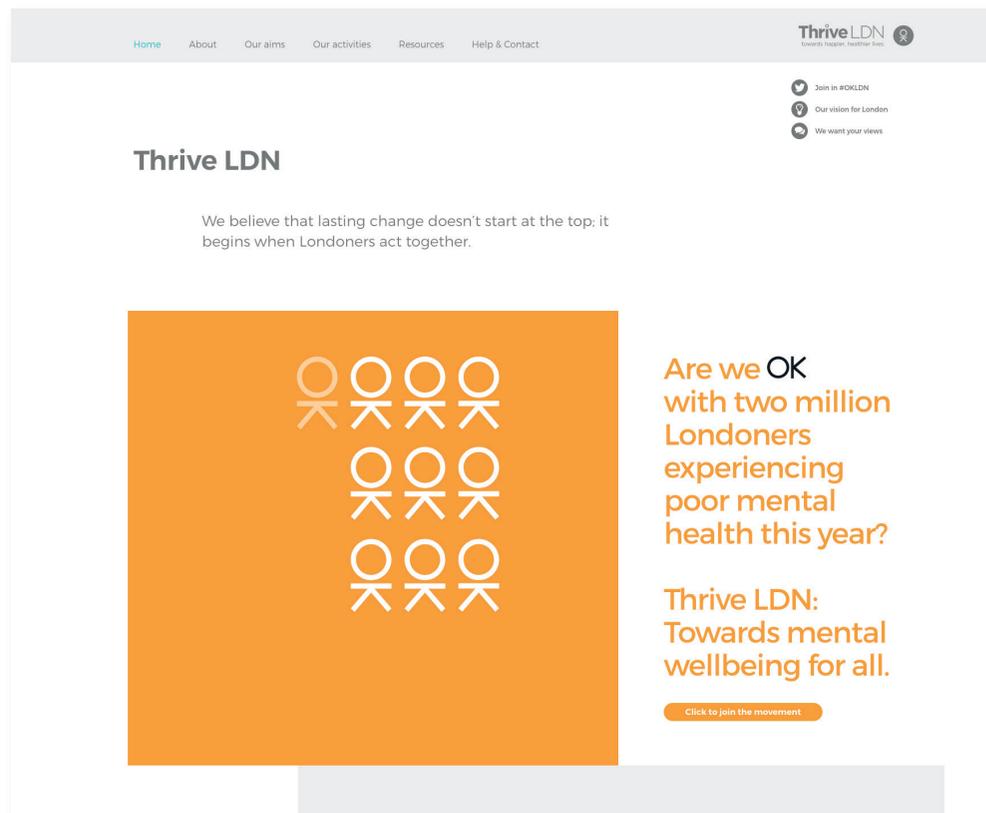
Thrive LDN Youtube channel



YouTube



**845**  
VIEWS



The screenshot shows the Thrive LDN website homepage. At the top, there is a navigation menu with links for Home, About, Our aims, Our activities, Resources, and Help & Contact. The Thrive LDN logo is in the top right corner, with the tagline 'towards happier, healthier lives'. Below the navigation, there are three social media icons: Twitter, YouTube, and Facebook, with corresponding text: 'Join in #OKLDN', 'Our vision for London', and 'We want your views'. The main heading is 'Thrive LDN', followed by the text: 'We believe that lasting change doesn't start at the top; it begins when Londoners act together.' Below this is a large orange square containing a grid of stick figures. To the right of the square, the text reads: 'Are we OK with two million Londoners experiencing poor mental health this year?' and 'Thrive LDN: Towards mental wellbeing for all.' At the bottom of the orange square, there is a button that says 'Click to join the movement'.

## Findings from Talk London

Thrive LDN hosted an online discussion about mental health through the Talk London platform. Here's some examples of what we've heard. For more information, see: <https://www.london.gov.uk/talk-london/health/mental-health-capital>



*In my view the most helpful interventions would be wellbeing education as part of school curriculums, as well as guidance for parents. As mentioned in the comment stream, mental health can stem from material problems (housing, pollution, employment, physical healthcare), but many also form because of difficulties in childhood (abuse, trauma, addiction). Antenatal NCT classes place more emphasis on child birth than child rearing in my view - an element that could be usefully added to existing courses. A mindful parent can, I believe, help raise a more emotionally balanced child who may grow up to be a more resilient adult.*

Sutton, 41

*I'm lucky to be well enough to work but the workplace is often not a very supportive place. What could we do to make London more mentally healthy? More green spaces, less pollution, cleaner and quieter streets - make it a calmer and more peaceful place to be. Reduce poverty, reduce rents (bring back rent controls), build good quality social and affordable housing. Increase investment in NHS and community mental health services by several hundred percent. Hire and train staff who do actually care. Talk more about mental health and wellbeing and put services in place to support those who are under pressure through family and relationship breakdown, poverty, joblessness, work pressures, housing problems, health problems, ageing etc.*



*Get employers to do more to support their staff. Offer education and support in wellbeing and relationships for adults as well as children. All this costs money but the cost of not doing it is higher in terms of mental illness and social breakdown. We all need to protect our mental health. Friendship, care for others and a sense of community can go a long way to help*

Haringey, 57

## Findings from Talk London



*If you want to address mental health issues, start with the appalling quality of housing stock in London; obviously some of it is wonderful, world-leading even, but too much of it is too small; it's cramped and claustrophobic, there is limited or even no space for creativity so it is difficult for a person or whole families to self-actualise, and there is a lack of easily accessible safe, open spaces. There are lots of parks but if you have to walk a mile to get to one of them it's not something you can let your child play in for 10 minutes as it takes 20 minutes just to get there. Every block of flats that gets built should have mandatory green space or recreational space allocated beside it because if you are living on any level above*



*ground floor you can't just open the door and let your child into a garden, at best they can run up and down a hallway as long as they don't bother the other neighbours on the same floor. Therefore, stress builds up. And stress will happily feed on itself to make bad situations worse...*

Tower Hamlets, 53



*The education system is a trigger to young children and adults who all they want to do is learn as they struggle to keep with the demands the government have set. The problem is what government is creating in this society. It's so deep its unreal.*

Hammersmith & Fulham, 25

## Findings from Talk London



*Education from Primary school level has to be the key.*

Croydon, 52



*Life in London is fast. It's hectic. I think this creates a feeling that we should always be doing something. Is there something we are missing out on. Amongst my friends, we don't get much rest. Now a few of us have moved out of London, the pace is slower. Although i work in London, I am able to slow down and rest my mind, gather my thoughts and recharge. I am sure in London, our minds are burnt out quicker without this rest.*

*Identity is important in London. In some places, you are accepted and you feel at peace. In other places, you clearly feel like you don't belong. This can happen only a few tube stops apart. In Holland Park you feel poor. On Latimer Road you feel rich. Even registering for this website - the option of Black British as an ethnicity doesn't exist.*



*The feeling of not belonging, and going overboard in order to fit in and belong - can cause stress and mental health symptoms.*

*How can institutions help?*

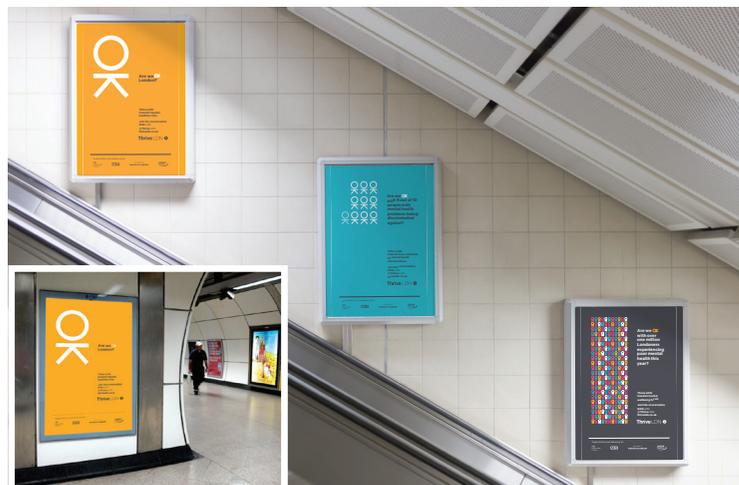
*One of the ways could be to highlight some symptoms of mental health and explain them in more detail. How do you know you are ill? What does depression feel like? How is it different to just "not being bothered today?". We all talk to ourselves - when is the voice in your mind a mental health issue?*

*Knowing some of these things for people who have never experienced mental health issues - might allow people to seek help quicker.*

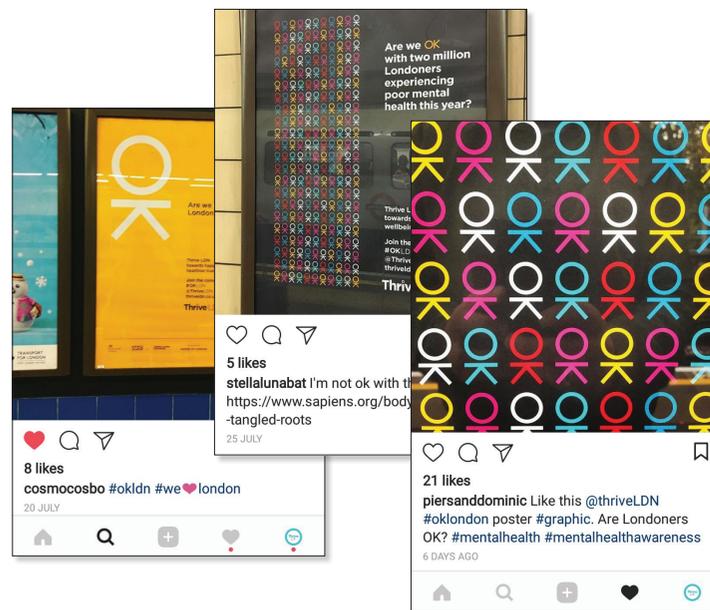
Croydon, 38

## TFL poster campaign

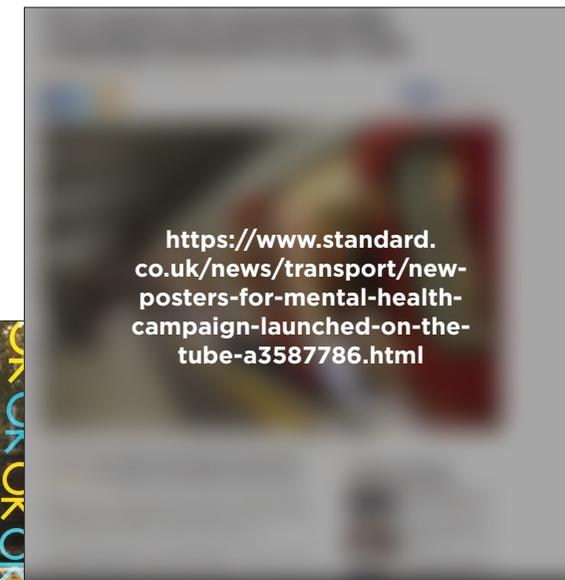
From 14 to 28 July, Thrive LDN ran a poster campaign on the London Underground.



An accompanying 'treasure hunt' was launched on Twitter and Instagram, and people were encouraged to contact the Thrive LDN team if they spotted a poster.



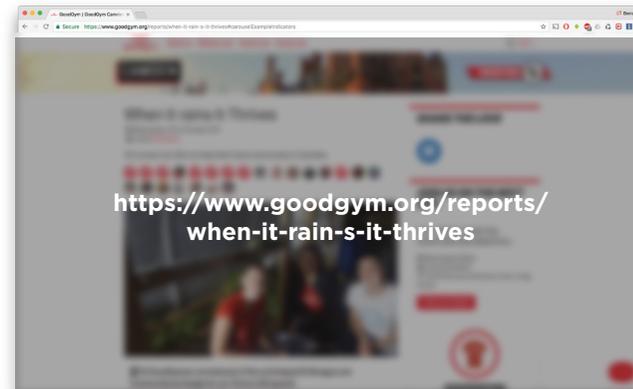
The poster campaign was covered by the Evening Standard on 14 July.



## Public engagement

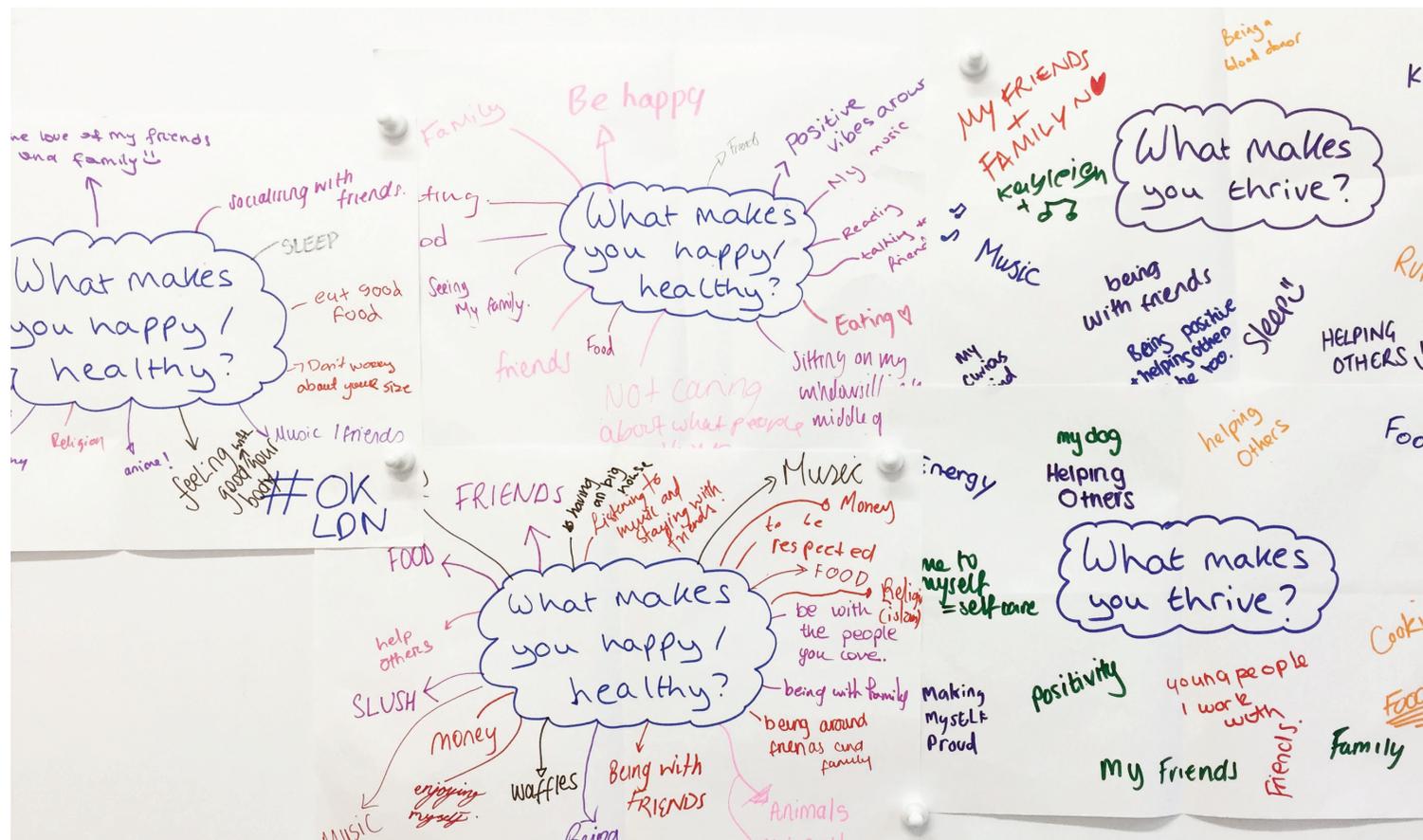
Over the summer we attended **150+ external meetings** and events, and **engaged with 2500+** Londoners.

For World Mental Health Day, Thrive LDN and GoodGym joined forces to promote the importance of exercising to improve mental health and wellbeing. **360+ GoodGym** members, across **21 happenings**, combined local community goodwill activities into their exercise routines to spread awareness on how exercising and supporting your community can improve mental health and wellbeing.



## Findings from public engagement

Where possible, we asked people to tell us what makes them happy / healthy or what makes them thrive. Some examples of people's responses:



## Problem Solving Booths

PSBs are the hyper-local arm of Thrive LDN and give strangers the opportunity to have conversations with each other about mental health and wellbeing. During the findings period we ran **17 PSBs** and **reached 4500+** Londoners with them.

Although conversations between participants remained private, we encouraged PSB visitors to fill out questionnaires about their experiences.

Some of the responses are highlighted here. For more information please see Appendix 2: PSBs Phase 1 report and Appendix 3: PSBs Phase 2 report.

### As featured on the BBC:

<http://www.bbc.co.uk/news/av/magazine-40657446/turning-to-strangers-for-public-therapy>



“People who are marginalised already feeling isolated don’t want to talk to another member of the establishment or another part of the problem, they want to talk to a person who’s relatable and understands the problems that they have...I think it’s brilliant.”

“I think it’s very important to have these meetings and create some gatherings, make people understand that it’s very common and nothing to be ashamed of.”

“It was quite special actually to share that moment with people and to be able to flip it on its head, what it means to be the ‘helper’ and the ‘helped’ and just feeling that people were empowered and taking that advice on board.”



“It was a really positive experience, very energising to be in this place, and actually raising community resilience. I think it’s a really good pitch for a social movement.”

“You change opinions of people and you start to realise you are not the only one in this world, everybody’s feeling exactly the same as you, so by sharing opinions and by sharing problems you may have, it’s not something we should keep for ourselves, we shouldn’t feel fear to express ourselves.”

“I’m feeling much happier and feel like I’m making progress on sorting out my problems and moving on.”



## Community workshops

In partnership with Mental Health Foundation and local community representatives, we are holding community workshops across London. The workshops are co-delivered by the local authority in each borough and are attended by representatives from statutory and voluntary sectors, as well as councillors and local residents.

During the findings period, we delivered workshops in the seven London boroughs where residents were at the highest risk of developing poor mental health (See [mapping research](#) for more information).

The workshops were **attended by 400+ Londoners**. By March 2018, we will have delivered workshops in half of London boroughs.

Workshop attendees receive a report summarising the issues and ideas shared. We are developing a plan with partners to build on the engagement and to act on the feedback we received.

For more information see Thrive LDN Champions & local Hubs section of this report.

[Click to play the videos or visit them on Thrive LDN vimeo page using the links](#)



## Community workshops: Here's what we heard

Across the seven workshops, the most frequent themes and ideas under each aspiration were:

### A city where individuals and communities take the lead

- Provide spaces for community groups to meet which are both affordable and pleasant environments
- Skill up community champions from diverse groups
- Map community assets/activities which already exist

### A city free from mental health stigma and discrimination

- Work to normalise honest and open conversations about mental health
- Training in workplaces and schools and community leaders to enable people to have conversations, considering diverse cultures and beliefs
- Large scale media campaigns to reduce stigma

### A city that maximises the potential of children and young people

- Investment in activities and youth clubs outside school to give young people space to develop and express themselves
- Training staff and students in schools to understand mental health better and start from young age
- Teach young people broad range of skills and resilience, not all focus on academic

### A city with a happy, healthy and productive workforce

- Encourage positive flexible culture in workplace with work life balance and leadership setting example
- Wellbeing activities in the workplace
- Support SMEs who may not have resource of big HR departments

### A city with services that are there when and where needed

- Clear information on available services, identify who isn't accessing them and reach out to them
- Ensure services are joined up, accessible and timely-improve crisis services and availability
- Cuts to services very damaging and also mean all money is diverted to severe end of mental ill health
- Digital services can be a good way to reach some groups but also danger of exclusion and shouldn't replace services

### A zero suicide city

- In order to increase upstream intervention, increase awareness of mental health and suicide prevention, equip people to have conversations in everyday environments e.g. barbers
- Normalise discussions about suicide for more honest conversations
- More crisis related support to make sure people get timely support

For more information see Appendices 4 to 10: Community workshop reports

## Press & media coverage

Between July and October 2017, the Are we OK London? campaign generated **45+ pieces of coverage**, with a combined **audience of 11.5+ million**, and generated **350,000+ interactions**.

This included features in both the Metro and Evening Standard, a feature on BBC World Hacks, blogs on the Huffington Post website, and coverage in local publications across 18 London boroughs.

We engaged with marginalised audiences and received coverage in BAME publication The Voice, and Londynek.net, a publication for Polish people living in London.



Thrive LDN told metro.co.uk: “Never forget to ask your friends, family, colleagues – whoever you care about – if they are OK. Members of the Thrive LDN team have lived experience of mental health problems and we know first-hand how hard it can be to be open and honest when things are tough. We all need to make it OK to not be OK, look out for each other and make it easier for people to talk about their mental health and wellbeing.”

### **Metro, 15 July 2017**

Meet the Movement  
Fighting Poor Mental Health in London

## Partnerships

Partnership working, and empowering organisations locally and across London is key to the success of Thrive LDN as a growing and sustainable social movement.

In the past three months, the Thrive LDN team has engaged with **over 250+ organisations**, from across the public, private and charitable sectors.

To date we have high profile partnerships with organisations including **Time to Change, Mental Health Foundation, Met Police, Transport for London, GoodGym** and **Black Thrive**. And we have many more partnerships currently in development as the campaign progresses into the Autumn.

“The Thrive LDN initiative is the most comprehensive and potentially powerful programme that any capital city has undertaken to enhance children and young people’s mental health and wellbeing.”

**Professor Fonagy**

Psychoanalyst, Clinical Psychologist, Chief Executive Anna Freud Centre

“Thrive LDN is an important campaign that will help to raise awareness of the positive steps that Londoners can take to improve their wellbeing and mental health.”

**Ivo Gormley**

GoodGym founder

## Localising Thrive LDN

Thrive LDN engagement projects are happening in every borough.

Through PR, engagement and partnership working our ambition is to have a conversation about Thrive LDN in every borough in London.

We are pleased that we are talking to and hearing from people in every borough but our aspiration is to increase locally-led activity.

We want to continue to work with local boroughs and communities to deliver more community workshops and develop local Thrive LDN hubs.

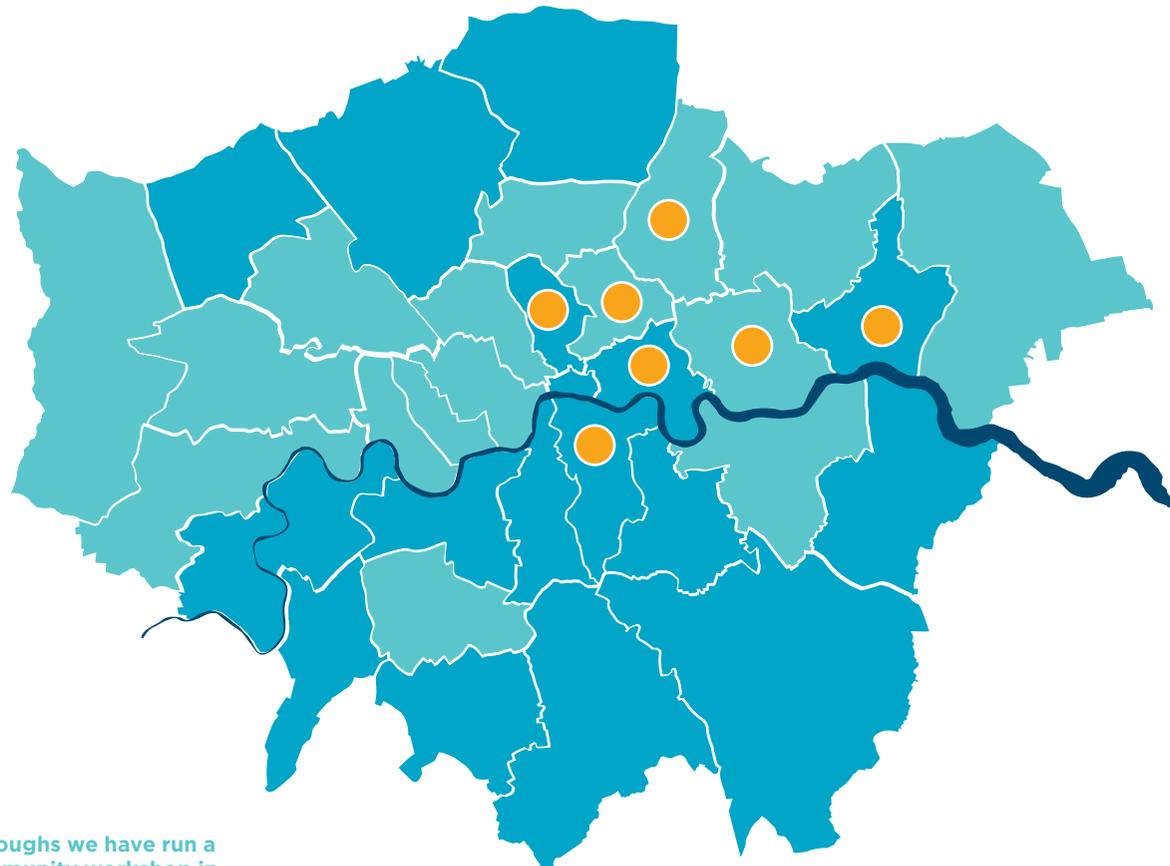
### Higher engagement

(3 or more activities)

### Lower engagement

(1 to 2 activities)

 Boroughs we have run a community workshop in



OK...

so what next?

# You said, so we are doing...

Thrive LDN is clear that we cannot achieve mass change over night, but activity from recent months has shown that collectively we have the potential to respond to the needs of Londoners. In the next section of this report, you will see how we have listened so far and what we are doing to try and make London a happier, healthier place. This is just the beginning and we have a lot more to do, but with the help, enthusiasm, support and innovative ideas of our partners we believe we can reach our goals.

## Thrive LDN Champions: empowering Londoners

### What is a Thrive LDN Champion?

Thrive LDN Champions are a growing network of people across London who form part of the citywide movement to improve the mental health and wellbeing of all Londoners.

Champions have a passion to improve mental health and wellbeing in their local area, and want to make a change in the way Londoners think, talk and act about mental health.

Currently we are working across three groups: Cllr Mental Health Champions, Lived Experience Champions and Children & Young People's Champions.

Thrive LDN Champions can challenge stigma proactively in their communities by running activities and events, or attending external events and speaking up about their own experiences and how Thrive LDN can help, as well as passing on their knowledge and expertise to others to help grow the social movement.

### Champion profile:

*I would like to contribute and support the improving of mental health services and combating stigma, by using my lived experience to give a valid and accurate account of what can exacerbate mental ill health, particularly in relation to environmental determinants and structural inequalities. I believe that my contribution is unique as often the voice of people with comorbidities are absent from the decision making process. Additionally, I would like to meet new people, improve my social skills and feel like I am contributing towards the improvement of my community and society in general.*

Thrive LDN Champion



## Thrive LDN hubs: communities taking the lead

### What is a Thrive LDN hub?

In partnership with Time to Change, we are keen to work with London boroughs to create localised Thrive LDN & Time to Change hubs and ensure activity can be supported and driven at a local level.

A Hub is organised and sustained by local organisations and individuals, with support from Thrive LDN and Time to Change. Hubs do not have to be organisations in their own right.

Whilst we want local Thrive hubs to be autonomous from Thrive LDN, we also want to ensure we are all working towards the same goal - supporting Londoners to have happier healthier lives.

We are working with several early-adopted Thrive LDN hubs in Enfield, Greenwich, Kingston and Lambeth (Black Thrive).



## Partnerships & projects

Driving the next phase of Thrive LDN is a plan of 40 projects, aligned to the movement's six aspirations, which we will be working on with new and existing partners.

Thrive LDN has been successful in securing investment from Greater London Authority next financial year, and many of these projects will continue into the year ahead.

Highlights include:

2017/18 Activity	2018/19 Activity	Impact
<p><b>Communities at the heart:</b> Along with our commitments to support the development of Thrive LDN Champions and support boroughs to develop local Thrive LDN &amp; Time to Change hubs, we have commissioned a piece of research to develop the potential for a citywide mental health cultural festival next year.</p>	<p><b>Communities at the heart:</b> We will continue to support the development of Thrive LDN Champions' networks and support boroughs to develop local Thrive LDN &amp; Time to Change hubs. We will deliver a mental health cultural festival. This includes increasing the number of Londoners receiving mental health first aid training.</p>	<p>Increased locally-led and owned activity to increase awareness of mental health and wellbeing, reduce mental health stigma and discrimination and address inequalities that lead to poor mental health.</p>
<p><b>Tackling stigma &amp; discrimination:</b> We have commissioned a piece of participatory research to look at stigma and discrimination associated with mental health, and how this intersects with other forms of stigma and discrimination. The project will work directly with Londoners affected by intersectional discrimination to identify the challenges they face and potential solutions.</p> <p>In addition, we are working with a number of football clubs in London to develop pilot projects to reduce stigma and discrimination and improve mental health literacy amongst staff and fans.</p>	<p><b>Tackling stigma &amp; discrimination:</b> The research will progress into a small grants scheme for voluntary and community groups to deliver interventions to address the challenges people face. An example of this is Black Thrive in Lambeth.</p>	<p>Reduced stigma and discrimination; Improved mental health and wellbeing amongst people affected by multiple forms of discrimination.</p>
<p><b>Young London Inspired programme:</b> In partnership with Team London and v.inspired we have launched a London-based, youth-focused volunteering and social action programme. The programme will target young people at greater risk of developing mental health problems (such as care leavers or young people in the criminal justice system) and support them to improve their mental health and wellbeing through innovative social action and volunteering projects.</p>	<p><b>Young London Inspired programme:</b> The programme will continue in this financial year. It will also include additional projects/programmes which will work to increase the number of young Londoners and youth workers receiving mental health first aid training.</p>	<p>Improved mental health and wellbeing amongst children and young people (10 to 20 years of age) disproportionately at risk of developing mental health problems.</p>
<p><b>Targeted work for vulnerable groups:</b> In partnership with Healthy London Partnership and NHS England, we will be developing a mental health first aid package for veterans and people who are homeless.</p>	<p><b>Targeted work for vulnerable groups:</b> We will be developing a training resource for young people at risk of suicide.</p>	<p>Improved mental health literacy amongst the veteran and homeless communities; Reduction in the suicide rate for children and young people in London.</p>
<p><b>Evaluation programme:</b> Thrive LDN has been successful in securing a £20k investment from Public Health England (London region) to independently evaluate the impact of the Are we OK London? campaign. An interim report will be published in March 2018.</p>		<p>An independent impact evaluation</p>

## Alignment & making sure we are building on existing good work

**Thrive LDN wants to avoid causing confusion and duplication. It's important that we support work already underway so that we improve the lives of every Londoner.**

Thrive LDN is working in partnership with Good Thinking; an online wellbeing service for anyone living or working in London. Good Thinking takes users on a personalised journey to self-help and self-care. The service allows users to choose the sort of help they want through self-assessment. Good Thinking avoids formal health and care settings and services where possible, and focuses on digital interventions. The focus is on preventing mental health problems from worsening, and building mental health resilience, which in turn eases strain on traditional services in the long run.

For more information see:  
<https://www.healthylondon.org/our-work/mental-health/good-thinking-digital-wellbeing/>



The London Incident Support Pathway will sit within Thrive LDN. The pathway aims to help services and communities respond to the needs of those people who are experiencing distress following the recent major incidents in London. The range of difficulties that may be experienced by people who are affected, and the responses from services and the wider community that are most likely to be helpful are described.

For more information see:  
<https://www.healthylondon.org/resource/london-incident-support-pathways/>

Thrive LDN is supporting the consultation and delivery of the Mayor's Health Inequality Strategy. The outline strategy looks to address inequalities, and in turn, improve the health of all Londoners. The strategy contains five strands: Health Children, Healthy Minds, Healthy Places, Healthy Communities and Healthy Habits. Thrive LDN is closely aligned to the overall strategy and will be responsible for delivering the Healthy Minds section.

For more information see:  
<https://www.london.gov.uk/press-releases/mayoral/mayor-launches-draft-health-inequality-strategy>



**MAYOR OF LONDON**

# Thanks!

We look forward to sharing the Independent Evaluation of Thrive LDN in the Spring of 2018. In the meantime, we look forward to working with new and existing partners to make London a healthier, happier city.

