



Notes from Thrive LDN's Fourth Climate, Environment and Mental Health Action Forum

2nd October 2024 10-11.30am via Microsoft Teams

Contents

Welcome.....	1
Digital tools on climate and mental health	2
Ethnicity, climate change, & wellbeing in the UK.....	6
Member Updates.....	7
Summary and Next Steps	8

Welcome

Ben Rossington & Joe Barker, Project Officers at Thrive LDN

Ben

- Please introduce yourself in the Teams chat – give your name, role, organisation, and put an emoji that represents how you feel.
- Thrive LDN is a citywide public mental health partnership to ensure all Londoners have an equal opportunity for good mental health and wellbeing; we are supported by the Mayor of London and London Health Board partners.
- Thrive LDN is guided by pursuing Equity, driving Participation, acting on the Wider Determinants of health, and working well within Complex Systems.

Joe

- Feel free to share comments in the Teams chat throughout the meeting; we'll keep an eye on it.
- There will be interactive activities, and people are free to take part as much as they like; you don't have to participate in anything – you can easily opt out (e.g., by turning their cameras off).

Ben

- Please participate in this meeting respectfully: put your (virtual) hands up if you want to make a point, wait to be called on, allow others to speak, and be kind and inclusive – we are all here because they care about climate/nature/mental health action!
- The meeting will be recorded for note-taking purposes (checked if anyone was unhappy being recorded and explained they were welcome to turn off their cameras).

Ben

- Here's a quick recap of the Forum's previous two meetings:
 - 12/06 - focused on Networking, getting to know each other, and finding out what you wanted from this Forum; heard about the work of WEN
 - 24/07 - focused on Collaboration, collectively mapped areas in which Forum members could collaborate around climate and mental health action; heard about the work of Tracy Holtham (gardener, artist, mental health advocate)
 - For both meetings, we wrote up and shared with you all the notes and resources we developed together, which are available to look at, along with meeting

summaries, [on our website](#).

Joe

- Thrive LDN have just submitted a Stage 1 application to the National Lottery's Climate Action Fund, in partnership with 9 other organisations, with a proposal on driving mental health and climate action together across London; will find out within 8 weeks whether got to Stage 2
- If our funding application is successful, we plan to use this Forum as a central hub to shape and develop the partnership's funded activities, so Forum members will be able to get involved – we will update you all when we know more on the progress of our application.

Digital tools on climate and mental health

Ben & Joe

Presented on digital tools focused on climate and mental health (see the slides in the file titled 'Digital tools for climate and MH action').

Ben, slides 1-4:

- Key findings from our mapping of existing digital MH x climate resources, which came out of a collaboration exercise in our previous Forum meeting.
- Joe shared links to a couple of existing digital tools in the Teams chat:
 - [Deep Time Walk](#)
 - [Breathing with the Forest](#)
- Joe shared information about [Zero Suicide Alliance suicide prevention training](#) that Thrive LDN has helped promote – we can learn from the success of this tool when developing a digital tool on climate and health.
- Thrive LDN want to co-develop new digital tool and associated campaign and are treating this Forum as steering group/ advice group.

Then asked the group 'Are we missing any digital tools focused on the mental health and climate crisis?'

- Georgina McGivern – Programme Director of [London Clean Air](#) and [Earthfest](#)
 - Shared [The Climate Psychologists](#), saying they 'do great workshops and programmes with schools and businesses on climate anxiety'.
- Marianne Tynan – Creative Wellbeing Programmer, [Rosetta Arts](#)
 - Shared [Culture Takes Action: Tools for an Emergency Response](#) from the Culture Declares website, which is guidance on what cultural organisations can do to make a difference after declaring a climate and ecological emergency
- Daniella Watson – Research Associate at the [Climate Cares Centre](#)
 - Asked for the presentation slides to be shared with group, saying that Climate Cares would like to reference Thrive LDN's review of digital tools in their work.
 - Ben said the slides would be sent out with all the notes & resources from this meeting in a follow-up email.
- Joe: In the pipeline is a way to share all these resources on Thrive LDN's website.

Joe, slides 5 and 6:

- We want to create a brief digital tool to focus on three areas: climate change; mental health; community action; focused on London; only found one tool that does this ([Hold this Space](#)), and it's not focused on London.
- Walked through how the digital tool would work, and presented our three ideas for a new tool:
 1. Tailored approach(es) for vulnerable communities less engaged with normative, dominant frameworks for climate action:
 2. 'Deep dive' into eco-anxiety and action
 3. Cover a broader range of topics.

Paul Allen – Head of Integrated Commissioning (Integrated Care & Frailty), [North Central London Integrated Care Board](#)

- Wants to develop a social movement to encourage people to come forward. Loves the Thrive LDN: towards happier, healthier lives

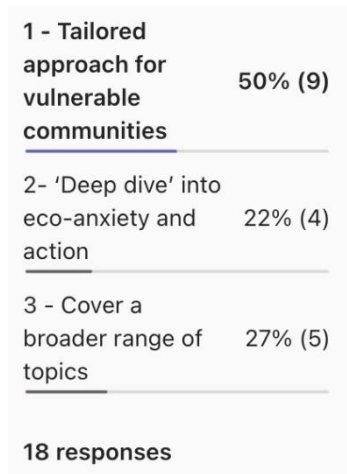
current idea for a digital tool, but it seems like it is an intervention for once people are anxious, as opposed to coming first – a positive contribution stance, and address when people feel disempowered.

- Do we need to tailor this approach to particular communities, like those who are deprived or have disabilities – those that are definitely affected by climate change and feel anxious about it, but need specific targeting for solution?

Joe: our next discussion on personas will address exactly that! As well as Charles' upcoming presentation.

Ben, slide 6:

- Asked people to vote on which idea (1-3) they like best.
- Explained that the tool most people vote for would be the tool we are all considering during the following upcoming persona-building exercise.
- Launched Microsoft Forms poll in the Teams chat and gave people a few minutes to vote, before sharing the results on-screen:



Persona-building exercise

Ben: We want to create detailed personas (you, your family & friends) that represent the primary audiences for a digital tool focused on engaging vulnerable communities with tailored approaches on climate and mental health.

Introduction and Context Setting (Ben)

- In this exercise, we're going to develop personas—representative characters of the different types of users we're designing this tool for. This will help us understand their needs, behaviours, and challenges, so we can ensure the tool is useful and relevant.
- Ask for a show of hands in the room to see who has experience with personas already, and two people put their hands up.
- Paul Allen
 - London Office of Tech & Innovation already has [personas for people who are at risk of digital exclusion](#) - lots to take from them; what I like about this resource is that it explicitly looks at the likely starting points for people's motivations.

Persona Template Overview (Ben)

- Our personas will include a name, demographic details, background, motivations, challenges, and goals related to climate action and mental health.
- Shared the example template on screen (slide 7 of the 'Digital Tools' presentation)

Smaller groups discussions for persona creation (Joe)

- Keep in mind a digital tool on climate and mental health that is tailored for vulnerable communities.
- We want you to work together in smaller groups in breakout rooms to collaboratively create several personas of people who might use this tool.
- Ben divided people into self-facilitated breakout rooms of 5 people and said they would be given 10 mins for the exercise.

- Asked each group to select one specific audience segment they want to focus on (e.g., young people in urban areas, people facing financial difficulties, frontline workers, etc.), perhaps aligned with their interests.
- Explained that each group should work together to fill out the template, encouraging them to think of real-life experiences, values, and difficulties the example persona might face.
- Prompts were provided at the start of the exercise:
 - “What mental health challenges might this persona face due to climate change?”
 - “What kind of support would they seek from a digital tool?”
 - “How tech-savvy is this persona?”
- Asking people to introduce themselves when entering the rooms.
- Asked groups to choose one person to feedback to the main group.

Share and Discuss (Ben)

- Invited each group to share their reflections and any personas they had created with the wider group.
- Some prompting questions:
 - “What stands out about this persona’s needs?”
 - “What unique challenges does this persona face?”
- The groups fed back as follows:
 - Group 1:
 - Made a persona they called Emma.
 - Young person who has many different things going on in her life, and one of those things she’s anxious about is climate change.
 - Overwhelmed by lack of agency – what can she do to save the planet?
 - To address this: highlight a few things that person can do themselves; small, incremental changes.
 - Use climate action as a vehicle to link in with them – an opportunity to build social capital and do good (e.g., plant trees, engage in civic debate) – and be more socially included, which improves wider mental health for Emma as a teenage girl.
 - Emma is pretty tech-savvy.
 - Group 2
 - Clare Searle (Chief Strategy & Operations Officer, [Greener & Cleaner](#)) said she helped make this persona based on service users she works with.
 - Lady raising 3 kids, but partner self-employed so money is tight; one of the children is also thinking about climate change; in mid-30s, lives in Croydon, has done vocational qualification in college and never been involved in climate action before
 - Very worried about her child with asthma, worried about money, and kids pestering her about the environment; feeling overwhelmed by her day-to-day life, so looking for broader mental health support; not engaged with any community groups around this.
 - Her goals: Talk to her kids to empower them in their agency; worried about the health of her kids, and worried about bills and the impact of the climate crisis on her bills.
 - Digitally engaged on her phone (through Instagram, etc.)
 - Not engaging with online support for mental health and wellbeing
 - Knows she needs to engage with climate action but doesn’t know where to start and feels overwhelmed.
 - Group 3
 - How do people access the digital tool itself – what is the pathway to access a tool like this?
 - Would need a referral mechanism of some sort; would need to consider those who are trained to recognise (mental health and other) issues and can recommend the tool and point people that way.
 - Good for community groups to access – such as housing associations, groups that are already in relationship with these vulnerable communities; eco-anxiety

- isn't on people's radar necessarily, but mental health is, so that's the way in
 - This pathway and referral pathway could be a great discussion point for a future forum!
 - Persona:
 - A young person of Bangladeshi origin, works with community groups.
 - Eco-anxiety is something in the present for them – something that is already happening now to their families (i.e., in their home countries where the climate emergency is having a big impact already)
 - Experience of being 'othered' in their communities and experiencing Islamophobia; eco-anxiety can't be disentangled from these experiences.
 - Like lots of young people, feels very powerless and experiences a lot of anxiety - very clued up about the impacts of the climate crisis and constantly consuming information about this (online).
- Group 4
 - Persona: Young person from an ethnic minority group
 - Feeling in conflict – not knowing which climate actions/ behaviours are the best to do, and also disagreement within their family (i.e., young person wants to take small climate actions, but family isn't on the same page or disagrees/ doesn't prioritise it)
 - An app could validate that their motivations are useful and signpost them to organisations that empower them to take climate action or resources within their communities.
 - Could they enter their postcode to point them to local resources?
- Group 5:
 - Could we integrate something into social media? E.g., a special filter for Instagram, which suggests different ways to act.
 - Given that younger generations are tech-savvy, could we integrate content into apps that they already use? Could test their knowledge and educate them about climate change and mental health.
 - Explored the possibility of the tool connecting people to green space.
 - How would the tool consider people's class? Need to consider this.

Paul Allen

- Doing work on NCL ICS on digital inclusion, so want to catch up with others outside the meeting to discuss it.
- There are opportunities to make sure that people benefit from the tool, but you might also be able to help them with digital inclusion more broadly.
- There are many resources around getting people access to digital devices, etc. that are undersubscribed.
- Reach out to Paul to discuss: paul.allen14@nhs.net.

Clare Searle:

- A general point from our experience – the tool needs to bear in mind that the sense of empowerment can be driven in part by the scale of the action someone can take, e.g., helping them to know reducing emissions via energy use is more impactful than trying to recycle plastic packaging.
- Making me think the tool's suggestions for engagement could also include education/training to give people more knowledge, e.g. [Climate Fresk](#)/ [Carbon Literacy Project](#).

Lisa Colledge – Public Health Intelligence Analyst, Southwark Council:

- Agreed with Clare – knowing which actions are most effective in reducing greenhouse emissions is empowering and also more effective regarding mitigation.

Ben

- Thrive LDN plans to develop a digital tool on climate and mental health and launch it across London; want to partner with those who would want to be engaged in this work, so please reach out to me and/ or Joe if you're interested.

Ethnicity, climate change, & wellbeing in the UK

A whistle-stop tour of emerging research into climate perceptions, emotions, and the implications for wellbeing among UK people of colour.

Presentation from Charles Ogunbode, Assistant Professor of Applied Psychology, University of Nottingham and Affiliate Member at the [Centre for Climate Change and Social Transformations \(CAST\)](#).

See the document entitled 'Charles Ogunbode, Ethnicity and CC perceptions, 02.10.24' for Charles' slides.

- Will discuss experiences of people of colour (PoC) in the UK around climate change, as well as specific work with climate change and mental health more broadly.
- Charles has been working on climate change perceptions for over a decade, including on how experiences, media exposure, and politics shape people's perceptions of climate change. It became clear that there was a data void in the UK regarding people of colour.
- Wrote an article on climate change-related perceptions in polling – most national polls tend to underrepresent people from ethnic minority groups – and outlined some of the implications.
- Spotlight Project: The first national survey of climate change perceptions among PoC in the UK
 - Recruited 1008 UK residents from ethnic minority backgrounds in March 2022
 - Had a gender balance, and strong representation of younger people. 70% were UK citizens, and a strong representation of those who were highly educated.
 - 50% Asian, ~30% Black British, African, Caribbean, ~16% Mixed or multiple ethnicities
 - Question topics: Knowledge and understanding of climate change; climate experiences; risk perceptions and emotions; actions and policy support; beliefs about climate (in)justice.
 - Highlights:
 - Amongst PoC, there is clear acceptance that climate change is happening and driven by human activity.
 - Using the '[Six Americas](#)' tool to place people on a spectrum between dismissive and alarmed, found that 78% people were on alarmed end of the spectrum regarding the risks, and urgency of acting on, climate change
 - Closely matched to what we see in white British population as well – counteracts stereotype that PoC are not engaged and concerned with climate change.
 - Generally, respondents support actions that are aimed at mitigating climate change without requiring significant individual sacrifice – subsidising Electric Vehicles, supporting public transport, etc.
 - 75% of participants say they've changed their lifestyle in the preceding year to reduce impact on climate; large groups of people also signed petitions, attended public lectures, etc.
 - Negative emotions are more highly rated from PoC when respondents selected emotions they associate with climate change – e.g., sadness, powerlessness, and fear.
 - Exploring how emotions are associated with things like eco-anxiety, and how they functionally impact PoC's lives:
 - 1 in 5 people say they have difficulty socially because of anxiety around climate change, and that they sometimes think they shouldn't have children.
 - 1 in 4 people have difficulty concentrating on work/ assignments, or have difficulty sleeping, because of climate-related anxieties.
 - Provides an invitation to delve deeper on the impacts of climate anxiety on people on colour.
- The Centre for Climate Change and Social Transformations (CAST) Survey:
 - Have been involved with colleagues at [CAST](#) focussing on insights from available data for those who are doing research on this topic, funders, and practitioners who are

- interested in engaging more effectively with PoC.
 - 2023 Survey: UK-representative sample and oversampling of PoC and compared PoC responses to white British responses.
 - Found strong responses from PoC compared to white respondents – PoC respondents experiencing greater impacts related to climate change, expressing heightened concern, and have more indicators of climate anxiety. However, PoC respondents also report higher efficacy and hope.
 - This data set has helped establish a baseline, and directions for future research to delve into.
- Paul Allen:
 - Is the 'Six Americas' tool for segmentation useful for us in the UK?
 - Charles' response:
 - It's not a very sophisticated tool, but very useful for basic segmentation if you are limited by your numbers of questions.
- Zarina Ahmad (Interim Head of Programmes & Adviser, [Women's Environmental Network](#)):
 - Great that this work highlights the differences between communities about the impact and reactions.
 - Struck by findings about People of Colour's view of the efficacy of climate actions, and their experience around the urgency for change; were the researchers able to dive in deeper into why? Does religion play a role?
 - Charles' response:
 - Working on this question right now! Initial findings are that climate change fits within the sphere of challenges that many PoC are dealing with on a day to day. That feeling of efficacy (about climate actions) comes from a tendency towards hope, because PoC have to be optimistic due to dealing with it so regularly. The more people feel that their experiences of CC are unjust, the more it's a big driver of action. Perceiving a strong sense of threat from climate changes plays a big role as well, causing 'motivated control' – want to do something about it.
 - It's complex as to whether religion plays a role in this experience of hope and efficacy – still looking at these different elements.
 - After the meeting, Charles shared a relevant briefing by the organisation Theos on religiosity and climate change attitudes – see that [here](#).

Member Updates

- Ben Wright – Director, [Ethical Creatives](#):
 - 'As a social impact initiative, we're planning to launch a quarterly online ethics and sustainability magazine to help showcase people and projects that are making a real difference either locally or nationally and cover issues such as awareness of emotional and psychological climate impacts.'
 - Welcomes any advice, contacts or help to showcase people and projects making a difference in this space – contact ben@ethicalcreatives.co.uk
- Kay Michael – Co-Founder and Director [Letters to the Earth](#); Theatre-maker; Cultural Producer; Facilitator; works at [Stanley Arts](#):
 - Save the Date! Friday 25th October, 11am - 1pm, [Stanley Arts launch event for its Declaration of Climate and Ecological Emergency](#); an invite will be coming round to those on our mailing list by email, and you can book here.
- Clare Searle:
 - If anyone is coming to [Anthropy Conference](#) this year, we have organised a panel looking at the intersection between other social justice issues and climate justice and hopefully Nick (who I think was involved in the research) will be there as part of that – it's such a useful piece of research!
 - I don't think the agenda for this conference is out yet; it is on 26-28 March 2025 at the Eden Project in Cornwall; the central theme is what would we want for the UK to be

like/ look like going forward, and how can we be part of making that happen – it's one of the most empowering things I attend each year, unlike most conferences.

Summary and Next Steps

The next meeting will take place on Wednesday 6th November 10-11.30am via Microsoft Teams. You will all shortly receive invites to meetings roughly every 6 weeks until the end of March 2025.

Please signpost colleagues to this Forum. We would especially like more community representatives involved in this space.

Please email **Ben Rossington** benjamin.rossington@nhs.net or **Joe Barker** joseph.barker4@nhs.net or respond to the email sent out if you would like to get in touch.

ACTION – Thrive LDN will be sharing key notes and resources with all Forum invitees.