# NOMINET

# #RESET
## Mental Health Programme
Resetting the system for digital mental health support

# Critical Digital Services for Young People

**Under the 'Connected' pillar of Nominet's Public Benefit Strategy, our theme 'Critical Digital Services' is focused on ensuring young people have access to a life online in the most crucial contexts.**

Young people aged 16–24 are less likely to receive adequate mental health treatment and preventative support than any other age group in the UK despite a considerable increase in the number of people requesting help.

Whilst digital services have the potential to reach people more effectively at times when young people are at their most vulnerable, the services are fragmented and not often developed in collaboration with the most trusted youth mental health organisations in the UK.

Demand for mental health services has risen dramatically in the last five years and at the same time the channels young people use to seek support have migrated to digital. Amidst these challenges there are opportunities; to reach young people with digital services on their terms, and to reach those who would have otherwise never accessed support.

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We want to #RESET the system so help is more easily accessible, where and when young people need it most.

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# Our Programme Development Journey

Earlier this year Nominet, in partnership with New Philanthropy Capital (NPC), undertook Discovery Research into an issue we felt had to be at the heart of our public benefit strategy; mental health and the role of technology.

There are several headlines that stood out from the research;

**1in8**

YOUNG PEOPLE ARE CLASSIFIED AS HAVING A MENTAL HEALTH ISSUE, and over one in five children and young people have been found to have some evidence of mental ill health

OVER **100,000**

HEALTH APPS (INCLUDING MENTAL HEALTH) AVAILABLE ON THE MAJOR APP STORES

COMPARED TO

**94%**

OF 8–11 YEAR OLDS

99% OF 12–15 YEAR OLDS AND 99% 16–25 YEAR OLDS spend one or more hour(s) a day online and on their smartphones

**19** MENTAL HEALTH APPS IN THE NHS OFFICIAL APP LIBRARY

The market for digital mental health services has seen phenomenal growth of non-clinical products in recent years. These are mostly generated by private companies and focused on the generalist wellbeing space, some with very large audiences

CHARITIES ARE NOT IN THE SPACE IN A BIG WAY, DESPITE BEING ESSENTIAL INFRASTRUCTURE OF MENTAL HEALTH EXPERTISE
Where they are, they tend to occupy a more specialist place in the market and operate at a smaller scale.

# Introducing #RESET

Following the Discovery Research, stakeholder interviews, and a panel event with sector experts, we have worked to build a programme that can make a meaningful and significant contribution to the experience of young people interacting with the mental health sector, by leveraging the power of digital.

The #RESET Programme is a large-scale programme providing grant funding for up to 18-months into two key areas of the system surrounding young people and forms part of our ambition to improve the lives of 1 million young people a year by 2020;

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Our hope is to contribute to better mental health support for young people at scale – by supporting better quality services on digital channels, better integration with NHS and offline services, clearer signposting to the most appropriate support and an improved use of digital technology by front-line charities.

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Our funding focuses on the principle of 'resetting' the system. In the current climate of unprecedented demand on services, the increasingly digital preferences of young people accessing support, and the growth of non-clinical digital products in recent years fragmenting the sector – the system isn't working as well as it could, in particular for young people.

## Our Theory of Change

We believe that young people experiencing mental health challenges could receive better support if we can help to #reset the current system, through directing our funding into two key areas:

### Digital Services

Grants supporting digital mental health services by increasing the digital capacity and capability of the expert mental health charities working nationally in the UK. This will enable young people to receive better quality support more specific to their personal needs, that is easier to find, and that better integrates with offline support such as the NHS.

### Digital Patterns and Pathways

Grants supporting broader digital initiatives that boost collaboration, pathways and service quality across the mental health sector. By supporting digital collaboration and integration, not only will the quality of digital services improve but young people will be better equipped to find them and journey through them.

# Digital Services

Nightline Association is a listening, emotional support, information and supplies service, run by students for students in many universities across the UK. Nightlines are open at night, run by trained, caring, fellow student volunteers

### What's the plan?

To take their services to the next level, Nightline Association need to go on a journey of digital transformation. Their goal is to invest in building an intelligent volunteer dashboard and test new ideas using their growing digital platform. It's hoped that, through the funding, Nightline Association will be able to support even more students each year collaborate better across their entire network, sharing knowledge and insights with each other and the wider university population.
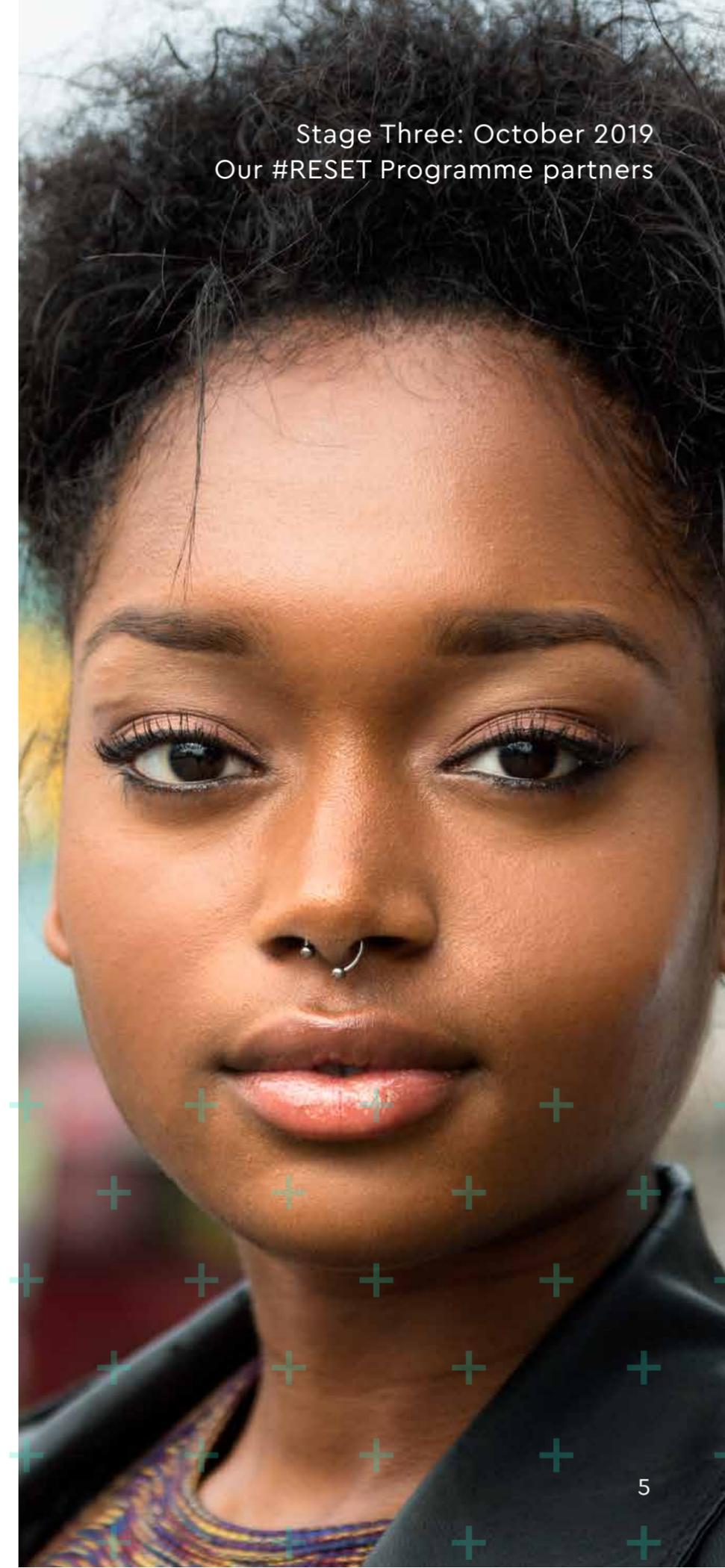
stem4 offer a range of clinically supported co-produced apps and online services, targeted both at teenagers and their wider support networks, to help manage mental ill health early and avoid the escalation of symptoms.

### What's the plan?

stem4 will increase their digital capacity; building their digital team and marketing outreach, as well as better measure the effectiveness of their apps. It is hoped that through these core activities, the stem4 portfolio of evidence-based apps are more sustainable and able to reach even more young people, with support specific to their needs.

> " We're incredibly excited to be working with Nominet as part of the #RESET programme and genuinely believe the partnership will unlock better reach and quality of service for students across the U.K. who simply need a safe place to talk about how they're feeling "
>
> Joe Martin, Trustee, Nightline Association

**THE MIX**
Essential support for under 25s

**YOUNGMINDS**

The Mix is the UK's largest online support platform for young people. They offer empathy, information and signposting to young people who are seeking support for the first time or who have been unable to access support elsewhere.

## What's the plan?

The Mix have piloted a Triage Tool which can be embedded on the websites of schools and universities, allowing young people a shortcut to accessing their services. Through broadening the reach of the triage tool, the expert support services from the Mix will be available to far greater numbers of young people on the platforms and on sites they are already accessing, resulting in an improved mental health support journey for young people in a much wider range of settings.

YoungMinds exists to break down the barriers young people face when trying to get help and to make sure they have the resilience to overcome life's difficulties. They give young people a stronger voice in their future by turning real life experiences into positive change for their mental health.

## What's the plan?

YoungMinds will improve how you find and navigate their website and improve the content to help young people find what they need, when they need it, allowing them to take practical, actionable steps to help themselves and their peers. Using their content as a service, YoungMinds expect these improvements to their site to support many more young people and benefit from, their expert online resources.

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The Mix has seen a shocking rise in the number of young people contacting us around their mental health, so we are excited to be working with the Nominet #RESET programme to scale The Mix's impact on mental wellbeing. With their help, we will develop our triage tool to create more active referral points in the digital spaces where young people gather, deepen the use of our peer community and improve signposting from our online and helpline services to create better ongoing support journeys.

Chris Martin, CEO, The Mix

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# Digital Patterns & Pathways

**Anna Freud**
National Centre for
Children and Families

The Anna Freud National Centre for Children and Families is a children's mental health charity with over 60 years' experience of caring for young minds. Their vision is a world in which children and their families are effectively supported in building on their own strengths to achieve their goals in life.

## What's the plan?

Anna Freuds youth-facing website, 'On My Mind', needs to evolve to become the go-to source for the best information and signposting for young people at any stage of their mental health journey, including building an evidence base for what works on and through the site to inform future development.

**Chasing** the **Stigma**

Chasing the Stigma is a national mental health charity, with big ambitions to reduce suicide, eradicate stigma and enable everybody to be able to access clear pathways to mental health support wherever they are.

## What's the plan?

Chasing the Stigma run the Hub of Hope, a digital signposting tool. Its aim is to undertake developments to the tool which will allow it to partner with national public/private organisations and therefore reach many more people seeking mental health support through different channels.

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Since recently launching the website On My Mind, the Anna Freud National Centre for Children and Families have been able to reach and engage many more young people with clinically informed and reliable mental health support and advice.

Through working with Nominet on the #RESET programme we will be able to go further to reach marginalised groups, generate innovative content and increase traffic to our digital resources so that they can support many more young people with their mental health.

Vanessa Cameron, Grants & Bids Officer, The Anna Freud Centre

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Believe in
children
Barnardo's

SNOOK

Barnardo's are one the UK's largest children's charities and help hundreds of thousands of children, young people, parents and carers via their 1000+ services across the UK. Snook are one of the most well-known social service design agencies in the UK and the originator behind the pattern design library and consortia.

## What's the plan?

'Design Patterns for Digital Mental Health' is a platform hosting best practice guides to developing digital mental health services. Our funding will expand the library and create a dedicated section for the youth sector. Our hope is that this will make developing new services cheaper, better clinically evidenced and easier to implement for the entire sector.

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Over the next 18 months we'll be staying close to the #RESET story, sharing updates, insights and information. Stay tuned into the latest on the programme by following us on social media @nominet

# About Nominet

Nominet is a profit with purpose organisation operating at the heart of the internet infrastructure. We've been a pioneer in 'tech for good' for over a decade and our more recent ambition is to improve the lives of 1 million young people by the end of 2020 and then 1 million more each year there after.

Our Public Benefit strategy drives this ambition, formalising our social impact with a focus on initiatives that promote greater connectivity, inclusivity and security. We work to create lasting improvements by targeting a range of emerging issues born out of our digital age, such as online safety and digital inclusion. We also address long-standing social challenges in which technology can play a pivotal role.

**NOMINET**

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