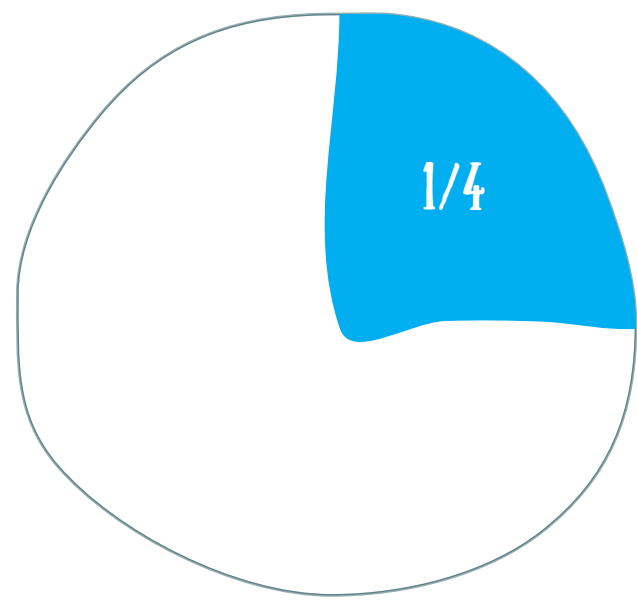


ANNA FREUD/F&C/DWYL

A DIGITAL COLLABORATION
TECH FOR GOOD - COMIC RELIEF

WHAT WE KNOW ABOUT YOUNG PEOPLE'S MENTAL HEALTH



ONE QUARTER OF CHILDREN AND YOUNG PEOPLE SUFFER FROM ANXIETY DISORDERS OR DEPRESSION BY ADULTHOOD*



BOTH ANXIETY DISORDERS AND DEPRESSION IN CHILDREN AND YOUNG PEOPLE ARE ASSOCIATED WITH SIGNIFICANT ADVERSE MENTAL HEALTH AND LIFE COURSE OUTCOMES, WITH THE ONSET OF THE MAJORITY OF ADULT ANXIETY DISORDERS AND DEPRESSION OCCURRING IN CHILDHOOD OR ADOLESCENCE.*

* Taken from 2015 Anna Freud Centre publication: Computerised therapies for anxiety and depression in children and young people: A systematic review and meta-analysis
Kim-Cohen et al., 2003; Pine, Cohen, Gurley, Brook, & Ma, 1998;; 2001

WE ALSO KNOW THAT:

THERE IS A RELATIVELY LARGE AMOUNT OF RESEARCH SHOWING THE EFFECTIVENESS OF COMPUTERISED THERAPY FOR ANXIETY AND DEPRESSION IN ADULTS.



CHILDREN AND YOUNG PEOPLE HAVE SHOWN FAVOURABLE ATTITUDES TOWARDS THESE TYPES OF INTERVENTION.

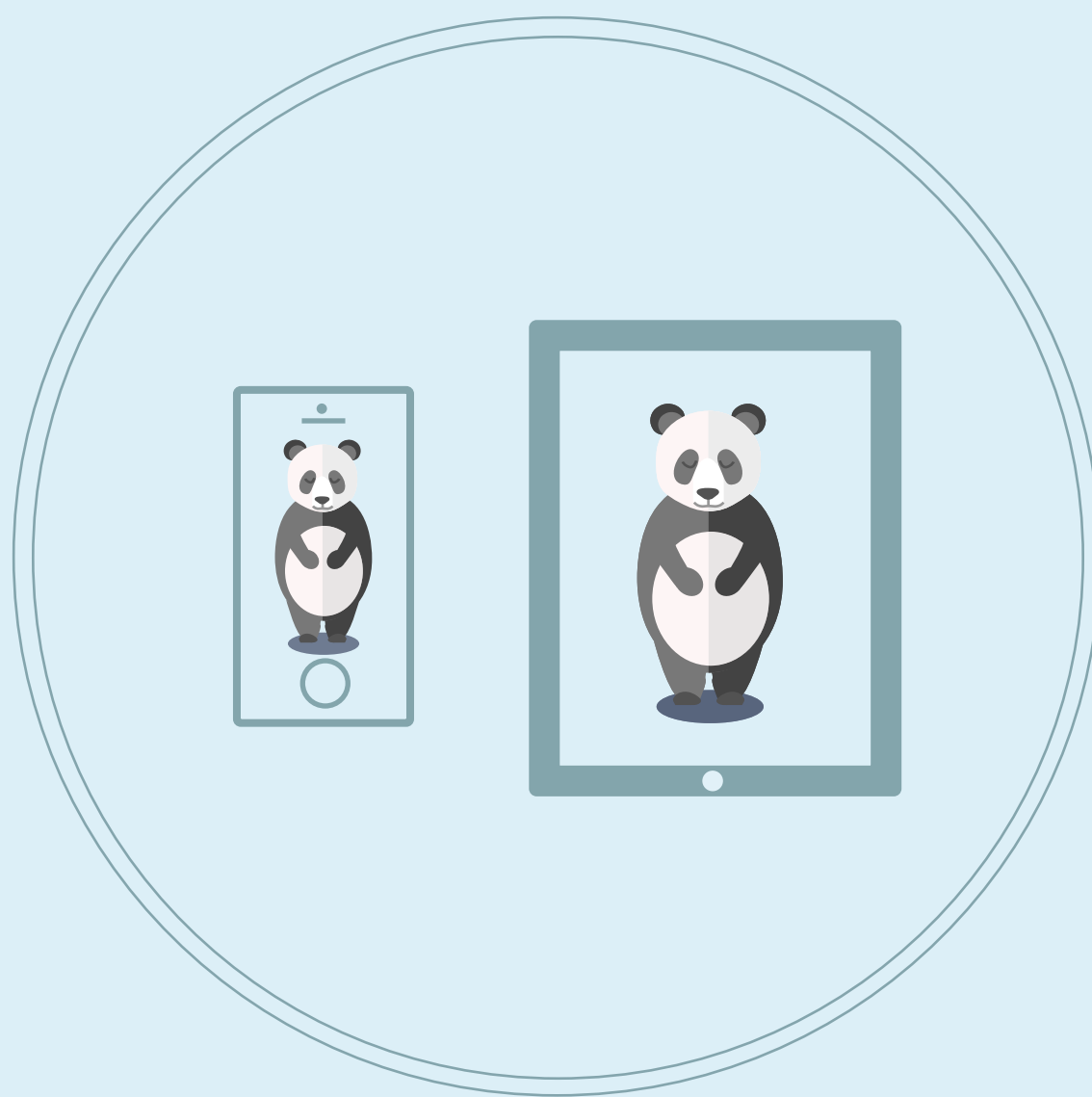
* Andersson & Cuijpers, 2009; Andrews, Cuijpers, Craske, McEvoy, & Titov, 2010; Reger & Gahm, 2009).
* Stallard, Velleman, & Richardson, 2010.

WHAT WE ARE ALREADY DOING

WE COMBINED THE CLINICAL KNOWLEDGE OF SPECIALISTS AT THE ANNA FREUD CENTRE WITH THE DIGITAL AND CREATIVE SKILLS OF CODERS AND DESIGNERS AT FOUNDERS & CODERS/DWYL.

TOGETHER WE BUILT "BREATHE WITH ME" - A PROTOTYPE FOR THE INITIAL FEATURE IN OUR PROPOSED MOBILE APPLICATION, TEACHING CHILDREN AND YOUNG PEOPLE TO BREATHE MINDFULLY WHEN EXPERIENCING ANXIETY.

"BE MINDFUL ONLINE"*
FOUND MINDFULNESS PRACTICES TO REDUCE ANXIETY SYMPTOMS BY 58%



* see <https://www.mentalhealth.org.uk/statistics/mental-health-statistics-anxiety>.

HOW WE DELIVER

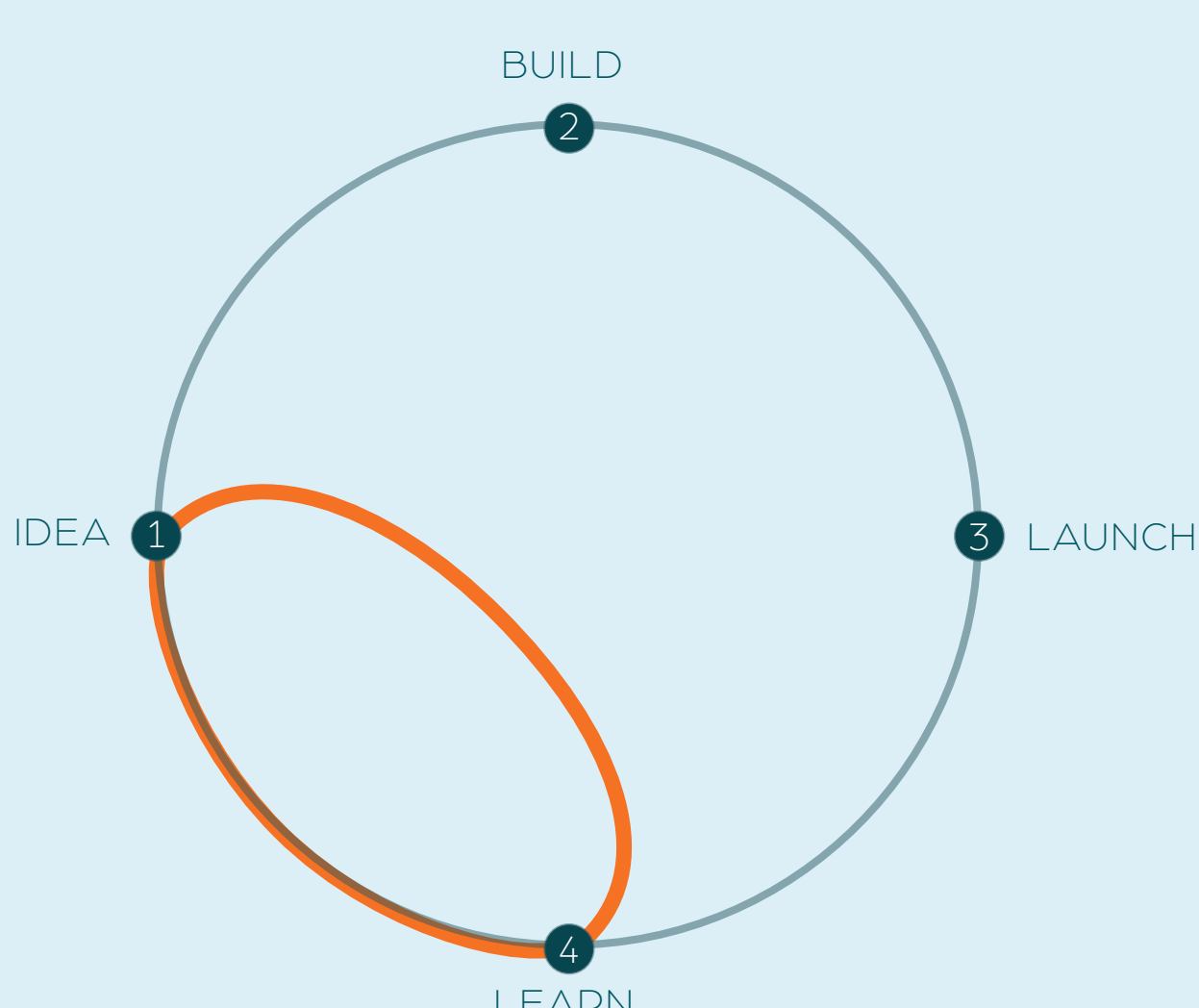
AT THE ANNA FREUD CENTRE OUR GOAL IS TO DEVELOP, DISSEMINATE AND DELIVER THE BEST POSSIBLE EVIDENCE-BASED TREATMENT, THROUGH SCIENTIFIC INNOVATION, RESEARCH AND COLLABORATION AND UNDERPINNED BY THE DIRECT EXPERIENCE AND INSIGHT OF CHILDREN AND THEIR FAMILIES.

WE CAN'T ACHIEVE THIS GOAL ON OUR OWN.

THE WORK OUR DIGITAL PARTNERS AT F&C AND DWYL DO IS DEEPLY USER-CENTRIC.

THEY PRACTICE AGILE DEVELOPMENT, ENSURING THAT EVERYTHING THEY DESIGN AND BUILD IS TESTED THROUGHOUT THE DEVELOPMENT PROCESS AND CONTINUOUSLY IMPROVED.

THEY THEREFORE DELIVER PRODUCTS THAT ARE TRULY WHAT OUR YOUNG PEOPLE NEED, WANT AND MAKE A DIFFERENCE.



TOGETHER WE ARE AIMING TO

DEVELOP A DIGITAL PRODUCT WHICH YOUNG PEOPLE WOULD WANT TO USE AND THAT WOULD IMMENSELY BENEFIT THEIR CAPABILITY FOR SELF CARE.

THIS APPLICATION WILL BE EMBEDDED INTO THE WORK ANNA FREUD IS CURRENTLY DOING WITH SCHOOLS AND TRAINERS ALLOWING THESE KEY FIGURES IN YOUNG PEOPLE'S LIVES TO BETTER SUPPORT THEM AND ENSURING THE SUSTAINABILITY OF THE APP.

