**Communications toolkit:**

**Good Thinking – London’s 24/7 digital**

**mental health and wellbeing service**

**Using this document**

This toolkit contains information about the Good Thinking service. It will support you in raising awareness of the free, personalised advice, and NHS-approved apps and resources available through our website to help support positive mental health and wellbeing across your network and within your local community.

The toolkit includes:

* an introduction to the Good Thinking digital mental wellbeing service and the improvements we have made to make it easier for Londoners to get the support they need;
* links to useful resources for you to share online and through your networks;
* a newsletter/bulletin article for you to use to raise awareness of Good Thinking within your community;
* social media content for you to use to promote the toolkit to your community on your Twitter, Instagram and Facebook pages. Please tag us in [@GoodThinkingUK](https://twitter.com/GoodThinkingUK)

We’d appreciate your support in promoting the Good Thinking service to improve mental health and wellbeing across London.

You can find out more here: <https://www.good-thinking.uk/>

If you have any questions, please contact the Good Thinking team at

[info@good-thinking.uk](mailto:info@good-thinking.uk)

### **About Good Thinking**

**What is Good Thinking and how are we supporting Londoners?**

Good Thinking is a digital service that helps Londoners look after their mental health and wellbeing in a way that works for them. We provide personalised advice, support and resources to help people struggling with:

* stress;
* anxiety;
* low mood;
* sleep;
* other mental health concerns such as trauma, bereavement and eating disorders.

Our service is:

* free of charge;
* NHS-approved;
* available 24/7 on any device and completely anonymous.

**What resources are available through Good Thinking?**

Good Thinking provides a range of resources to help Londoners improve their mental wellbeing, including:

* free apps (NHS-approved and independently assessed);
* a clinically validated self-assessment tool powered by [DoctorLink](https://www.doctorlink.com/);
* quick quizzes which give tailored support recommendations;
* printable workbooks and guides;
* advice articles with tips to boost mental health;
* blogs and personal stories;
* podcasts;
* videos and webinars.

**Why is it important that Good Thinking services are personalised?**

Londoners have told Good Thinking that there is no ‘one size fits all’ solution when it comes to their mental health – they want information and support that reflects how they live and what their values are.

So, Good Thinking has been working with a variety of organisations, faith communities, academics, charities, and many others to create tailored, impactful content. Everyone’s mental health is different – we are here to help Londoners find their own path to improve their wellbeing.

**History of Good Thinking**

Since its launch in 2017, over 690,000 people have used our digital service to tackle anxiety, stress, low mood, sleep problems and other concerns that can impact upon mental health and wellbeing.

Good Thinking is free for those who live, study or work in London thanks to the support of the Mayor of London, London Councils and Directors of Public Health. The service is delivered by Healthy London Partnership and has been developed by Londoners, for Londoners.

**Newsletter/bulletin copy**

**Good Thinking – helping Londoners find their own path to good mental health and wellbeing**

Good Thinking is a free, digital mental health and wellbeing service that gives Londoners 24/7 access to tailored advice and NHS-approved resources. There is a range of support available for those struggling with stress, anxiety, low mood, sleep and other mental health concerns.

Over the last five years Good Thinking has evolved and progressed by engaging with organisations, community and faith groups, charities and users from across London to gather feedback and understand changing needs. It truly is a service developed by Londoners, for Londoners.

Good Thinking’s mental health and wellbeing website is now more accessible, making it easier to find the trusted support, personalised advice and tools you need to look after your mental wellbeing.

Now more than ever, as things continue to feel uncertain for many people alongside increased cost of living pressures, Londoners are looking for help and support with their mental health. Good Thinking is on hand, with anonymous self-assessments and quick quizzes for tailored guidance and recommended resources, as well as access to free NHS-approved apps, advice, workbooks, podcasts and videos.

For more information about the service, and to access free support and resources, visit [Good Thinking](https://www.good-thinking.uk/).

**-Ends-**

**Social media content**

**Videos**

We’ve uploaded several short videos to YouTube to help you promote the Good Thinking service and its value to Londoners. The videos include interviews with key Good Thinking stakeholders, and give various public health perspectives about why it is a vital service.

Please share these videos across your social media channels and with members of your community. The YouTube video links are below:

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| **YouTube video links** | **Description** |
| <https://youtu.be/SZoZCyrzuOA> | Dr Chantelle Fatania, Consultant in Public Health at Haringey Council talks about Good Thinking’s range of faith and belief community based resources. |
| <https://youtu.be/6vU8sK0et_A> | Professor Kevin Fenton CBE, London Regional Director, OHID, talks about what Good Thinking means to Londoners. |
| <https://youtu.be/6vLdFp4yN5M> | Dr Chris Streather, London Regional Medical Director, NHSE London talks about how Good Thinking supports Londoners with positive mental health and resilience. |
| <https://youtu.be/8MmIWKD5Uzs> | Dr Phil Moore GP, Mental Health Clinical Co-Director for London talks about how Good Thinking can be accessed free of charge, 24/7 for reliable, NHS-approved advice and resources. |

**DOWNLOAD:** Individual videos can also be downloaded at the link below:

<https://drive.google.com/drive/folders/1j3ioAmKeefVYELZNKrp_lq7dTnyB0sVU?usp=sharing>

**DOWNLOAD:** all the videos listed above are available to download in portrait format for Instagram reels at the link below:

<https://drive.google.com/drive/folders/1KgJRhspxbaLrhc-p5PdvHUVBE0iWxHQX?usp=sharing>

### **Assets / graphics for social media** We’ve developed a range of graphics that you can use to support us in promoting the Good Thinking service and our resources.

These are available to download using the link below:

<https://drive.google.com/drive/folders/1A-QcbmAUo1Rbxi6IUAS8kYGzBxUlZm3Z?usp=sharing>

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### **Content for social media**

Please support Good Thinking through your own social media channels by:

* encouraging people to visit the [Good Thinking website](https://www.good-thinking.uk/) for support;
* creating your own posts;
* liking and sharing the social content posted from the Good Thinking channels (listed below).

**Facebook** [goodthinkinguk](https://www.facebook.com/goodthinkinguk)

**LinkedIn**  [goodthinkinguk](https://www.linkedin.com/company/goodthinkinguk)

**Instagram** [www.instagram.com/goodthinkinguk](http://www.instagram.com/goodthinkinguk)

**Twitter**  [@GoodThinkingUK](https://twitter.com/goodthinkinguk)

Feel free to share the social media graphics available to download [here](https://drive.google.com/drive/folders/1A-QcbmAUo1Rbxi6IUAS8kYGzBxUlZm3Z?usp=sharing) with your posts!

Please find below some example posts that can be shared on your social channels. Remember to tag us in when you can **@GoodThinkingUK** 😊

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| **Copy for Twitter** | **Link** |
| Everyone needs help from time to time.  If you or someone you know is struggling, @GoodThinkingUK is available 24/7 with free advice and resources to boost your mental wellbeing.  Visit [www.good-thinking.uk](http://www.good-thinking.uk) for tools to help you tackle stress, anxiety, low mood and poor sleep. | <https://www.good-thinking.uk/> |
| In uncertain times it's normal to feel worried and anxious.  @GoodThinkingUK have advice and free NHS-approved apps and resources to help you manage stress, anxiety, low mood and poor sleep.  [www.good-thinking.uk](http://www.good-thinking.uk) | <https://www.good-thinking.uk/> |
| It can be hard to know where to turn when you are feeling overwhelmed, stressed and anxious.  For advice and free NHS-approved apps and resources to help you improve your mental health and wellbeing visit [www.good-thinking.uk](http://www.good-thinking.uk).  We’ve got you. @GoodThinkingUK | <https://www.good-thinking.uk/> |
| Mental health isn’t one size fits all.  Visit [www.good-thinking.uk](http://www.good-thinking.uk) for personalised advice and NHS-approved apps and resources to help you improve your mental wellbeing.  Find the right support for you @GoodThinkingUK. | <https://www.good-thinking.uk/> |
| As pressures on Londoners grow with the rising cost of living, looking out for yourself and those around you is more important than ever.  For free tips, advice and tools to help yourself and others tackle stress, anxiety, low mood and poor sleep visit [www.good-thinking.uk](http://www.good-thinking.uk). @GoodThinkingUK | <https://www.good-thinking.uk/> |

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| In uncertain times it's normal to feel worried and anxious.  Visit [www.good-thinking.uk](http://www.good-thinking.uk) for advice and free NHS-approved apps and resources to help you manage stress, anxiety, low mood and poor sleep. | <https://www.good-thinking.uk/> |
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| It can be hard to know where to turn when you are feeling overwhelmed, stressed and anxious.  For advice and free NHS-approved apps and resources to help you improve your mental health and wellbeing visit [www.good-thinking.uk](http://www.good-thinking.uk).  Not sure where to start? Try a Good Thinking self-assessment. They are clinically validated, completely anonymous and take around 20 minutes.  Answer questions about your thoughts, feelings and lifestyle and get a guiding diagnosis, tailored advice and relevant treatment options where necessary.  👉 [www.good-thinking.uk/self-assessments/](http://www.good-thinking.uk/self-assessments/) | <https://www.good-thinking.uk/>  and  <https://www.good-thinking.uk/self-assessments/> |

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| **Copy for Instagram - you can also download videos for reels at:** [**https://drive.google.com/drive/folders/1KgJRhspxbaLrhc-p5PdvHUVBE0iWxHQX?usp=sharing**](https://drive.google.com/drive/folders/1KgJRhspxbaLrhc-p5PdvHUVBE0iWxHQX?usp=sharing) | **Link** |
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**Your support in sharing the Good Thinking service is greatly appreciated.**

**Please feel free to share this toolkit amongst your colleagues and networks as far and wide as possible.**