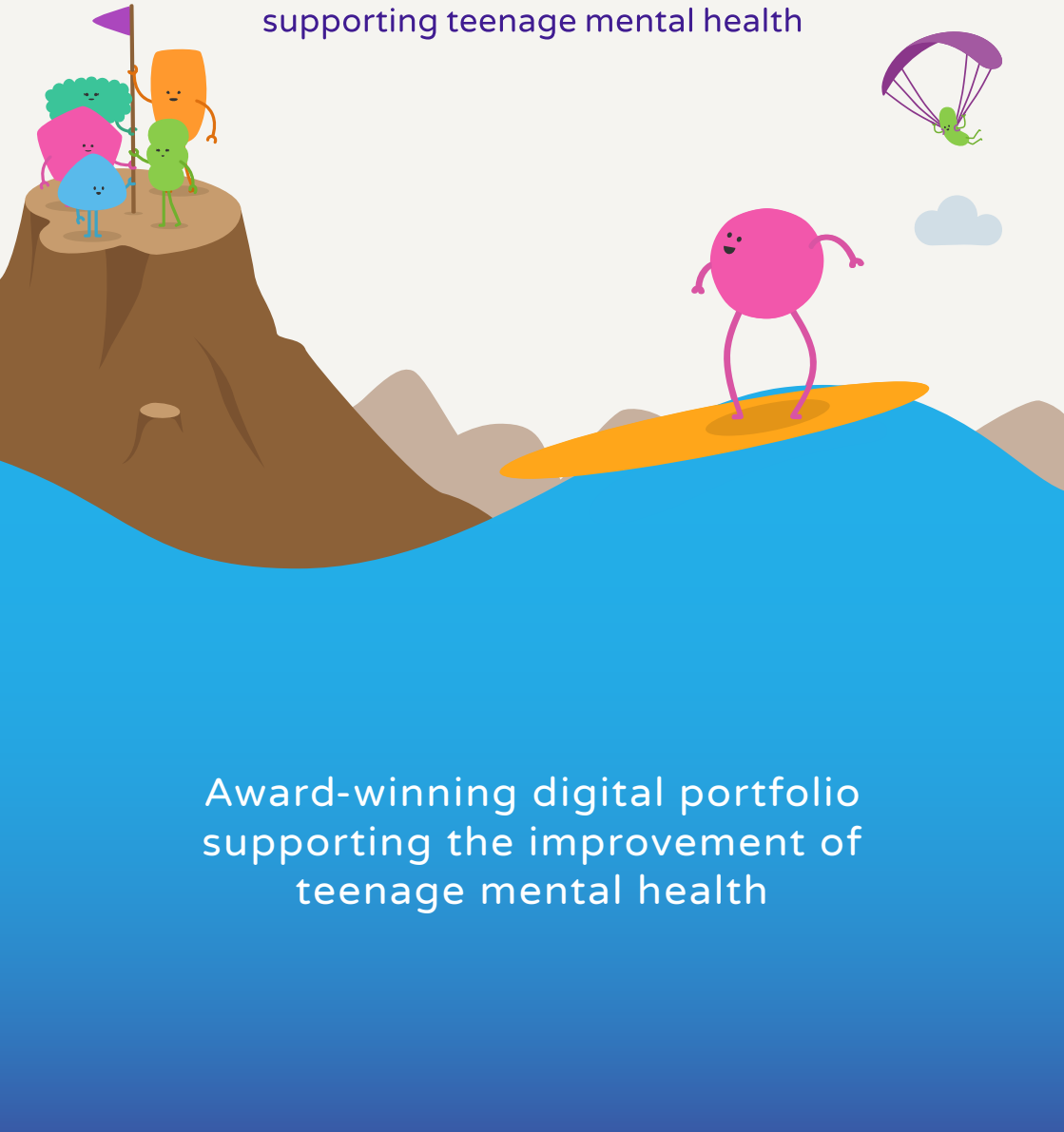




stem4i

supporting teenage mental health



Award-winning digital portfolio
supporting the improvement of
teenage mental health

Contents

3 | About stem4



Calm Harm

An app to help teenagers resist or manage the urge to self-harm



Clear Fear

An app to help children and young people manage the symptoms of anxiety



Combined Minds

An app to help families and friends provide mental health support



Coming Soon

An app to help teenagers manage the symptoms of depression

10 | Case Study

Introducing a localised version of Calm Harm to Leeds

11 | Opportunities

About stem4

stem4 is a charity that promotes positive mental health in teenagers and those who support them including their families and carers, education professionals, as well as school nurses and GPs through the provision of mental health education, resilience strategies and early intervention.

This is primarily provided digitally through our innovative education programme, pioneering mental health apps, clinically-informed website and mental health conferences that contribute to helping young people and those around them flourish.

Our award-winning digital portfolio is growing rapidly with existing and soon-to-be-launched apps to support young people with self-harm, anxiety and depression as well as tools for families and friends to support those diagnosed with a mental illness.

All our apps have been co-designed with their intended audience and include:

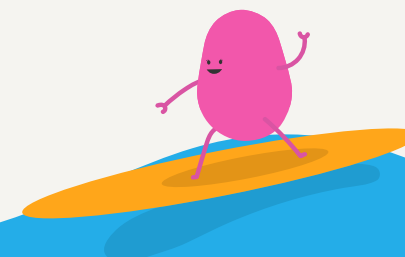
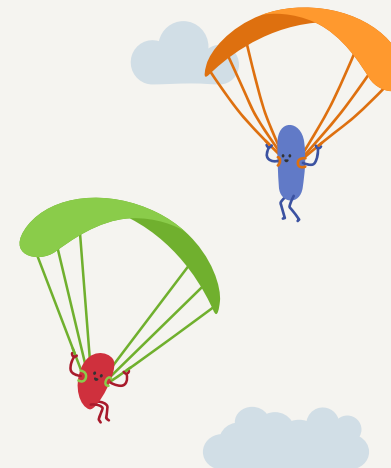
- Pilot study
- Clinical safety case assessment
- Data analytics to measure effectiveness
- Regular feature releases

Read on to find out more about our digital work and the opportunities available to get involved. If you have any questions, you can reach out to enquiries@stem4.org.uk.



Nihara

Dr Nihara Krause (stem4 CEO)



CALM HARM

Calm Harm is a free to use app to help teenagers resist or manage the urge to self-harm through supportive, evidence-based Dialectical Behaviour Therapy (DBT) techniques.

CO-DESIGNED WITH
YOUNG PEOPLE



There is a shockingly sharp upward trend in the prevalence of self-harm amongst children and young people in the UK; and it is estimated that around 15% of 17 to 19-year olds, and 5.5% of 11 to 16-year olds have self-harmed or made a suicide attempt*.

Calm Harm was created to support these people and is based on the notion that 'the urge to self-harm is like a wave - feeling most powerful when you start wanting to do it. Once you surf the wave, the urge will fade.'



CALM HARM

"I would like to say a humongous thank you to the creators of Calm Harm. I've used it many times to avoid hurting myself. It has helped massively - I find the coping strategies extremely helpful and they work very well.

I also love how easily accessible everything is! It's very organised and quick and easy. Again, a huge thank you to everyone who created this app, you've saved my life, literally!! And I'm guessing so many more. You are the reason I'm still here guys and I will never ever be able to thank you enough!"

Users can learn to 'surf the wave' through 5 or 15 minute exercises; activity is logged and data is presented to the user in a visual graph to help them better understand their urges and more effectively manage them.

* Mental Health of Children and Young People in England survey, NHS Digital, Published November 2018.

Data correct at the time of publication
- September 2019.

Over
950,000
downloads globally

61% of users
are under 19

93%

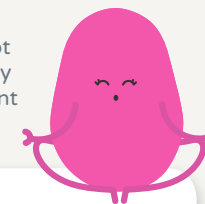
of users report a
reduction in the urge
to self-harm after
completing an activity

29%

of users provide
anonymous
demographic
information

75%

of users are not
undergoing any
formal treatment
for self-harm



DBA Gold
Award for Design
Effectiveness



Gold DXA Award for
Best Not for Profit
Digital Experience

WINNER OF:



UXUK Award
for Best Overall
User Experience



UXUK Award for
Best Not for Profit
User Experience



Northern
Digital Award
for Best App



NHS Positive Practice
Award for Best Digital
Innovation

Visit www.calmharm.co.uk to find out more

Find Calm Harm here:



CLEAR FEAR

Clear Fear is a free to use app to help teenagers overcome anxiety through supportive, evidence-based Cognitive Behaviour Therapy (CBT) techniques.

CO-DESIGNED WITH
YOUNG PEOPLE



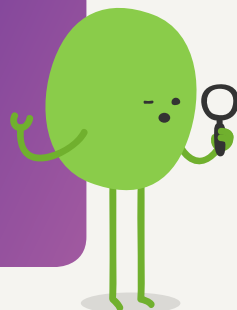
Around 25% of 8 year olds and 21.7% of 17 year olds report some form of anxiety. Anxiety is a natural response to fear, threat and apprehension. However, when anxiety is extreme or goes on for a long time, or the response to a threat is disproportionately large and affects a person negatively, it may become an anxiety disorder.

Clear Fear is based on the notion that 'the fear of threat, or anxiety, is like a strong gust of wind. It drags you in and makes you want to fight it or run away. When you face your fear, you will reduce the threat and glide.'

Clear Fear helps users focus on learning to reduce the physical responses to threat by learning to breathe, relax and be mindful as well as changing thoughts and behaviours and releasing emotions.



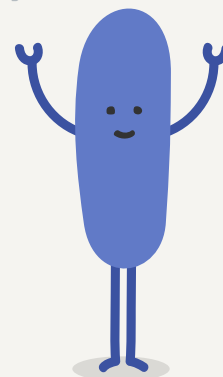
"Has really honestly helped me better myself. I have a tendency to talk down to myself for things I can't control, and this app has done so much to help that with the activities it offers. I've been treating myself better and even started working out and eating better. It's a good app and I recommend."



Data correct at the time of publication
- September 2019.

Over
50,000
downloads globally

41% of users
are under 19



92%

of users reported a
reduction in anxiety
after completing
an activity

70%

of users provide
anonymous
demographic
information

**Over
9,000
hours**

have been spent using
the app which equates
to a full-time NHS clinical
psychologist carrying out
consultations for anxiety
disorders over a period
of seven years



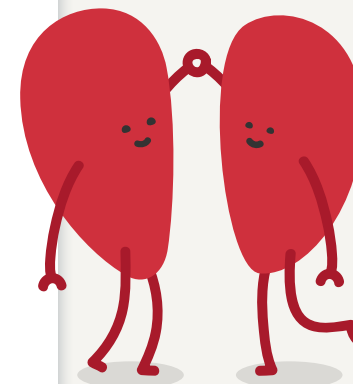
Shortlisted For:

RSPH
ROYAL SOCIETY FOR PUBLIC HEALTH
VISION, VOICE AND PRACTICE

RSPH Health &
Wellbeing Awards 2019



AXA PPP Health Tech &
You Challenge Award



Visit www.clearfear.co.uk to find out more

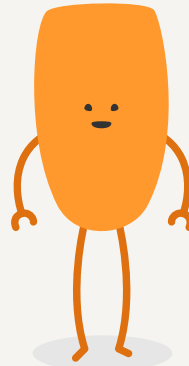
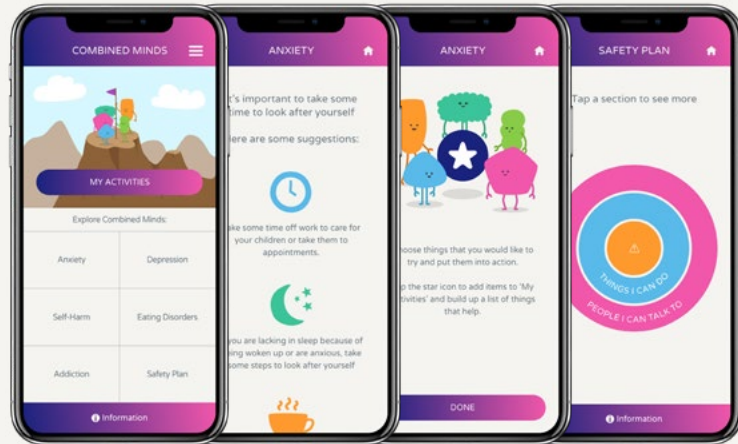
Find Clear Fear here:



COMBINED MINDS

Combined Minds is a free to use app to help families and friends support young people with their mental health.

CO-DESIGNED WITH
PARENTS AND FRIENDS



COMBINED MINDS



When a young person has a diagnosed mental health condition, families and friends want to support them in the best way but also know when to step back. Families and friends are important influencers in the lives of young people, providing positive impact on their mental health.

Combined Minds uses a 'strengths-based' approach which has been shown to be effective in recovery. This approach moves away from the 'deficits' that individuals with mental health difficulties might be said to show or experience and instead focuses on resourcefulness and resilience.

This app helps families and friends to find ways to provide the right environment to help the individuals they support affect their own change. A strengths-based approach works both ways, so families and friends search for their own strengths as well, creating a solid connection and supportive network.

Visit www.combinedminds.co.uk to find out more

Find Combined Minds here:



Coming Soon...



MOVE MOOD

An app using an evidence-based, Behavioural Activation approach to help teenagers manage symptoms of depression

Calm Harm Leeds Case Study

In January 2017, a refreshed National Suicide Prevention Strategy was launched with a focus on expanding the scope of the strategy to include self-harm prevention in its own right. This flowed through into Leeds City Council's Suicide Prevention Action Plan (2018-2021) which also highlighted the reduction of self-harm as a key priority area.

The action plan, which sits within the context of the wider Public Mental Health programme is informed by priorities relating to local needs, national policy and evidence-base for suicide prevention and focuses on reducing the risk of suicide in high-risk groups, including those with a history of self-harm.

One of the recommendations within this report was for the Council to work closely with the CCG to develop digital platforms in support of this area. Rather than starting from scratch, they identified Calm Harm as a positive digital tool in this space and engaged to understand how the user experience could be personalised to the residents of Leeds.



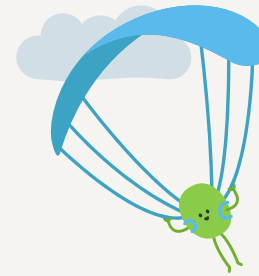
As Leeds already has its own mental health brand for young people, bespoke user journeys were developed to ensure that those based in Leeds are able to use the MindMate avatars to support them throughout the app. Signposting to services has been configured to local and regional services as a priority, helping young people better understand what support is available in their locality.

Anonymised data and analytics is segregated for Leeds City Council's localised reporting to enable them to demonstrate effectiveness within the Leeds area.

Data can also be aggregated with the wider Calm Harm information to report at a macro level across the UK and internationally.



Opportunities



Data Package

There is a wealth of anonymised data within our digital portfolio that can help to inform mental health priorities and service design at a national, regional or local level.

Localisation Package

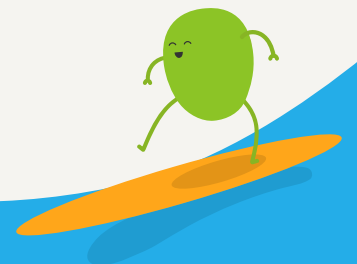
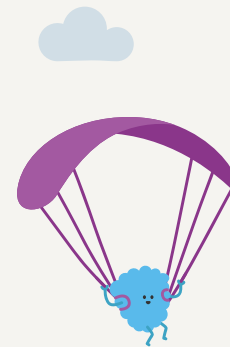
Personalised user journeys and signposting for users within your locality. Read about how we worked with Leeds City Council to deliver this work package on page 10.



Research Package

With a user base of over 1 million (20-25% of this user base is active at any one time), mental health research opportunities can be made available at varying levels.

Talk to us to today to find out how stem4 can support your mental health, public health or research objectives.





supporting teenage mental health

www.stem4.org.uk

For information about how to get involved with stem4,
please email enquiries@stem4.org.uk

To discuss licensing opportunities for stem4's digital
portfolio, please email dr.nihara.krause@stem4.org.uk

Wimbledon Business Centre, Old Town Hall,
4 Queens Road, London, SW19 8YB
Registered Charity No. 1144506

stem4's digital portfolio is delivered
in collaboration with digital partner



www.hma.co.uk