Anxiety Management App 'Clear Fear' shortlisted for 'App of the Year'

26 February 2020: Amongst soaring rates of mental ill health amongst young people in the UK, Clear Fear - an app designed to help teenagers manage symptoms of anxiety - was shortlisted for the title 'App of the Year' at the inaugural Northern Dev Awards. Judged on user experience, creativity, functionality, conversion and innovation, Clear Fear featured alongside 5 other apps in the category. The free app was created by teenage mental health charity stem4 and Northern-based digital developers HMA, with the aim of helping 11-19 year olds overcome their symptoms and develop positive mental health.

The Northern Dev Awards, presented at a gala dinner and awards ceremony at the Manchester Hall, aim to shine a spotlight on, celebrate and reward the stars of delivering website excellence in the North. The ceremony, run by Don't Panic Events, featured 31 categories celebrating work, companies, agencies and individuals who deliver exceptional, effective and innovative work in the North. Clear Fear was accompanied in their 'App of the Year' category by Allstar Media Services with Bar Fibre, Autocab with iGo, Geeks with WordUp, Intelligent Mobile & Longleat Enterprises with Longleat App and Our Studio & General Projects with Hingston Studio with Storybox iOS App.

Clinically developed based on Cognitive Behaviour Therapy (CBT), Clear Fear helps users to overcome their anxiety symptoms by learning to regulate their physiological responses through graded relaxation and breathing or by learning to challenge unhelpful styles of thinking through exercises. It also aids users in overcoming behavioural elements of anxiety disorders such as avoidance in social anxiety and phobias, or over-checking in obsessive-compulsive disorder by inviting them to complete increasingly challenging interactions that the user generates themselves for their environment. The app offers the opportunity for emotional expression, self-monitoring, resilience building and helpful resources. As a result, 92% Clear Fear users report a reduction in their symptoms after completing an activity.

CALM HARM   CLEAR FEAR   COMBINED MINDS   CONFERENCES   WEBSITE   HEAD ED

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App developers HMA also picked up an award for Best Developer (medium category) and Best Website (pictured).

About stem4: stem4 is a Wimbledon based, award winning charity that supports teenage mental health. In order to foster positive teenage mental health, it provides evidence-based education, builds resilience, enhances motivation to change, and signposts to ensure early intervention and action. stem4 focuses on commonly occurring mental health issues in teenagers including eating disorders, anxiety, depression, self-harm and addiction.

stem4's work is primarily provided digitally through their innovative education programme, pioneering mental health apps and clinically-informed website. They also host mental health conferences that contribute to helping young people and those around them flourish. stem4 targets and supports families, schools, health professionals and communities as well as the teenagers themselves.

Website: www.stem4.org.uk

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