



News Release

EVERY MIND MATTERS: GROUNDBREAKING NEW PLATFORM LAUNCHED TO SUPPORT MENTAL HEALTH

- Public Health England, in partnership with the NHS, today launches Every Mind Matters, a new way of empowering people to manage and improve their mental health.
- Survey shows more than eight in ten (83%) people have experienced early signs of poor mental health including feeling anxious, stressed, having low mood or trouble sleeping in the last 12 months.
- The Duke and Duchess of Cambridge and The Duke and Duchess of Sussex have supported Every Mind Matters by voicing a special film.
- Written by Richard Curtis and directed by Rankin the film features celebrities including Gillian Anderson, Davina McCall, Glenn Close, Freddie Flintoff, Professor Green and Nadiya Hussain. The film will be broadcasted simultaneously on ITV, Channel 4 and Sky channels.

Public Health England (PHE), in partnership with the NHS, today launches Every Mind Matters to help people take simple steps to look after their mental health, improve their mental wellbeing and support others.

It is increasingly recognised that taking care of our mental health is as important as maintaining good physical health. A new PHE survey reveals more than eight in ten (83%) people have experienced early signs of poor mental health including feeling anxious, stressed, having low mood or trouble sleeping in the last 12 months*. While these can be a natural response to life's challenges, they can become more serious if people don't take action – and many wait too long.

Over a quarter (27%) of people who experienced signs of poor mental health waited at least six months before taking action to manage their mental health, with three quarters (74%) of those who waited this long wishing they had done so sooner.

Every Mind Matters shows people the simple steps they can take to be better prepared for life's ups and downs. The new platform, which has been endorsed by the Royal College of General Practitioners (RGCP), will enable people to create a personalised action plan recommending a set of self-care actions to deal with stress, boost mood, improve sleep and feel in control.

A special film to promote Every Mind Matters has been written by Richard Curtis and directed by Rankin, narrated by Their Royal Highnesses The Duke and Duchess of Cambridge and The Duke and Duchess of Sussex. It shows how we can all look after our mental health and will be aired at 8:45pm on Monday night across ITV, Channel 4 and Sky channels.

The powerful film features a range of people whose lives have been affected by poor mental health, including a cast of well-known faces: Gillian Anderson, Glenn Close, Freddie Flintoff, Professor Green,

* 83% of respondents reported experiencing at least one concern - low mood, anxiety, stress, trouble sleeping, social anxiety, depression, panic, obsessions and compulsions, or trauma in the last 12 months.

Davina McCall, Jordan Stephens, Will Young, Sir Bradley Wiggins, Nadiya Hussain, Rob Beckett, Katie Piper, Joe Sugg and Alastair Campbell.

The launch follows eighteen months of planning and local and regional piloting, developed with clinical and academic experts, national mental health charities[†] and input from people with experience of poor mental health. Clinically-assured by the NHS, Every Mind Matters is evidence-based and it shows people how to build simple changes into their daily lives – such as reframing unhelpful thoughts, breathing exercises and increasing physical activity.

All of these have well evidenced impact on improving and maintaining good mental health, which can help people to get more out of life, feel and function better, have more positive relationships and manage difficult times – now and in the future.

Every Mind Matters is backed by a coalition of mental health charities and champions, including Mind, Mental Health Foundation, MHFA England, Samaritans, The Royal Foundation, Centre for Mental Health, Rethink, Time to Change, NSUN, What Works for Wellbeing Centre and Good Thinking.

This new resource is available for the public and for GPs to advise their patients to use. The NHS will also promote Every Mind Matters to its one-million plus workforce.

Some of the nation's biggest companies from the high street, entertainment, sport and finance have pledged to adopt Every Mind Matters for their employees, customers and fans. These include Nationwide, Greggs and the England and Wales Cricket Board, who will be empowering their staff and the public to take their mental health into their own hands and encouraging them to create their own action plan.

Health Secretary Matt Hancock said:

“Our health - both mental and physical - is an asset that needs to be nurtured. We're all aware of the benefits of looking after our physical health and the steps we can take to keep ourselves healthy, but many of us are not as knowledgeable or proactive as we could be when it comes to our mental health.

“Every Mind Matters will benefit us all with an accessible tool to help manage our wellbeing at the click of a button. It will offer vital support to those living with a mental health condition and give each of us valuable and personalised tips on how to better cope with life's daily struggles, while contributing to tackling the stigma that can still surround mental health.”

Duncan Selbie, chief executive of PHE, said:

“Our health is affected by our circumstances, including having a job, friends and a roof over our heads. Anxiety, stress, low mood and trouble sleeping can affect everyone. Every Mind Matters aims to help people to better handle life's ups and downs.”

Simon Stevens, NHS chief executive, said

“Over the past few years there's been a profound sea change in public attitudes and awareness about mental health. So at the same time the NHS is expanding the availability of specialist mental health support and treatment, people are increasingly interested in practical steps they can take themselves to prevent and manage common mental health problems such as anxiety, stress and depression. That's

where Every Mind Matters comes in, as a helpful complement to the work of NHS mental health teams and services."

Paul Farmer, chief executive of Mind, said:

"We all have mental health just as we all have physical health, and it can vary from good to poor. Most people know how important it is to look after their physical health and more and more people are understanding the need to look after their mental health as well, but lots of us don't know where to start.

"That's why Mind has been helping develop Every Mind Matters, to empower people with the tools they need to deal with everyday causes of stress, anxiety, low mood and trouble sleeping. Taking proactive steps like increasing physical activity and connecting with others can help prevent these issues developing into more serious mental health problems further down the line.

"We hope that this campaign will help increase public awareness of how we can all stay as mentally well as possible."

To discover simple steps for a healthier mind, create your bespoke action plan at:

www.everymindmatters.co.uk

PHE survey results

The PHE survey also found:

- nearly six in ten (57%) people who experienced concerns about their mental health turned to unhealthy behaviours – smoking, drinking alcohol, unhealthy eating or taking recreational drugs[‡]
- just over half (53%) of people who experienced concerns about their mental health avoided social situations or contact from friends and family.
- of those who took action, around a third (31%) only did so when it was having an impact on their daily life

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Notes to Editors

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1. PHE exists to protect and improve the nation's health and wellbeing, and reduce health inequalities. It does this through world-leading science, research, knowledge and intelligence, advocacy, partnerships and the delivery of specialist public health services. PHE is an operationally autonomous executive agency of the Department of Health. It provides government, local

[‡] Respondents reported turning to unhealthy eating habits (36%), drinking alcohol (34%), smoking (19%), using recreational drugs (10%) to manage or relieve mental health concerns.

government, the NHS, Parliament, industry and the public with evidence-based professional, scientific and delivery expertise and support. For more information on PHE visit www.gov.uk/phe or follow us on Twitter @PHE_uk

2. All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 3373 adults. Fieldwork was undertaken between 29th July - 13th August 2019. The survey was carried out online. The figures have been weighted and are representative of all English adults (aged 18+).

About Every Mind Matters

1. Please use the following Dropbox link to download additional imagery and film content for Every Mind Matters here. Also includes instructions to embed EMM on your website: [\(insert Dropbox link\)](#)
2. Every Mind Matters provides simple and practical advice to follow in order to improve mental health and deal with challenges like stress, low mood, anxiety and trouble sleeping.
3. The campaign directs people to a new, interactive tool on the Every Mind Matters website that will give people a free action plan to improve their mental health. The website also provides advice on how to help others who are struggling with their mental health.
4. Public Health England and NHS England have come together with a coalition of partners across the public and private sector to develop Every Mind Matters, including Mind, Mental Health Foundation, MHFA England, Samaritans, The Royal Foundation, Centre for Mental Health, Rethink, Time to Change, NSUN, What Works for Wellbeing Centre and Good Thinking.

Stakeholder quotes:

Professor Helen Stokes-Lampard, chair of the Royal College of GPs, said:

“Modern life can be very stressful, and GPs are seeing a steady increase in the number of patients coming to us with issues relating to their mental health. The College has long been calling for parity between mental and physical health, so we are pleased to endorse this excellent resource, with its simple but effective steps for taking better care of ourselves. We hope it will be valuable for patients and the healthcare professionals who look after them.”

Professor Wendy Burn, President of the Royal College of Psychiatrists said:

“We need people to have a better understanding of their mental health, how to cope with anxiety and stress and when to seek help. That’s why resources such as Every Mind Matters are vital if we want more people to self-care, equally we do need signposting for those in need of immediate help, and then the services in place to meet their needs.”

Simon Blake OBE, chief executive of Mental Health First Aid (MHFA) England, said:

“We are delighted to be supporting the launch of Every Mind Matters, as one of the informing partners. Every Mind Matters resonates strongly with our vision to improve the mental health of the nation by equipping people with the knowledge, confidence and skills to look after their own and others’ mental health and wellbeing. We are a social enterprise focused on empowering people to access mental health support and we believe the Every Mind Matters tool will be an important self-care resource for the entire population.”

Brian Dow, deputy chief executive of Rethink Mental Illness, said:

“Over time we have transformed our approach to physical health. We know that with the right support people can take steps to lead healthier lives. We are at the beginning of that journey in mental health. Every Mind Matters sets out the positive steps people can take to protect and sustain good mental health and it is equally applicable to those living with mental illness and those without. No one is immune to experiencing challenges to their mental health, and we hope this will lead to more people prioritising their mental health and wellbeing.”

Ruth Sutherland, chief executive of Samaritans, said:

"We are proud to have contributed to the development of Every Mind Matters. There's never been a better time to push mental health to the top of the nation's public health agenda. The free online tool is a great resource to help people look after their mental health, build coping mechanisms and enhance their resilience to the challenges we all face day to day. We welcome Every Mind Matters and the important role it can play in England in complementing the vital services that Samaritans and others provide every day."

Sarah Hughes, chief executive of Centre for Mental Health said:

"Most of us experience a mental health difficulty at some point in our lives. Speedy access to help and advice can make a big difference, yet many people do not know where to turn when they experience difficulty or how to help someone close to them. Centre for Mental Health has been pleased to support Public Health England in developing Every Mind Matters. We hope it will help to grow mental health literacy for people of all ages across the country."

Mark Rowland, Chief Executive of the Mental Health Foundation, said:

"We are proud to have directly supported the development of Every Mind Matters. At its core is an important new tool which encourages people to take practical steps to manage their own mental health. It is easy to use, and can be built into someone's everyday routine. This can really help people manage difficulties and challenges in their lives leading to good mental health for all."