

MENTAL HEALTH

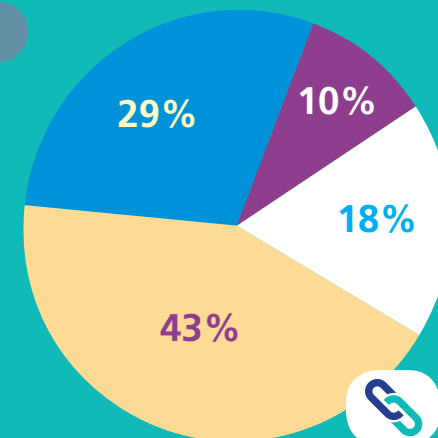
SOCIAL MEDIA – A POWERFUL FORCE FOR GOOD AND BAD MENTAL HEALTH

The all-hours community and rapid multiple exchanges of social media amplify emotions, both positive and negative



E-mental health is the use of information and communication technologies to support and improve mental health, including the use of online resources, social media and smartphone applications

HOW HAPPY IS BRIGHTON & HOVE?
April 2012-March 2015



- Low happiness
- Medium happiness
- High happiness
- Very high happiness



Reposts are more frequent when the content is emotionally evocative

32%

32% of Brighton & Hove secondary school students report that use of social media makes them happier, very or fairly often.



NEGATIVES

Frequent use of platforms such as Facebook carries risks for mental health, especially posting bad news or negative views

Safety online needs to be managed

The fast pace of development creates problems with assessing the safety and effectiveness of new tools or apps

POSITIVES

Social media, the web and apps with a mental health focus can be used to provide 24/7 access to information or wellbeing support

Social media or online campaigns can be effective at changing attitudes to mental health

RECOMMENDATION

Seek feedback from users on social media and online support to enable better signposting

THIS WAY

SOCIAL MEDIA – MAKING CONNECTIONS TO IMPROVE MENTAL WELLBEING

THE FIVE WAYS TO WELLBEING help to maintain emotional resilience:

5

- Connect
- Be active
- Take notice
- Keep learning
- Give

These films show how local people have used them...



There are apps that can help...

- 5** [Five ways to Wellbeing app](#)
- M** [Moodscope website](#)
- Memory Star app**
Mood Boosting app developed by pupils in Haywards Heath



The mental wellbeing innovation fund linked to the Brighton & Hove Happiness strategy helped people to incorporate the Five Ways into their lives.



Five Ways through music: powerfully unforgettable, even when living with dementia



Five Ways through cooking and gardening in projects across the city.



Five Ways through art: ways into expression for people in widely differing circumstances



Public Health and the School Council have adapted the Five Ways to Wellbeing for children based on the findings of The Children's Society.



Children at Carlton Hill Primary talk about what the Five Ways to SMILE mean to them.

THE LOCAL EXPERIENCE OF MENTAL HEALTH AND LOCAL SOLUTIONS

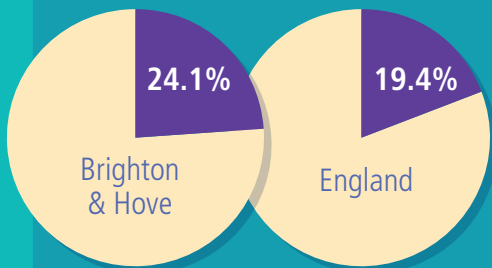


What do local people with lived experience of mental health problems think about the impact of social media?



There are lower levels of eating disorders and post-traumatic stress recorded in Brighton & Hove

There are higher levels of panic, anxiety and depression recorded in Brighton & Hove



Recorded levels of anxiety are particularly high – **24.1%** of residents report high anxiety compared to an average of **19.4%** in England

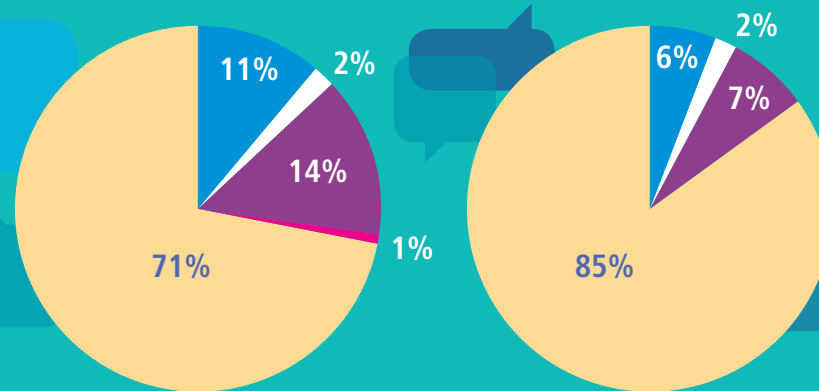


TALKING ANXIETY AND DEPRESSION ONLINE

We mined UK social media data over 6 months from July 2015 until January 2016, following over 4000 authors who talked about anxiety and/or depression in their exchanges.

WHAT DO PEOPLE WITH DEPRESSION TALK ABOUT?

WHAT DO PEOPLE WITH ANXIETY TALK ABOUT?

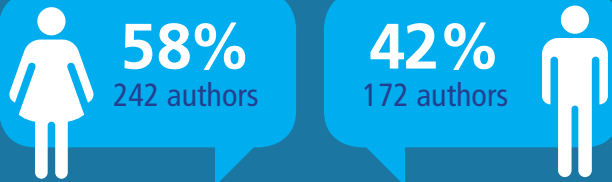


Money Debt Job Partner Ex Partners

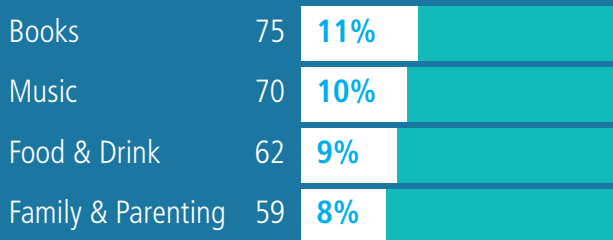


WHO ARE THE PEOPLE WITH DEPRESSION TALKING ON SOCIAL MEDIA?

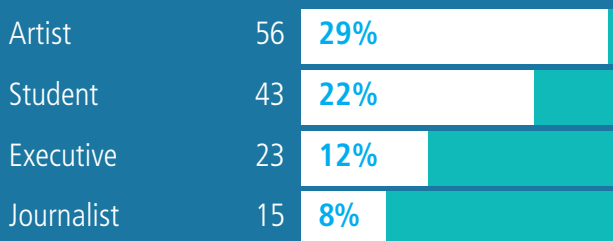
UK Demographics



Top Interests



Top Professions

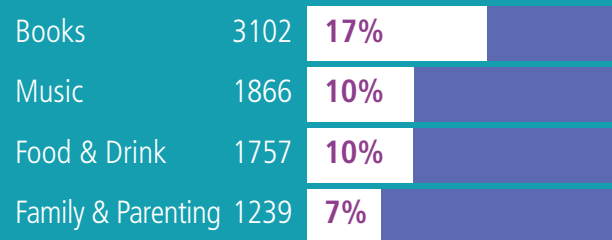


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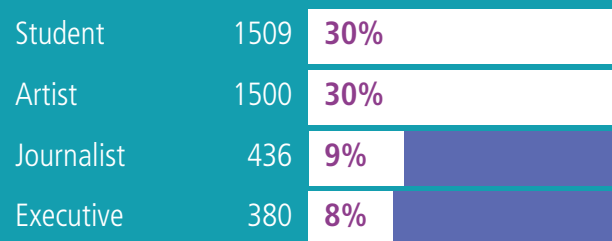
UK Demographics



Top Interests



Top Professions



Young people who were studying or professional 'communicators' were more likely to talk openly about anxiety and depression on social media. Job related anxiety and depression was the subject most commonly shared.

SOME LOCAL TWEETS

I just woke from a little nap and it depressed me as I dreamed of things I shall never have.

For a manic depressive, today I am experiencing a large amount of Feels.

Would like to come to your Brighton gig on Thursday but my mental health might stop me.

SOCIAL MEDIA AND SUICIDE: A NEW PLAYER IN A LONGSTANDING CONCERN



Social and online media can be both an opportunity and a challenge for suicide prevention efforts.



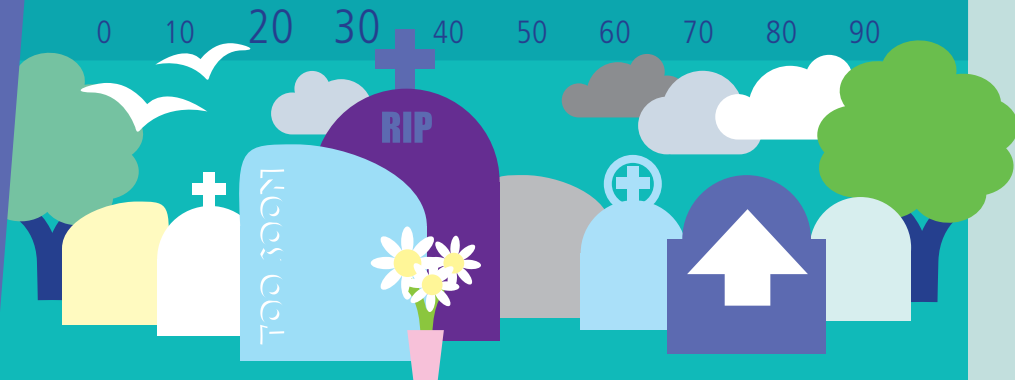
The national strategy for suicide prevention shows that tweets about suicide are widespread and influential. Suicide notes are increasingly posted online.



Unmoderated suicide related sites can increase the risk of a person taking their own life. Suicides may cluster, especially regarding the methods used.



Advice and guidance is available on how to respond to concerning suicide related behaviours online.



Nationally, suicide is the leading cause of death in people aged 20 – 34 years.

Rates are higher in Brighton & Hove although the gap is closing.

SUPPORT AND SAFEGUARDS IN BRIGHTON & HOVE



The Samaritans
A dedicated listening and support service.



Survivors of Suicide
Peer support from someone who understands.



Grassroots Suicide Prevention
Making the city safer for all those at risk of suicide. Download the StayAlive app and find out more about the Suicide Safer City.