

London Digital Mental Wellbeing

Fresh Egg Research - Anxiety

June 2017

The logo for Fresh Egg, featuring the word "fresh" in a black sans-serif font above the word "egg". The "egg" is stylized with each letter as a colored circle: 'e' is blue, 'g' is green, and the second 'g' is pink. A small registered trademark symbol (®) is located to the right of the circles.

fresh
egg



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Anxiety is a normal human secondary emotion, becoming a disorder if excessively emotional or if continuing beyond normal developmental periods.

Executive Summary

The most common anxiety disorders are social anxiety or specific phobias, with around 20% of the population experiencing anxiety at some stage, and the first incidence happening before the age of 21 (females are twice as likely to develop anxiety than males)¹. Other anxiety disorders include GAD, PTSD, OCD and panic disorder.

Timeframes and age are important factors to consider, as anxiety is the result of anticipating a future event, which may or may not even happen. Reassurance plays an important role in coping with anxiety (reflected by the digital evidence) along with an appreciation of the strong cultural component of acceptable solutions.

Depression² and substance abuse often follow on from unresolved anxiety disorders, so there is good reason to find ways to reduce the impact of anxieties as early as possible in life³. Primary prevention needs to target children and adolescents.

Classification of particular types of anxiety disorder is particularly difficult:

- Symptoms vary with age
- Evidence depends on information source (the child themselves, parents, teachers)
- Course / stage varies with onset age
- Genetic, neurobiological and temperamental factors play a role

The cure for anxiety is most commonly cited as CBT. There are many ways to ease the feeling of anxiety, including: diet; lifestyle; finding someone to talk to; and using distraction methods.

Helping the user to find the right person to talk to (parents, teachers, friends or professionals such as counsellors, CBT or hypnotherapists) will require age appropriate language and solutions within the MVP.

¹ www.ncbi.nlm.nih.gov/pubmed/9435761

² www.ncbi.nlm.nih.gov/pubmed/11704080

³ www.ncbi.nlm.nih.gov/pmc/articles/PMC3018839

Recommendations

Early intervention is strongly recommended with anxiety treatments, as it is considered a curable condition if treated with an appropriate talking therapy, such as CBT.

However, this service focuses on adults aged 18+ so intervention at the earliest possible stage in adolescence and childhood, with age appropriate content, is not in scope. Instead, the service will need to consider helping adolescents indirectly, by targeting family and friends.

The service can help adults with a history of anxiety directly by intervening in typical journeys to encourage a behavioural change: many anxiety sufferers talk about medications (such as SSRIs and beta blockers) in forums, it is important to move these people away from medications towards more effective talking therapies to cure their anxiety.

As there are many types of anxiety, it is important to ascertain whether the anxiety is related to OCD, PTSD, specific phobias, GAD or social anxiety as soon as the possible using the service, so that the appropriate behavioural changes can be suggested. This can be achieved using a series of questions, framed as a test or questionnaire.

Main considerations

- 1 Provide a questionnaire to determine the most likely type of anxiety
- 2 Publish age-appropriate content on popular websites
- 3 Offer combination solutions (see GP for medication to give 'water wings' for talking therapies)
- 4 Intervene in drug discussion forums to move people away from medications and towards talking therapies
- 5 Publish anxiety infographics and shareable content that moves emphasis away from short term strategies (e.g. breathing techniques) to longer term talking therapies
- 6 Advertise on YouTube videos (e.g. those showing people how to use anxiety spinners)
- 7 Keep abreast of current affairs that may cause awareness of anxiety (e.g. terrorism and lead people from news articles towards the service)
- 8 Keep abreast of current trends in solutions to anxiety (e.g. Turmeric) and address its usefulness in relation to anxiety

Our Process



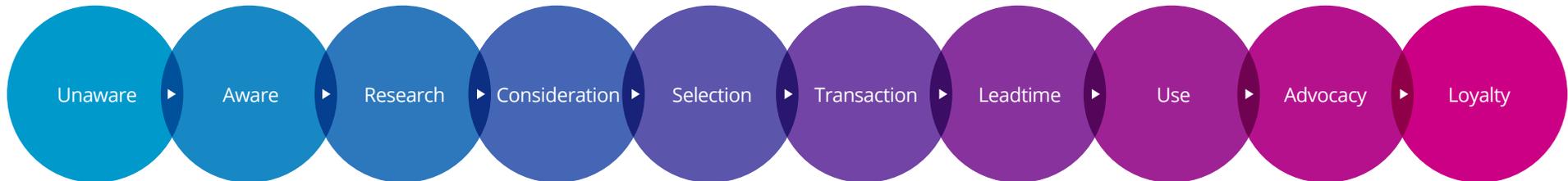
Stages of Experience

Terms expressing related symptoms but not anxiety specific (e.g. nausea, light-headedness, pins and needles)

Cause of anxiety unknown: showing strong signs of wanting to understand the possible causes

Solution selected: indicates a preference has been made, a narrowing of options and indication of hope

Search indicates a willingness to talk about or share experience of anxiety



Search suggests a level of awareness of raised anxiety, but also a level of acceptance rather than a desire to seek solutions or information

Trigger of anxiety known: wanting to find tips or a range of helpful options ie. looking for ways to cure or cope

Suggests that a solution is being tried. Search is related to how to use the chosen solution

Customer Experience (CX) Journey Map

Person with Post Concussion Syndrome (PCS)*

Stages	Unaware	Aware	Research	Consideration	Selection	Use	Advocacy
Emotion Attitude and feelings at each stage	Unhappy	Neutral	Neutral	Slightly happy	Neutral	Happy	Neutral
Touchpoints Things, systems, channels and people	Family, friends	GP or counsellor	Google, friends, partners, GP	Google, blogs	Therapist, medical websites	Peace and quiet	Friends, family, GP, face to face, forums
Experience Trigger events and needs	Nightmares and trouble sleeping since family trauma when under 12, uncontrollable thoughts and flashbacks more recently	Diagnosed with PCS	Looking for treatments for PCS, found some possibilities	Didn't search for OCD online, found blog posts very helpful	Needs clinically proven, fast and effective long term relief Prefers sharing feelings with a group	Found CBT and GP slightly useful, breathing slightly useful and peace and quiet essential	Likely to keep looking for alternative solutions
COM-B See appendix for more information Page 25	Capability Opportunity Motivation	Capability Opportunity Motivation	Capability Opportunity Motivation	Capability Opportunity Motivation	Capability Opportunity Motivation	Capability Opportunity Motivation	Capability Opportunity Motivation
Insights & recommendations	See page 8	See page 10	See page 12	See page 14	See page 16	See page 18	See page 20

* Survey of 24 adults - Journey map shown is for person no. 23 - www.surveymonkey.net/analyze/browse/FR6N1rxjy0bA4EOsOfbmMXhb31t8vT6dPlvIU3MNqM_3D

Unaware

The person is unaware that they are anxious about something, but may be experiencing symptoms of anxiety. They have yet to realise that they might be affected by anxiety.

Unaware

People are searching for...



► Top sources presented to users



healthline.com

psychologytoday.com

webmd.com

anxietycentre.com

calmclinic.com

patient.info

quora.com

webmd.boots.com

books.google.co.uk

huffingtonpost.com

prevention.com

wikihow.com

► Calls to action for the user

- See a Doctor
- Take an assessment or symptoms checker
- Pin or share articles socially
- Rate articles
- Contact DVLA

Insights

There are many symptoms that can be attributed to types of anxiety. Most website content is aimed at adult audiences. Age appropriate content is not readily found on the web.

Recommendations

As the first symptoms of anxiety appear in young adolescents, they may not have the insight or coping mechanisms required to deal with it, make content available in channels used by the target audience and help direct young people to it e.g. Snapchat, Instagram.

Aware

The person is aware of feeling anxious, they may have a good understanding of the cause(s) already (e.g. current affairs) and are not driven to associate the symptoms with a 'state of anxiety'. They are aware but not necessarily overly concerned about their mental well being.

Aware

People are searching for...



► Top sources presented to users



psychologytoday.com

en.wikipedia.org

calmclinic.com

theguardian.com

adaa.org

anxietycentre.com

anxietyuk.org.uk

health.com

telegraph.co.uk

mind.org.uk

healthyplace.com

medicalnewstoday.com

► Calls to action for the user

- fearfighter.com
- anxietyuk.org.uk
- thecalmzone.net
- mind.org.uk
- youthaccess.org.uk
- youngminds.org.uk
- rcpsych.ac.uk
- Watch a video
- Take a test
- Book an appointment
- Exercise e.g. walk, yoga
- Mindfulness

Insights

Wide collection of news and anxiety specific sites e.g. anxietyuk.org.uk

Recommendations

Create news or data on anxiety, such as white papers, with link to service (asking journalists to mention the service when writing about anxiety).

Research

The person is aware they get anxious and is prepared to find out why or understand the feelings more. Search terms focus more on the possible reasons for why they might feel anxious and suggest they are attempting to identify anxiety triggers.

Research

People are searching for...



► Top sources presented to users



anxietycentre.com

adaa.org

webmd.com

en.wikipedia.org

psychologytoday.com

patient.info

healthline.com

healthyplace.com

mind.org.uk

beyondblue.org.au

health.com

psychcentral.com

► Calls to action for the user

- thedailymind.com
- calmclinic.com
- sciencenordic.com
- adaa.org
- livescience.com
- psychcentral.com
- everydayhealth.com
- webmd.com
- Share related articles
- Use self help kit
- Buy a book
- Donate
- Join support group
- Find a therapist
- Drugs
- Watch a help video

Insights

Mostly adult orientated, anxiety related charities and websites.

Recommendations

Link to service from medical sites to help audience find appropriate solutions.

Consideration

The person may have identified a particular short term cause (e.g. exams) and be looking for possible quick fixes or be looking for longer term cures for more generalised anxiety. They are motivated to find a range of possible solutions including medications and lifestyle changes.

Consideration

People are searching for...



▶ Top sources presented to users



adaa.org

helpguide.org

webmd.com

psychologytoday.com

psychcentral.com

anxietycoach.com

wikihow.com

health.com

anxietycentre.com

mind.org.uk

healthline.com

moodjuice.scot.nhs.uk

▶ Calls to action for the user

- time-to-change.org.uk
- anxietyuk.org.uk
- mentalhealth.org.uk
- mind.org.uk
- moodjuice.scot.nhs.uk
- Take a test
- Exercise
- Breathing exercises
- Diet changes
- Book a GP appointment
- IAPT
- Download an app

Insights

Self-help (helpguide and wikihow), charity and medical sites.

Recommendations

Structure the service to encourage trying solutions in combination for anxiety. There is often a need to combine approaches and try new ones.

Selection

The person is actively researching a specific solution that they have chosen to try.

Selection

People are searching for...



► Top sources presented to users

Google

NHS choices

Drugs.com
Know more. Be sure.

calmclinic.com

webmd.com

youtube.com

healthline.com

everydayhealth.com

anxieties.com

anxietyuk.org.uk

adaa.org

helpguide.org

mind.org.uk

patient.info

reddit.com

► Calls to action for the user

- nimh.nih.gov
- anxietycoach.com
- adaa.org
- cci.health.wa.gov.au
- webmd.com
- mayoclinic.com
- moodjuice.scot.nhs.uk
- anxietyuk.org.uk
- mentalhealth.org.uk

Insights

Drugs sites, social spaces and forums, YouTube, Amazon, apps and charity support.

Recommendations

Make the selections offered appropriate to the person's approach to problems, specific cause of anxiety and their age. Advertise on specific YouTube videos (e.g. those showing anxiety spinners: 7 million views⁴).

⁴ www.youtube.com/watch?v=DH1fRza6SOU

Use

The person is searching for advice on their chosen treatment or solutions. They are struggling with side effects of drugs being taken or are not happy with the solution they have already selected.

Use

People are searching for...



► Top sources presented to users



patient.info

socialanxietysupport.com

everydayhealth.com

anxieties.com

psychologytoday.com

medhelp.org

webmd.com

adaa.org

helpguide.org

healingwell.com

nomorepanic.co.uk

dailymail.co.uk

► Calls to action for the user

- adaa.org
- ncbi.nlm.nih.gov
- norml.org
- washingtonpost.com
- Find new doctor
- Join a forum
- Answer a poll
- Buy a book

Insights

Drug side effects and use questions, forums and support sites (e.g. drugs.com, patient.info).

Recommendations

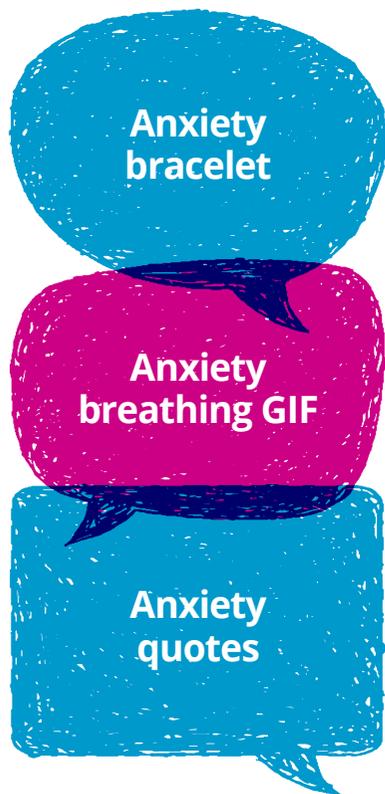
Change behaviour of people visiting drug specific forums to widen the solutions they consider and lead people towards therapy, rather than relying on drug use alone.

Advocacy

The person is searching for ways to share the experience of living with anxiety with others. They are looking for quotations, memes and ways to express themselves to others.

Advocacy

People are searching for...



► Top sources presented to users

Google

Drugs.com
Know more. Be sure.

Pinterest

reddit.com

psychologytoday.com

buzzfeed.com

healthyplace.com

calmclinic.com

themighty.com

brainyquote.com

thoughtcatalog.com

socialanxietysupport.com

goodreads.com

etsy.com

youtube.com

► Calls to action for the user

- Anxiety relief tips
- Infographics
- Buy a bracelet
- Breathing exercises
- Laugh
- Eat well
- Join a conversation

Insights

Image sites (Pinterest), forums and social spaces (Buzzfeed, Reddit) for exchanging symptoms and tips.

Recommendations

Create resources to promote conversational therapy and help propagate CBT, counselling, IAPT and talking as long term cures for anxiety, rather than short term relief tactics and products.

Solutions

Far too many people give up on treating their anxiety simply because one treatment doesn't work.

It can be cured. You just have to find the right solution⁵. Cures for anxiety and related disorders centre around support and talking therapies.

⁵ www.calmclinic.com/anxiety-guide/treatments

OCD Example

Family, friends and carers have an important role in giving practical and emotional support.

The following list shows likely relationships with a sufferer and the importance of onset age:

- 1 Partner of someone with OCD.
- 2 Parent of an adult with OCD.
- 3 Parent or guardian of a child (12 or under) with OCD.
- 4 Parent or guardian of a teen (13-18) with OCD.
- 5 Child of a parent with OCD.
- 6 Sibling of someone with OCD.
- 7 Friends or colleagues of someone with OCD.

Categories of solutions

The following visualisation shows the 21 categories of 'solutions' identified from the search-based research.

For each category there are one or two specific examples of solutions suggested by the online sources.



Categories of solutions

The 48 total solution options have also been categorised using:

- **Availability** - Can the solution be accessed 24/7
- **Cost** - If known, what is the cost of the solution
- **Opportunity to use** - Are they generally for 'everyone' or are they restricted
- **Online or offline** - How they are accessed
- **External support** - Can the user broadly engage with it on their own or do they need other third party help/involvement
- **Hyperlocal in London** - Is the solution something that a user would find within a few miles of their home or workplace

Insights

- A small set of medical websites dominate search results
 - most anxiety content is not life stage, situation or age specific
- Solutions suggested include drugs and using talking therapies, with sufferers also looking for 'quick fixes' to anxiety
- There are comparatively few commercial suggestions, though this may be changing with the uptake of toys such as fidget spinners
- The sufferer learns about the effectiveness of solutions (particularly drugs) through forums and social spaces

Recommendations

- As anxiety is considered curable, the service needs to direct people to counselling and CBT as efficiently as possible
- The service must offer suggestions to ease the symptoms of anxiety quickly
- The service should allow people to recommend a solution that has worked for them and display this clearly for others to see. A feedback loop would help to refine the recommendations further
- Many of the viable solutions can be linked back to the self-reflective aspects of the categories highlighted in the Wheel of Wellbeing⁶ - Body, Mind, Spirit, People, Place, Planet - this reinforces the overall aim of the service of providing people with the options for self-help

⁶ www.wheelofwellbeing.org

Potential Service Partners

The research indicates it is important to address anxiety in adolescence and young adults, therefore websites addressing triggering events at key life stages in early adulthood should be approached to form partnerships with the service.

Specific examples for consideration include:

- Student psychological services, in particular 4 UK universities are found easily online when searching for 'exam anxiety' tips (www.ucl.ac.uk, www.st-andrews.ac.uk, www.sheffield.ac.uk, my.qmul.ac.uk)
- Studygs.net - Request link from this established website (10m visitors a year)
- Theconversation.com - Request link from Australian education website
- NHS Choices - A link could be found here to signpost the journey
- Online education and service providers Request links from e.g.www.ets.org, www.mindtools.com
- Request partnership with charities e.g anxietyuk.org.uk, adaa.org
- Local counselling providers, to build a directory of hyperlocal service suggestions



Appendix

Customer Journey Map Key

Page 5

COM-B is a simple model which synthesises a much more complex array of theoretical drivers of behaviour covering 33 psychological theories⁷.

Capability

Physical and psychological capability

Opportunity

Physical (time, location, resources) and social (cues, acceptability and expectations)

Motivation

Reflective (based on active reasoning) and automatic (emotional and reflex responses)

Anxiety mind map

<https://app.mural.ly/t/ldmw0025/m/ldmw0025/1495450751688>

Internal anxiety survey results

<https://www.surveymonkey.net/results/SM-5JNHDD8P>

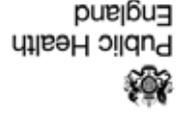
⁷ www.ncbi.nlm.nih.gov/pmc/articles/PMC3096582

Notes

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