



Dr Nicola Eccles & Dominic Bennett for On Wellbeing

Mad World Breakfast Briefing 2024

Dr Nicola Eccles

Head of mental health and wellbeing

Dr Nicola Eccles is Head of Mental Health and Wellbeing for On Wellbeing. She specialises in using behavioural science to transform mental health within digital platforms.



Dominic Bennett

Founder and CEO, On Wellbeing

CEO of Aspire Software Systems and On Wellbeing Dom is a leader in the field of inclusive digital support.

Recently voted one of 42 under 42 he seeks solutions to the support needed for employees and students in the current climate.



Today at Mad World

01

The victim blaming
conundrum

02

The dose
response issue

03

Who is
responsible?

04

How much and for
what result?





Question:

What is the single biggest thing you can do to improve mental health outcomes?

Answer:

**Increase Mental
Health Literacy.**





Mental Health Literacy predicts help seeking attitudes...

Increased footfall to existing provision.

Wellbeing initiatives

“Like giving a chess board to someone who has never seen or played before and telling them to start playing as it will make them feel better”

Puzzling

Irrelevant



To engage

we first need to
understand

HOW
ARE
YOU,
REALLY?

THE NUE
CO

OVERALL
MURALS





How do we make mental health and wellbeing initiatives...

Ethical?

Relevant?

Relatable?

Sustainable?

Cost effective?

Equitable?

“

While the importance of health literacy for physical health is widely acknowledged, the area of mental health literacy has been comparatively neglected”

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Jorm, A.F. Mental Health Literacy Public knowledge and beliefs about mental disorders.
British Journal of Psychiatry. 177 (5)

“

“...a focus on skill, rather than function, provides us with a more explanatorily robust and pragmatically useful theory of mental health. On a theoretical level, this conception of mental illness allows for more intuitive and tenable assignment of extensions to our mental illness categories. On the pragmatic level, the focus on metacognitive skill rather than function enables a conception of mental disorder that is consistent with the scientific study of psychopathology while also promoting human agency. Mental health, according to the skill view developed here, is something that individuals do

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Leder and Zawidski (2023) The skill of mental health. Towards a new theory of mental health and disorder. Philosophy and the Mind Sciences. 4.3.





Question:

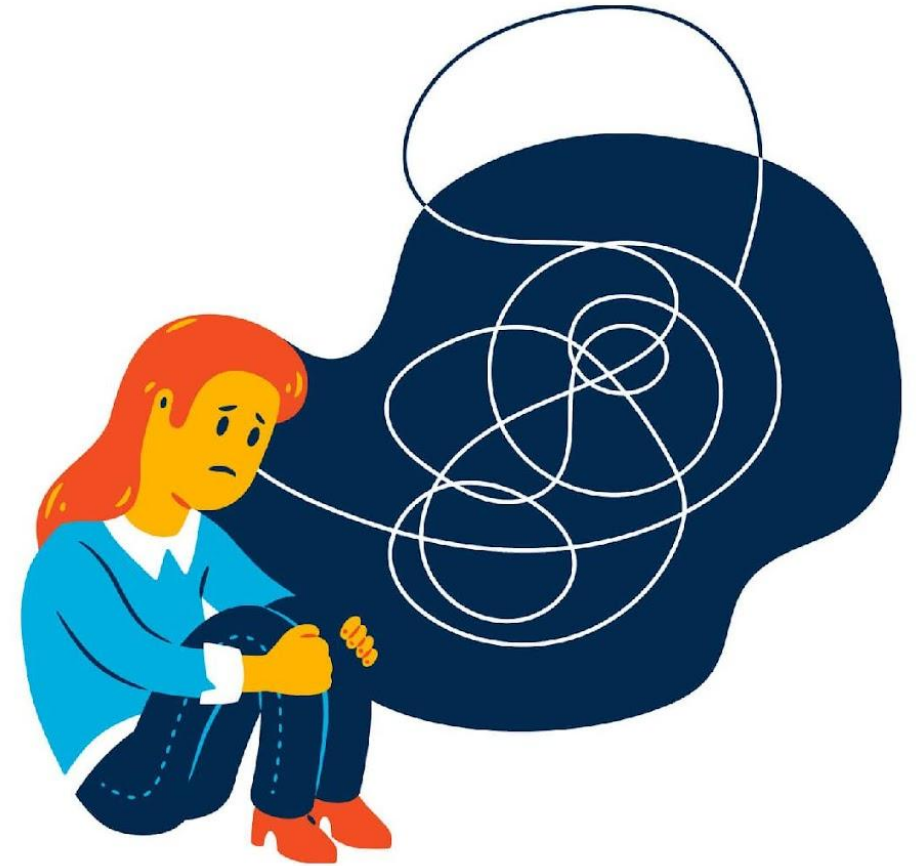
Where are the majority of people?

Answer:

Languishing. 30%

The absence of well-being. No definitive negative emotions.

The impact on organisations.
Communities. Families.





Question:

Where do we want to be?

Answer:

Flourishing.

Purpose. Meaning. Joy.

The impact on organisations.

Communities. Families.



**But how do we know
what we are looking for?**

Take happiness as our example...



Happiness?

Believing you need to stop feeling unhappy before you start feeling happiness...is where most people are going wrong.

The secret to a good life is accepting bad feelings.

Metacognition

Thinking about thinking.



Self Esteem

Where does low self-esteem come from?



Self Esteem



01 Early relationships

02 Criticism as a child

03 Not doing well at school

04 Difficult life events





Chasing Happiness

Focusing less on...
can lift my mood

Chasing Happiness

01 Others

02 The weather

03 Myself

04 The news



Changing behaviour

To really change a behaviour, we need to change...



Changing behaviour



01 Our self-belief

02 Our daily habits

03 Our friends

04 Our job



**GOOD
NEWS
IS COMING**

When we increase mental health literacy, we drive greater understanding and engagement towards existing initiatives.

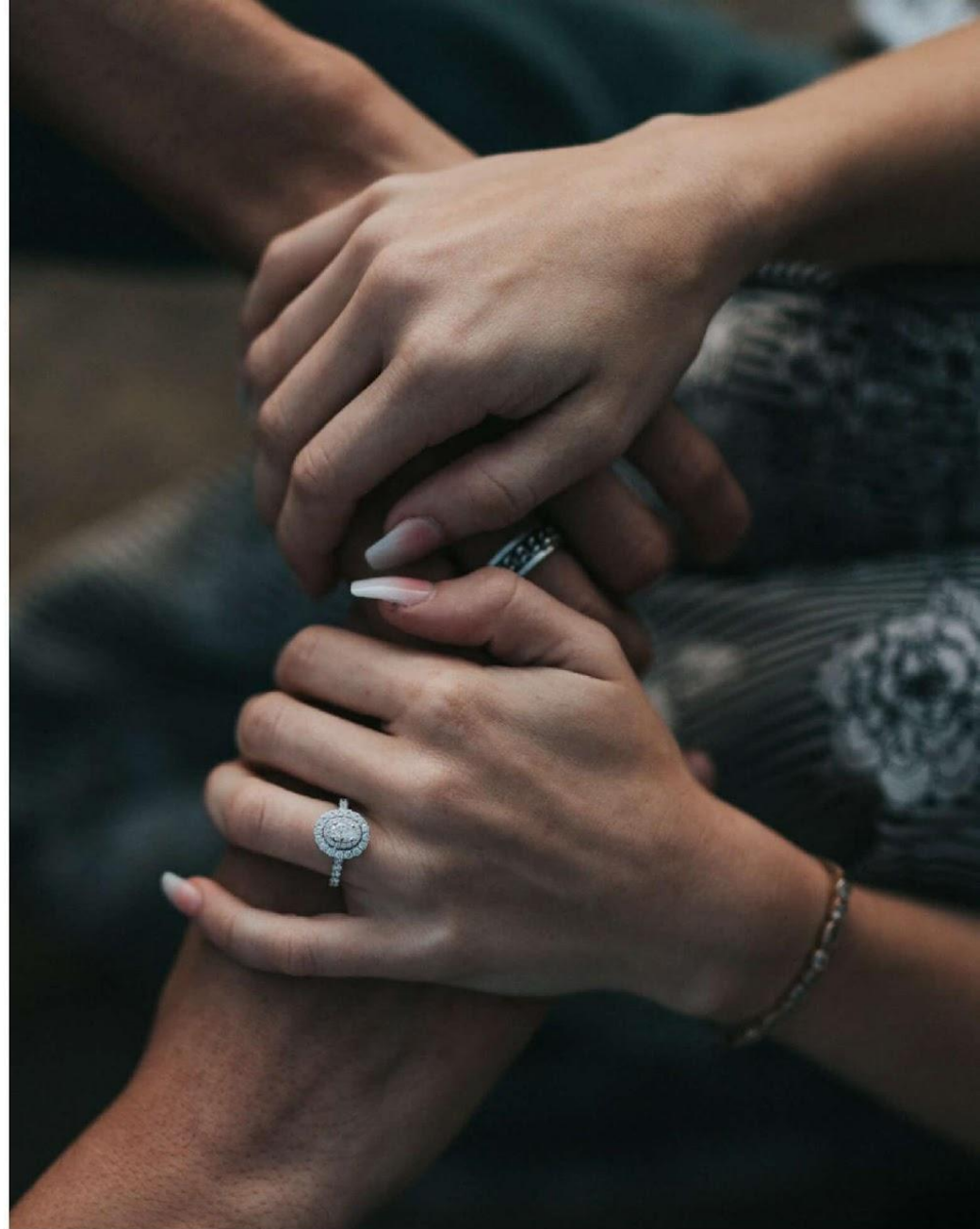
When we increase mental health literacy we lead with compassion, empathy and awareness.

When we increase mental health literacy, we support effective communication and boundaries.

Sustainable mental health comes when we teach people about themselves.

Letting people LEARN about mental health is the responsibility we have as a collective. Communities and organisations.

HOW?





Any questions?