

Co-designing MindWell Leeds – A mental health information website: You want to do what?

Alicia Ridout, Deputy Director, mHabitat & Nicola Gallear, Content Manager, Volition Leeds

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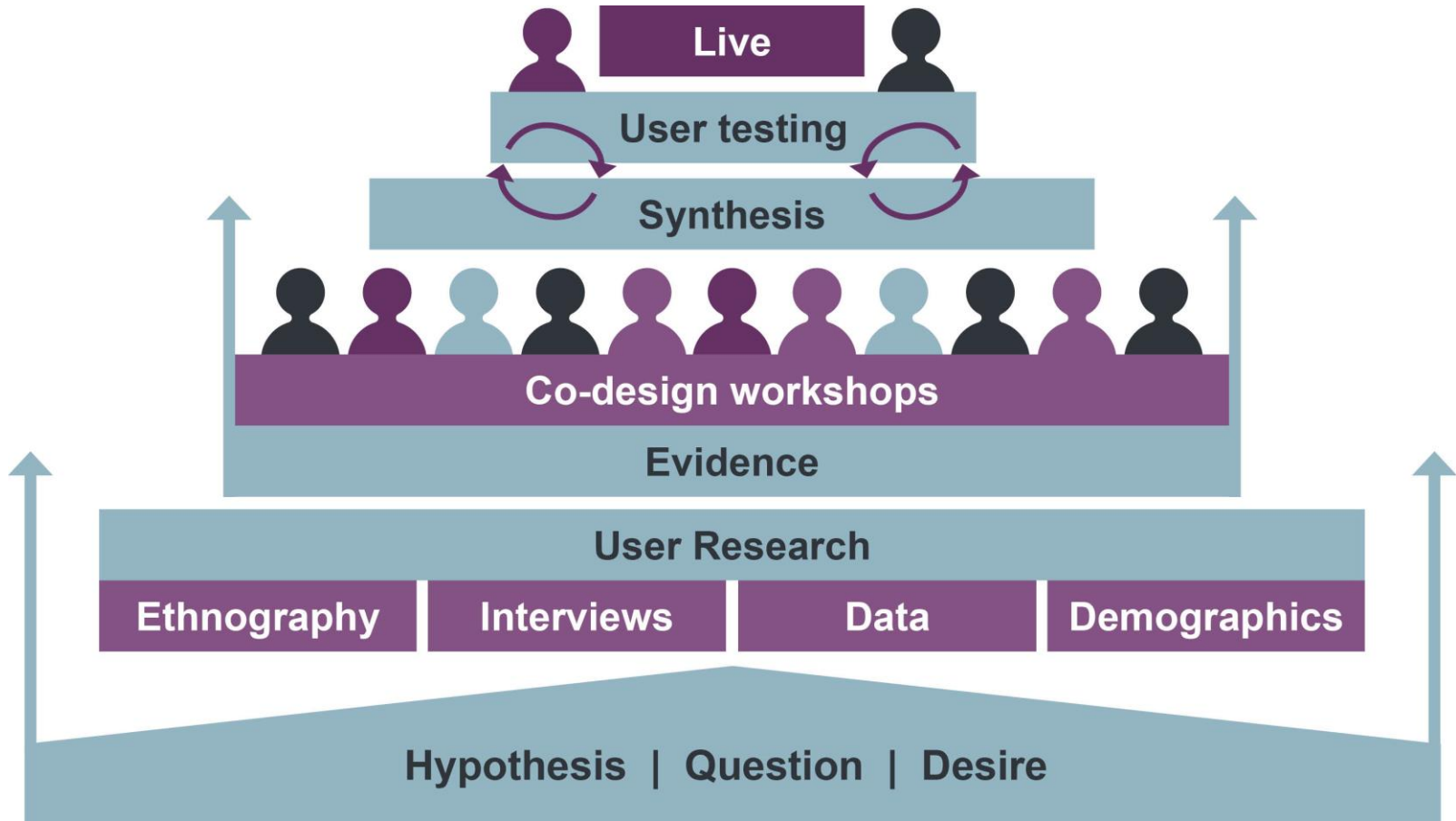
Creative people-centered digital innovation

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Co-design Lab



Start with the end in mind (Covey)

...urrrmmm....

- Commissioned a **process** not a defined end product.
- Mental Health Framework Programme review - Leeds wide.
- Kick off meeting **vision**:

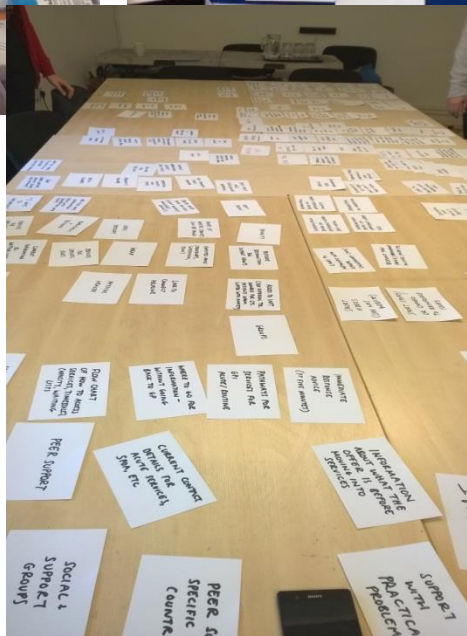
”Use simple, inclusive content to support people in need, their carers, professionals and the public to make mental health services in Leeds more easily accessible.”

- Defined user groups, 10 personas, targeted invites to ensure wide representation.



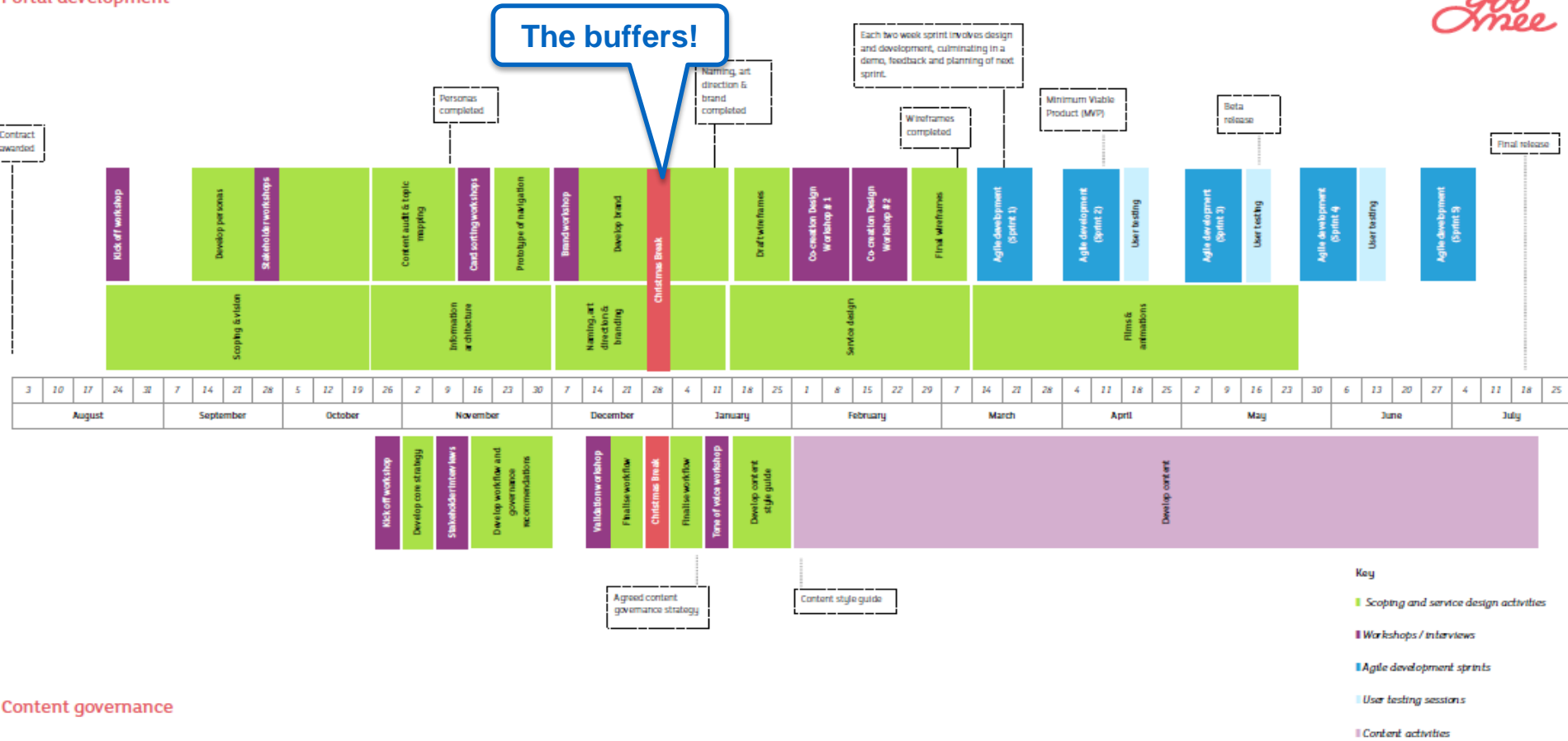
RESPECT

VOICE



The roadmap....

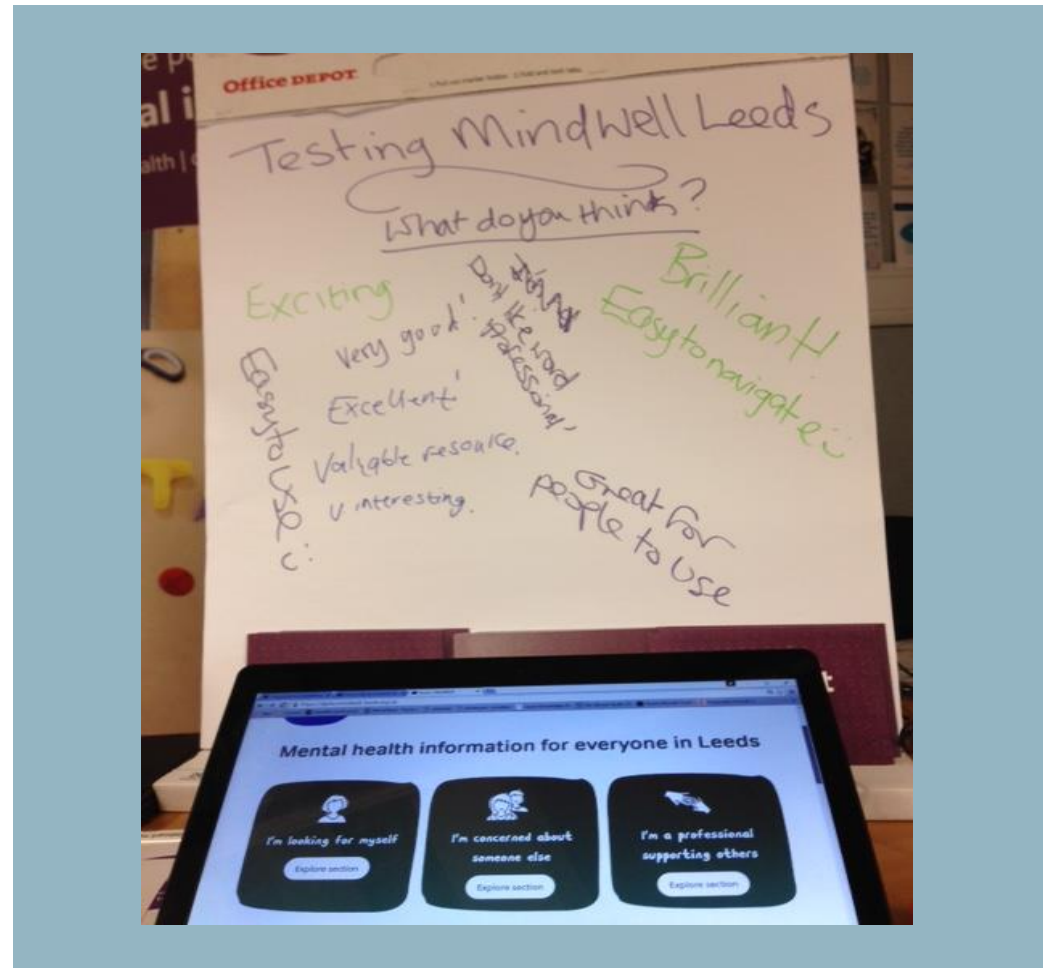
Portal development



Content governance

The Journey: up hill and down dale!

- We ran to our delivery roadmap.....
- The review took more time so we had to uncouple ourselves.
- Managing relationships and not over working the networks.
- Holidays and agile sprints don't mix!



Accessibility – more than Browse Aloud

- Tone of voice (Nicola will elaborate!)
- **Addressing digital exclusion.**
- Sensory impairment.
- **Systems adoption.**
- **Undermining stigma.**
- **Insight and trust.**



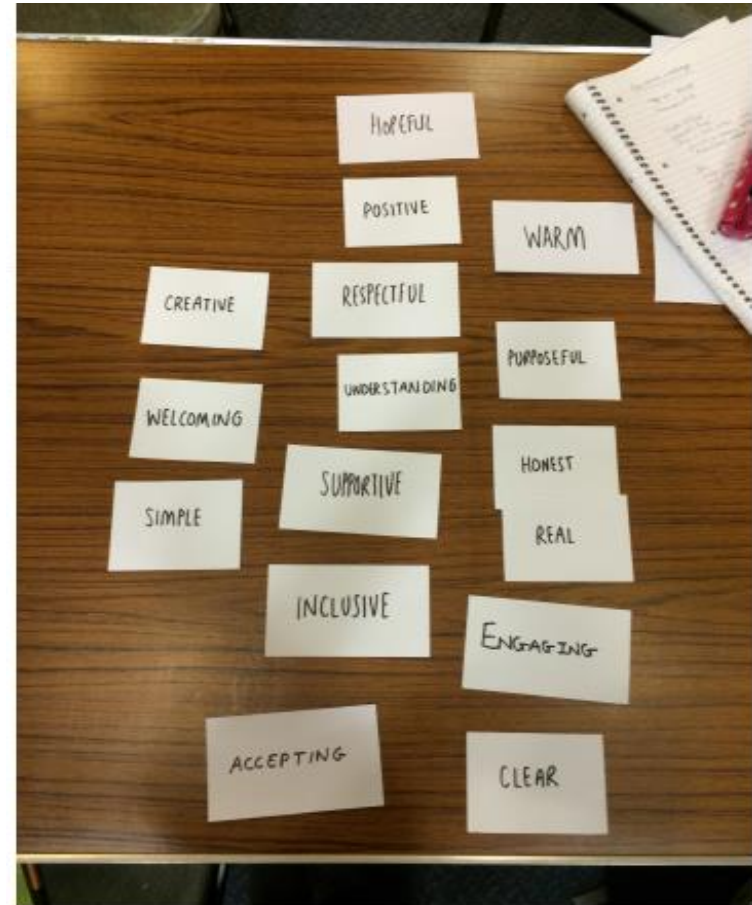
Why is MindWell different to other health care sites?

The key is user involvement!

We have spoken to hundreds of people across the city - service users, carers, clinicians, GPs, support workers etc

Open workshops - every stage of development - to understand different user needs and create a content map and a MindWell tone of voice.

Tone of voice workshop



Seven values

1 Warm and down-to-earth.

2 Expert and professional.

3 Simple, clear and accessible.

4 Understanding and supportive.

5 Caring, welcoming and friendly.

6 Purposeful and meaningful.

7 Inclusive.

Hub needs to speak to a very wide range of people including people who do not speak English as their first language.

- **Talk in Plain English.**
- **Avoid Jargon and abbreviations.**
- **Use everyday English that is easy-to-read.**

Example - I need help now

<https://www.mindwell-leeds.org.uk/i-need-help-now#/>

‘...fantastic! I struggle with concentration. The information provided is bite size chunks that I found manageable, easy to read and understand’



mHabitat won the NHS Patient Engagement Award at the **Medilink Yorkshire & Humber Business Awards 2017**



MindWell has been awarded a place on the **Digital Leaders 100 list 2017** in category

Cross Sector Collaboration. Please **VOTE**

MindWell at <http://www.digileaders100.com/>

Thank you

Alicia Ridout

aridout1@nhs.net

@Alicia Ridout @MindWellLeeds

Nicola Gallear

nicola.gallear@forumcentral.org.uk

@MindWellLeeds