

# Employer Toolkit



**Tailored resources from  
Good Thinking to support  
better mental health at work**

[good-thinking.uk](https://good-thinking.uk)

Good   
Thinking

# Using this toolkit to support workplace wellbeing



This toolkit contains information about Good Thinking, London's digital mental health and wellbeing platform, and how it can help you as an employer. It will support you in raising awareness of the free, personalised advice and NHS-approved apps and resources available through our website to help promote positive mental health and wellbeing across your organisation.

## The toolkit includes:

- an introduction to Good Thinking, and an overview of the range of digital resources available to support employee wellbeing
- information about and links to useful free mental wellbeing resources for you to share with staff, wellbeing leads and HR teams
- a five-step 'how to' guide on how to use Good Thinking in the workplace
- suggested content, printable and digital assets to help you raise awareness of Good Thinking within your organisation and signpost to resources
- links to our series of workplace wellbeing training videos for employers and employees, focusing on stress, anxiety, low mood and sleep problems



**“1 in 5 working age adults in London experience symptoms of a mental health condition every year”**

You can find out more on our website and our dedicated employer pages.

# About Good Thinking

## What is Good Thinking and how can it help you support employee wellbeing?

With such a wide range of mental health and wellbeing information out there, it can often feel overwhelming and time-consuming to find good quality, relevant, reliable and free resources that are right for your organisation. If you're London based, we're here to help.

Good Thinking is an NHS-approved digital platform established in 2017 which has so far helped over 800,000 Londoners look after their mental health and wellbeing in a way that works for them. We provide personalised advice, support and resources to help people struggling with:

- stress
- anxiety
- low mood
- sleep
- other mental health concerns such as trauma, bereavement and the impact of the rising cost of living

### Our resources are:

- free of charge
- NHS-approved
- available 24/7 on any device and completely anonymous
- relevant to organisations in the public, private and not-for-profit sectors
- great for supporting employee wellbeing programmes and internal communications activities



## Why is workplace mental wellbeing important?

Workplace mental health is a growing concern, particularly in London with factors like heavy workloads, long commutes and financial pressures contributing to stress, anxiety, low mood and problems with sleep. According to a report by King's College London, Mental Health of the London Workforce, 1 in 5 working age adults in London experience symptoms of mental health conditions every year, such as anxiety or depression.<sup>1</sup> This in turn has a significant economic impact, with a report by Deloitte suggesting that this costs the UK economy around £51bn every year in loss of productivity and output.<sup>2</sup>

More London businesses are now prioritising employee mental wellbeing, recognising a growing need to create safe and supportive workplaces.

## What resources are available through Good Thinking?

### Good Thinking provides a range of resources to help employees improve their mental wellbeing, including:

- free apps (NHS-approved and independently assessed) including guided meditations and mindfulness techniques to reduce stress and anxiety
- printable workbooks and guides, including a guide designed specifically for employees, to help them support colleagues and team-mates who may be struggling with their mental health
- advice articles that contain tips to boost mental health and wellbeing
- blogs and personal stories from people with lived experience of managing common mental health conditions
- podcasts, videos and webinars, including a series of workplace wellbeing training videos covering stress, anxiety, low mood and sleep problems

We've also worked closely with faith communities across London to create wellbeing advice that aligns with their beliefs (some of these guides have translated versions in languages other than English).

<sup>1</sup> L.Strang, R.Hesketh, A.Pollitt, B.Wilkinson (2021), The Mental Health of the London Workforce, pg. 7

<sup>2</sup> Deloitte (2024), Poor mental health costs UK employers £51 billion a year for employees.

# Five ways you can use Good Thinking to support employee wellbeing

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## Get to know Good Thinking

Spend some time on the Good Thinking website familiarising yourself with our range of information and resources.



- take a look at our find the right help for you page and have a go at searching for resources to see how quick and easy it can be
- have a look at Good Thinking's YouTube channel and browse some of our video resources to see what mental health topics we offer support with
- download two or three of the NHS-approved wellbeing apps that we recommend so you can see for yourself how they work
- follow us on social media and sign up to our monthly newsletter to stay up to date with the latest mental health and wellbeing news for Londoners

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## Share this toolkit

Share this toolkit with anyone in your organisation who is involved in health and wellbeing. This could be your HR team, wellbeing leads, line managers and Mental Health First Aiders, for example.



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## Use your internal communications channels and communal spaces

We've developed a range of assets and resources that you can use to share the free NHS-approved Good Thinking tools and support with your staff.

These are available to **download** using the links below.





## Graphics for social media and other communications:

Graphics that can be used on social media, in newsletters and in other internal communications channels are available to download through our Google Drive folder (you can also find suggested copy on pages 12-14 of this toolkit).

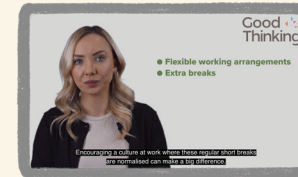
## Printable A4 posters, flyers and guides that can be displayed in communal areas:



- Poster 1: when times are uncertain, it's perfectly normal to feel worried
- Poster 2: stressed out? feeling overwhelmed? we've got you
- Poster 3: we all need help from time to time
- Poster 4: stressed, feeling low or anxious, can't sleep?
- Postcard flyer
- Printable wellbeing guides
- Printable wellbeing guides for faith and belief communities
- Printable workbooks

## Workplace wellbeing training videos:

We've launched a series of workplace wellbeing training videos for employers and employees covering common mental health conditions, such as stress, anxiety, low mood and sleep problems.



Understanding anxiety



Understanding low mood



Understanding sleep problems



Understanding stress



## Good Thinking promotional videos:

We've also uploaded several short videos to YouTube to help you promote the Good Thinking platform.

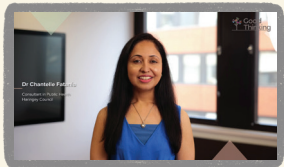


A brief introduction to the Good Thinking platform and the wide range of resources available to support mental health and wellbeing



How Good Thinking supports Londoners with positive mental health and resilience

**Dr Chris Streather**  
London Regional Medical Director,  
NHSE London



Good Thinking's range of faith and belief community based resources

**Dr Chantelle Fatania**  
Consultant in Public Health  
at Haringey Council



How Good Thinking can be accessed free of charge, 24/7 for reliable, NHS-approved advice and resources

**Dr Phil Moore GP**  
Mental Health Clinical Co-Director  
for London



What Good Thinking means to Londoners

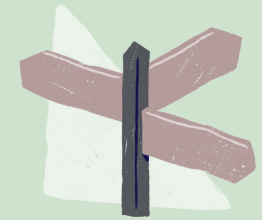
**Professor Kevin Fenton CBE**  
London Regional Director, OHID

### Download

Videos are available to download in our Google Drive folder, including portrait versions for Instagram Reels.

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# Incorporate Good Thinking into your wellbeing initiatives



There are lots of ways you can share the Good Thinking resources within your organisation.

### You could:

- include information about Good Thinking and links to the Good Thinking website in your corporate induction packs for new starters
- print our Good Thinking wellbeing guides, posters and flyers for use at staff wellbeing events and display them in communal areas
- link to Good Thinking from your staff intranet and in any regular organizational newsletters, emails or updates to staff
- use our promotional tools (including the graphics and videos from pages 8-10 and copy from pages 12-14) to support mental health awareness campaigns (e.g. World Mental Health Day). Check out Good Thinking's calendar of mental health awareness days for ideas and inspiration
- provide your Mental Health First Aiders and line managers with information about Good Thinking
- tag and refer to Good Thinking in wellbeing-related social media posts across your channels
- share our guide to Looking out for friends and colleagues at work which might help team managers and colleagues identify signs of mental health concerns within their teams and open conversations about mental health and wellbeing
- invite a member of the Good Thinking team to join a staff meeting and share information about the service (contact us at [info@good-thinking.uk](mailto:info@good-thinking.uk))

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## Stay up to date with new support and resources



Sign up to our monthly newsletter and follow Good Thinking on social media to stay up to date with new advice and resources available to share with your employees.



# Suggested copy for staff newsletters

## Boost your mental wellbeing with Good Thinking

Good Thinking is a free, digital mental health and wellbeing platform that gives people who live and work in London 24/7 access to a wide range of tailored advice and NHS-approved resources, with a focus on stress, anxiety, low mood, sleep, bereavement and other common mental health concerns.

We all know that life can have its ups and downs. Financial worries and the rising cost of living, climate change, political instability around the world or physical health concerns amongst other factors can all present challenges to our mental wellbeing and make us feel anxious, stressed, low or generally overwhelmed. Good Thinking is on hand to help, with tailored guidance and recommended resources, as well as free NHS-approved apps, advice, workbooks, podcasts and videos.

Good Thinking can also help you to look out for colleagues and team-mates who may be feeling stressed, anxious or overwhelmed, with a handy guide to starting a positive conversation and creating a safe and supportive space for them to open up and share their concerns.

More than 800,000 Londoners have already benefitted from the support available through Good Thinking. Take a look at this short video to see the advice and support available through the Good Thinking platform, or visit the Good Thinking website to find out how it can help you.





## Suggested copy for individual Good Thinking resources

You may wish to share information with your employees about a specific Good Thinking resource, such as our selection of free NHS-approved apps, so we have provided copy for a range of our tools individually:

### General text about Good Thinking

Everyone needs help from time to time.

If you or someone you know is struggling, Good Thinking is available 24/7 with free advice and resources to boost your mental wellbeing.

Visit [www.good-thinking.uk](http://www.good-thinking.uk) for tools to help you tackle stress, anxiety, low mood and poor sleep.

### Good Thinking free NHS-approved wellbeing apps

Wellbeing apps can help reduce anxiety, improve sleep, lower stress and boost your mood.

Visit [www.good-thinking.uk/apps](http://www.good-thinking.uk/apps) and explore Good Thinking's selection of free NHS-approved apps, handpicked by mental health experts and proven to help you maintain positive mental wellbeing.

### Good Thinking quick guides to looking out for those around you, including the 'Looking out for friends and colleagues at work' guide

As pressures on Londoners grow with the rising cost of living, looking out for yourself and those around you is more important than ever.

Good Thinking's quick guides are here to support you with checking in on friends, family and colleagues who may be struggling with stress, anxiety and low mood:

[www.good-thinking.uk/how-guides/quick-guides-support-others](http://www.good-thinking.uk/how-guides/quick-guides-support-others)

### Good Thinking tailored wellbeing resources and support for faith and belief communities

Londoners want information and support that reflects how they live and what their values are.

Good Thinking works with a diverse range of faith and belief communities across London to provide tailored wellbeing support and advice, including guides, videos and podcasts.

Visit [www.good-thinking.uk/faith-and-belief-communities](http://www.good-thinking.uk/faith-and-belief-communities) to explore the full range of support.

### Good Thinking workbooks

For a more in-depth approach to supporting your own mental health visit [www.good-thinking.uk/workbooks](http://www.good-thinking.uk/workbooks) and explore Good Thinking's collection of workbooks.

Covering a broad range of topics such as sleep, anxiety, mindfulness and overcoming low self-esteem, workbooks contain a combination of expert advice, exercises you can do at home and checklists you can use.







Please feel free to share this toolkit amongst your colleagues and networks as far and wide as possible.

If you have any questions about this toolkit or would like to speak to the Good Thinking team about the resources and support available please contact us at [info@good-thinking.uk](mailto:info@good-thinking.uk) - we'll be happy to help.

[good-thinking.uk](http://good-thinking.uk)