

Mindapples
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Mental health campaign receives £120,000 funding

Grassroots mental health campaign Mindapples today announced a major investment from a private charitable trust to scale up its services.

Mental health issues cost the UK £110 billion each year, but we can each do more to take care of our minds, the Mindapples campaign argues.



Innovative mental health campaign Mindapples today received a major boost, with an investment of £120,000 from mental health specialists Maudsley Charity.

Kumar Jacob, Chair of Maudsley Charity, commented:

“In these challenging times, it is more vital than ever that people take good care of their mental health. Mindapples' creative and upbeat campaigning style and emphasis on simple, positive actions has proved very successful in engaging people in this important topic, and we're delighted to be able to support this innovative campaign to develop and grow.”

Mindapples “Head Gardener” Andy Gibson, commented:

“Mindapples is the first major national campaign to focus on mental health, not illness. This backing from the leading specialists in the field is a ringing endorsement for our positive, grassroots approach. The investment will enable us to develop even better services for employers and healthcare providers, and to raise awareness of this important issue all around the UK.”

Founded by a group of campaigners in 2008, Mindapples asks everyone a simple question, “what’s the 5-a-day for your mind”, inviting people to choose five simple daily activities – or ‘mindapples’ – that work for them. Over 10,000 people have already shared their 5-a-days, including celebrities like Jo Brand, Keith Allen, Stephen Fry, Alastair Campbell and Alain de Botton, and the campaign has attracted praise from leading health professionals and policy experts.

Dr Liz Miller, the prominent mental health campaigner, commented:

“Mindapples is helping us talk about what works for us and inspiring us all to do more to stay healthy. Drugs and therapists are all very well if a wheel comes off, but Mindapples is there to keep the wheels in place.”

The Mindapples volunteers, or ‘gardeners’ as they call themselves, spread their positive messages at pop-ups and festivals including Secret Garden Party and the Thames Festival. People share their 5-a-days online, at mindapples.org, and also at events, writing their mindapples on apple-shaped cards and hanging them on ‘mindapples trees’ which the campaigners erected around the UK in 2011.



Popular 'mindapples' include exercise, good food and sleeping well, but also more unusual responses like “take my dog dancing”, “talk to old ladies at bus stops” and “pet something furry”. In these cash-strapped times, most of the ways people take care of their minds are also low-cost or free. The current gloomy economic outlook and growing social unrest are making positive messages like Mindapples more important than ever.

Dr Marcia Brophy, Head of Wellbeing and Resilience at the Young Foundation, commented:

“Anxiety and depression rates are increasing year on year and look set to double during the course of a single generation. As we enter a phase of constrained public spending, low-cost, high-impact approaches to mental health education like the Mindapples campaign are urgently needed.”

Mindapples will use this funding to scale up its services to workplaces and healthcare providers, which support employees and patients to take better care of their minds. They will continue to work with large businesses in financial services, utilities and media to promote employee health and wellbeing, and with the Mental Health Promotion Team at South London and Maudsley NHS Foundation Trust to incorporate their “5-a-day for your mind” approach into public health and primary care services in London.

Andy Gibson commented:

“We want to reach people who never normally think about the health of their minds – especially young people. Mental health is a serious issue, but our approach is fun and sociable, bringing people together to talk about what they love doing. We all have mental health, and we can all do simple things to look after ourselves. Keeping our minds healthy can be something we all enjoy.”

Mindapples founder Andy Gibson is available for interview.

Print-ready images of Mindapples installations and pop-ups are available for press use. A selection can be downloaded at [flickr.com/photos/mindapples](https://www.flickr.com/photos/mindapples).

Notes for Editors

- Mindapples is an independent non-profit business, based in London, that encourages and supports people from all backgrounds to take better care of their minds. Mindapples delivers training and engagement services to UK businesses, and uses the profits to make looking after our minds as natural as brushing our teeth, all around the UK.
www.mindapples.org | [facebook.com/mindapples](https://www.facebook.com/mindapples) | [@mindapples](https://twitter.com/mindapples)
- Maudsley Charity manages donations that have been made to South London and Maudsley NHS Foundation Trust and its predecessor organisations, and is managed by the Trust's Board members. Its aim is to be a key agent in enhancing mental health provision and changing how mental health is viewed, in the local community and on a wider scale. www.maudsleycharity.org.uk

- South London and Maudsley NHS Foundation Trust provides the widest range of NHS mental health services in the UK, working closely with the Institute of Psychiatry, King's College London, as part of King's Health Partners Academic Health Sciences Centre. The Trust employs 4,800 staff and serves a local population of 1.1 million people from over 100 sites all around the UK. It promotes good mental health in London through services like DIY Happiness and their 'Wellbeing Garden'. www.slam.nhs.uk/wellbeing-garden.aspx
- Mindapples won two Cabinet Office Health Innovation Prizes in 2011 and has been featured in the Telegraph, the Guardian, Grazia, BBC News and Radio 2. www.mindapples.org/media
- Mental health problems cost the UK about £110bn a year. *Source: Royal College of Psychiatrists, the London School of Economics and the NHS Confederation Mental Health Network.*
- Approximately one third of GPs' time is spent dealing with mental health issues. *Source: Together (formerly MACA), National GP Survey of Mental Health in Primary Care, London, 1999.*
- 16-30 year olds are more likely to suffer from depression than any other age group, with 43% suffering from anxiety and 45% from stress. *Source: 2010 report by Roehampton University and poverty charity Elizabeth Finn Care.*
- The Coalition Government's first objective for mental health is: "More people of all ages and backgrounds will have better wellbeing and good mental health." *Source: No Health Without Mental Health, HMG/DH, Feb 2011*
- Mindapples was founded by social entrepreneur and campaigner Andy Gibson. Before founding Mindapples he was Co-founder of web start-up, School of Everything, which won both a New Statesman New Media Award and a Prime Minister's Catalyst Award in 2008, and co-wrote Social by Social, a practical handbook on how digital tools can be harnessed to improve society. www.sociability.org.uk/about/andy