



daylight

Big Health

Bringing millions back to good mental health

Wellbeing Champions Network Meeting

9th July 2020



The mental health situation before COVID-19

Poor Sleep

- **Chronic insomnia** affects c. 8-12% of the population¹
- **Insomnia symptoms** affect c. 30-50% of the population¹
- Insomnia has a devastating impact on people's mental and physical health (increased risk of anxiety, depression, diabetes, obesity, CVD)

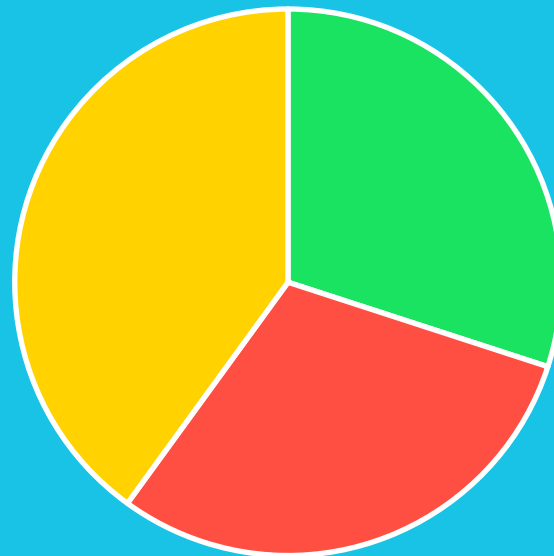


- Generalised Anxiety Disorder (GAD) is a common condition, estimated to affect up to 5% of the UK population²
- Slightly more women are affected than men, and the condition is most common in people from the ages of 35 to 59.²

Worry & Anxiety

Healthcare professionals' mental health is affected during a pandemic

During the COVID-19 outbreak in the Hubei province China, surveys of healthcare staff found high prevalence across a variety of mental health conditions including:



■ Isomnia ■ Anxiety ■ Depression

NHS Scotland have partnered with Big Health to scale our evidence based digital therapeutics to the workforce

Poor Sleep



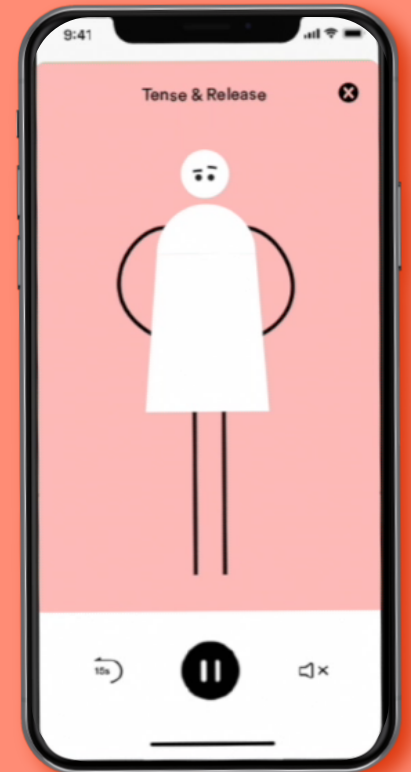
- Teaches & supports proven cognitive & behavioral techniques
- Highly personalized to each individual
- Validated by NICE, recommended in the BAP guidelines



Worry & Anxiety

daylight

- Teaches & supports proven cognitive & behavioral techniques
- Created with leading researchers from UCLA
- Built with experts from Pixar and Radiolab



We've seen positive engagement and outcomes to date...



Sleepio

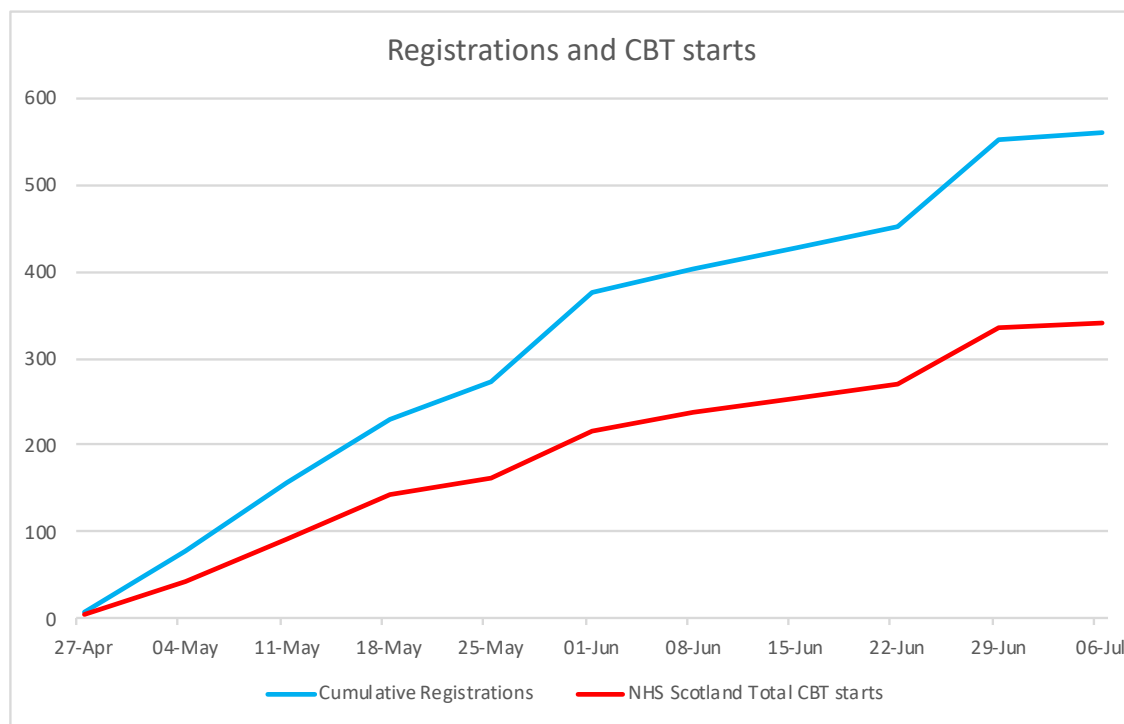
- 1 Engagement
- 2 Baseline data

Daylight

- 1 Engagement
- 2 Baseline data

Overview: engagement

Engagement



Uptake

- Since the end of April we have reached and helped **560** staff members – **0.16%** of the population of Health and Care Scotland*
- **61%** of staff members who register go on to start the CBT programme



CBT starts are higher than what we see in similar roll outs (average of around 55%).

*Assuming 360,000 Scotland Health and Care Staff – [source](#)

Who we're reaching

User demographics

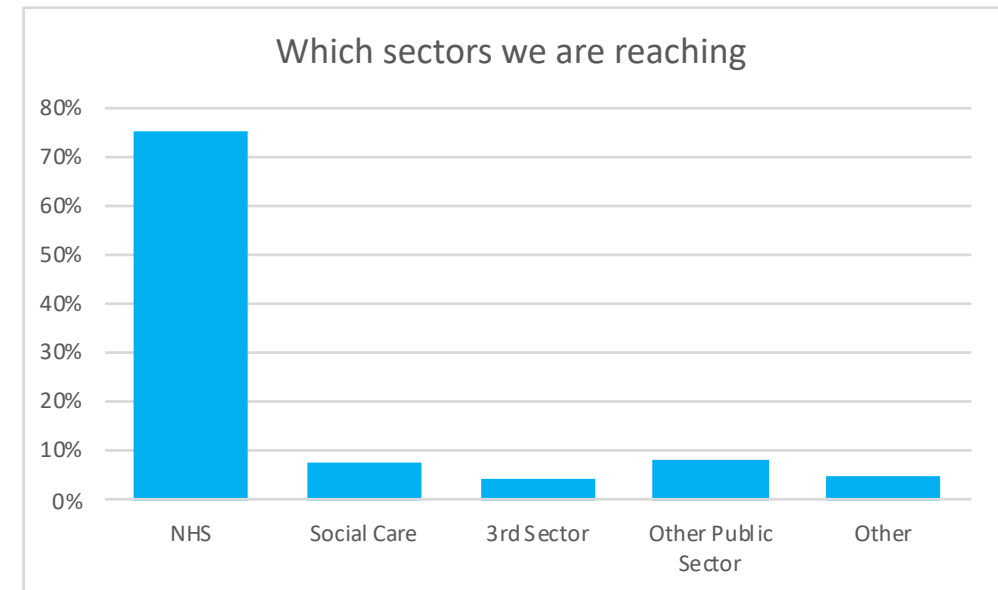
Average Age – 45

Female – 85%

Male – 15%

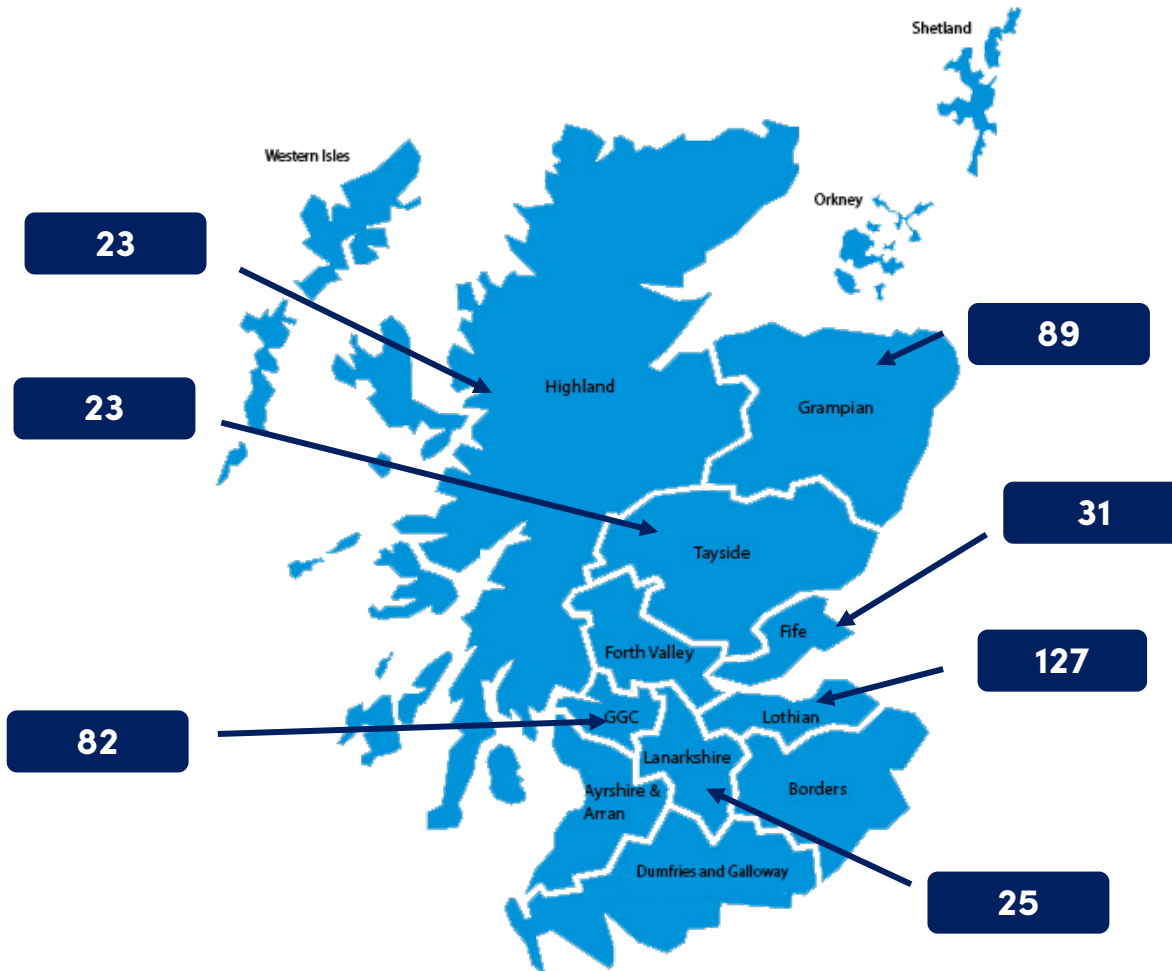


Typically we see around a 1/3 of registrations from males compared to 2/3rds female



NHS staff represent the majority of sign-ups (75%)

Which Health Boards are we reaching



- Here are some examples of where we are reaching staff in Scotland
- Registrations are well spread throughout Scotland showing that a number of health boards are communicating access to their staff
- We are seeing the most registrations in Lothian Health board (127 in total)



Targeted Communications could be beneficial to further increase uptake

Sleepio

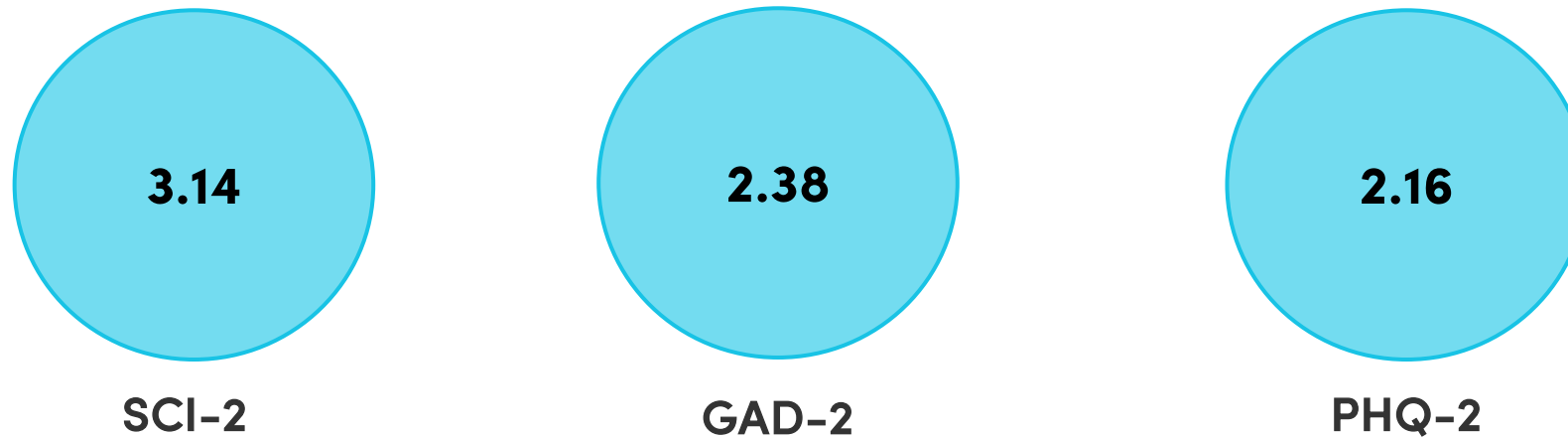
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- 2 **Baseline data**

Daylight

- 1 Engagement
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Overview: mental health at baseline

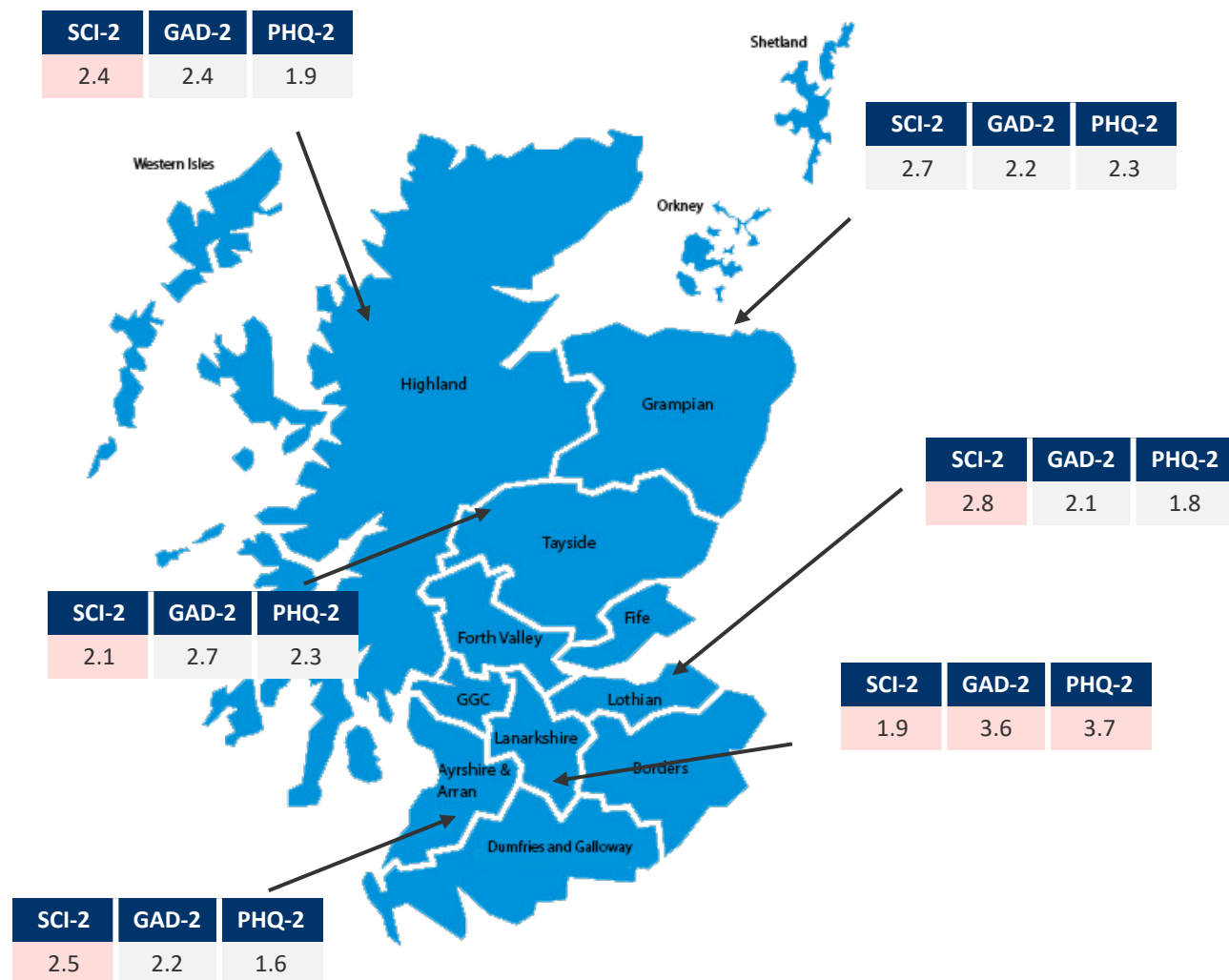
Baseline mental health data



SCI-2, GAD-2 and PHQ-2 scores are all approaching the clinical cut off*.

*Clinical cut off for SCI-2 ≤ 2.5 , GAD-2 & PHQ-2 ≥ 3

Mental health at baseline by region



- There is significant variation in users' mental health by region
- Users in Lanarkshire have reported SCI-2, PHQ-2 and GAD-2 scores in the clinical range
- Users in Tayside and Ayrshire and Arran have also reported average SCI-2 scores in the clinical range

Sleepio

- 1 Engagement
- 2 Baseline data

Daylight

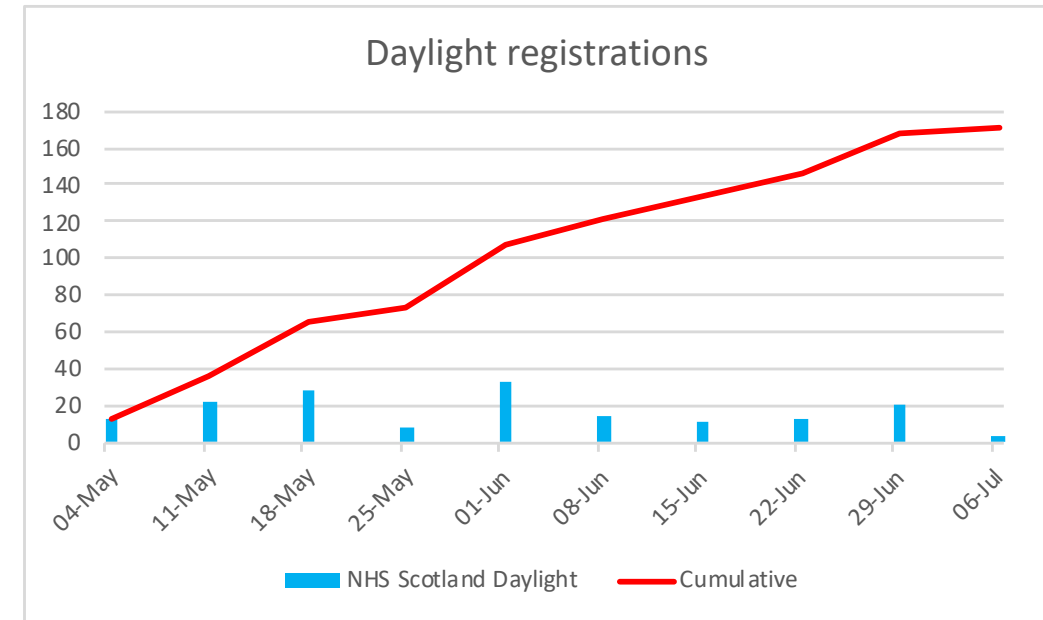
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Overview: engagement

Engagement

Uptake

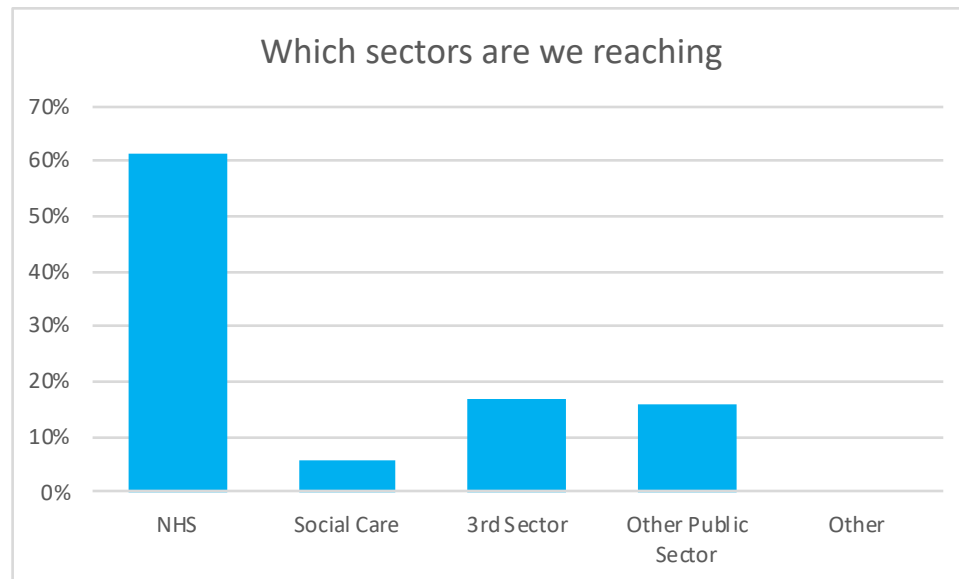
- We have helped over **170** health and care staff since launching at the start of May, **0.05%** of the population of Health and Care Scotland*
- **54%** of users start the Introductory CBT Module



Sign ups have been slower than Sleepio registrations and are currently reaching 0.05% of the Health and Care Scotland Population

Who we're reaching

User demographics



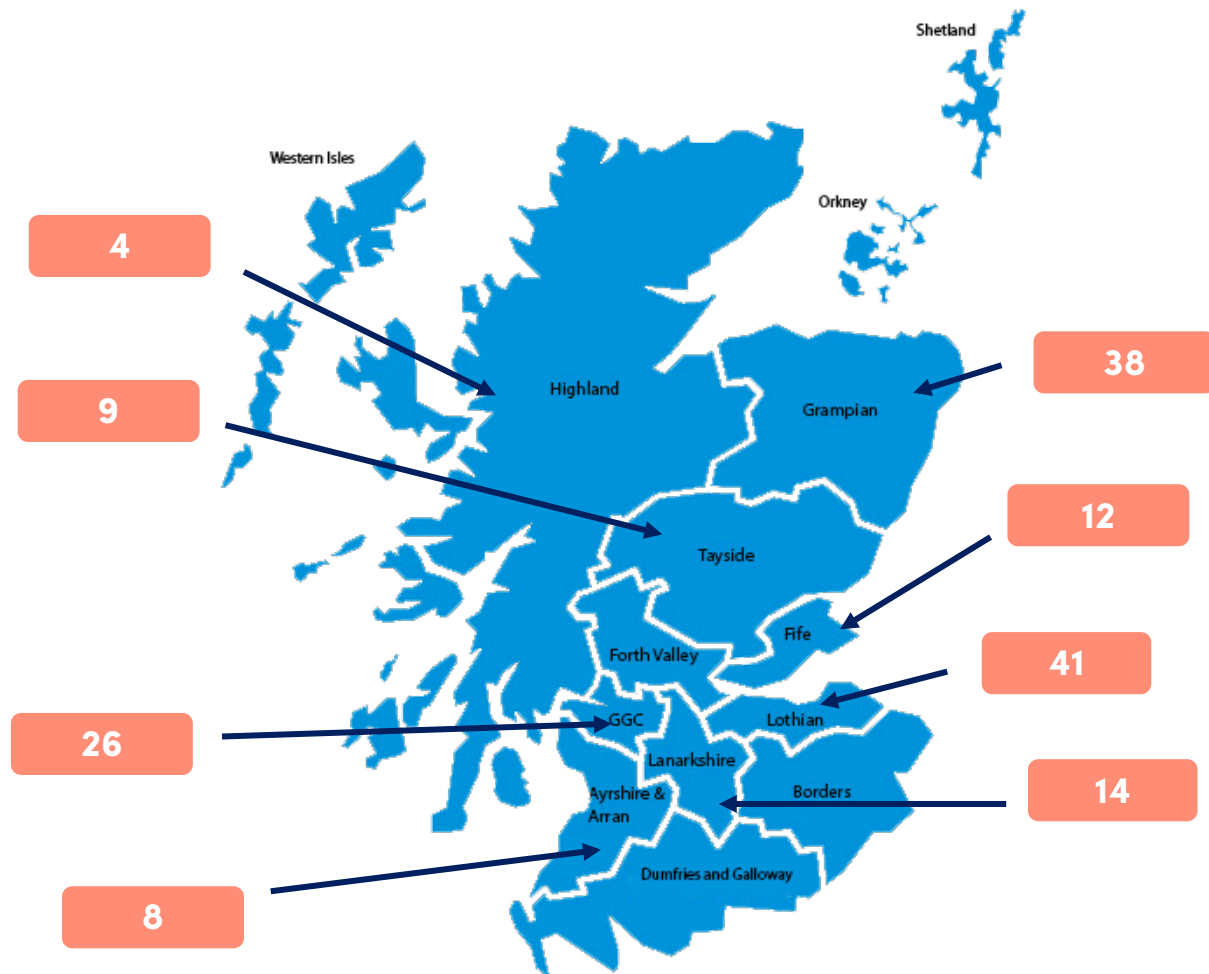
Usage by session

- The majority of registrations of Daylight are from NHS Staff (61%)
- The second highest number of registrations are from the 3rd Sector (17%)
- Only 6% of registrations are from the Care Sector



Targeted comms to the Care Sector could help with engagement

Which Health Boards are we reaching



- We are seeing the highest number of patients registering for Daylight in Lothian (41)
- Grampian Health Board has the second highest number of registrations (38)
- Registrations are well spread throughout Scotland showing that a number of health boards are communicating access to their staff



Continued communications will help to improve uptake of Daylight

Sleepio

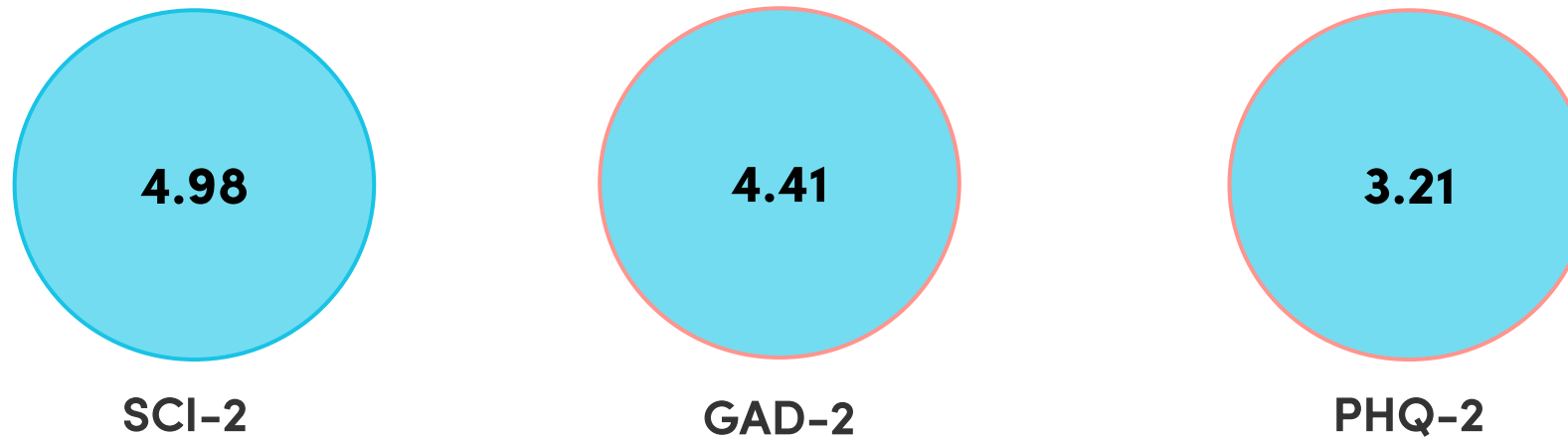
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Daylight

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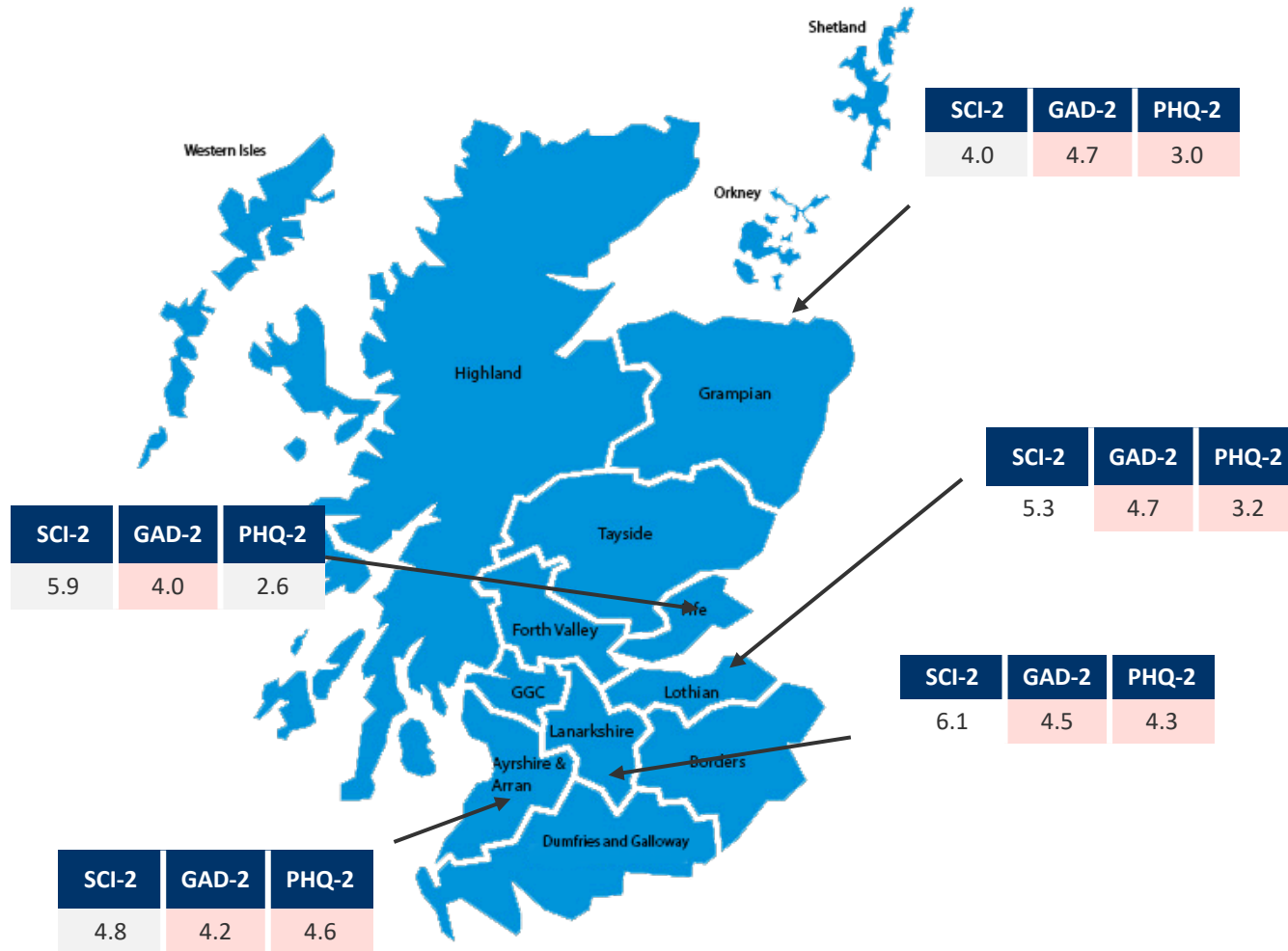
Overview: mental health at baseline

Baseline mental health data



Average Baseline GAD-2 and PHQ-2 Scores are in the clinical range for anxiety and depression

Mental health at baseline by region



- GAD-2 and PHQ-2 scores are above the clinical cut off (≥ 3) in numerous Health Boards including Grampian, Lothian, Ayrshire & Arran and Lanarkshire
- SCI-2 scores are above the clinical cut off (≤ 2.5) in these regions.

Next Steps

- Presentation will be shared with you and can provide further metrics for individual health boards if requested
- Please do email me at josie.studd@bighealth.com if you have any questions, happy to provide materials to support with communications
- Please do continue to share the Health and Care Scotland links with your staff

Sleepio: www.Sleepio.com/healthandcare-scot

Daylight: www.trydaylight.com/healthandcare-scot

Links can also be found on the [Big Health Website](#) and the [Promis Site](#)

- Colin will be holding a Sleeposium soon to Health and Care staff, we will send details in due course

