



b **o** **BROTHERS** **IN ARMS**

Brothers in Arms is
about #RealMen...

- We are a 21st Century Charity for the 21st Century Male trying to make sense of the Modern World, for all men in Scotland no matter where they are.

Male suicide

the single biggest killer of men
under the age of 45 in the UK

75% of all UK suicides were male.

How many ways are there
to be a #RealMan...



Why Brothers In Arms?...

- We believe that having a dedicated #SafeSpace that men can access in Scotland is the best way for them to explore and address their mental health in privacy and with confidence.
- We know that men are having a tough time, whether it be with their work, their bills, their family or their friends. More and more are seeking help for mental health concerns, but this is not translating into better outcomes. In fact, the male suicide rate is only increasing as time goes on.
- Something has to change. Our aim in creating BIA is to give them support that is tailored to their needs and to start them on the road to recovery, to make these guys strong again. That way we can make sure fewer men are set adrift when they need help most.



DIGITAL.FILM.SOCIAL

This is how we will reach out to
all men in Scotland...

- **DIGITAL** – Provide support
- **FILM** – Create awareness
- **SOCIAL** – Spread the word



We are about #BrothersHidinginPlainSight...

- In a ground-breaking piece of research conducted on behalf of a men's grooming brand, its data has been collected by a bot deployed by the Artificial Intelligence studio 'Us Ai', co-founder Pete Trainor says machines used wisely can guide us to a more positive future.
- The bot was deployed to speak with men across the UK freely, and anonymously about what keeps them awake at night, what they worry about, what makes them feel lonely, as well as attitudes to masculinity, wellbeing and happiness. The results, published last month, have been startling.



We are about #BrothersHidinginPlainSight...

- “with 59% of respondents suggesting they’d like to talk further to a bot about their mental health, Ai-powered services and digital tech could be the key to unlocking men, historically that most stubborn of demographics, and build a bridge into the real-world care network”
- While many men who spoke with the bot had never spoken to a person about their issues because they found it too invasive, when they spoke with the bot they had plenty to say.
- Many of the most tragic comments that the bot received came from men who appear to be surrounded by others, married and often well-connected socially.



12.5% of men in the UK

are suffering from one of the common
mental health disorders

75% of all UK suicides were male.



As a 21st Century Charity
we are pursuing a digital
strategy...

- “Rather than patronisingly insist men ‘talk more’, then blame them when they don’t, recent research has shown that perhaps it’s time to change how – and where – we listen to men. Rather than expect men to self-present at their GPs and talk face to face, perhaps we need to take the conversation to them, via technology we know they are already comfortable with,”
- Ai and the secret life of men, Martin Daubney.

How will we do this?...
'An App wont Judge Me'





What is needed are digital tools for men that can be used both in private and in confidence...

- **But these services have to be made free to use because as men we already have enough barriers when dealing with our mental health.**
- **After much research and investigation we launched...**



Feel Stress Free...

...see our new app that prevents, detects & treats common mental health conditions.

DOWNLOAD HERE.

By collaborating with our innovative and forward thinking partner Thrive...

- We licensed the use of their technology to be used by men in Scotland**
- It is a clinically proven and NHS approved confidential well being app that helps build resilience, prevent and manage stress, anxiety and other common health conditions.**

By refocusing it towards men in Scotland and creating a digital safe space which they could access without fear of judgement...

Andres Fonseca, Thrive's Co-Founder and CEO, trained as a psychiatrist and worked for the NHS, Andres worked closely with Clinical Director and psychologist Adam Huxley. Andres and Adam created mental health services that supported 1200 people across 70 facilities.

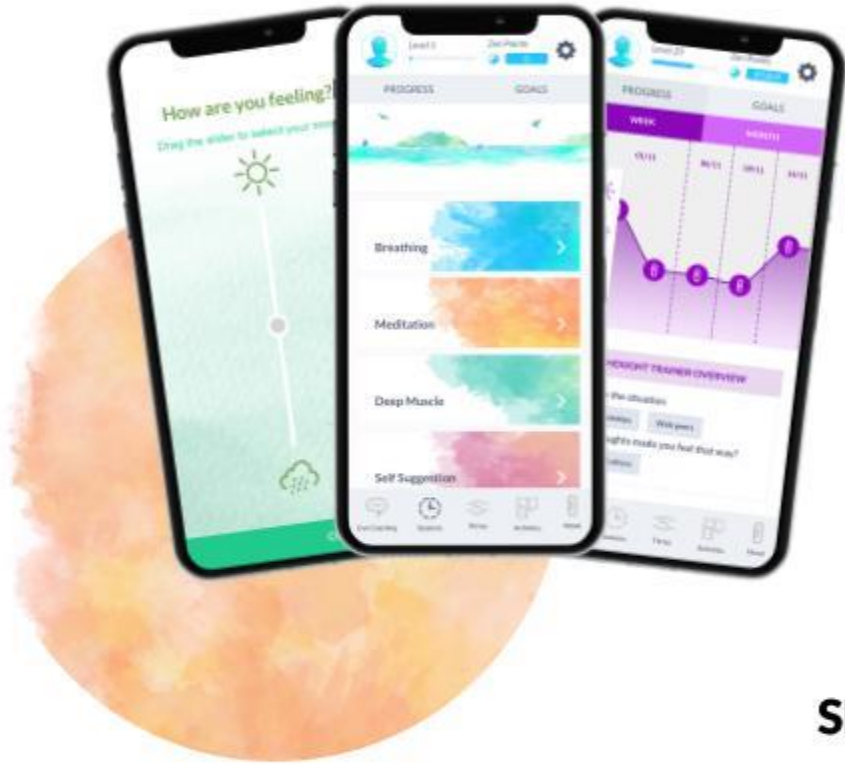
When the two met with Rich Flower - a successful games developer behind the likes of Tomb Raider - who felt strongly that gamification techniques could be used for the greater good, there seemed a huge opportunity to make the concept finally come to life.

Together, the team created Thrive - the application that is now proven to train individuals in clinically proven techniques to manage their mental health; screen for mental health conditions like anxiety and depression; and make prevention part of general wellbeing for all.

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IN ARMS



THRIVE: MENTAL WELLBEING



PREVENTION

Personalised goals to reduce risk factors.
Daily activities to improve resilience.
Stress busting techniques, fun
distraction games and much more.



SELF MANAGEMENT

Users will be given a personalised wellbeing plan made up of varied support, signposting, relevant information, and appropriate techniques to self-manage their condition.

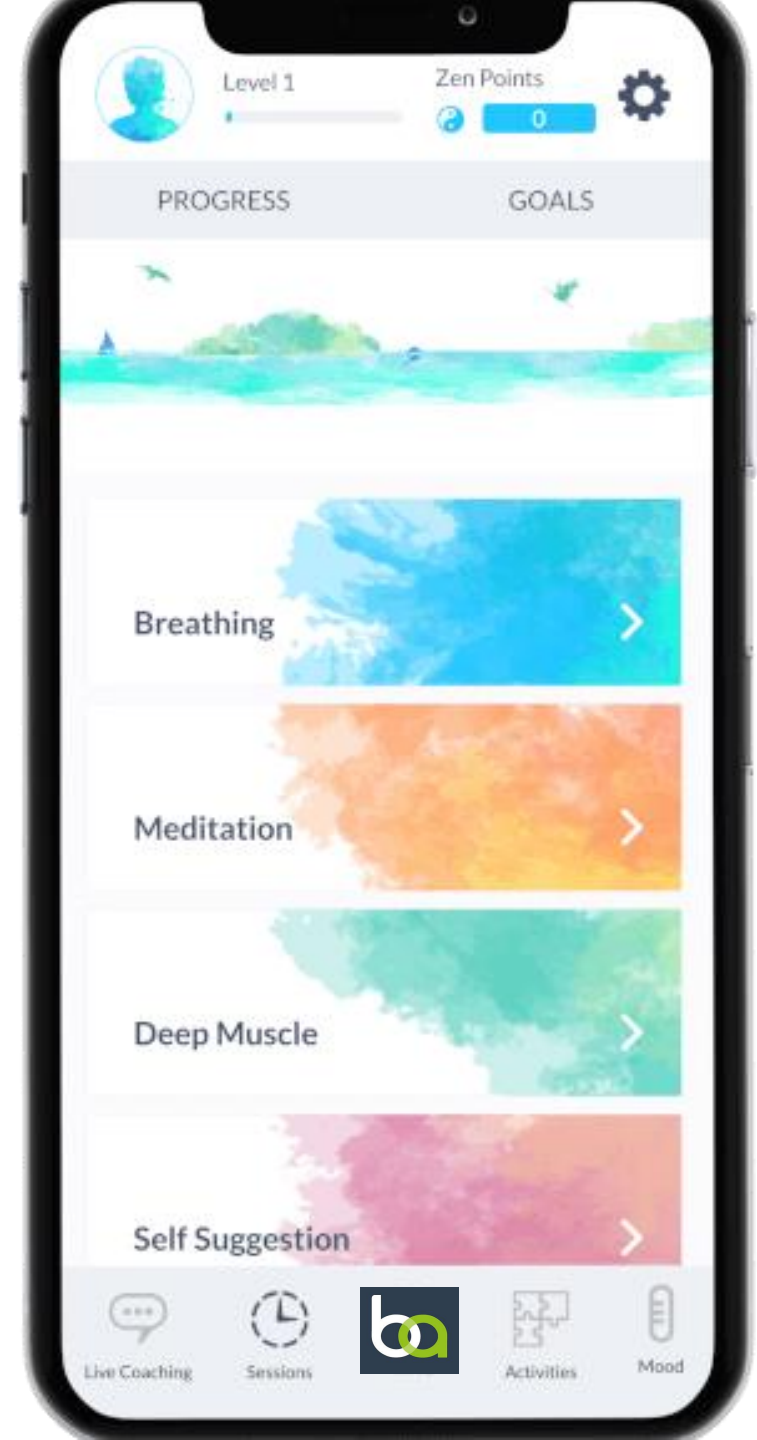
EARLY DETECTION

We use PHQ9 and GAD7, two validated questionnaires used in NHS and other clinical settings. These are presented regularly to detect depression and anxiety.



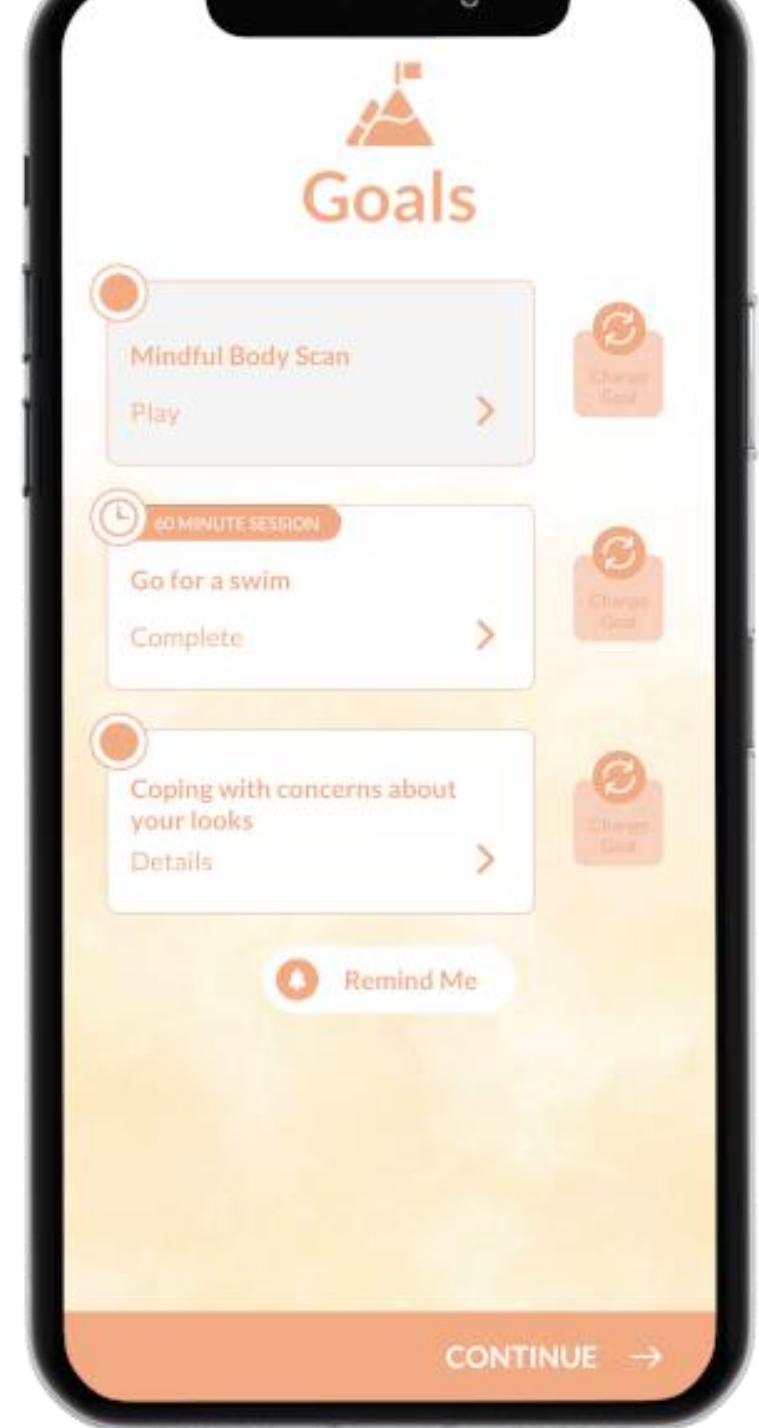
Mental Wellbeing, Self-management and Beyond...

- It offers a unique depth and range of support in one application. From relaxation techniques such as meditation, to thought training, sleep improvement, and goal progress tracking - you can improve your mental wellbeing easily, confident that all you need is in one place.



Clinically Proven Behaviour Change Techniques...

- It uses the latest computerised Cognitive Behavioural Therapy (cBT) methods that are proven to help people to manage specific stressors and retrain unhelpful thoughts. Every question and feature has been validated by research and is continually developed by experts.



NHS Approved...

- **An approved digital tool for use by individuals and in the workplace. Proven to help identify risk factors for stress, and then provide a mechanism to eliminate them by changing habits, the app is a powerful prevention tool now recognised by the NHS.**



Since the app launched in May 2018...

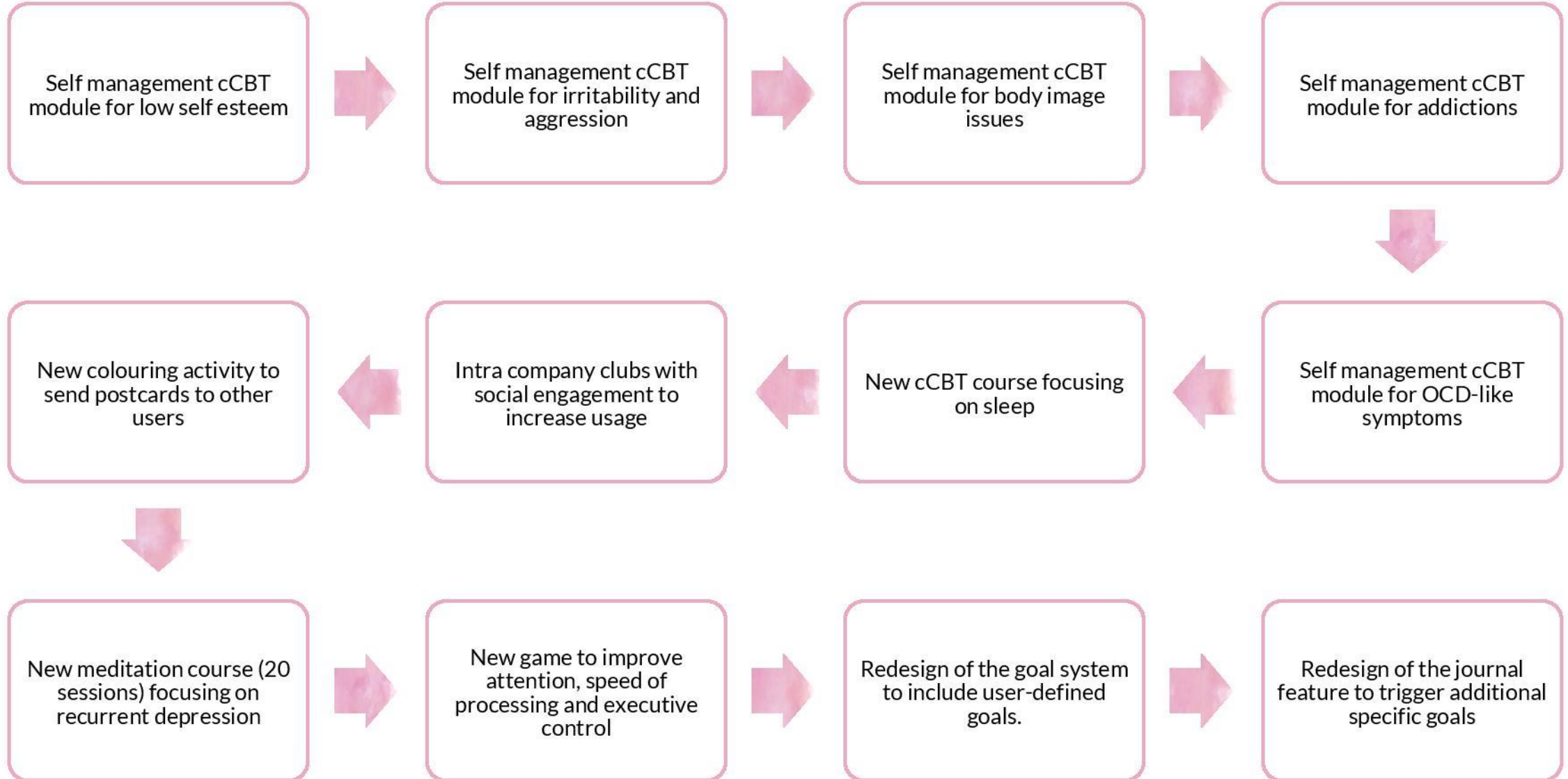
- We currently have over 900 users of the #BrotherFeelStressFree app accessing it every month in Scotland from Stornoway to Dalkeith and all city's in-between.
- 10% are aged 16 to 24
- 35% are aged 25 to 34
- 27% are aged 35 to 44

With a 70% to 30% male to female download ratio.

Giving us anonymous data and insights into how men feel about their mental health in everyday life which they normally wouldn't talk about to any one else...including themselves.

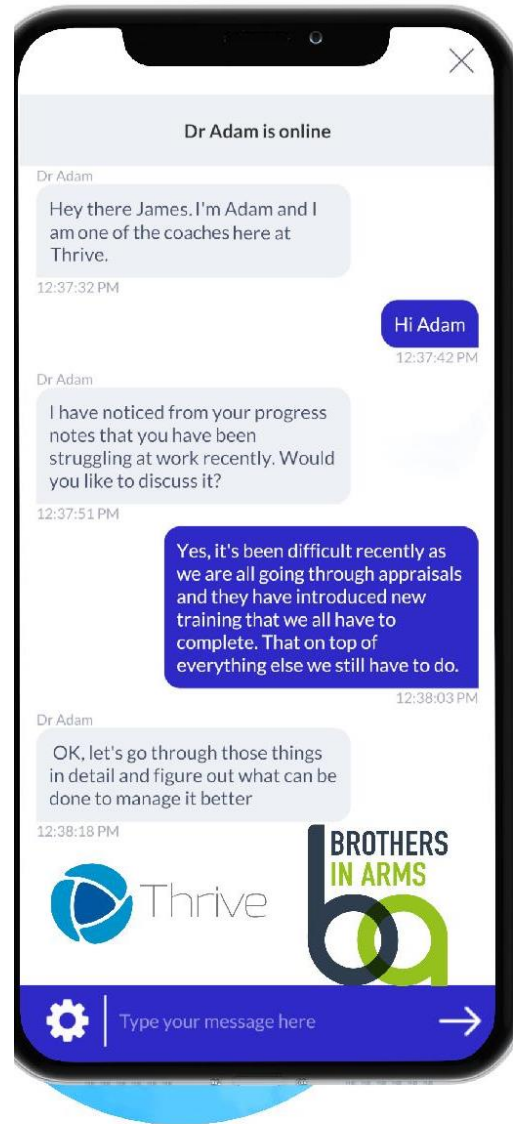


DEVELOPMENT PIPELINE

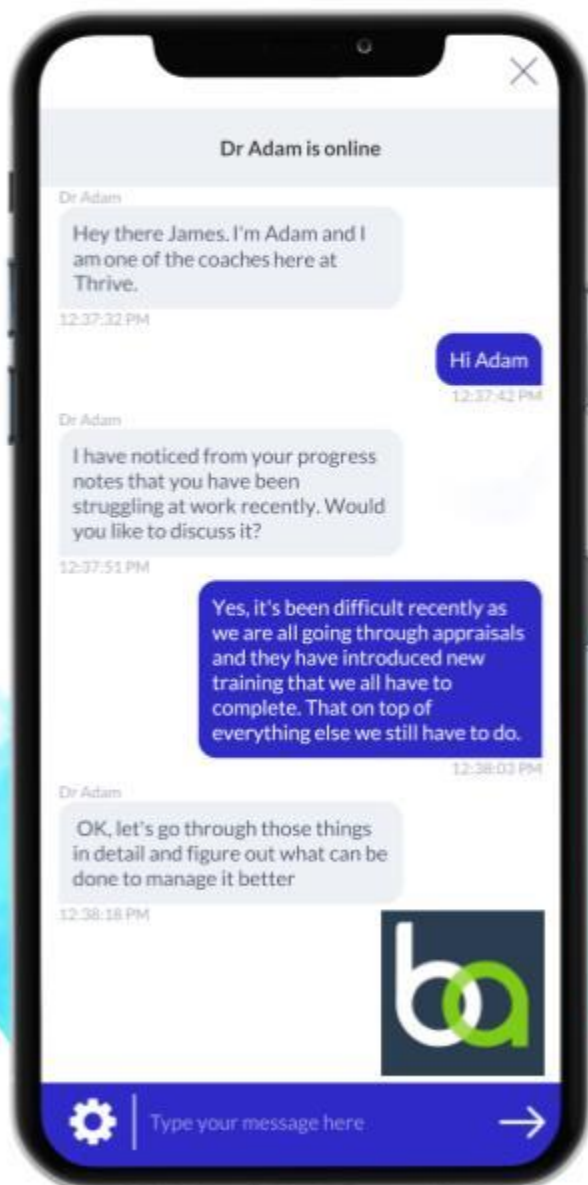


Introducing our new Mental Health Coaching service...

- The Coaching service is now live.
- Will support #Brothers to fully engage with the self-management programmes in the App and to continue the use of it as a means to support their own mental fitness.
- It will be available 8am to 8pm UK time on all weekdays, except bank holidays in England & Wales
- All coaches are fully trained to support, inform and signpost.



INTRODUCING IN-APP COACHING SERVICE



Chat in-app to a coach at the touch of a button



Triples engagement with the app prevention features



Robust clinical governance process



All of our coaches are supervised by consultant level clinicians



Proactive risk assessment and safeguarding for those screening positive



When necessary we will guide and encourage users to seek support



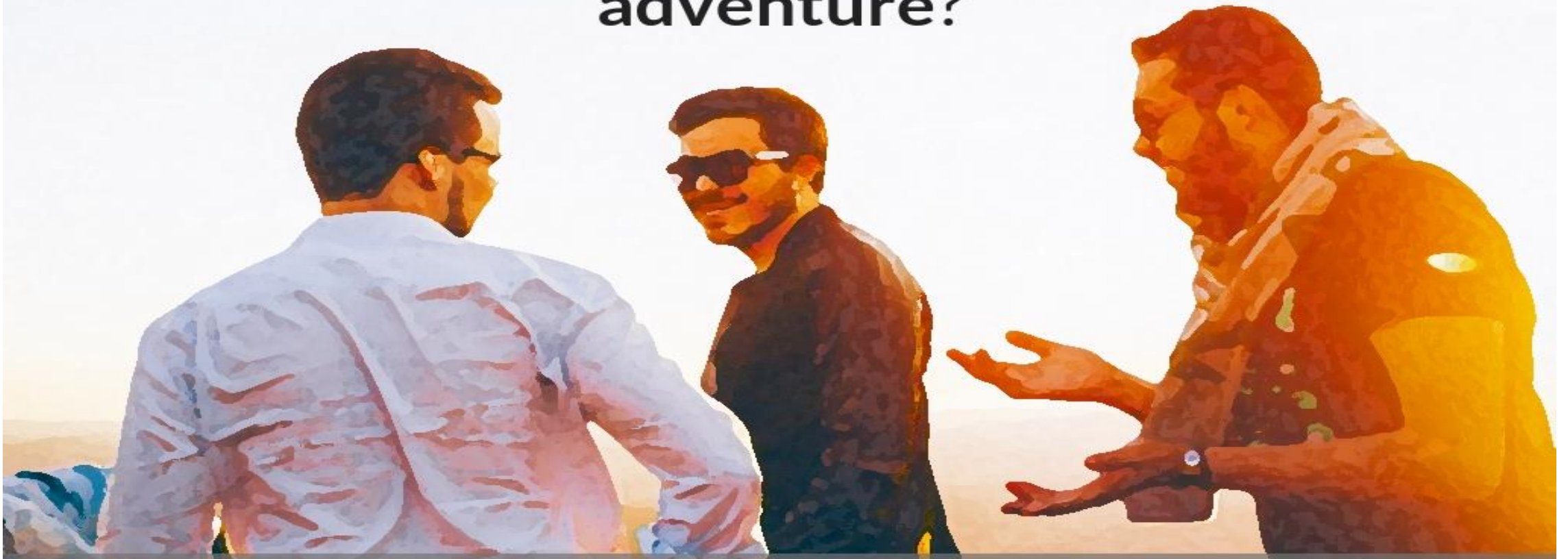
Coaches signpost to internal services or even emergency services



Our coaches are trained in risk assessment and safeguarding



Are they lost or having an
adventure?



Most situations are neither good nor bad, they are what you make of them.