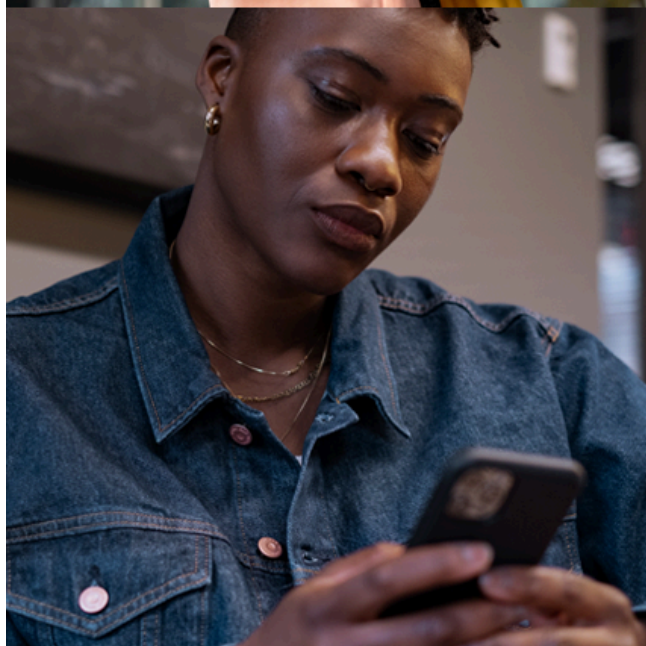
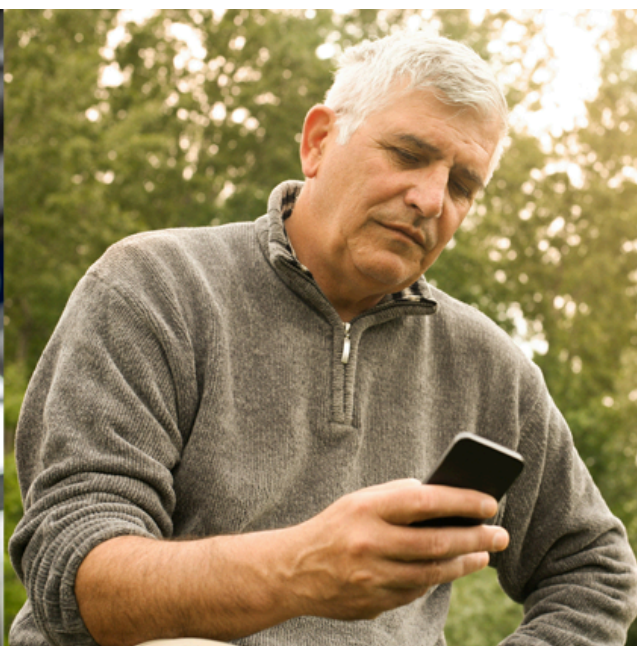


Media pack



About Mental Health Innovations

Mental Health Innovations (MHI) is a digital charity using scalable, innovative, digital services and insights to transform the mental health of the nation.

Founded in November 2017 with support from the Royal Foundation of The Prince and Princess of Wales, Mental Health Innovations uses data insights, clinical expertise, innovation and partnerships to improve mental health across the UK.

We provide early intervention, preventative care, and crisis support through digital services. Shout is the UK's only free, confidential, 24/7 text service, while The Mix offers anonymous online advice for young people. We empower young people as co-creators and volunteers, equipping them with mental health skills for their communities and future employment.

Mental Innovations has a number of academic partnerships including with the Institute of Global Health Innovation (IGHI), led by Lord Ara Darzi at Imperial College. This partnership also includes Imperial College's EPSRC Centre for Mathematics of Precision Healthcare. Several ongoing projects focus on using Natural Language Processing and machine learning, including deep learning, to analyse Shout conversations at scale. These cutting-edge methods are crucial for understanding our large dataset of hundreds of thousands of text-based conversations.

About Shout

This year's garden, the MS Amlin 'Peace of Mind' garden, is in support of our Shout service.

Shout is the UK's first free, confidential and 24/7 text support service for anyone in crisis. To date we have supported over **one million** children, young people and adults through **three million** text conversations, with a range of issues from suicidal thoughts and ideation, depression, anxiety, relationship problems, bullying, loneliness, eating disorders and more.

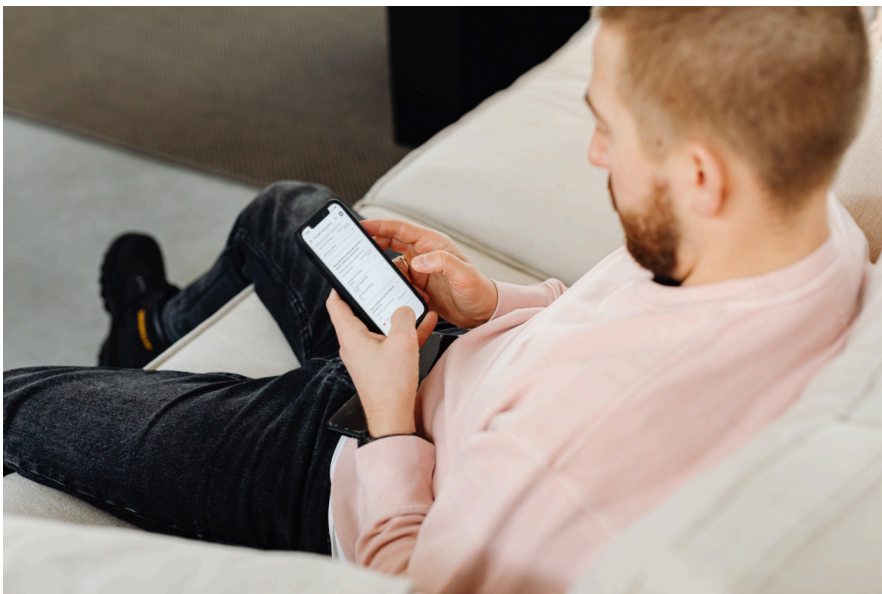
Every 53 seconds, someone in the UK reaches out to us for a conversation that could save their life.

About MS Amlin

MS Amlin is a corporate partner of Mental Health Innovations (MHI) and Haven House Hospice, where the garden will be replanted after the show.

MS Amlin Underwriting Limited is a leading global (re)insurer, part of the global top-10 insurance group MS&AD, with operations in the Lloyd's of London, Middle East and Asia markets. With a 100-year record, we deliver a quality service for businesses facing the most complex and demanding risks. Our role places us at the forefront of the Property & Casualty, Marine and Reinsurance markets.

We are experts in underwriting, with both technical capability and deep knowledge of the areas we insure. Our claims service aims to set the industry reference point for quality, with efficient, fair and timely claims management.



"Thank you so much for everything you have helped me through tonight, I never thought I would have made it through the night without you" - Shout texter feedback

Over 31% of our conversations are around stress or worry, equating to more than 178,000 conversations every year. Fuelled by the pandemic, and enhanced by the cost of living worries, these numbers have continued to grow year-on-year since the service launched in 2019.

Many of our texters speak about how getting outdoors and being around nature enhances their mood. This may involve going for a walk, journalling in the fresh air, listening to the birds, or just taking in the colours and nature. This insight reflects the garden inspiration

and designer's own journey of how gardening and colour therapy enhances his mood and mental wellbeing.

"I appreciated this - good things are coming your way. Your my hero 💕" - Shout texter feedback

"Thank you for being amazing this evening. You made me feel so able to be honest and relaxed to chat to you about my feelings. You helped me so much." - Shout texter feedback

"Thank you so much for talking me through and for the helpful resources that you sent me tonight. I don't have many friends and the conversation tonight helped me so much and I didn't feel alone anymore. Thank you!" - Shout texter feedback

How Shout works

Shout is designed to be as easy to access as possible - there is no app or data required, no registration process and no fee. It is silent, free, confidential and anonymous – a texter can send a text message any time of day or night wherever they happen to be.

1. A person in need of support sends an SMS text message by texting the word 'Shout' to 85258.
2. They will receive an automated response explaining how the service works
3. The texter is connected to a trained Shout Volunteer
4. The Shout Volunteer will listen and help the texter move to a calm state
5. The texter will need to work with the Shout Volunteer to address the crisis and agree an action plan to help themselves take their next steps to feeling better
6. The texter might be provided with information about other specialised charities and services to continue to get support

If someone's life is in imminent danger, always call the emergency services on 999.

Every conversation is with a human being... There are three levels of assessment operating across the service:

- **An algorithm:** Reviews the initial text and places urgent cases to the top of the queue
- **Shout Volunteers:** Over 18, have gone through application, reference checks and our crisis response training. These highly trained volunteers converse with texters

and are the foundation of Shout

- **Supervisors:** Full-time paid staff. They are qualified clinicians and work alongside the Shout Volunteers to monitor conversations 24/7

[Watch this short video to see how Shout works.](#)

[Watch this video with The Prince and Princess of Wales meeting a young boy whose life was saved by Shout](#)

Volunteering with Shout

Shout Volunteers are at the heart of everything we do. These highly trained individuals based in the UK and New Zealand are able to help us scale our support across the nation, by volunteering remotely.

Becoming a Shout Volunteer equips people with skills for life, helping provide them with vital knowledge, inspiring career choices and impacting wider communities.

From our insight into volunteering, we know that:

- Nearly half (48%) of Shout Volunteers said volunteering helped them to get a job
- 1 in 2 (49%) of Shout Volunteers said volunteering inspired them to change careers
- 94% of Shout Volunteers have a greater sense of wellbeing

'Joining Shout has honestly been one of the most rewarding experiences in my life, it has shown me that this is a career path I want to work in.' - Volunteer feedback

'I want to work with children and young people's mental health services in the future so Shout has given me the opportunity to have experience supporting people with poor mental health.' - Volunteer feedback

Volunteer stories

Here are just some of the people who have been inspired to volunteer and the impact they have had:

Laurie

Laurie began volunteering with Shout during the Covid-19 lockdown, hoping to support others through a difficult time. From her home near Loch Lomond in the southern highlands, she now helps children, young people, and adults across the UK—often late at night or early in the morning, thanks to Shout's flexibility.

Laurie finds the text-based nature of the service especially valuable for children, who may not feel ready to speak out loud.

Inspired by her experience, Laurie retrained as a counsellor and now works for a mental health charity. The training she received at Shout - focused on active listening and talking through risk- gave her skills and confidence that proved essential not only in supporting texters but also in her counselling course.

She credits Shout with giving her the tools to take that next step. "I absolutely recommend volunteering with Shout—it changed my life for the better," she says.

Cuan

Cuan started out as a Shout Volunteer and went on to join our staff team as a Clinical Practitioner. She lives with Hypermobility Ehlers Danlos Syndrome, fibromyalgia and complex PTSD. The remote and flexible nature of the Shout volunteering opportunity makes it perfect for her so that she can fit it around her symptoms, or take a break when needed.

"Living with multiple chronic health conditions definitely comes with challenges on a daily basis. However, Shout have always been incredibly understanding and reassuring when I've needed to take some time out to focus on my health. And when I've returned I've always been met with a warm welcome and appreciation for being back on the platform to support texters again. Being able to support people with their mental health means everything to me, because people deserve to feel heard, understood and supported, whatever they may be struggling with." - Cuan

About the 'MS Amlin Peace of Mind garden'

The container garden, titled 'The MS Amlin Peace of Mind' garden, designed by the award-winning garden designer Hamzah-Adam Desai, focuses on colour therapy and the powerful connection between nature and mental wellbeing. Spending time outdoors and being surrounded by nature can help boost endorphins and improve our mental health, and this garden reflects that message, offering a peaceful space where visitors can connect with nature, while learning about how to use colour with plants for their own wellbeing.

After the Chelsea Flower Show, the garden will be moved to its forever home at Haven House Children's Hospice, which is a charity also supported by MS Amlin. The garden will be a permanent fixture for the children and their families at Haven House, with a focus on continuing its purpose of using colour and nature to help boost and support mental wellbeing.

Sponsored by MS Amlin, a specialist insurer committed to building resilience, the garden is an example of how businesses and charities can collaborate to drive meaningful impact in tackling the mental health crisis.

[Watch a video with the designer Hamzah.](#)

[Read this LBC article](#) about why MS Amlin sponsored the Peace of Mind Garden

Spokespeople for Mental Health Innovations

Victoria Hornby, CEO

Victoria is CEO of Mental Health Innovations. From 2011 to 2017, she was Director of Programmes at The Royal Foundation, overseeing projects like the Invictus Games, Coach Core, United for Wildlife and Heads Together. Before that, she was a Senior Executive at the Sainsbury Family Trusts and CEO of an international development charity. Victoria started her career as Field Director of an aid agency in Eastern Europe. She is also a Director at Social Finance, adviser to the Charles Dunstone Charitable Trust and trustee of the Westminster Foundation and Bridges Impact Foundation.

Victoria is able to talk about how we're utilising digital tools and services to reach people at scale across the UK, helping to drive early-intervention and deliver crucial crisis support. She can talk about what we know from over three million text conversations with people who are struggling to cope, and the impact of nature and being outdoors on boosting our mood and wellbeing.

Dr Mark Ungless, Director of Data Insights

With over 20 years of experience in psychology and neuroscience research, Mark has worked extensively in public engagement and science communication. Before joining MHI, Mark was Senior Lecturer in Neuroscience and Director of Postgraduate Studies at the MRC London Institute of Medical Sciences at Imperial College London, and Education & Engagement Secretary for the British Neuroscience Association. He previously held a lectureship and a Royal Society University Research Fellowship at the University of Oxford, after postdoctoral research in Houston, San Francisco, and Oxford. Mark has a BSc and DPhil in Experimental Psychology and is a Senior Fellow of the Higher Education Academy. Mark is able to talk about the insights we've gleaned from three million text conversations and how we're building an unparalleled dataset to support the sector and help inform mental health strategies.

Hamzah Adam-Desai, Garden Designer and Shout beneficiary

Hamzah is the award-winning gardener behind the container garden being displayed at RHS Chelsea. A Shout beneficiary, Hamzah reached out to the service during the pandemic when he was struggling with his own mental health. Speaking about the garden, Hamzah said: *"This is a garden inspired by my own journey into horticulture discovering how gardening and colour therapy with plants enhances my mood and mental wellbeing and I'm delighted I can bring this garden to the Chelsea Flower Show to help support others too. Having seen the work that Mental Health Innovations does to support people across the UK with their mental wellbeing, I am thrilled that I'm able to design a space that will help support more people's mental wellbeing and connect with nature, before it then goes to its forever home at Haven House Children's Hospice, where it will provide a calming presence to the children, their families and the staff who support them."*

Hamzah can speak about the impact of nature and colour therapy on boosting our mood, the garden and what it means, as well as how using the Shout service helped support his own wellbeing.

Amir Sethu, Head of Sustainability at MS Amlin

Amir is an ambassador for sustainability within MS Amlin and for MS Amlin within the Lloyd's market. With over two decades of industry experience, Amir joined MS Amlin (part of the MS&AD Insurance Group) in 2021 into a newly created role with his appointment signalling their commitment to investing in their ESG expertise. Under his leadership, MS Amlin has committed to various net zero transition initiatives that incorporate climate risk and wider ESG considerations within Underwriting, Risk Modelling, Capital Management and Reserving. Amir led the development of MS Amlin's Sustainability Strategy, which supports a commitment to support sustainable, profitable growth whilst responding to MS Amlin's societal and moral obligations with integrity. Prior to joining MS Amlin, he led a sustainable finance start-up and was formerly a Director at KPMG. He is a Trustee and Board member at Blood Cancer UK, where he chairs the Audit and Risk Committee.

Amir said: s must go beyond donations to create lasting impact and the role of nature-based solutions in building more resilient communities.

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