



# COMMUNITY DEVELOPMENT REPORT



## INTRODUCTION

My Way Code is a personal development programme to support good mental health that utilises many forms of interactive technology in use today including animation, video, game-play, surveys, podcasts...

My Way Code offers a private, autonomous environment for people to safely explore their feelings and identity. It is based on and uses metaphors from a part of life we are very familiar with; travelling and already familiar road signs.

My Way Code will use journeys to promote health that will include; identity, values/beliefs, evolution, career/work, education needs/wishes, body and mind, sexuality, self-harms and self-cares, finances, community etc. The programme is really simple and has endless possible applications; individuals, families, businesses, education, care, prisons, training and so on.

It is a person centred “self-help” programme that intrinsically supports the individual to enable them to celebrate their individuality whilst learning about themselves, their context, their impact on it and their place in their community.

The innovative interactive technology in the programme helps us take time out to look at life, how to best manage it and define in our own ways. It does not teach or preach a set way. The My Way Code App will help us learn in fun innovative ways whilst tracking desired outcomes.



My name is Soni Cox I am a qualified and experienced Counsellor and Clinical Supervisor, registered and accredited by the BACP (British Assoc. of Counselling & Psychotherapy) and the creator of My Way Code.

As a therapist I am often helping people to tune into their feelings; somatically and psychologically, to understand how these affect their choices and behaviours and therefore impact their relationships, self-worth and values, and also how they wish to move forward; building on what they do that is working for them already, to apply to desired new changes.

Giving people the opportunity to increase awareness of self and others and the impact this has on their life choices brings personal responsibility and mastery which can only benefit them with an increased sense of identity, confidence in their inner resources and strength to communicate their needs better and sooner.

The idea and innovation for the My Way Code programme is developed from this work – creating an opportunity via technology for anybody to work through these questions on their own, finding their own way; regularly reviewing, tracking and celebrating progress.

**Do this before crisis and we support good mental health.**

**Do this after therapeutic intervention, we can support ongoing recovery.**

What we also do by this innovation is capture data about what really is affecting people's lives and what is working; research we will use to inform policy and influence change.

My ultimate aim is for those who have completed it become part of an online pay it forward My Way Code community to support, mentor and inspire others.

My Way Code is registered as a Community Interest Company (CIC). All profit will go into innovation, development and improving access to this life enhancing programme

## **COMMUNITY DEVELOPMENT PROGRAMME**

Thanks to funding for feasibility and development from The Big Lottery Fund we have run a Community Development Project in order for us to get feedback on the core idea, 3 elements, and also find out what people want the most help with. We had a target of meeting with 100 people from all different organisations and workplaces in small groups across Cumbria and also have an online site for any number of people to take part too.

The workshops took 1 to 2 hours and involved completing questionnaires, watching videos and using handouts to look at 3 topics: where we feel feelings in our body and how we can respond, who do we have to support us, and how we can break down goals to more easily make progress.

All completed entries will receive a FREE licence once the app is released.

As part of this project, this report is to share with local health and support organisations the needs given by the participants and if and how this process has helped them.

All data is anonymised and confidential. The photographs are published with consent.

We were lucky to have had some great organisations taking part in the workshops including:

Staff at Tech 4 Office Equipment Ltd

Staff at NHS Wigton Hospital

Young People at the Carlisle Youth Council

Young people at Aspatria Dreamscheme

Young people at Ayers Explorer Scouts

Young people at Phoenix Youth Project in West Cumbria



# WEBSITE



HOME

ABOUT

WORKSHOPS

CONTACT

TAKE PART

My Way Code:  
 a new non-profit mental health programme for young people and adults  
 to help build emotional resilience, autonomy,  
 personal responsibility and identity.  
 Available as workshop with eWorkshops and App in development.



My Way Code will be a new app to help you navigate your best life. Using signs, maps and tools My Way Code will ask you questions and give information in a private, fun, interactive way, building your own personal toolkit of resources on the way.



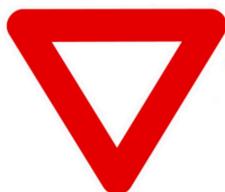
## WORKSHOPS

We chose 3 tasks, 1 for each of the above signs with outcomes of increasing:

**Awareness of and reactions to thoughts and feelings.**

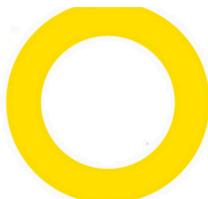
**Identifying support they have and who to go to.**

**Defining life goals and choosing steps towards positive change.**



Video 1 helps you to map your feelings in your body and design your own Warning Signs.

Part 1 Worksheets



Video 2 helps you to look at those around you and who is in your Circle of Support.

Part 2 Worksheets



Video 3 help you to look at your dreams and what you can do can get nearer to them.

Part 3 Worksheets

Thank you for completing Part 1

Please now prepare for Part 2 where we look at your Circle of Support.

Any queries, please email [community@mywaycode.org](mailto:community@mywaycode.org)



Thank you for completing Part 2

Please now prepare for Part 3 where we look at your dreams and ambitions.

Any queries, please email [community@mywaycode.org](mailto:community@mywaycode.org)



Thank you so much for doing Part 3. Please now complete the second questionnaire.

Thank you for taking part in My Way Code Project.



If you would like to take part in more development, please sign up. For every complete project we'll send you a free licence when the app is released in 2016.

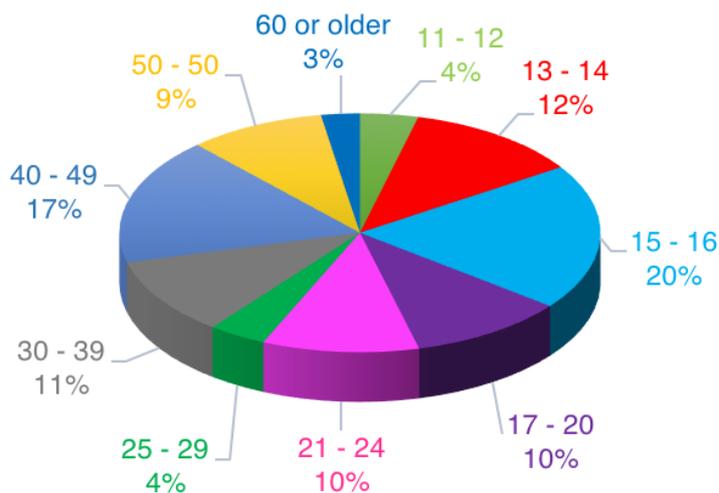


## RESULTS

Whilst we were looking to see if the My Way Code concept was helpful and engaging, another of our aims of our innovation is to capture data and trends that are useful to the community especially mental health services. This Community Development Project was an opportunity to do that. In addition to capturing feedback and testing tasks we asked questions about the participants lives and concerns. Here are the results of those:

### AGE RANGE

As we had a wide range of participant groups we have a fairly evenly spread from 11 years old to over 60 years. 56% of them were under 25 with 44% over.

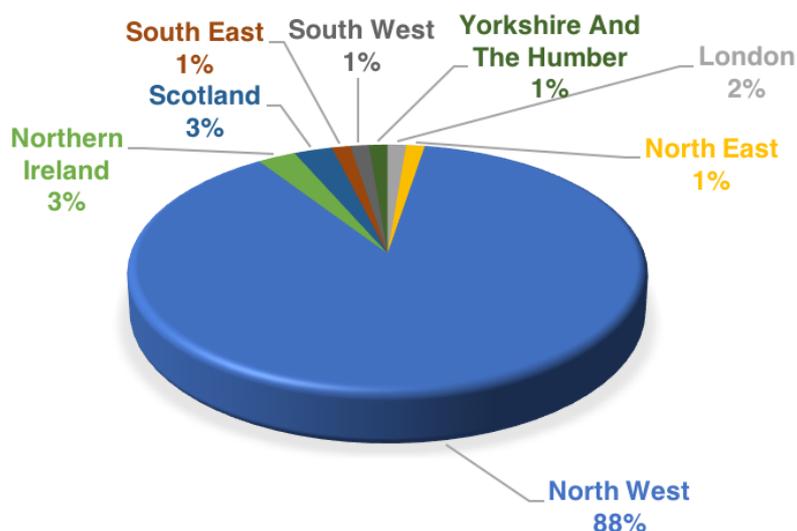


### ETHNICITY

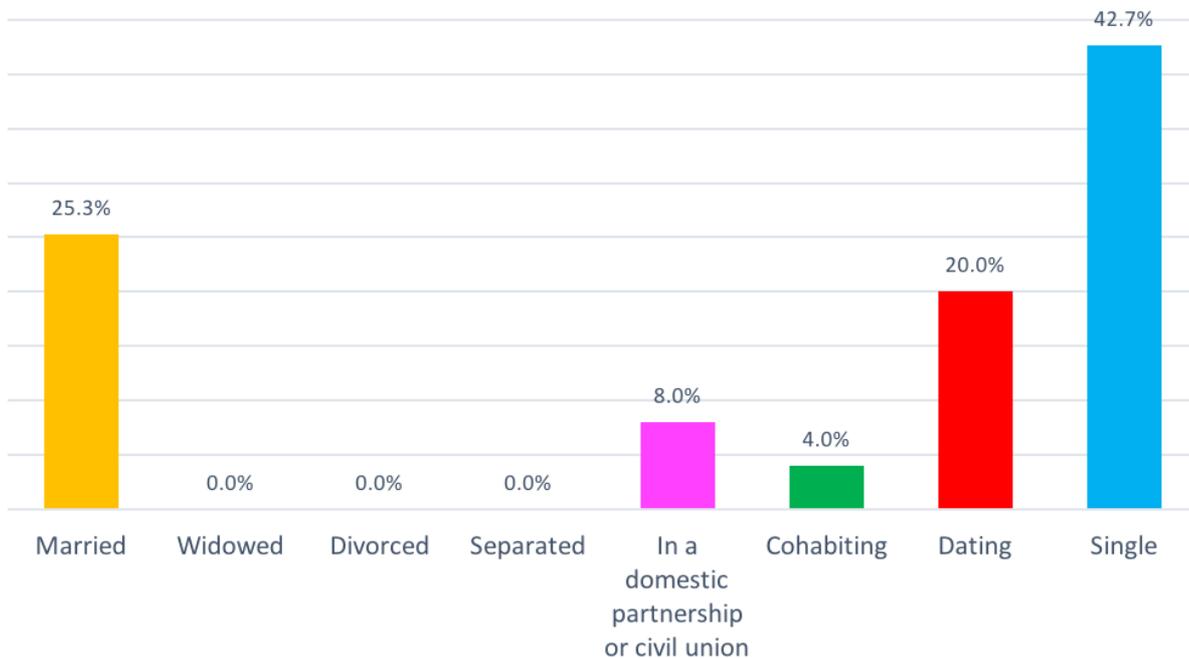
The majority of participants took part in the group workshops held in their organisations across north and west Cumbria so the demographics reflect that community where census figures show that 96% identify themselves as White British.

### LOCATION

Similarly, our workshops were held in the North West with online participants from different areas of the UK.



## RELATIONSHIP STATUS



## SITUATION

In addition to providing support and resources to people to support good mental health, it is important to understand their context and any limitations they face.

We asked:

**Do any of these apply to you? (please tick)**

Currently in care or care leaver 1.6%

Been arrested or spent time in custody NIL

Have special educational needs NIL

Have a physical disability 4.9%

Have mental health diagnosis 8.2%

A migrant/refugee/asylum seeker NIL

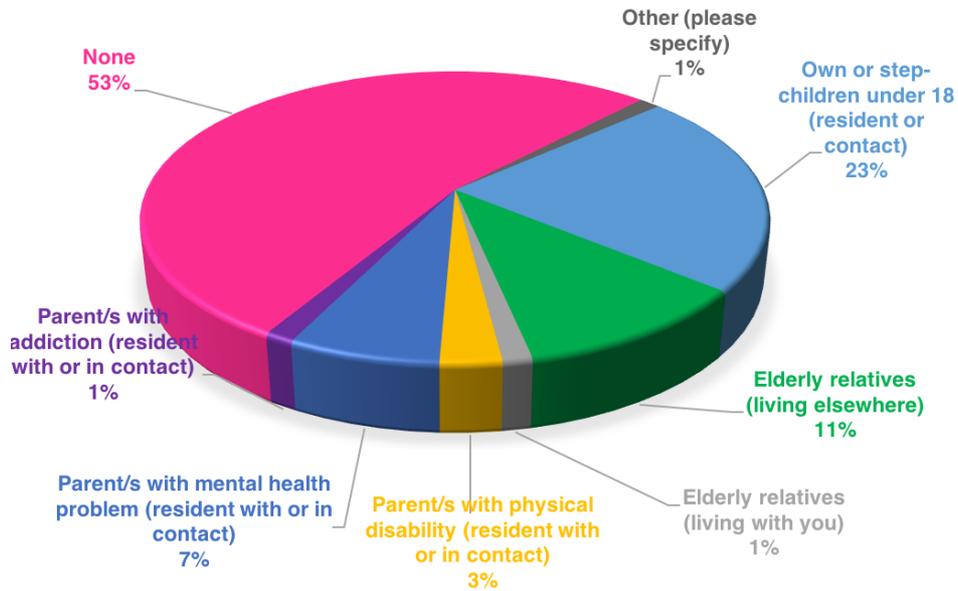
Other (please specify) ... 8.2%

None - 82%



## CARING RESPONSIBILITIES

We can all be impacted by the pressure of being responsible for other peoples' wellbeing so we asked about the participants caring responsibilities. Nearly half 47% had people in their life that may need additional support or parenting.



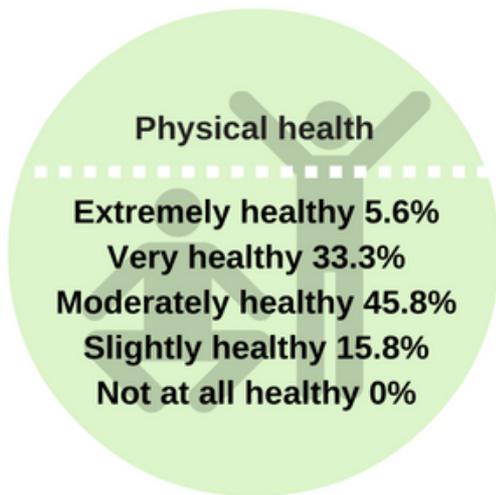
## AREAS OF LIFE THAT ARE OF MOST CONCERN:

When looking to provide support to people it's important to know what is of most concern to them. Our results show that Family, Work and Self Esteem causes the most worry for our cohort.



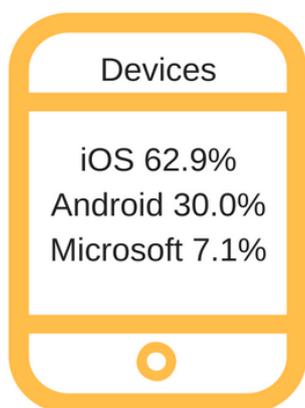
## MENTAL AND PHYSICAL HEALTH

We know that about 20% of our groups have a mental health diagnosis, people in their lives who have a mental health diagnosis and/or a physical disability. We did not target groups that are particularly together because of mental or physical health. We wanted to explore whether My Way Code tasks could also help people who do not consider themselves to be mentally healthy address some of life's stresses and concerns and therefore help maintain good mental health as well as support those with existing problems. We asked people how physically and mentally healthy they felt they were:

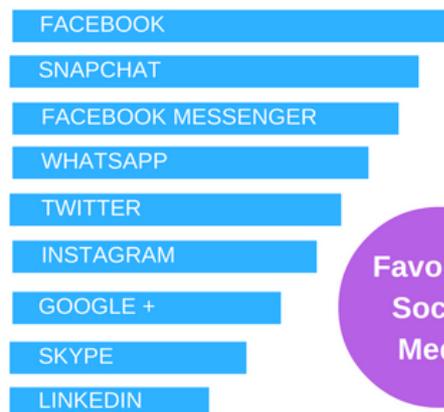


## TECHNOLOGY

We're looking to innovate new ways to support mental health through technology so we wanted to know about our participants' use of devices, apps and social media. We discovered the following:

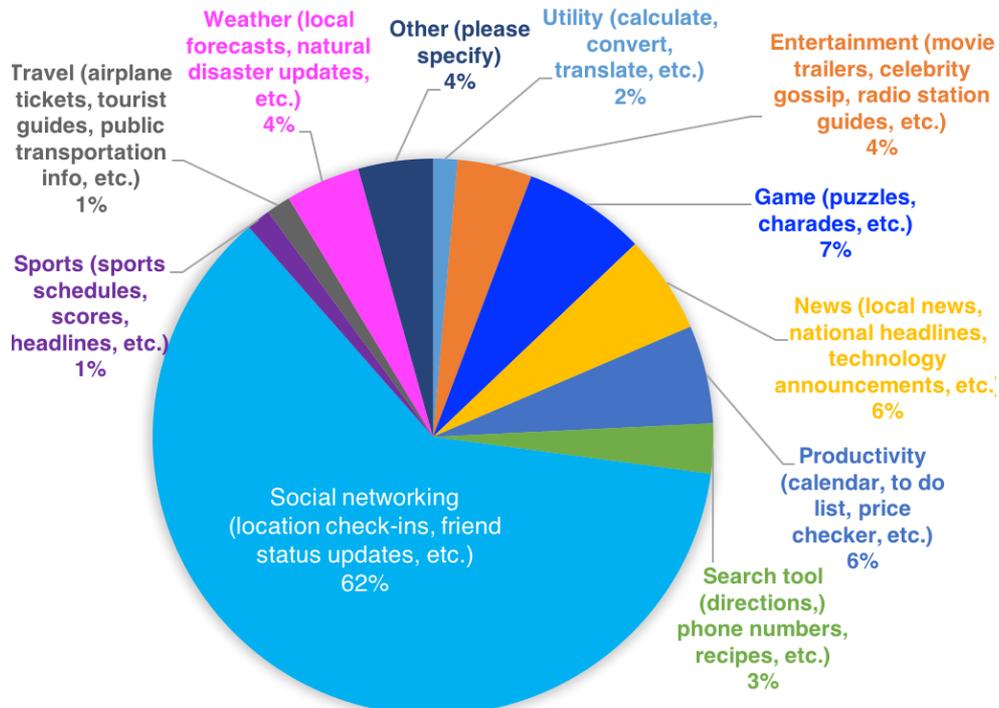


Average time on devices per day



# APPS

In a typical day, which type of app do you use on your digital devices (computer, tablets, phones, etc.) most often?



## MEASURING OUTCOMES FROM OUR 3 TASKS

We asked our participants to reflect on 3 questions before and after each task (9 in total).

Using scaling, we asked them to score themselves from 0 to 10 (10 being the most) for each question.

Then to scale minus 5 to plus 5 on the distance travelled in their awareness after the tasks.

1 2 3 4 5 6 7 8 9 10

**1** How much awareness do you have of your feelings?  
How much do you know about managing your feelings?  
How good are you at managing your feelings?

**2** How aware are you of the people who can support you?  
How much do you know about getting support from people?  
How good are you at getting support from the people around you?

**3** How aware are you of your plans for the future?  
How much do you know about planning for your future?  
How good are you at planning for the future?

-5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5



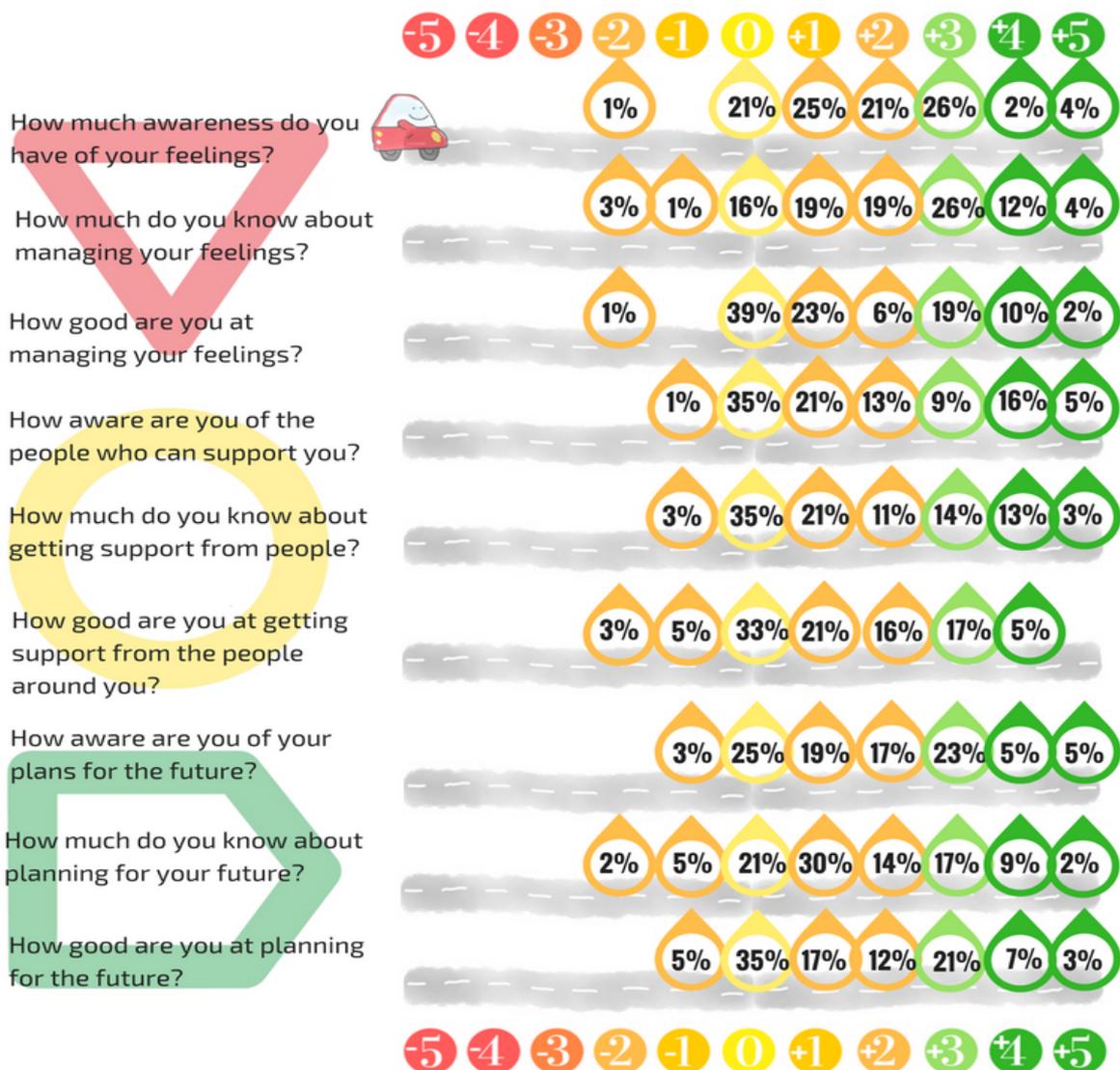
# RESULTS

So how far did people feel they had moved and learned more after the My Way Code tasks? After completing the 3 tasks, 1 for each of the signs the participants completed the 2nd survey marking how much they felt their scores had increased for:

**Awareness of and reactions to thoughts and feelings.**

**Identifying existing support they have and who to go to.**

**Defining life goals and choosing steps towards positive change.**



70%

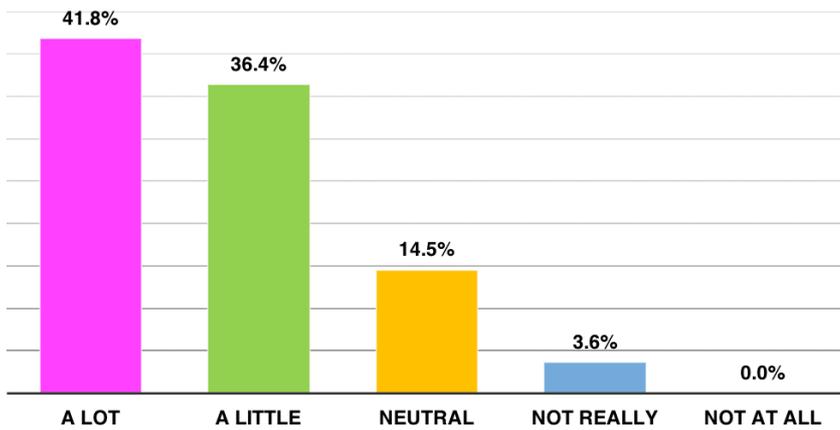
**IN SUMMARY 70% OF PARTICIPANTS SCORED THEMSELVES AS IMPROVING THEIR AWARENESS OF FEELINGS, SUPPORT AND PLANNING LIFE GOALS BY +1 TO +5**

# FEEDBACK

Participants were given the opportunity throughout to leave notes and feedback on the surveys and workbooks. We asked for their thoughts on the style and ideas too.

Here are some of the answers:

Do you like the car, journey and signs ideas?



**This sign is all about YOU. Discover how, where and why your feelings, beliefs and behaviours drive your life.**

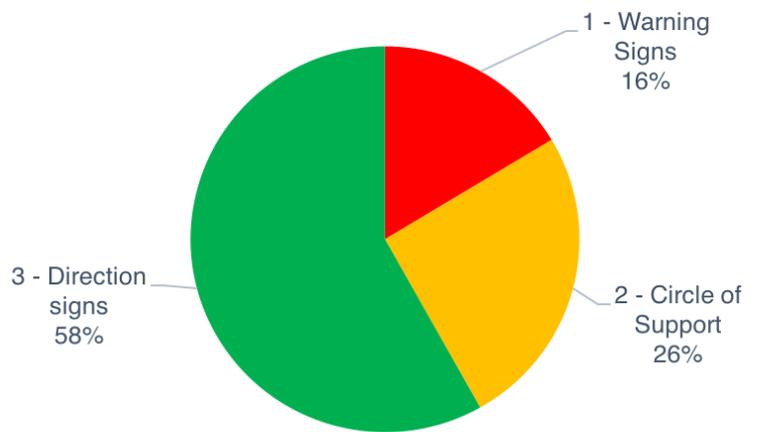


**This sign is about what and who surrounds YOU and the roles you have in different settings.**

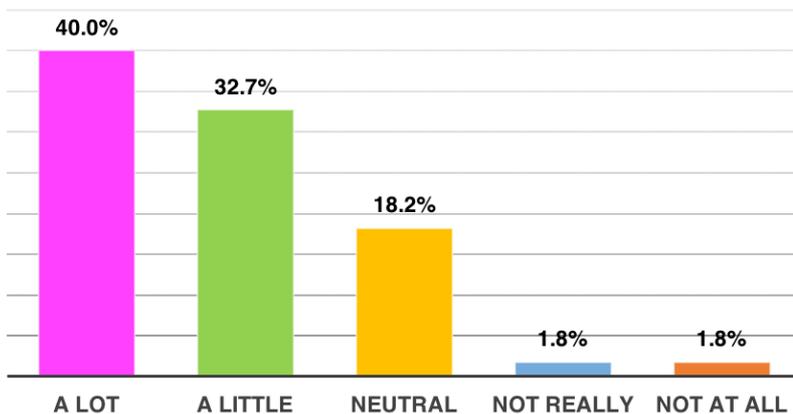


**This sign is about what direction YOU want to move in and how you can plan to get there.**

Of the 3 elements, which did you find the most helpful?



Do you like the colours and images used?



## COMMENTS ABOUT THE TASKS

Very good I think this is a brilliant project!

Having it written down was really useful and having this in an app would be even better for me as I don't like paper

All helpful in terms of self-awareness

Makes you take time to realise and evaluate

It's difficult to answer this without seeing the fully fledged app, but I think that having everything on the app will be good. The more interactive and intuitive the better.

Breaking down goals into more manageable target is useful helps think of long and short term goals.

Thinking about who you surround yourself with is very insightful.

This was so useful - I went from have a vague idea of the things I would like to change in my life to actually having tangible steps towards my goals that I can actually put into practice (and will be doing!)

Really like the circle of support - made me think.

Fab. I have really thought about being more aware.

It's really good. Loved it!

What a great idea, good for people to stop and think about themselves.

That it is very intuitive and thought provoking, I am very aware and able to deal with my emotions and it was incredibly insightful for me so I can only imagine the impact this will have for others. It's also very child and adult friendly, it's a lovely thing to think of families doing this.

A useful tool to help you engage with yourself. We don't spend enough time doing this. Was interesting - made me think.

## COMMENTS ABOUT WHAT THEY WOULD LIKE TO SEE IN THE APP:

Where to get help Reminders to check/do things Calendar/planning Access to support Compare progress reminders, activities Show distance travelled Circle of Trust No notifications For it to signpost where to find help Easy help for those with mental health issues Videos Games More colour Modern music Gives us suggestions of what to do Emojis to picture your emotions Help and management of feelings Defo an info or help button. I was a bit confused but the app will make it easier. Help button to explain areas ease of use Mood tracker that maps over time so you can identify any patterns Access to other circles of help, perhaps a list of local therapists and other complementary therapies/physical classes/nutritional advice. Almost like a directory of reputable services. Personalised features, I feel this would have more of an impact on the user. All of the app features that were explained are important. It would be great if they were all included in the final version. I think it would be good to have a way of getting actual human support if needed as well as the self-help stuff. Also, I don't know how this would work, but it would be good if you could write a paragraph or so about how you are feeling, and then the app picks up the kinds of words and emotions used and suggests self help techniques that are relevant to how you are feeling. It would be good as well if there were rewards at certain milestones in the self help journey, so maybe once you have completed 10 exercises you get a free relaxation track to download, for example (it would be good if the rewards linked to wellbeing too). An app based around mental health and resilience is much needed. I feel the graphics will especially attract younger people. Best of luck for the future, I hope to be playing soon!

## CHALLENGES

The project began in September 2015 with the first phase producing the website and all the workshop content. After a faltering start with an external company, we decided to create all these elements in-house. The most important focus for My Way Code is to provide resources that impact mental health and wellbeing in the most engaging yet cost effective way.

In the meantime, approaches and visits were made with different organisations who may be interested in having workshops. We quickly met with the amazing Carlisle Youth Zone who were happy to have us come in to work with the teenagers they support as well as their staff and volunteers.

Ready to launch at the end of November and then the floods came .....

Sadly, our office which was in the refurbished Old Fire Station in central Carlisle became inaccessible as the building was under several feet of water and the Youth Zone was absolutely decimated.

The county was hit hard and the focus was, of course, on



flood recovery for

a lot of the organisations we were to look at working with.

We put our launch on hold and offered our support in helping victims where we could. At time of writing, neither building is yet fully refurbished and although the Youth Zone has provided their activities on upper floors, we will return to work with them once they are fully open and able to accommodate us. This and has affected us reaching our target of 100 people in face to face across the county.

Also, the online participation has been very low. People have often registered for the first part but not gone on to complete all the tasks and subsequent surveys. Some of the comments left have been that they would like to test the app version and not give the time it takes to do the tasks online with videos and pen and paper or handouts. We didn't receive any negative feedback about the online version; only that they would rather wait for app released.

## LEARNING

This process has given us the opportunity to learn many things about the concept, what people are actually looking for support with and how to communicate what we are doing so people understand our programme and whether our ideas actually work.

The workshop format has proved very popular with great feedback from the people who organised for us to go in. Most have lasted 2 to 2.5 hours and people have remained engaged throughout. Where possible we have had time for groups to share their learning and insights. They have often kept their workbooks to reflect on further, all have expressed interest in the app and follow up workshops with specific journeys in mind. It's clear from the feedback above that people became invested in the idea and what they would like to see in the app.

## WHAT'S NEXT:



#worldhealthinnovationsummit

reach in local communities.

**1. WORLD HEALTH INNOVATION SUMMIT** – in addition to our community development programme the concept of the 3 core tasks as a means for people to raise their awareness and understand their needs better has been adopted into the community wellbeing programmes by the World Health Innovation Summit. WHIS was launched in 2015 with their first summit being held in Carlisle in March 2016. More summits are planned across the world including Greece in Oct 16, London in Nov 16, Thailand in Dec 16 and in 2017 Cornwall, Ireland, Mauritius, Brazil, India, and the USA. They too are a social enterprise that are looking to embed their programmes for children #WHISkids, adults #WHISatwork and older people #WHISseniors where the summits are held. This means that the workshop format and the app when developed will have a global

In Cumbria #WHISkids has been piloted in 8 local primary schools. They use the 3 signs format across 6 weekly sessions that also include physical activities and games. We are developing a

handbook so that schools can deliver the sessions themselves. 10 more schools are signed up for next half term.



Feedback from our recent workshops in Primary Schools in Cumbria

"I liked today doing the directions, it helped me decide I didn't want to eat as much sugar, these sessions really helped me understand this."  
Henry, Yr 5

"I enjoyed writing down feelings on the sheets, it helped me understand more."  
Abiaqil, Yr 5

"I like the lying down bit at the beginning and when we did the exercise."  
Alex KS1

"I used to feel tired a lot and I didn't know why, the sessions have helped me feel that sleep is really important and I go to bed earlier, I am going to work on this as one of my directions"

"I think it's nice that some people are out there that want to help us figure out what is good for us, for our health and wellbeing."  
Mya, Yr 5

Asked what could be improved?

"We would like more sessions as an improvement to the sessions!"  
Leah, Yr 5

"I liked it when we played a game where we crossed the river, it made me feel really happy."  
Suzy KS1

"I liked it when we played all the games, they were fun and interesting."  
Eva, KS1



#WHISatwork is the workplace wellbeing programme where again the My Way Code has been adopted into their programme offered to businesses with WHIS' own bespoke follow up to implement further support to employees with therapists and health professionals going into the workplace to support the goals identified through the My Way Code workshop. Again these have been well received and are being rolled out with more facilitators.



"Fab. I have really thought about being more aware. A useful tool to help you engage with yourself. We don't spend enough time doing this."



"Was interesting - made me think. Upbeat feeling - looking forward to trying this. Thought the whole group was positive and interesting."



"What a great idea, good for people to stop and think about themselves."

@MWCSoni @HIC2016



"Circle of Support - Thinking about who you surround yourself with is very insightful."

@MWCSoni @HIC2016



Fun way to self assess!



### 3. APP DEVELOPMENT

Our main aim continues to be to raise funds to develop the app and the subsequent journeys. Through this project we have so much more understanding and confirmation of what's needed in order to progress in the most innovative and cost effective way. In the future we'd like to build in technologies such as wearable trackers, GPS and Virtual Reality.



### 4. DATA

This process has also given us the opportunity to look at how the data we gather about what most affects people and how their context impacts their wellbeing, will mean that we will have a valuable source of information for healthcare services. This project allows this information to be shared so that in addition to reporting our results we can inform those supporting the community of our cohorts' context and concerns. With the considerable amount of data which will come from the app and eWorkshop use, as well as WHIS' data, we hope to be able to impact policy at a national level.

### 5. COMMUNITY DEVELOPMENT

This project is just the start of how we wish to develop our community development. We've stayed in touch with all the organisations that took part and recently shared space with the Carlisle Youth Council at the inaugural Carlisle Health Mela. Their Chair, Bethany Bulman helped me to arrange the resources we'd needed for the event and we designed postcards that would offer the general public the chance to try the tasks:

**Warning Signs**

This sign is all about YOU. Discover how, where and why your feelings, beliefs and behaviours drive your life  
How do you know you're stressed?

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Where do you feel stress in your body?

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What signs would help you to respond to these feelings sooner?

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#MHAW16 @MWCSoni

**Order Signs**

This sign is about what and who surrounds YOU and the roles you have in different settings.  
**Who do you have in your life?**

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With you in the middle, who would you plot nearest to you?

**Direction Sign**

This sign is about what direction YOU want to move in and how you can plan to get there.  
**What would you like to change in your life?**

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Pick one, how would you feel when you reach that goal?  
Scoring 0 to 10 where are you now towards that goal?  
0 \_ 1 \_ 2 \_ 3 \_ 4 \_ 5 \_ 6 \_ 7 \_ 8 \_ 9 \_ 10

Enter 3 things you could do each day towards your goal?

Focus on the feeling, keep tracking your progress up the scale to feeling what you want to.



We are committed to continue to support community health events and to continue to hold workshops and focus groups for all the development of our ideas. It is essential that we develop what works and not just innovate for our own need to create.

We have already built into the brief for the app developers to hold coding and app design workshops with the participants who are interested in staying involved.

## THANK YOUs



It's been an amazing year and first of all our thanks go to the Big Lottery Fund for this chance to study the feasibility of our ideas. There's a lot more we can do and we can certainly increase that number of 70% positive progress as well as knowing not to waste time and resources to develop online workshop for individuals to do alone as this has not proved popular.

The support from Gareth Presch, Founder of the World Health Innovation Summit has been immense and we look forward to developing our work together across the globe to support people's health and wellbeing, alongside WHIS' wellness director, Martyn Blacklock.



And thanks again to all amazing organisations who have engaged and supported us despite a bleak time for many across the county.

- Staff at Tech 4 Office Equipment Ltd
- Staff at NHS Wigton Hospital
- Young People at the Carlisle Youth Council
- Young people At Aspatria Dreamscheme

Young people at Ayers Explorer Scouts

Young people at Phoenix Youth Project in West Cumbria

Finally, thank you to the non-exec Directors of My Way Code CIC for their continued support and advice and all the supporters I have met along the way who have been so generous with their feedback and advocacy for the idea.



Thanks to Ben Priest, Photographer for permission to use some of the WHIS images.



**FOR ANY FURTHER INFORMATION PLEASE DO GET IN TOUCH.  
THIS REPORT WILL BE ALSO MADE AVAILABLE ON OUR WEBSITE AS WELL AS A  
SUMMARY DOCUMENT AND AS AN INFOGRAPHIC.**

### **CONTACT**

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