
Rethink
Mental
Illness
Breaking Barriers: Let's Reach Every Community Together
Rethink Advice and Information Service

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From attendee to speaker: sharing our journey towards more accessible mental health support



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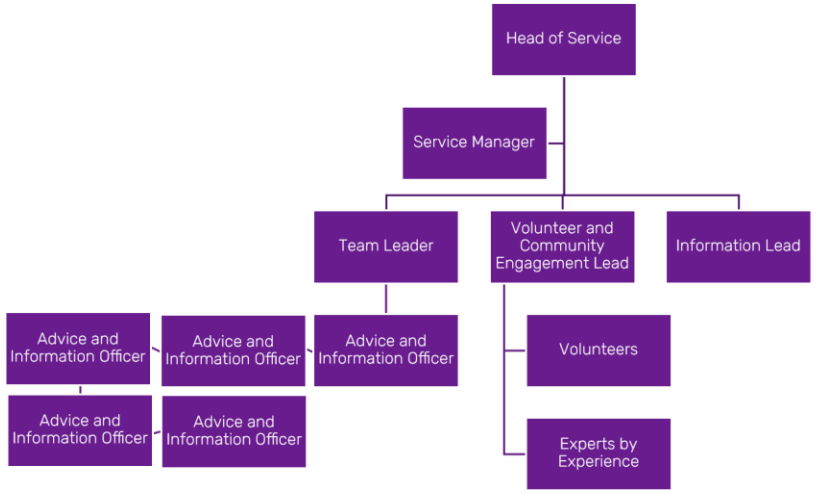
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- Introduction to RAIS
- Evaluation 2024
- Demographic data
- Why accessible mental health advice matters
- Data and feedback
- Projects
- The future
- Partnership and collaborations
- Questions

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Rethink Advice and Information Service (RAIS)



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Since 1992, our advice and information service has been there for people affected by mental illness. Our team give practical advice on a wide range of topics.
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"We couldn't confidently say who we were reaching, or who we might be missing."

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Demographic Data

Before…

- Assumptions
- Missing information
- Unclear picture

After…

- Better conversations
- Better data
- Better understanding

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The value of data beyond RAIS

Data influences:

- 🎯 EDI
- 📈 Strategy
- 🤝 Co-production
- 📢 Campaigns
- 💷 Funding
- 🔍 Identifying unmet need

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How we're using data and feedback

- Age
- Location - postcode
- Ethnicity
- Gender
- Sexuality
- Religion or belief
- Mental health diagnosis

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Service decisions…

Challenge

- Rising demand
- Small team
- Capacity

Vs.

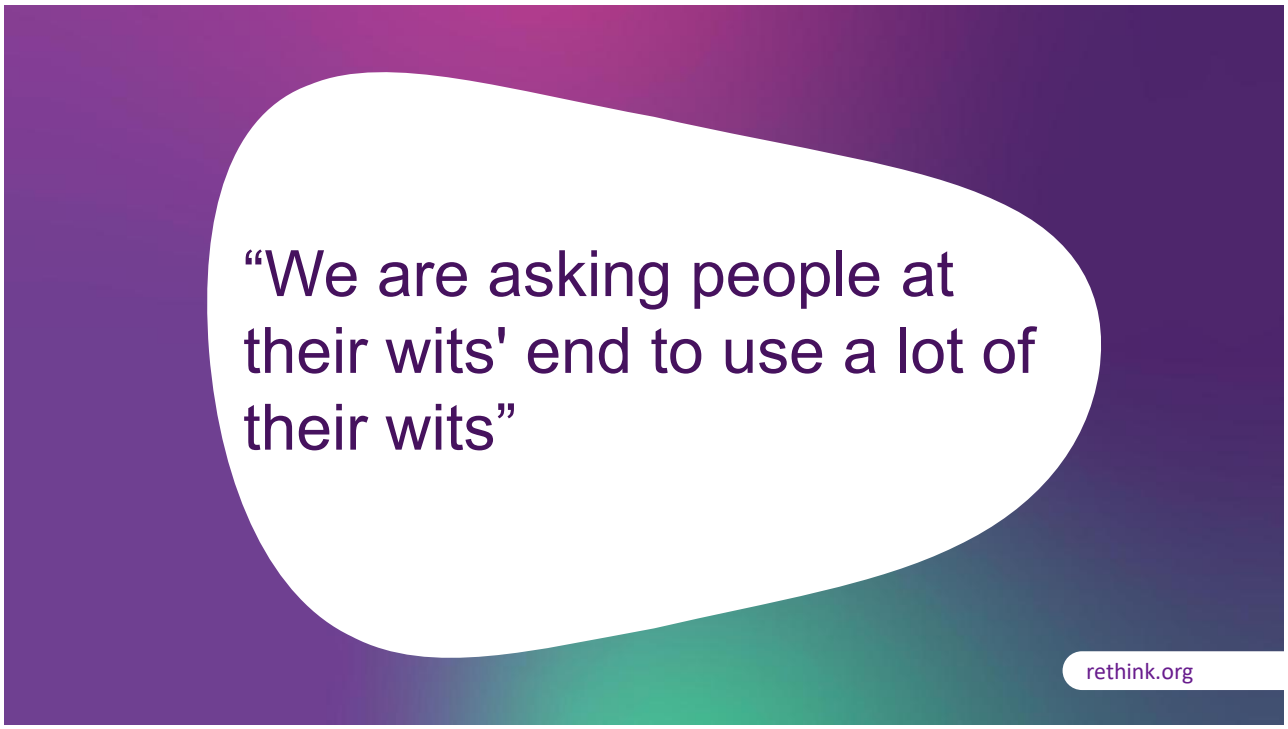
Opportunity

- Better webchat
- Stronger Adviceline
- Improved information offer

➡️ Accessibility became an even greater priority

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“We are asking people at their wits' end to use a lot of their wits”
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How are RAIS accessible?

- Adviceline
- Webchat
- Easy Read
- Translation
- BSL
- Audio
- Accessibility Tools



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Being creative due to lack of…

- **Capacity**
- **Funding**
- **Resources**

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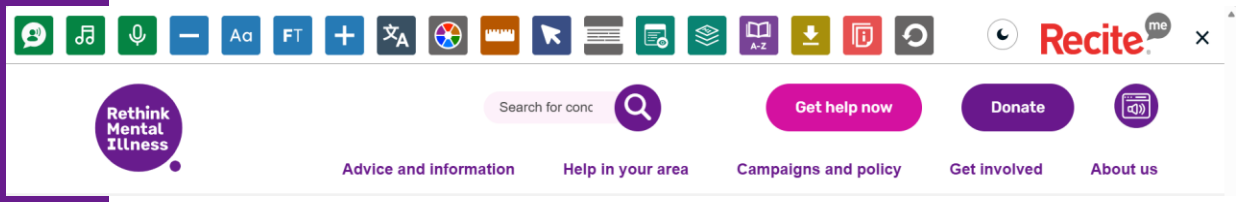
Experts by Experience (EbE's)



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Audio project



"The screen masking really helps my ADHD. I didn't know a tool like this existed."

"The translation tool is brilliant – my mum would actually understand the page now."

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Audio project

“Listening helps me stay focused when reading feels overwhelming.”

“The tone of some recordings felt flat; a warmer delivery would improve engagement.”

“The visual would make the process clearer than the text alone.”

“A consistent style would make the pages feel more accessible.”

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Extended Support Pathway (ESP)

“As someone who's been around someone with mental health for 30 years, resources are just a minefield”

“My daughter, because she can't live with us, would be homeless if we weren't helping her.”

“I've become extremely anxious. And you just need some calm person in the background.”

“When I discovered that all four of my sons had problems. It just became all too much for me.”

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Partnership working

Mental Health UK

Mental Health & Money Advice

RAD

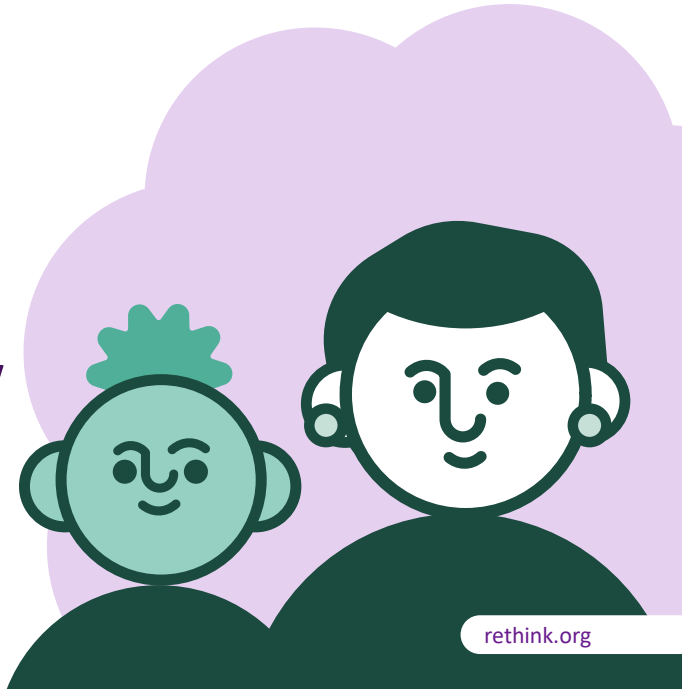
Tommy's
The pregnancy and baby charity

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Collaboration

As a sector, we have an opportunity to work more closely together, share ideas, and try new ways of reaching and supporting people.

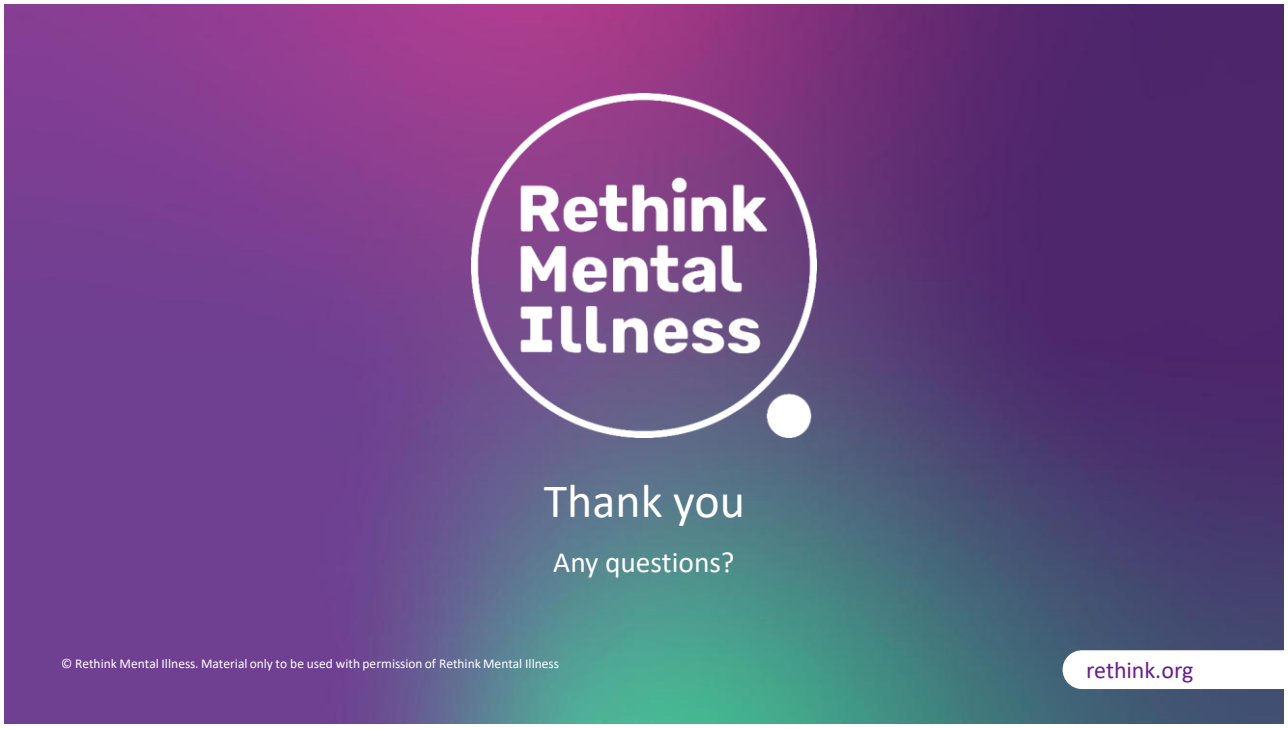


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Future for RAIS

If one person can't access support when they need it most, there is still a barrier to remove.




Rethink Mental Illness
Thank you
Any questions?
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