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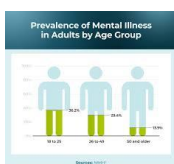
Model code: BMHP5014

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Poster

LinkOurMinds: An AI-powered early mental health support for young people in the UK

16–30-year-olds, if you're a student, employee, or someone just struggling



- An AI chatbot for **immediate** support
- Mood tracking and personalised insights
- Direct referral pathways to NHS services

LinkOurMinds aims to reduce waiting times, **improve** early intervention, and **support** overwhelmed mental health services. Mental health services in the UK are under increasing pressure. Young people are particularly affected.

- Many young people wait months for treatment
- Delayed support can lead to crisis-level conditions
- Services are over stretched

Impact:

LinkOurMinds will:

- **Provide instant access to support (24/7)**
- **Reduce** pressure on NHS services
- **Encourage** early help-seeking behaviour
- **Improve** mental wellbeing and resilience

Wider Benefits:

- **Fewer** emergency admissions
- **Reduced** long-term healthcare costs
- **Improved** productivity and quality of life

Implementation

We will be introducing **LinkOurMinds**, in NHS services, universities, colleges and community health centres. We will be integrating with NHS digital systems. The app will be available on your smart phones or tablets. Our app can link you to GPs and specialist therapists.

App



Pitch

LinkOurMinds: Transforming early mental health support in the UK

Mental health among young people in the UK has reached a critical point, with increasing numbers experiencing anxiety, depression, and emotional distress. Despite growing awareness, access to timely and effective support remains a major challenge. Long waiting lists, limited resources, and overstretched services mean that many individuals do not receive help until their condition has significantly worsened (Mind, 2021).

LinkOurMinds is an innovative response to this crisis. It is designed to bridge the gap between the need for mental health support and the availability of services by providing immediate, accessible, and personalised assistance through artificial intelligence.

One of the key drivers behind this innovation is the increasing demand on NHS mental health services. The NHS England (2019) Long Term Plan highlights the need to expand access to mental health care, particularly for young people. However, current systems struggle to meet demand, especially within Child and Adolescent Mental Health Services (CAMHS). As a result, early intervention opportunities are often missed, leading to more severe mental health conditions and increased pressure on emergency services.

LinkOurMinds addresses this issue by offering 24/7 support through an AI-powered chatbot. This allows users to access help at any time, without the need for appointments or referrals. The platform can provide coping strategies, emotional support, and signposting to appropriate services. This early intervention approach aligns with public health priorities by preventing escalation and promoting wellbeing (Public Health England, 2020).

The target demographic for LinkOurMinds is individuals aged 16–30. This group is particularly vulnerable due to life transitions such as education, employment, and social pressures. Research consistently shows that most mental health conditions develop before the age of 30 (World Health Organization, 2022). By focusing on this

demographic, LinkOurMinds has the potential to create long-term positive outcomes for individuals and society.

In addition to improving access, LinkOurMinds supports healthcare professionals by reducing demand on frontline services. By handling low to moderate mental health concerns, the platform allows clinicians to focus on more complex cases. This improves efficiency within the NHS and contributes to better allocation of resources (NHS England, 2019).

From a technological perspective, LinkOurMinds integrates AI and machine learning to deliver personalised care. The system learns from user interactions to provide tailored recommendations and track changes in mood and behaviour. Importantly, all data is securely stored and managed in compliance with the Data Protection Act 2018 and General Data Protection Regulation (2018). Ethical considerations are central to the design, ensuring that AI is used responsibly and does not replace professional judgement.

Implementation will involve collaboration between NHS organisations, technology developers, and educational institutions. Pilot programmes in universities and local communities will allow for testing and refinement before national rollout. This phased approach ensures that the system is effective, safe, and responsive to user needs, in line with standards set by the Care Quality Commission (2023).

However, several challenges must be considered. Digital exclusion may limit access for some individuals, particularly those without reliable internet or devices. According to the Office for National Statistics (2022), disparities in digital access still exist across the UK. To address this, LinkOurMinds could be made available through community centres, libraries, and NHS facilities. Additionally, concerns about data privacy and trust must be carefully managed through transparency and robust security measures supported by NHS Digital (2022).

Promotion and dissemination are essential for the success of the initiative. Young people are highly engaged with digital platforms, making social media an effective tool for outreach. Campaigns should focus on reducing stigma, encouraging help-seeking behaviour, and highlighting the benefits of early intervention. National strategies from the Department of Health and Social Care (2022) emphasise the importance of digital innovation in improving healthcare accessibility.

Public involvement is also crucial. By encouraging feedback and participation, LinkOurMinds can evolve to better meet the needs of users. This aligns with person-

centred care principles, ensuring that services are designed with the individual in mind.

In conclusion, LinkOurMinds represents a forward-thinking solution to one of the UK's most pressing health and social care challenges. By combining technology with compassionate care, it enhances access, supports professionals, and improves outcomes for young people. Its adoption would not only benefit individuals but also contribute to a more sustainable and effective healthcare system.

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