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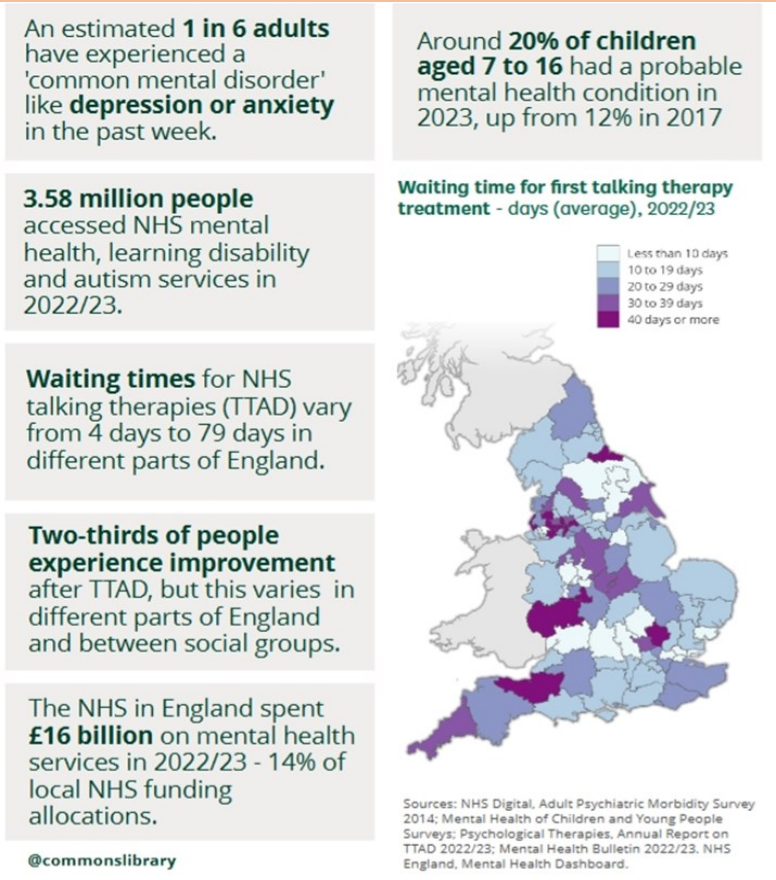
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Assignment Title : Poster

Lecturer :Dr Besty Jose

Background

Anxiety and depression remain a public health challenge affecting 1 in 6 adults in the UK (Liubertiene et al., 2025;WHO, 2025).The COVID-19 pandemic worsens these issues (Byrne et al., 2021; Halliburton et al., 2021).Therapies like face-to-face therapy are effective, but limited by long waiting times and shortage of workforce (Buckman et al., 2021; Greenwood et al., 2022). Digital interventions like Headspace have enhanced mental health services, but with low long term engagement (Anser et al., 2025; Palmer and Schwan, 2025). This poster present *Ease Your Mind* a digital intervention that address limitations in existing intervention.



Mental Health Facts in the UK (Carl and Esme, 2024)

Health Promotion Values and Principles

Health promotion will be guided by principles of empowerment, equity, participation and supporting environments as indicated in the Ottawa Charter for Health Promotion.This aims to enhance the control individuals have over their health and reduce health inequalities (Thompson et al., 2018;Wilberg et al., 2021). *Ease Your Mind* will align with these principles by empowering users through CBT therapy to promote autonomy.*Ease Your Mind* will offer multilingual services to promote inclusiveness. The intervention will be co-designed with users and clinicians to ensure a positive environment that supports help-seeking behaviour is created.

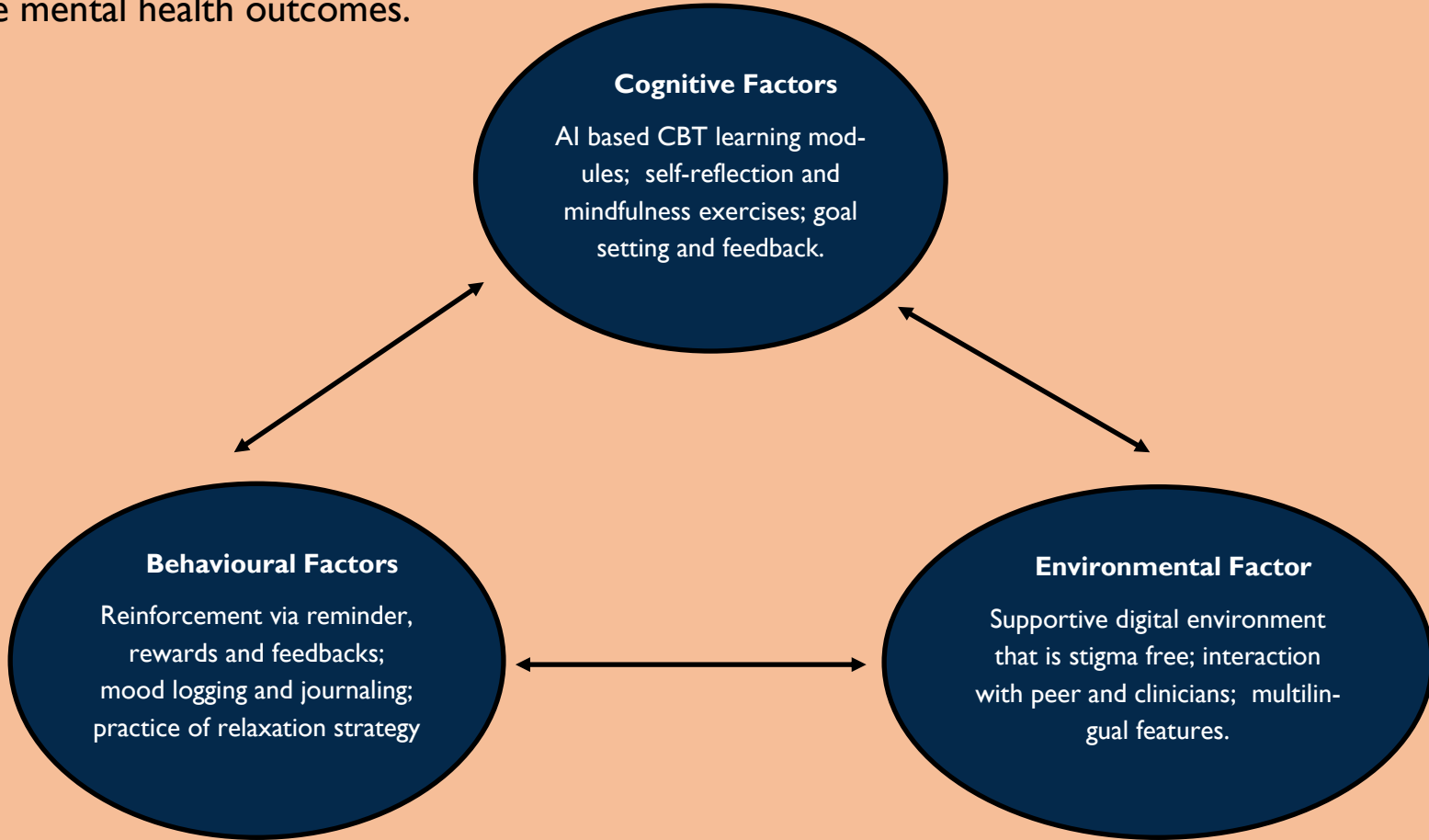


Values and Principles that will guide intervention (Author, 2025)

Ease Your Mind:An AI-Powered Digital Health Intervention for Promoting Mental Wellbeing

Behavioural Change Theory

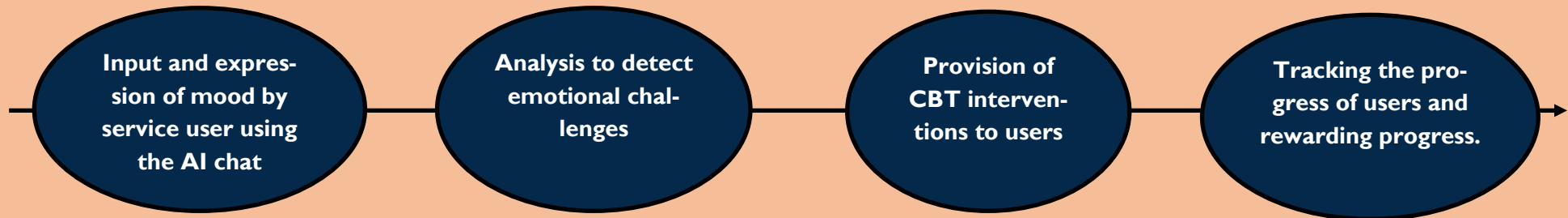
Ease Your Mind will be based on the Social Cognitive Theory (SCT), which speaks to the interactions between personal factors, behaviour and environment (Manjarres-Posada et al., 2020; Islam et al., 2023).The central concept of SCT is self-efficacy, which is an individual's belief in managing a condition (Bhati and Sethy, 2022; Mensah et al., 2023). This will be applied in the *Ease Your Mind* application through features that promote behavioural changes.The app will encourage users to model positive behaviours and track progress. By integrating artificial intelligence and adaptive feedback, *Ease Your Mind* will support sustainable behavioural changes, enable users to develop resilience and maintain positive mental health outcomes.



How *Ease Your Mind* will leverage behavioural factors to promote self-efficacy (Author, 2025)

Expected Outcome

Based on the Social Cognitive Theory (CBT), *Ease Your Mind* is expected to improve self-efficacy, motivation and emotional regulation through personalised features and adaptive feedback. Inclusive design, like multilingual access and culturally relevant content, promotes equity and will lead to improved well-being, sustained behavioural changes and reduced dependencies on traditional mental health services.



Ease Your Mind Operational Principle

Conclusion

Ease Your Mind will be a powerful intervention and demonstrates how digital innovation can enhance mental health promotion through inclusiveness, empowerment and behavioural science. With the application of Social Cognitive Theory, the intervention will promote self-efficacy. The application will be AI-driven and have an accessible design that supports equity, aligning with global and public health goals for preventive care.

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