

Redesigning society for better mental health



Institute for
Advancements in
Mental Health

Context | Mental health issues have reached epidemic levels in North America

Anxiety

7.5 million
people

1 in 4

people will be
affected by mental
or neurological
disorders at some
point in their lives.

Schizophrenia

2.5 million
people

Depression

10%

of adults had
episodes in
the past year

Bipolar

6.5 million
people

Autism

2x

increase in
10 years

Context | Mental health issues are costly

Stress & mental health are now the leading causes of long-term disability claims, ahead of cancer.⁴

\$16 trillion

lost global economic output over the next 20 years²

\$500 billion

annual cost to Canada & US³

\$2,150

annual cost per employee for organizations of 500+ staff¹

Sources:

1. Vancouver Board of Trade
2. World Economic Forum
3. National Institute of Mental Health
4. Gallup Polling

Context | Four Challenges in Achieving Innovation



Rise incidence and prevalence of mental health issues



A disconnected healthcare system which makes it difficult for widespread adoption of new tools and solutions



Challenges for individuals to access treatment & delivery bottlenecks



Lack of knowledge sharing and connection between innovators working across industries

Context | Mental health is inadequately treated

People living with mental illness have too few options



Therapy

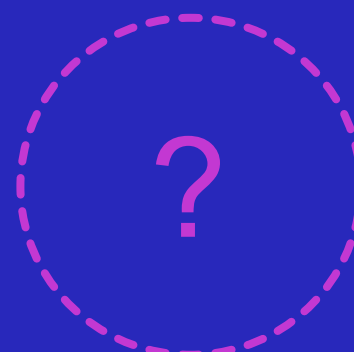


Pharmaceuticals



Lifestyle Adaptation

By the time people finally access mental health services they are often in crises

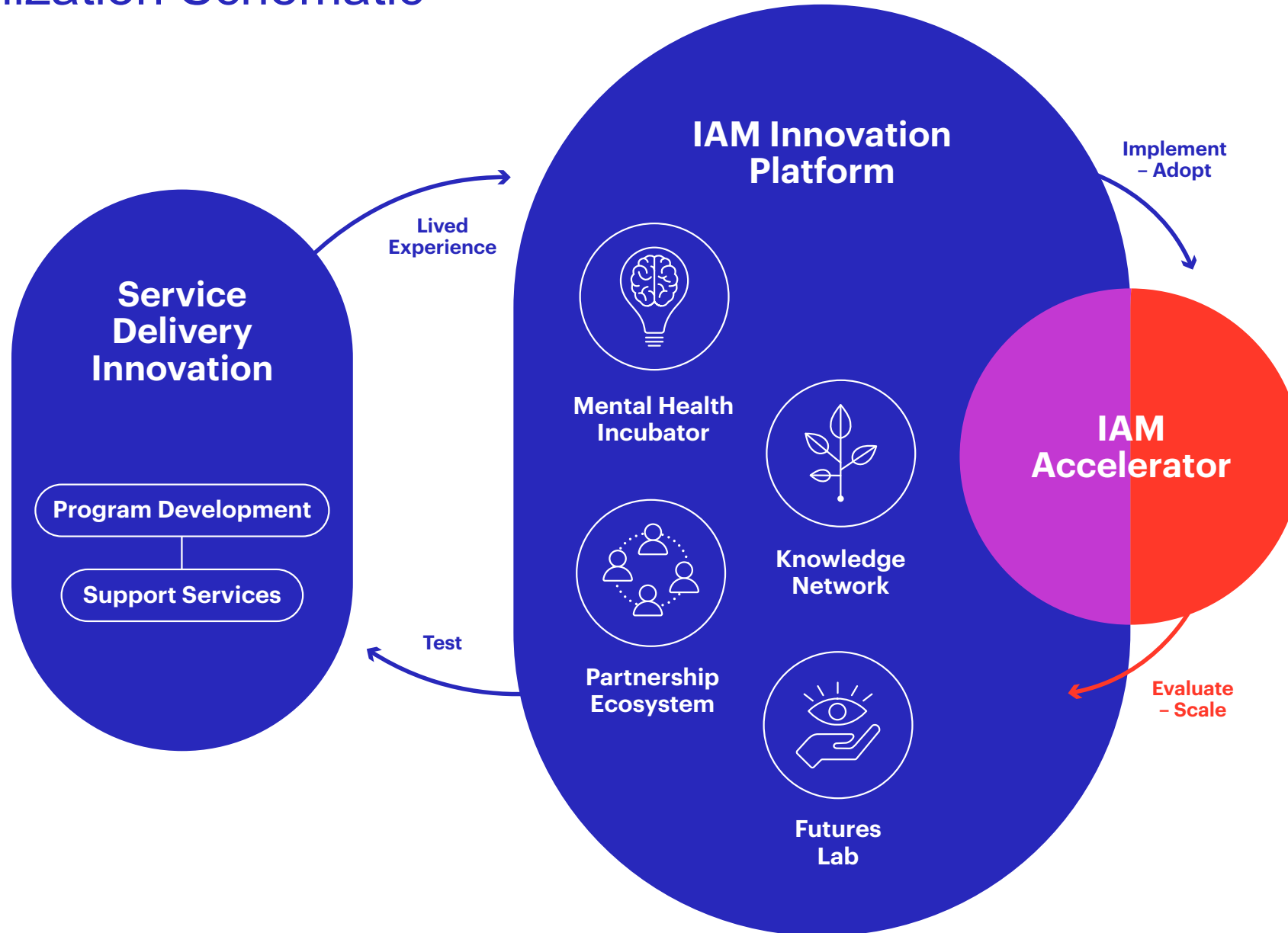


What would life be like if **social media**
food
home
work reinforced mental well-being through innovation?
school
transit
advertising
technology

Introducing IAM

IAM is Canada's first dedicated, independent, mental health Innovation Platform, which is committed to effective collaboration with system partners on every aspect of the journey from ideas to solutions and from acceleration to market.

IAM | Organization Schematic



1 IAM Innovation Platform

How it works:

IAM is a designated space for mental health innovation unique to Canada, and will continue to support people with lived experience, across the spectrum (**Service Delivery Innovation**), but people will also be co-designers among innovators. This will be our unique value proposition: an unrivaled innovation platform that not only speaks to working with people living with mental illness, but positions them as drivers of our work.

The platform will offer innovators a path from concept (**Incubation**) to adoption (**Acceleration, Futures Lab**), as well as create the conditions and environment for diverse collaboration with people, communities, investors and leaders (**Partnership Ecosystem**) to help solutions thrive. Throughout everything, we will always optimize learning opportunities, from our successes and failures equally (**Learning Network**), and rely on digital resources to facilitate our collaborative needs. We will be leaders in endorsing a culture of innovation and authentic partnership - all while consistently measuring and evaluating the trajectory of our work (**R&D**). All of these elements set the stage for building scalable and sustainable solutions to help 'redesign society for better mental health'.

1 IAM Innovation Platform

The IAM platform hub will accelerate innovation by:

1. Mental Health Incubator

The Incubator will be a designated space for innovators to access a suite of supports and evolve their new or existing early stage mental health idea - a nucleus for discovery, ideation, iteration and testing through to scalable prototypes. It will also be where teams are invited to problem solve.

2. Partnership Ecosystem

The ecosystem will convene critical thinkers and leaders in both innovation and mental health, investors, foundations, philanthropists, community organizations, corporations, government, the public and unusual players. It will be the 'coral reef' for supporting our innovation needs. Over the last year, IAM has been wholly focused on building the ecosystem, amassing a roster of approximately 150 mental health partners and innovators.

3. Knowledge Network

A major output of the platform will be what we learn through the innovating and active research. Without the Knowledge Network, lessons learned from mental health innovation continue to be experienced in silos, not changing the bigger picture: persistent adoption barriers, creation of time-limited solutions, defaulting to government, and poor coalescing of mental health players. We will normalize mental health literacy, build best practices, and pivot from perceived roadblocks. The network will also keep a finger on the pulse or trends of mental health, but will also prioritize R&D to break down assumptions in our work.

4. Futures Lab

The Innovation Platform will think proactively about mental illness through a Futures Lab. We are looking at existing wellness challenges that have permeated societies for years to now nurture some foresight: how will mental health unfold over the coming decades? Future work is a growing practice that gives us the tools to mitigate risk. In the lab we will look not only at the future of mental health, but the growing gulf between solution availability and adoption. We will also look at sustainability and capital, today more inclusive of our civics, commons and public goods, as well as social capital, social impact bonds and investment.

2 IAM & DMZ Track to Acceleration

IAM jointly with DMZ at Ryerson University is spearheading a unique and first of its kind Mental Health Track 2020 for innovators to a path from concept to acceleration. Building on DMZ's business rigour, and ranked #1 as a world leading accelerator for tech startups in Canada.

Mentorship
(e.g., business,
design, clinical)

Connecting to
researchers

Connecting to
mental health
ecosystem and
institutional trials

Organizational
development

Data &
Partnerships

Customer
acquisition

Connecting to
investors

Legal,
financial &
admin support

Examples | Breakthrough Initiatives



Mental Health Prize Challenge

IAM-MHRC jointly committed to a national prize challenge on youth suicide prevention. This is for early stage prototypes and solutions.

Light Therapy for All

IAM and MOCA partnered to measure the effects of public mental health interventions on wellbeing and impacts on overall health. Report will be released in summer 2019.

Physician Mental Health Toolkit

IAM is leading an end-to-end project from design research to building a prototype solution for patients and caregivers to optimize and improve on the patient experience during their physician visit.

Mental Health Prize Challenge

Challenge prizes offer a reward to whoever can first or most effectively meet a defined challenge. They act as an incentive for meeting a specific challenge, rather than being a reward for past achievements.

Challenge Prizes aim to do various things and have prompted a range of different kinds of changes in the world.



They offer the following outcomes, but not limited to:

Prize concept is tried and tested, and grounded in an evidence model

Encourage other people to invest in solving a problem or making advances

Bring new products and services to market.

Prompt new collaborations and partnerships.

Build the capacity of new innovators and support their entry into the market.

Physician Mental Health Toolkit

Data driven, co-design research with physicians, caregivers and patients

- Capture user journeys, illustrated in a service design map



Designing a prototype solution to optimize visits

- Where along the journey is the right, and optimal touchpoint for opportunity and intervention?
- Which group will maximize and benefit from a toolkit, those with the greatest ease or pain points?
- What type of low fi, high impact solutions can we generate that could be adopted best with this group?

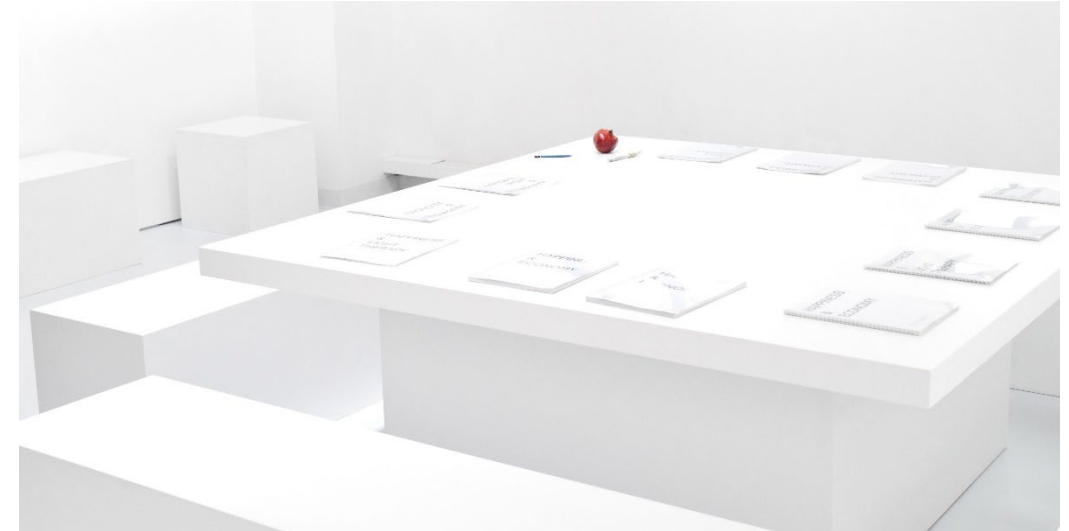


Case Study: Light therapy in public spaces

Purpose:


In late 2018, IAM partnered with Toronto's Museum of Contemporary Art (MOCA) to pilot: Light Therapy room within the museum as an exhibition. This initiative offered an opportunity to explore how museums function "as a social or healing device."

This research project explores the idea that museums "might be places that support wellbeing, and more recently, spaces that support mental health."





Key research questions for this project:

- How might we better leverage the broad reach of museums as an anchor for social well-being?
 - How might museum installations with potential therapeutic impact function as healing devices? How did museum visitors engage with the installation, and with one another within it?
 - What value or benefit did visitors receive? Who were the main users?
 - How might therapeutic installations such as *Light Therapy* be expanded or replicated to create additional public spaces that support mental health and/or wellbeing?
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Method: A mixed-methods approach was used in this design-oriented research and evaluation: qualitative and quantitative:



a) observation



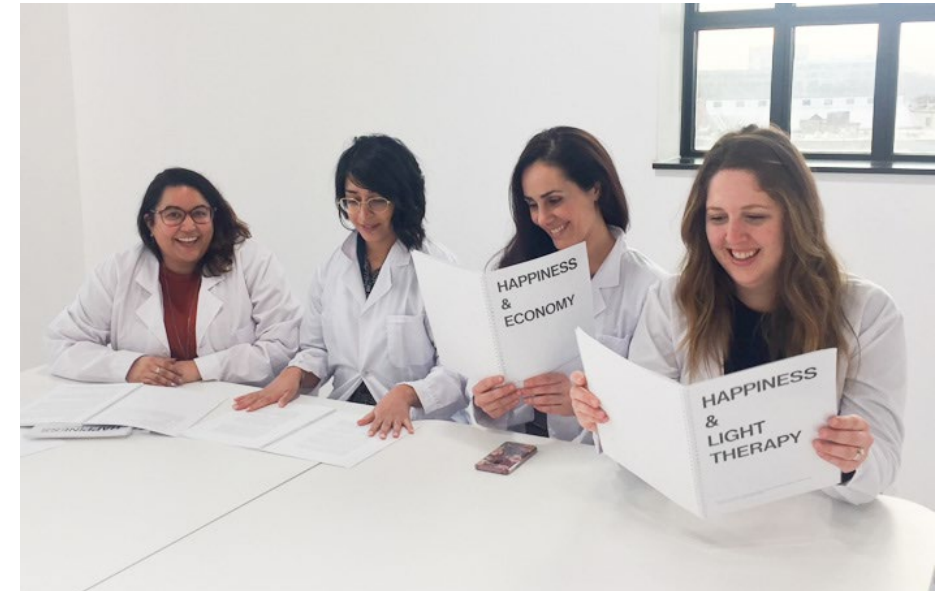
b) intercept surveys



c) phone interviews

Outcomes: Four main insights were gained from the research that highlights the important association between mental wellness and public spaces:

- ▶ Light therapy can lift mood and support improved mental health.
- ▶ As a social activity, light therapy could have wider broader appeal and help address isolation.
- ▶ “Access to light for all” could have broad public health benefits.
- ▶ Light therapy social spaces can foster mental health conversations.



Implications:

- Importance of cross-sectorial collaboration – Arts, placemaking, museums and mental health, and innovation
- Potential replicability in other public spaces, scalability, and expand reach and access
- Remote areas and other communities outside of Toronto
- Generate a conversation around SAD as it impacts Nordic regions
- Collaboration with the Danish Design Centre and our multi-city design jam/hackathons on solution finding to reduce SAD



Advisors Circle | Deep & Diverse Experience



Craig Kramer
Chair, Global Campaign
on Mental Health,
Johnson & Johnson



Kwame McKenzie
Chief Executive Director,
Wellesley Institute



Glenn Smith
Managing Partner,
BDSmith Partners



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IAM Key Partnerships to achieve our vision

