

Smiling Mind —

An investment in technology to improve the mental health of millions of Australians.

During 2020, Smiling Mind experienced unprecedented demand. In April alone:

175% Increase in new subscribers

346% Increase in children under 12 accessing our programs

151% Increase in parents accessing our app-based programs

224% Increase in teachers using our app-based programs

The Smiling Mind app has become a key resource referred to by health professionals and mental health services:

25% Referred to Smiling Mind by their health professional (GP or psychologist) or another mental health service like Headspace or Beyond Blue

52% Use Smiling Mind to cope with stress, feel more relaxed or sleep better

The challenge ahead:

- The mental health impact of the COVID19 pandemic is projected to be significant and long lasting
- Ensuring low-intensity, self-directed support remains available is critical for the mental health and wellbeing of all Australians, particularly those facing economic hardship
- Smiling Mind is the go-to digital solution to promote good mental health for millions of Australians, but demand is outstripping our technology capacity and funding is urgently required to ensure Smiling Mind can continue to offer this service free of charge



The Smiling Mind app is now supporting more than 6 million people and between 230,000-700,000 users every month.

The impact of Smiling Mind



Children who use Smiling Mind programs see **significant improvements in sleep quality, emotion awareness skills, emotion regulation skills, behaviour (less bullying) and engagement with learning (less disruptive behaviour during class)**¹



Young people who use Smiling Mind see **significant improvements in depressive symptoms, college adjustment and resilience**, from baseline to the end of 10 days relative to control participants²



Workers who use Smiling Mind see **significant reductions in stress and burnout**³



The Smiling Mind app provides accessible, evidence-based mental health tools and resources designed to make a practical difference.



Our proposal

Smiling Mind currently operates without any ongoing core funding. The demand for our programs and resources is outstripping our capacity to support our millions of users, and the infrastructure requirements to support this volume of Australians is considerable. We are committed to continue offering our integral services free of charge because we know Australians need these resources more than ever before and it provides a vital resource to support busy clinicians.

We are seeking support from the Australian Government to contribute to the sustainable delivery of our app-based programs over the course of three years. A contribution from the Australian Government to our ongoing program costs would enable us to:

- Continue to support over six million Australians, so they are able to build positive mental health and wellbeing through the regular use of the Smiling Mind app
- Extend our reach to an additional three million Australians, so they are also able to realise positive mental health and wellbeing benefits
- Increase reach and relevance across priority and higher need groups, such as Aboriginal and Torres Strait Islanders and CALD groups
- Continue to reach more than five million children and young people, equipping them with skills they can use to live a healthy and resilient life

An investment in Smiling Mind now will ensure we can continue to provide the high quality and heavily relied upon digital resources needed to support good mental health across our communities, and ultimately reduce the burden on the acute mental healthcare services.

3 Year Cost Summary



Budget

Year 1: \$2,669,510
Year 2: \$2,736,248
Year 3: \$2,804,654

Total Cost

\$8,210,412





“Earlier this year I suffered debilitating panic attacks and depression. I have never had anxiety or mental health concerns before. My psychologist recommended, amongst others, your app. I love it. I credit it with playing a major part in my ability to return to work and maintaining my sense of balance and well being. I have recommended it to family, friends and colleagues for both adults and children. I think that having an Australian voice and having it free makes it more approachable, accessible and relatable. I appreciated the information on the evidence based research that went into the development of the app / program. Keep up the good work Smiling Mind, you have developed a great product.”

For more information please contact
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1. Hart, P, Cotton, P (2016). Randomised controlled trial examining the Smiling Mind School program in Victorian schools
2. Flett, J. A., Hayne, H., Riordan, B. C., Thompson, L. M., & Conner, T. S. (2019). Mobile mindfulness meditation: a randomised controlled trial of the effect of two popular apps on mental health. *Mindfulness*, 10(5), 863-876. DOI:10.1007/S12671-018-1050-9
3. Lanz et al (2019), Reducing Burnout through a Mindful Meditation Mobile App: A Randomized Controlled Trial; *Journal of Psychology and Behavioral Science* December Vol. 7, No. 2, pp. 66-73 DOI: 10.15640/jpbs.v7n2a1

Smiling Mind is a 100% not-for-profit organisation that works to make mindfulness meditation accessible to all.

Visit us online or download the free app to get started.

