

Mental Health & Wellbeing Living Lab

Developing and testing new ways to support mental wellbeing in Moray

Introduction

Good mental wellbeing is fundamental to healthy communities, yet many people struggle to access timely support before challenges escalate into more serious mental health concerns. At the same time, health and care services are facing increasing demand, highlighting the need for new approaches that are preventative, accessible, and person-centred. The Mental Health & Wellbeing Living Lab is exploring how community-based support, digital innovation, and cross-sector collaboration can work together to improve mental wellbeing across Moray. By bringing together citizens, health and care professionals, community organisations, and technology partners, the programme is developing and testing practical solutions that provide earlier support, strengthen resilience, and help people access the right help at the right time.



The Challenge

Many people are experiencing stress, anxiety and low mood, but:

- They are often unsure where to go for early support
- Help can come too late, when problems have escalated
- Health and care services are under increasing pressure

There is a need for earlier, more accessible, and more personalised support – combining community resources with digital tools.

Our Approach

This programme brings together partners from health, social care, community organisations and digital innovation to test new ways of supporting mental wellbeing.

We are doing this through two connected projects:

1. Building a Mental Wellbeing Living Lab

We are creating a Living Lab model across Moray where organisations and communities design solutions together.

What this involves:

- Working across NHS, local authority, third sector and communities
- Listening to lived experience and identifying gaps
- Co-designing practical solutions

Key learning so far:

- Anxiety, stress, isolation and financial pressures are major drivers
- Need for early support rather than clinical escalation
- Services are difficult to navigate

In development:

- Early intervention and self-management models
- Social prescribing approaches
- Joined-up pathways between services and communities

Conclusions

This programme is developing a more connected approach to mental wellbeing by combining people, communities, services and digital tools.

Evaluation is ongoing but shows strong potential for earlier intervention, self-management and more sustainable support.

2. Testing a Digital Tool: eMoodie

We are trialling a digital mental wellbeing app with NHS and Health & Care staff.

What the app offers:

- Evidence-based tools (CBT, mindfulness)
- Daily wellbeing exercises
- Mood, stress and sleep tracking
- Personalised insights

What we are exploring:

- Ease of use in real life
- Impact on stress and burnout
- Role alongside existing services

What we are measuring (in progress):

- Engagement and user experience
- Changes in wellbeing
- Workforce impact

What We Are Learning

- What people need from mental wellbeing support
- How digital and community approaches can work together
- How to provide earlier support
- What works in real-world settings

Why This Matters

- Earlier support can prevent escalation
- Staff wellbeing supports service sustainability
- Communities are key partners alongside the NHS
- Digital tools can expand access

What Happens Next

- Continue testing and refining eMoodie
- Develop community pathways
- Build evidence on what works
- Explore wider rollout

Further Information

Connect with DHI – scan the QR code to visit:
linktr.ee/dhiscotland

