

# Public Mental Health Learning Community Workshop

Welcome, and thank you for joining today's event!

Our speakers today include:



**Sally Souraya**  
Interim Head of Public Mental  
Health Implementation Centre  
(PMHIC)



**Jake Mills**  
Founder and CEO  
Chasing the Stigma

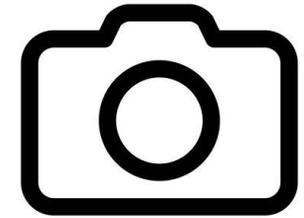
# Housekeeping points before we get started



Recording the session



If not speaking, please mute

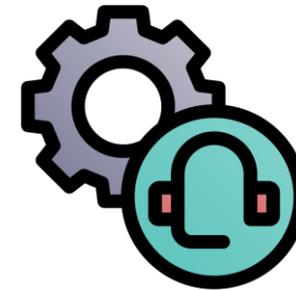


Camera on please,  
if comfortable to



Please ask Questions

- Raise your hand
- Use the chat function



Tech issues, please contact  
[public.MH@rcpsych.ac.uk](mailto:public.MH@rcpsych.ac.uk)

# Shared principles



## Listen with respect and openness

We seek to value learning from different people and stay open to new ways of doing things.



## Confidentiality

People may share something they wish to be kept confidential. We require everyone's agreement not to share anyone's information without their permission.



## Collaborate

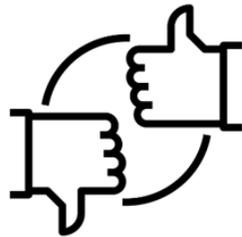
We seek to make decisions by consensus. Everyone's input is **equally** valued.

# Shared principles



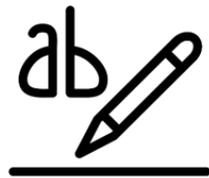
## Contribute

We seek to share ideas, ask questions and contribute to discussions. We can also choose not participate at any stage.



## Disagree with the point - not the person

We seek to resolve conflicts and tensions.



## Use plain language

We seek first to understand, then to be understood. If possible, avoid using jargon and explain acronyms if they must be used.

# Today's agenda

| Time        | Speaker       | Affiliation                                                        | Topic                                            |
|-------------|---------------|--------------------------------------------------------------------|--------------------------------------------------|
| 14:00-14:10 | Sally Souraya | Interim Head of Public Mental Health Implementation Centre (PMHIC) | Welcome and introductions                        |
| 14:10-14:50 | Jake Mills    | CEO & Founder of Chasing the Stigma                                | Presenting Chasing the Stigma<br>Followed by Q&A |
| 14:50-14:55 | Sally Souraya | Interim Head of Public Mental Health Implementation Centre (PMHIC) | Thank you and closing remarks                    |

# Chasing the Stigma

Jake Mills

Founder and CEO



Jake Mills

Founder and CEO

CHASING   
THE STIGMA

“ We’re on a mission to normalise and  
humanise conversations about mental  
health. ”

CHASING ♡  
THE STIGMA

# From Personal Beginnings, To a National Mission

- In 2013 Jake Mills, a 24-year-old comedian from Liverpool made an attempt on his life after silently battling depression and anxiety.
- As he began to rebuild his life, Jake spoke openly about what he'd been through. As a result, his story went viral and suddenly, thousands of people were reaching out, saying the same thing: "I feel the way you did. I thought I was alone. I didn't know where to turn."
- That wave of honesty revealed two painful truths. First, people were desperate, not just for help, but for someone who understood. Second, the system wasn't reaching them. They weren't just struggling, they were completely lost.
- And so, Chasing the Stigma was born.
- We exist to turn pain into purpose, silence into support, and stigma into understanding.



# UK's Biggest Mental Health Directory

The Hub of Hope helps people access the largest directory of mental health services in the UK, which currently lists nearly 14,500 organisations and is expanding daily.

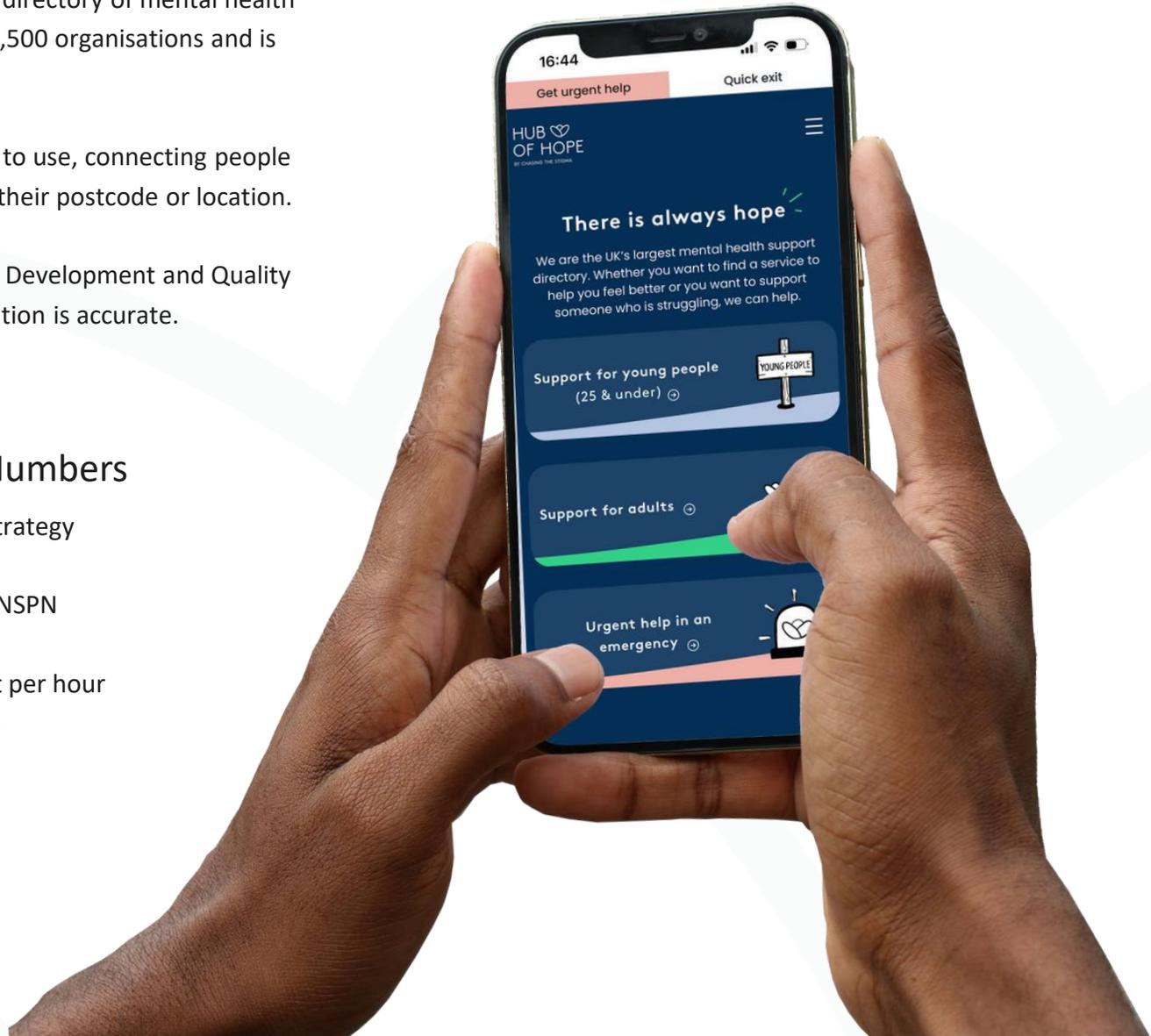
It's an app and website that is free for the public to use, connecting people to relevant local mental health support by using their postcode or location.

Importantly, it's overseen by a dedicated Service Development and Quality Assurance team who ensure that service information is accurate.

## Some Key Information and Numbers

- Written into Government's Suicide Prevention Strategy
- Referred to on NHS.uk
- Founding partner and signposting tool for the NSPN
- Average of 30,000 users a month
- Approx 700 searches & connections to support per hour
- Over a third of traffic comes from NHS Sources

[www.hubofhope.co.uk](http://www.hubofhope.co.uk)

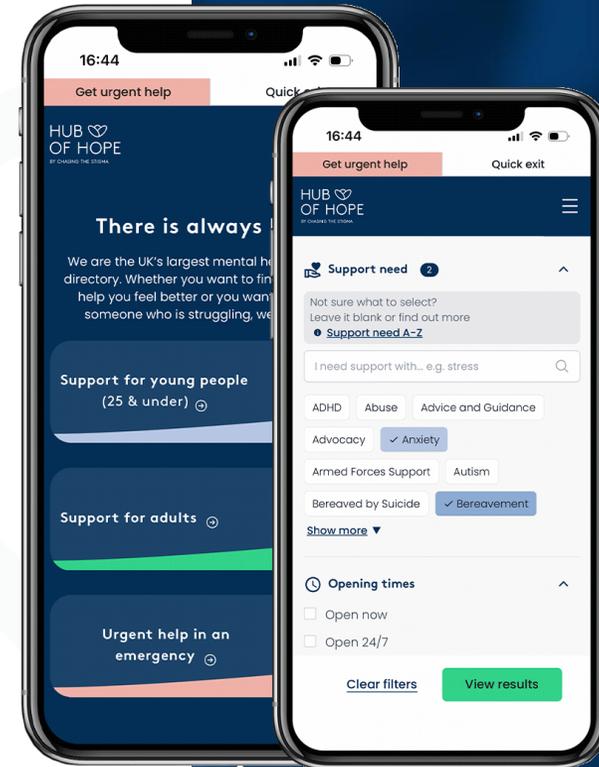


# Unrivalled data to drive system-changing impact

- The Hub of Hope is far more than a directory of mental health services; it's a powerful, data-driven tool providing unrivalled, live insights into the UK's mental health landscape.
- It's the only national platform offering real-time data of its kind, showing what mental health provision looks like across the country, highlighting where people are searching for support, what specific issues they need help with, and, crucially, whether appropriate services are available in their area.
- No other system or organisation provides this level of intelligence. This granular, real-time data enables asset mapping, risk identification, and strategic service planning, helping decision-makers pinpoint high-risk areas, anticipate emerging mental health crises, and allocate resources more effectively, both nationally and at a hyperlocal level.
- Its power and potential are truly transformative - from identifying population-specific needs in real-time, to shaping predictive models that help prevent crisis before it happens.
- We're already changing the system but with the right support, we can truly transform it.

## Our live data can show:

- ✓ Where  
People are looking for support
- ✓ What  
Types of support people are looking for & what support is available
- ✓ Trends  
Of needs based on geographical location, age and gender
- ✓ Identify  
Vulnerable and emerging at-risk groups
- ✓ Evidence  
To support prevention and early intervention strategies
- ✓ Impact  
Of economic, demographic, societal, life or world events



# Changing Enviroments and Creating Spaces People Want to Use

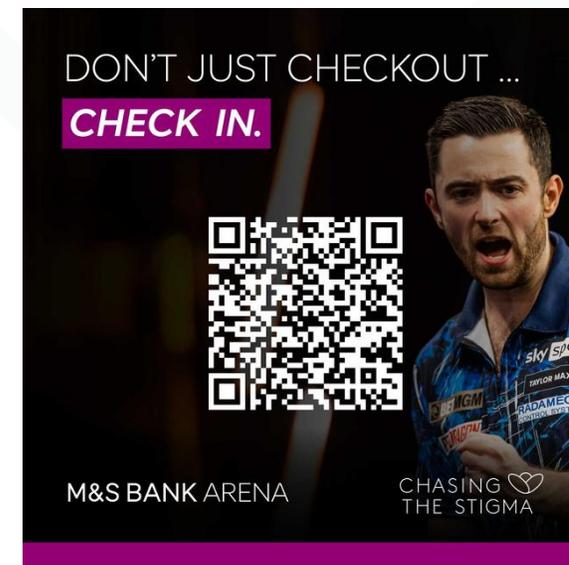
In a clinically dominated system, we create welcoming, non-clinical spaces people want to use.

By transforming community assets into vibrant hubs with our partners, we bring non-profits, peer groups, and statutory services together to deliver holistic, people-first support rooted in trust and belonging.

We use data to understand need and take support to where people are, not wait for them to come to us

See an example of our work here:

<https://www.cnwl.nhs.uk/hope-community-westminster>



We can't do it alone.  
Let's achieve more together.

[Jake@chasingthestigma.co.uk](mailto:Jake@chasingthestigma.co.uk)



# Questions from the audience



# Upcoming Events

➤ **Learning Set (virtual)**

25th February 2026 (Wednesday) at 1pm

**New schedule of events for 2026 now available on our webpages**

*If you would like to share your experiences of public mental health practice, including challenges and best practice at one of our future events, please email us at [public.mh@rcpsych.ac.uk](mailto:public.mh@rcpsych.ac.uk)*

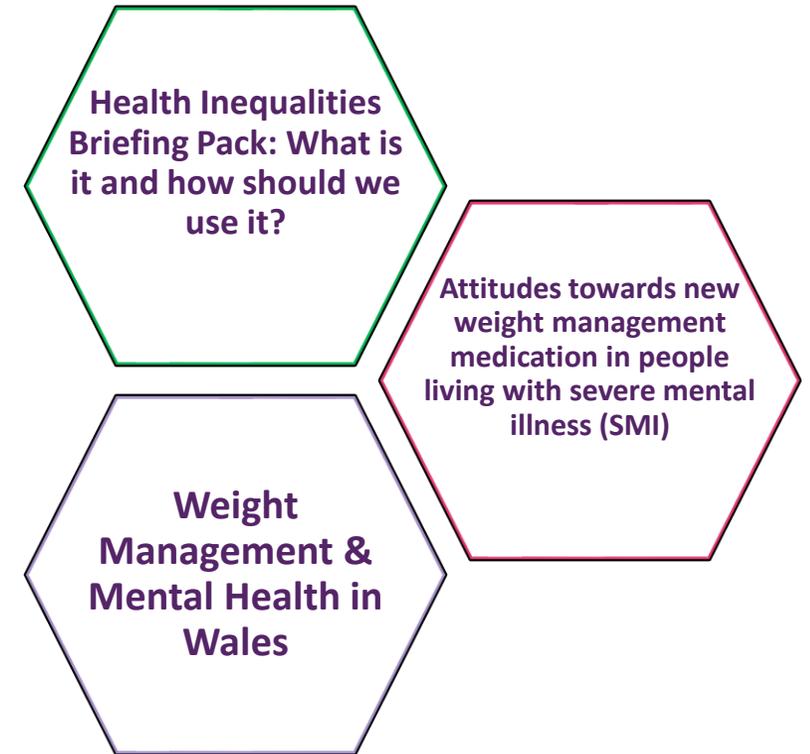


# PMHIC Blog Series: Perspectives on public mental health

**Aims** to highlight the voices of public health experts, promote public mental health as an intrinsic part of psychiatry, and support College members and the wider public

**Authors/Co-authors** are invited to write blog posts that address current and relevant topics in public mental health

**Format** – co-produced and including a call to action that encourages reader engagement



# How did you find today's event?

We value your feedback as this helps us to continue to improve these events and ensure topics covered are meaningful and relevant to you and your work



[Your PMH Learning Community Event Experience – Fill in form](#)

# Thank you and closing remarks

Sally Souraya

Interim Head of PMHIC