



Lumi Nova Mobilisation

Digital therapy for a new generation

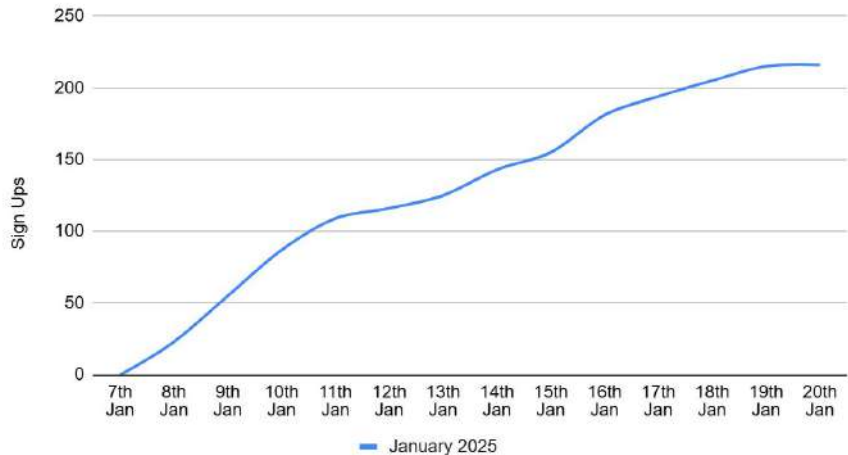
Bfb-labs.com
@Bfb_labs

In partnership with the



Mobilisation update: 20th January

Lincolnshire Cumulative Sign Ups to Date



Lumi Nova has been live from 8th January

Up until 20th January there have been **216 sign ups**.

During sign up families are asked 'where did you hear about Lumi Nova?' This helps measure the impact of implementation campaigns and informs future approaches.

	Total Responses	Advert	Charity / Community Org	GP / Healthcare	MH Professional	News / Media	School	Search Engine e.g. Google	Social Media	Family or Friend	Other
Lincolnshire	216	3%	2%	2%	4%	9%	38%	1%	15%	14%	10%
National	3666	3%	4%	9%	9%	1%	56%	1%	3%	5%	7%

Phase 1: Pre-launch & Launch

Universal Professional Promotion: Ongoing Communications being circulated to promote the offer. Still 2 main calls to action:

- Sign-up to a Lumi Nova Discovery - 413 sign ups across 6 sessions
- 127 People have attended the 2 sessions run so far - Session 3 this pm and fully booked
- Sign up to the Lumi Nova Newsletter - 230 Subscribers so far

Lumi Nova Discovery: a 45 minute webinar for ANY professional working with families in the area providing an introduction to Lumi Nova and how to signpost families. Sign-up is via Eventbrite and multiple dates are available.

Targeted Promotion to key teams / stakeholders: key teams & forums have been identified on the comms plan, arrangements to be made to:

- Attend key forums to present
- Delivery LN Discovery to key teams
- Arrange attendance at key events

The impact of Phase 1 will be reviewed and inform the focus of **Phase 2**.



On 8th January all Newsletter and Discovery sign-ups will be emailed to announce the launch and a digital resource kit will be shared.

The [Lumi Nova Resource Kit](#) allows stakeholders instant access to Lumi Nova resources in a single location.

The resource kit contains:

- Communications for parents and professionals
- Parent information sheet
- Display screen image
- Digital poster
- Social Media assets
- Website assets
- Talking about worries workshop

Print resources can be requested by emailed the team:

luminova@bfb-labs.com



Recommended by **NICE**

Access....

luminova.app/lincolnshire



1. Visit the link above and click “Get access now”
2. Enter home, school or GPs postcode
3. Register details & complete a short survey to receive a game key & download the link



luminova@bfb-labs.com

We believe in mental healthcare support **for everyone.**

Lumi Nova is powered by BFB Labs | bfb-labs.com





Empowering children to self-manage their worries

NICE recommended first line treatment option

CE marked Medical Device Class 1

Co-developed with young people, families, educators, clinicians & academics

