

Improving Access to Psychological Therapies (IAPT) ***Brand refresh***

NHS England and Health Education England
October 2022

Background



- The Improving Access to Psychological Therapies (IAPT) programme started in October 2008 with the ambition to provide NICE recommended psychological therapy for people struggling with anxiety and depression.
- IAPT is now one of the flagship programmes of the NHS Long Term Plan, with more than 1.2 million people accessing its services in 2021/22.
- **The services are currently known as 'IAPT'** however this brand has become a barrier to access, with services choosing to use different individual names, and the public struggling to understand the acronym.
- A brand refresh has been a long standing discussion that started a number of years ago, when the NHS England campaign team worked with an agency to commission the first 'IAPT' name options.
- In 2021 and 2022, the NHSE mental health communications campaign team focused again on IAPT and helped support the increase in referrals to services during the COVID-19 pandemic.
- During this campaign, focus groups were conducted to define the best terminology to use in all Help Us Help You campaign content, which resulted in 'NHS Talking Therapies' becoming the new way to describe IAPT in NHS public facing communications.

Background

- Prior to this, PHE had run *Every Mind Matters* campaigns, utilising focus groups, and using the term 'NHS Psychological Therapies'
- We are now concluding our engagement process on the IAPT brand refresh; the final step of the process through which Ministers, NHS leaders, IAPT services and the public have been consulted.
- Rebranding IAPT will be the start of a longer journey towards a greater understanding of the IAPT brand for the public and stakeholders, so we can remove any potential barriers to access and promote IAPT more widely.
- In 2023, IAPT will also be turning 15 years old. The rebranding will be an opportunity to refresh our marketing and campaign materials in light of providing NICE recommended psychological therapy for 15 years.

Key principles of the IAPT model

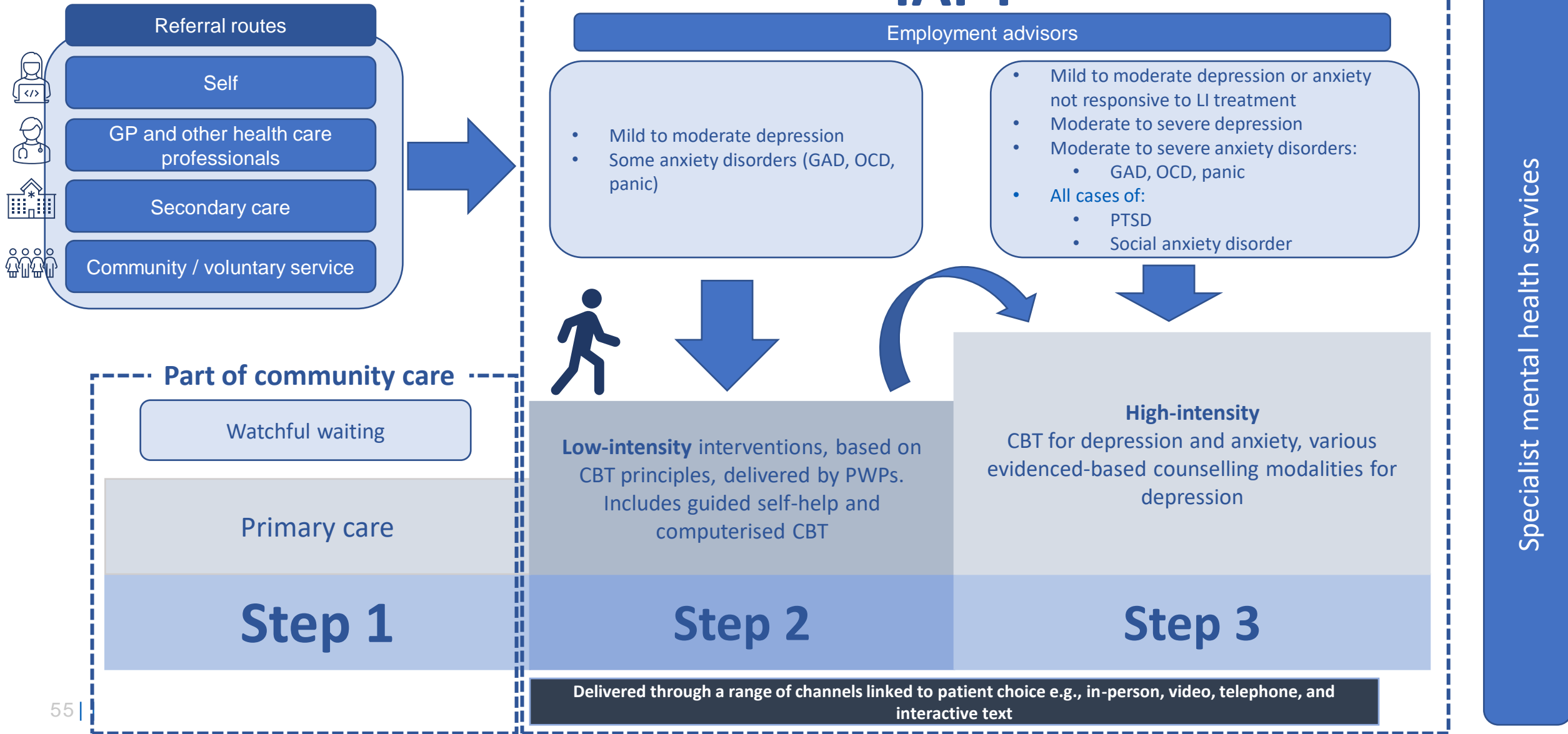


The IAPT programme is designed to support those who are struggling with anxiety and depression. The IAPT model aligns to three key principles:

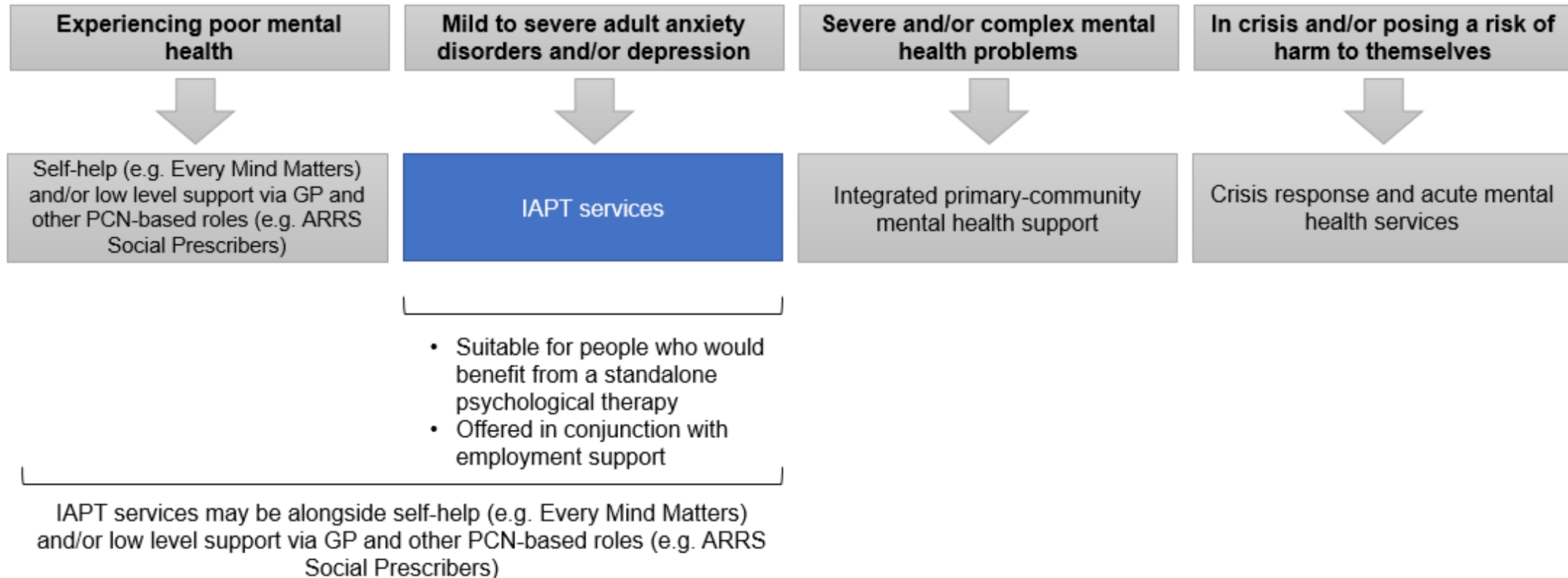
- **Evidence-based psychological therapies at the appropriate dose:** where NICE-recommended therapies are matched to the mental health problem, and the intensity and duration of delivery is designed to optimise outcomes.
- **Appropriately trained and supervised workforce:** where high-quality care is provided by clinicians who are trained to an agreed level of competence and accredited in the specific therapies they deliver, and who receive weekly outcomes-focused supervision by senior clinical practitioners with the relevant competences who can support them to continually improve.
- **Routine outcome monitoring** on a session-by-session basis, so that the person having therapy and the clinician offering it have up-to-date information on the person's progress. This helps guide the course of each person's treatment and provides a resource for service improvement, transparency, and public accountability.

The IAPT model

Suitable for people who would benefit from a standalone psychological therapy



How IAPT services fit within the wider adult mental health pathway



Objectives of the brand refresh

Increase referrals of people who are likely to benefit from IAPT

Ensure everyone in England is aware of their local service

Retain the key principles of the IAPT model

Provide a brand which is recognisable and attractive as a career choice

Core elements of the brand



We are seeking views on two elements of the brand:

- The **service ('brand') name** (which would form the logo)
- A **tagline**; this would not be part of the service ('brand') name, but often used alongside the service name

As part of the brand refresh we will also be considering associated brand wording. This would be wording that would be used elsewhere in marketing materials, for example at the bottom of the service website.

https://www.england.nhs.uk/mental-health/adults/iapt/

Home > Mental health > Adult and older adult mental health >
Adult Improving Access to Psychological Therapies programme

Service name

Tagline

Adult Improving Access to Psychological Therapies programme

The Improving Access to Psychological Therapies (IAPT) programme began in 2008 and has transformed the treatment of adult anxiety disorders and depression in England. IAPT is widely-recognised as the most ambitious programme of talking therapies in the world and in the past year alone more than one million people accessed IAPT services for help to overcome their depression and anxiety, and better manage their mental health.

Plans set out in the NHS Long Term Plan build on the ambitions of the [Five Year Forward View for Mental Health](#), and will see the number of people with anxiety disorders or depression who can access talking therapies through IAPT increase by an additional 380,000 per year to reach 1.9 million by 2023/24. Details of local IAPT services are available on the [NHS website](#). The [NHS Mental Health Implementation Plan 2019/20 – 2023/24](#) provides a new framework to ensure delivery, at the local level, on the commitment to pursue the most ambitious transformation of mental health care in England.

Options for the brand refresh



The **service ('brand') name** (which would form the logo)

Option 1:

Service ('brand') name: **NHS Talking Therapies**

Therefore, a local service name iteration would read:

NHS [Geographical Name] Talking Therapies service

Option 2:

Service ('brand') name: **NHS Psychological Therapies**

Therefore, a local service name iteration would read:

NHS [Geographical Name] Psychological Therapies service

A **tagline** (this would not be part of the service ('brand') name, but often used alongside the service name)

Option A:

Tagline: A service for anxiety and depression

Option B:

Tagline: Part of the Improving Access to Psychological Therapies programme

It is likely that whichever tagline is not chosen, would then be considered for inclusion as associated brand wording instead. This would be wording that would be used elsewhere in marketing materials, for example at the bottom of the service website.

How we are seeking views

The core elements of the brand are being tested with stakeholders across the healthcare landscape, at national, regional and place level and including public and patient voice partners. In addition, there are to be three public-facing focus groups representative of our population and who have no prior knowledge of IAPT services.

We are requesting that stakeholders across the healthcare landscape provide their feedback via an online survey. The survey takes just a couple of minutes to complete and is open from 1 November to 16 December 2022.



[Click here to access the IAPT Brand Refresh Survey](#)

We are aware that following ICB formation there is local thinking taking place around local branding, so wish to work closely with systems to try and ensure national outputs from this process do not conflict with local aspirations, whilst working within the [NHS England National Service Branding Guidelines](#). The survey includes a question on potential implications at a local level of any service name change.

Next steps

- The survey will be open from 1 November to 16 December 2022
- Survey results will be collated with qualitative feedback gained from the public-facing focus groups, and other comments received from stakeholders
- One of the major challenges with the current branding is the lack of recognition from the public as to what IAPT provides, therefore results from the feedback will be weighted in the favour of the public-facing focus groups
- The national NHS England and Health Education England Programme Teams will review the collective results and jointly make the final decision

Implementation

- The national Programme Teams will be forming a small IAPT Rebrand Implementation Group (to include cross-system representation) to develop a plan around implementation of the rebrand at a local, regional, and national level
- This group will consider the implications of rolling out the brand refresh and how these might be handled
- Stakeholders can expect to be updated on these plans as the engagement progresses
- Implementation of the brand refresh is anticipated to take place during January to March 2023

Thank you for your interest in the brand refresh of IAPT services.

Please don't forget to share your views via the online survey before the 16 December



[Click here to access the IAPT Brand Refresh Survey](#)