

# Reach Out Right



## Short Name

Reach Out Right

## Formal Name

Reach Out Right: Empowering Youth  
Mental Wellbeing

## Contact Person

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## Institution/Organisation

Behavioural Insights Group  
Rotterdam (BIG'R)

## Website

http://www.bigrotterdam.nl/

## Social Media

 [@behavioural-insights-group-rotterdam-big-r](#)

 [@bigrotterdam](#)

“ Reach Out Right wants to give youth a voice and explore mental health-seeking behaviors with them in the Netherlands. ”



## Summary

through systems thinking and behavioural science. The goal of Reach Out Right is to map behaviours, influences, and actors on this topic and develop strategies for behaviour change. This project involves collaboration between adolescents and young adults from diverse backgrounds and professional stakeholders, such as policymakers and mental health professionals.

Over five weeks, young citizen scientists will perform five short online tasks with questionnaires. These activities are designed to stimulate reflection and research on how they perceive mental health help-seeking and how it is expressed in their social environments. Some young citizen scientists and other stakeholders will be invited to engage in participatory workshops. In these workshops, data gathered from the questionnaires will be used to build a behavioural systems map and develop strategies for behaviour change.

This project ensures that the voices of young citizen scientists are heard by professionals, providing new perspectives on mental health help-seeking in the Netherlands.