



GGD
Amsterdam

Working together for a mentally healthy city



thrive
a dam mentaal
gezond



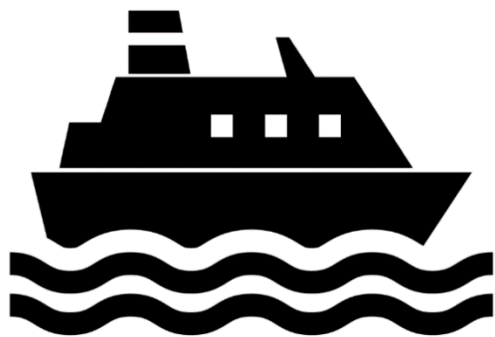
Why Thrive Amsterdam?

Mental health in Amsterdam

- Since 2012 increase in mental health challenges; Covid caused a further and steep increase
- Increase of waiting lists for psychological support and formal therapy; social domain and civil society can and should play a more important role in prevention
- High risk groups, who experience mental health problems more often and score lower on resilience:
 - women,
 - 18–34-year-olds,
 - people with few(er) years of formal education,
 - residents with a household income below the minimum income.



Mental health in Amsterdam



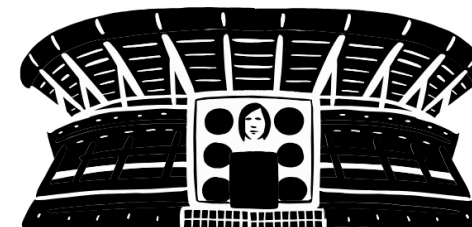
22% experience chronic stress
That's **161 people** on a crowded ferry



18% have a (high) risk of developing an anxiety disorder or depression
That's **18 people** in a crowded tram



18% feels very lonely
That's **15 people** in a crowded bus



23% finds it difficult to talk about mental health
That's **9540 people** in a sold out Amsterdam Arena



To thrive



To thrive means to grow, flourish or develop well.

Thrive Amsterdam supports Amsterdammers to flourish mentally and builds the city's collective resilience.



Thrive Amsterdam mentally healthy

Programme of City of Amsterdam Public Health Department, since 2019.

Goal:

Prevention of mental issues and strengthening resilience

Roles:

- Knowledge and data sharer
- Connector
- Facilitator of skills enhancement
- Driver of change through collaborations and initiatives

Place-based in 3 city districts

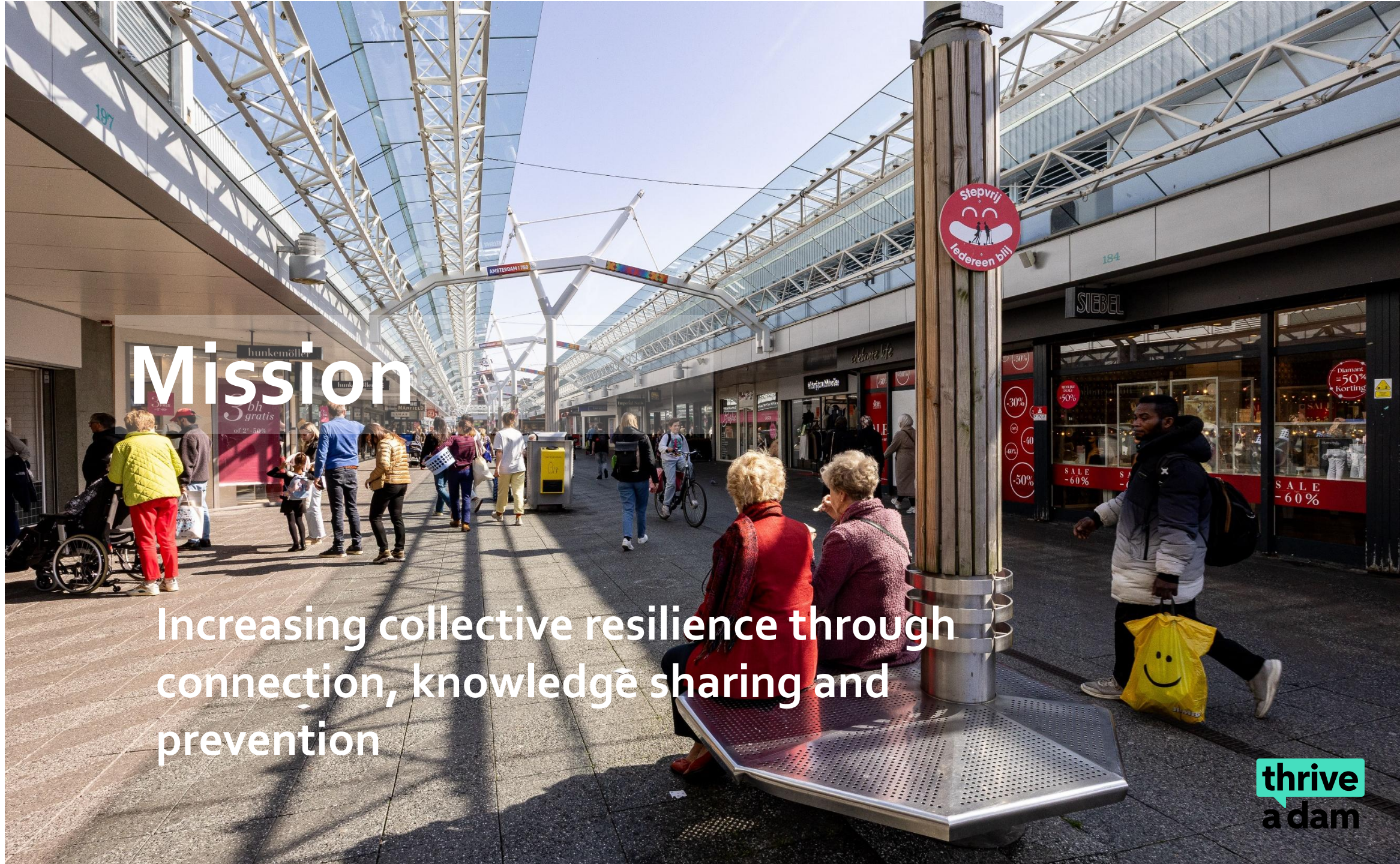
Team Thrive 2025





Mission

Increasing collective resilience through connection, knowledge sharing and prevention





For who?

1) Professionals

(as well as **volunteers**)
in social domain, neighbourhood
initiatives, civil society

2) Amsterdammers

Adolescents and adults
(16 to 65 year olds)



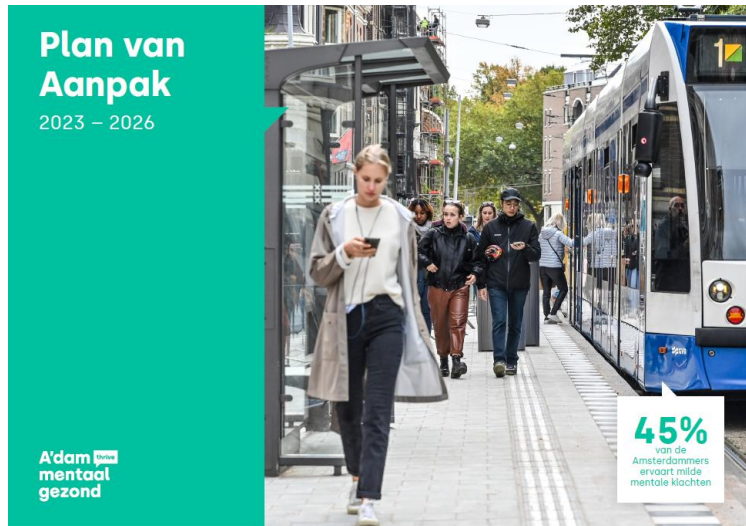
❌❌❌ Programme principles

- Awareness raising and positive communication
- Not medicalizing or stigmatizing
- Increase residents' resilience
- Connecting with existing resources
- Accessible preventive services
- Positive communication: light-hearted and engaging



✖✖✖ Our approach – four lines of action

1. Mentally healthy city – awareness and openness
2. Mentally healthy city districts – strong neighbourhood networks
3. Mentally healthy education environment – resilient youth
4. Mentally healthy online – safe, positive online environment



✖ ✖ ✖ Collaborations in the city

Thrive works for ánd with Amsterdammers

Partners:

- Neighbourhood teams
- Libraries
- Sports organisations
- Youth and social work
- Student associations
- Care and welfare organisations
- Resident advisory group



XXX How?

Thrive makes mental health visible and discussable by collaborating with civil society, neighborhood organisations and city-wide campaigns.

Examples:

- Neighbourhood projects and collaborations with civil society
- Mental Health Week → over 120 activities, 3 million online views
- Winter campaign "Whose bright spot are you?" → 500 conversations, 1 million reach
- Toolkit for student associations





Research and international cooperation



- Monitoring mental health through local and national data
- Participation in research networks (including the University of Amsterdam, VU Amsterdam, Amsterdam colleges, Trimbos Institute and the Centre for Urban Mental Health)
- International collaboration through Global Leadership Exchange (GLE) on Mental Health and EU-funded projects
- Knowledge sharing and innovation in urban settings and national networks



Contact

Team Thrive Amsterdam mentally healthy

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Follow us on Instagram en join!

 @thriveamsterdam.



Bankpraat Video

[video bankpraat]
thrive
a dam

A photograph of an elderly woman, Carroll Castro, sitting in a wheelchair outdoors. She has white hair and wears glasses. Her wheelchair is decorated with a colorful, abstract patterned blanket and a basket of flowers. In the background, a man in a blue cap and vest is visible, and other people are seated in the distance.

Carroll Castro
Carry on the move



Effe buurten!

2 t/m 7 juni 2025

week van de
mentale
gezondheid



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Mijn lichtpuntje voor jou.

Samen helpen we elkaar door de donkere dagen.







Toolkit studentenverenigingen





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Questions?



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