



GGD  
Amsterdam

# Working together for a mentally healthy city

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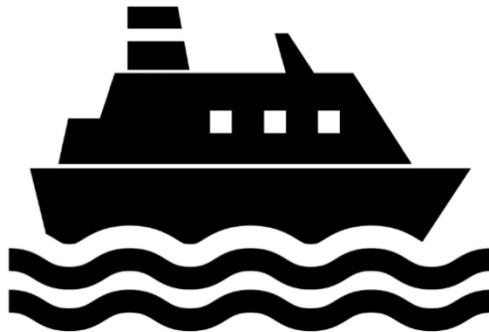
# Why Thrive Amsterdam?

## Mental health in Amsterdam

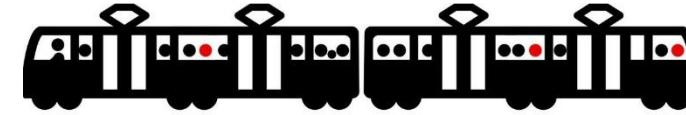
- Since 2012 increase in mental health challenges; Covid caused a further and steep increase
- Increase of waiting lists for psychological support and formal therapy; social domain and civil society can and should play a more important role in prevention
- High risk groups, who experience mental health 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

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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

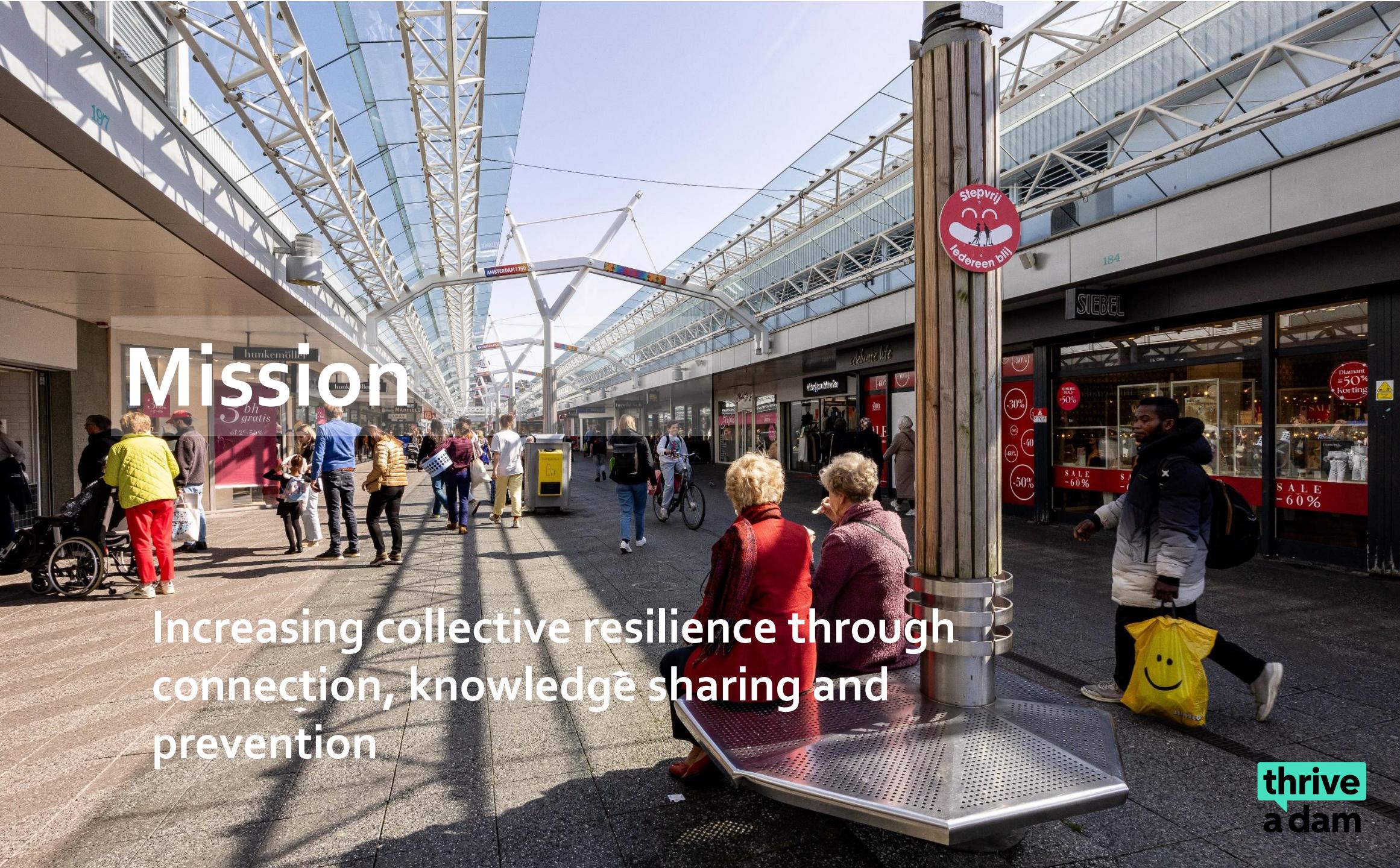
Roles:

- 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

thrive  
adam



# 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

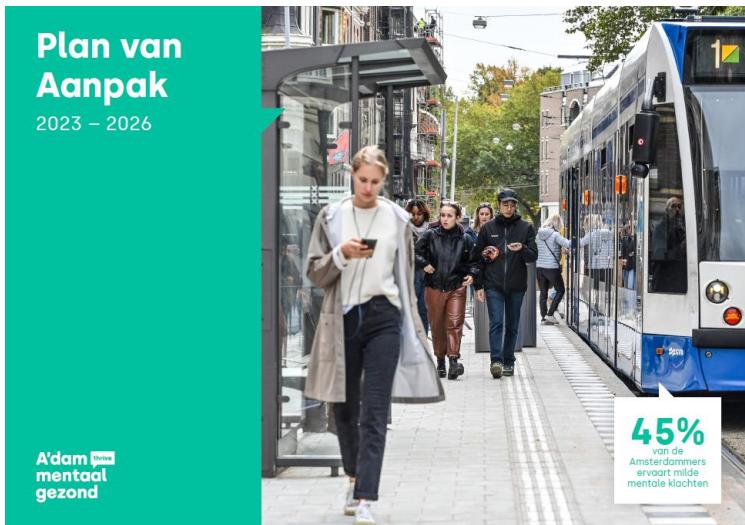
- Awareness raising and positive communication
- Not medicalizing or stigmatizing
- Increase residents' resilience
- Connecting with existing resources
- Accessible preventive services
- Positive communication: light-hearted and engaging



# 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 and with Amsterdammers

Partners:

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





# 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.](https://www.instagram.com/thriveamsterdam/)

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# Caroll Sastro

Carry on the move

XXX



Effe buurten!

2 t/m 7 juni 2025

week van de  
mentale  
gezondheid



GGD  
Amsterdam

Mijn  
lichtpuntje  
voor jou.

Samen helpen we elkaar door de donkere dagen.

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Toolkit studentenverenigingen



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# Questions?

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