

Canteen Case Study



Overview

Canteen set up a Mindhive discussion to gather insights about a healthy lifestyle digital platform called Balance. The digital program aims to improve physical and psychosocial wellbeing of young people after treatment for cancer. The Mindhive discussion focused on two areas;

1. The wins and challenges young people have experienced in maintaining a healthy lifestyle when off active/intensive treatment, and
 2. Ideas on how a digital program could help.
- The first topic in the Mindhive discussion asked participants to share what they thought a digital platform should include in helping them lead their healthiest life.

Case study

The participants shared the following:

- Including fun interactive questions and coloured images
- Setting SMART goals to achieve, social activities to get people exercising together, and being able to post health achievements
- Sharing words of encouragement and daily reminders

The second topic asked participants what they struggle with in themselves that impacted maintaining their health and wellbeing. The participants shared the following:

- Validating your own feelings
- Accepting your body image
- Prioritising themselves

The third topic asked the participants what external struggles they have experienced that have made it hard for them to look after their health and well-being. The participants shared the following:

- Being overwhelmed by other people's struggles on top of your own
- Family and work pressures

The last topic asked the participants what other factors got in the way of them looking after their health and well-being. The participants shared the following:

- Other commitments such as work, study, friends and family that can sometimes make you neglect your health and well-being
- Not having enough time to prioritise healthy habits like exercising and packing lunch
- Becoming distracted by other things that result in forgetting to take care of yourself



About Canteen

Canteen is an Australian not-for-profit that provides free and tailored support to young people aged 12-25 who are impacted by cancer. Whether they are dealing with their own diagnosis, a close family member's cancer or the death of a loved one, Canteen provides: Connection with peers in similar situations through events and programs, free counselling and individual support, 24/7 online support services for young people and parents access to free information and resources, specialist support services for young cancer patients



About Mindhive

Mindhive is a Brisbane innovation and the world's first collective ideation platform enabling users to engage and understand their audience at scale in real-time. Recently recognised as the World's Boldest Crowdsourced Online Platform by Global Crowdsourcing Awards in Venice, Italy, Mindhive facilitates discussion by connecting users to an online community to gain rapid insight and innovation from a diverse audience.