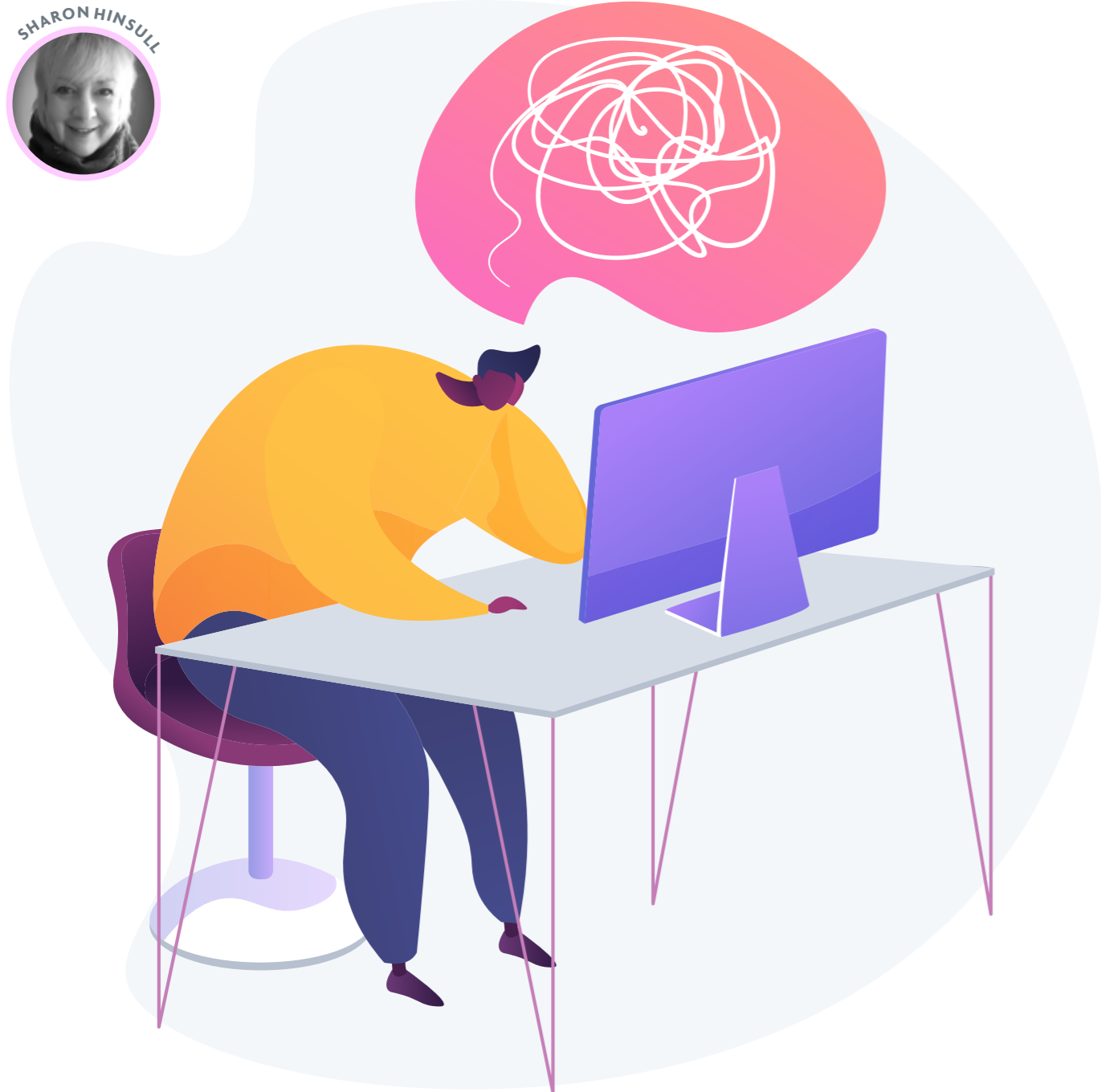


# Changing the world of mental health one question at a time

REGISTERED COUNSELLOR AND PSYCHOTHERAPIST SHARON HINSULL

SHINES A LIGHT ON MENTAL HEALTH.



An innovative new online platform has recently been launched, aiming to promote mental health awareness through a uniquely interactive user-led video experience.

Featuring the very latest voice recognition software developed by tech innovators In The Room, Just Ask A Question (JAAQ) invites users to engage in a virtual conversation with a choice of eminent mental health professionals, alongside some well-known personalities who respond to questions about their own lived experience of mental health issues.

Heading up the JAAQ project is Danny Gray, a London-based entrepreneur who has lived with body dysmorphic disorder for over 20 years. He says he first hit upon the idea of creating the platform when he noticed an increasing gap in the provision of appropriate advice and support for people experiencing mental distress. “Our vision for JAAQ”, says Danny, “is to change the world of mental health, one question at a time.”

Using a carefully crafted combination of artificial intelligence, voice recognition and pre-recorded video footage, JAAQ provides a revolutionary new means of accessing information about a range of mental health issues.

Well-known personalities such as actor David Harewood and political strategist Alastair Campbell are joined by a team of leading professionals in responding to a variety of user-initiated questions about mental health. David Harewood offers a candid insight into his experience of psychosis, and provides answers to a wide range of questions relating to the condition. Similarly, Alastair Campbell openly shares some of his ongoing

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**Sharon Hinsull**

struggles with depression, describing the techniques he finds the most useful in managing his day-to-day mental health.

As the founder of global cosmetics brand War Paint, Danny Gray has been a long-time advocate for men’s mental health. Looking back on his own experiences over the years, Danny knows only too well how important it is to seek guidance and information as early on as possible in order to prevent a mental health issue spiralling out of control.

“There’s lots of work being done with mental health at the moment around awareness, breaking down stigma and supporting people in crisis, but this is the first solution to provide expert information interactively for individuals and the people close to them from the very beginning of their journey, in order to encourage them to reach out for help and potentially prevent them reaching that crisis stage.”

With its worldwide reach, Danny says that JAAQ has plans to expand its range of mental health topics to cover a broad spectrum of psychological conditions.

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“Knowing we’re reaching people around the world with information and advice they would be waiting months to get from health experts is incredible, but there’s still lots to be done. Our vision for JAAQ is to change the world of mental health, one question at a time and we’re already looking to add OCD, anxiety, eating disorders and the impact that racism can have on mental health to the platform.”

Depression ranks very highly amongst the most sought-after topics of information on the platform, with users being able to pose questions such as, ‘How do I know if I have depression?’ and ‘What kind of lifestyle changes will help with my depression symptoms?’.

As well as being accessible online, users can experience the service in person at the JAAQ booth based at the War Paint for Men shop on London’s Carnaby

Street. A mobile JAAQ experience has also now taken to the road, touring schools, festivals and sporting events right across the UK.

On launching the JAAQ website Danny added, “We’re really proud of this platform and hope it is able to offer vital information to some of the millions out there who are waiting for help or have questions to ask about a loved one.” ❖

For more information about Just ask A Question, visit [jaaq.co.uk](https://jaaq.co.uk)  
Danny’s War Paint for Men range can be viewed at [warpaintformen.com](https://warpaintformen.com)

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