



Vibrant Emotional Health Launches Digital Tool to Help Support Those in Mental Health and Emotional Distress

*Vibrant partnered with award-winning digital product studio, ustwo, to enhance **Safe Space**, a set of free resources and tools*

New York, NY – December 1, 2021 – To help address growing mental health needs, Vibrant Emotional Health (Vibrant) announced today [Safe Space](#), a user-friendly, digital hub of free resources and tools designed to provide support and distraction to people experiencing emotional distress. The national nonprofit partnered with ustwo, an international award-winning digital product studio, to build out this life-saving resource.

“For over 50 years, Vibrant has worked every day to help save lives and assist people to get care anytime, anywhere and in any way that works for them,” said Kimberly Williams, President & CEO of Vibrant. “In partnering with ustwo, we brought together our mental health expertise with top user experience designers to create a set of evidence-based digital tools allowing users to choose what resource would be most helpful to them in that moment. In our Safe Space, we’ve balanced human resiliency with technical ingenuity.”

The Safe Space aims to support everyone’s mental and emotional health by providing people with opportunities to distract or calm themselves. The tools and resources currently included were curated through a clinically-proven and evidence-based rubric, which will be used to add additional resources in the future. Ustwo, who provided pro bono assistance, designed the site to foster a positive and peaceful user experience. The site homepage is a tool itself, with relaxing music and interactive design features, which can also be turned off, based on user preference. Safe Space includes interactive breathing tools, connection to peer support resources and the National Suicide Lifeline chat services, among others.

“At ustwo, we believe that digital technology can make an important contribution to tackling the mental health crisis, and are honored to partner with a leader in the field such as Vibrant. Safe Space is providing invaluable resources for people who are experiencing emotional distress.” says Carsten Wierwille, CEO of ustwo.

An important feature of Safe Space is that it does not track people who come to the site. Cookies are not used and Vibrant does not collect identifying information from individual users. This allows anyone who may share internet access or a computer with others to keep their usage of Safe Space private. Currently, user demographics indicate that under 17 years of age and 25-34 groups are the most frequent users.

“Vibrant has a track record of innovating mental health care,” says Robert Chang, CEO and Founder of Sidetime, a SaaS platform enabling access to mentorship and expertise, and Vibrant Board Executive Committee member. “This partnership with ustwo to develop Safe Space exemplifies how Vibrant partners with digital creators to develop new emotional wellness resources.”

For more information about Safe Space, please visit [here](#) and digital creators interested in creating tools can find the rubric [here](#).

Notes to editors

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About Vibrant Emotional Health

Vibrant Emotional Health is a non-profit organization that helps individuals and families achieve emotional wellbeing. For over 50 years, our groundbreaking solutions have delivered high quality services and support, when, where and how people need it. We offer confidential emotional support through our state-of-the-art contact center and crisis hotline services that use leading edge telephone, text and web-based technologies and include the National Suicide Prevention Lifeline, Disaster Distress Helpline, NFL Life Line and NYC Well. Through our community wellness programs individuals and families obtain supports and skills they need to thrive. Our advocacy and education initiatives promote mental wellbeing as a social responsibility. Each year we help more than 2.5 million people live healthier and more vibrant lives. We're advancing access, dignity and respect for all and revolutionizing the system for good. Visit vibrant.org. And follow Vibrant on Twitter, Facebook and Instagram.

About ustwo

ustwo is an award winning digital product studio in 5 locations across the globe (London, Malmö, New York, Lisbon and Tokyo). For 16 years we have been helping our clients grow by creating innovative, engaging and beautiful digital products that evoke an emotional response. Humans are at the heart of everything we create and our processes and culture reflect this.

The projects we undertake vary from highly strategic discovery work to large-scale build projects and everything in between. Our clients include: The Body Coach, Google, Facebook, The Co-op, Three and [many more](#). Check out our [documentary](#) about the incredibly transformative journey we've taken The Body Coach on.

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