



META3047MDL-003-00091410-META3047MDL-003-00091413



Message

**From:** Wendy Gross [/O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN= ]  
**Sent:** 9/10/2019 9:13:12 PM  
**To:** Caroline [ ] [ ]@fb.com]  
**Subject:** FW: Teen MH Debrief (Hurrarh!)  
**Attachments:** IG\_MH\_Debrief\_V1\_Ext.pdf

Thanks,  
Wendy

**From:** Connie Flude <connie@creaturesofhabit.co>  
**Date:** Friday, September 6, 2019 at 10:49 AM  
**To:** Wendy Gross <[ ]@instagram.com>, Saul Parker <saul@creaturesofhabit.co>  
**Subject:** Re: Teen MH Debrief (Hurrarh!)

Hey Wendy,

So jealous of your hot summery autumnal weather. The weather here is actually surprisingly cold for this time of year - it normally doesn't hit 13 degrees until October at least! But at the moment it's sunny and VERY CHILLY Indeed.

Attached (finally) is the MH debrief. As you'll be able to see, we've done things slightly differently this time around - both in look and recommendations.

I'm hoping this proves useful to you. In particular, I've tried to make the depictions of MH, support strategies and things IG can do differently .- more styled like creative territories to help jump off design ideation. We use this format alot in human centred design workshops, as it's a great way of getting creative juices flowing , and coming at a design challenge from multiple perspectives.

I'm not sure (but expect) that your product-designery people are all over this kind of thing, but it might help them think through how to build for some of the challenges you face, whilst also giving policy and other teams enough information to move forward.

As ever, we'd love to workshop these with you. So please do shout if there is any appetite for this.

Equally, let me know when and if you'd like to chat it through over Blue Jeans, and if there are any amends you'd like us to make.

Hope you have a great weekend!

--

Connie Flude  
Senior Researcher  
Creatures of Habit  
[Watch our short film about the People's Vote march and positive protest here.](#)  
[creaturesofhabit.co](#)  
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On Tue, Sep 3, 2019 at 3:44 PM Wendy Gross <[REDACTED]@instagram.com> wrote:

Hi Connie,

Thanks for the update! We're struggling on our side to get the quant launched due to technical glitches that have the entire FB team unable to email our survey invites. And of course, our internal approval is moving at the speed of snails.....

September seems to be our warmest month here. About this time every year I think "this summer wasn't too bad" only to be slammed by a couple of heat waves between now and Halloween. What is Autumn like in London? I've only been in summer!

And hooray for the new starters! I'm excited to hear how they're working out and fitting in and all that fun stuff.

Thanks,

Wendy

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**From:** Connie Flude <[connie@creaturesofhabit.co](mailto:connie@creaturesofhabit.co)>  
**Date:** Tuesday, September 3, 2019 at 3:24 AM  
**To:** Wendy Gross <[REDACTED]@instagram.com>  
**Subject:** Teen MH Debrief

Hey Wendy,

Hope you're good! It's almost changed overnight here to Autumn, which I'm feeling distinctly grumpy about!

Just to let you know: debrief will be with you this week. Apologies for the slight delay in this, scheduling follow up interviews took a while given time differences between LA and the UK.

We've also just had our two new starters begin this week, so thankfully capacity has opened up massively!

I'll be in touch with the deck later this week.

C.

--

Connie Flude

Senior Researcher

Creatures of Habit

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