

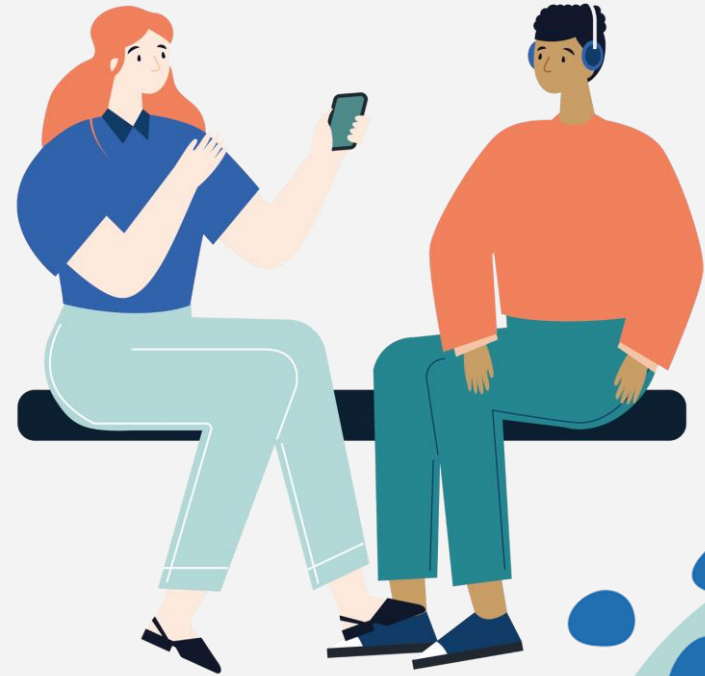


Online Mental Health and Wellbeing Support for Scotland

Kerry Smith
Head of Business Development | Scotland

Today's proposed agenda

- An overview of how Kooth works as a mental health service
- Questions and discussion



Our credentials



500k Users

100K Stories shared

1M Messages

90K Counselling Hours



Kooth is available for CYP in **90%** of England, **60%** of Wales, on the Isle of Man and Jersey

In Scotland Kooth is available in Borders, Aberdeenshire, Clackmannanshire and Western Isles



Almost **20 years** of experience and development have made Kooth what it is today

Kooth users contribute over **60%** of the content on the site

Supporting Scotland's young people

Right help, right time, right support

In line with the CYP MH Taskforce recommendations Kooth is able to offer universal support, early intervention & prevention.

Kooth is person-centred

Kooth meets Scotland Youth commissions' recommendations to deliver choice and to offer services outside 9-5

Supporting diversity and vulnerability

Several groups identified as being disproportionately impacted by COVID are visibly supported on Kooth i.e. Black and non-white, LAC, young carers, LGBTQ+

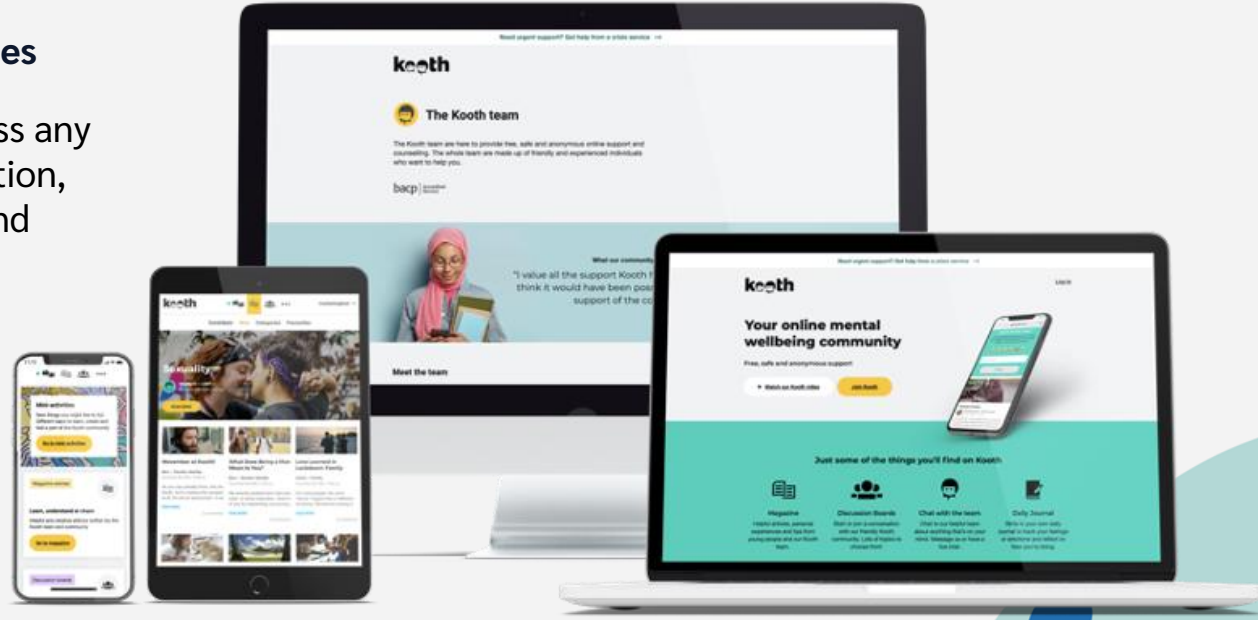


Truly accessible

Kooth is available on all devices

Kooth is designed to work across any device with an internet connection, compatible with all browsers and working in line with WCAG 2.1.

Our accessible design ensures a inclusive experience for people with disabilities, as well as user-friendly language in all our content.



Prevention and treatment

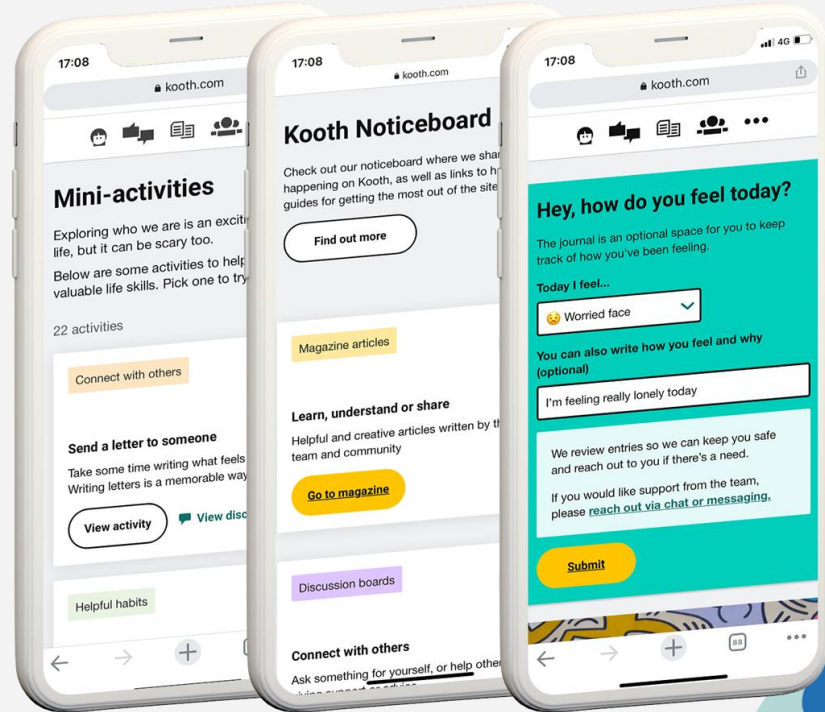
Prevention

Universal self-help and community support reduce escalation



Treatment

Early help for mild, moderate & complex needs



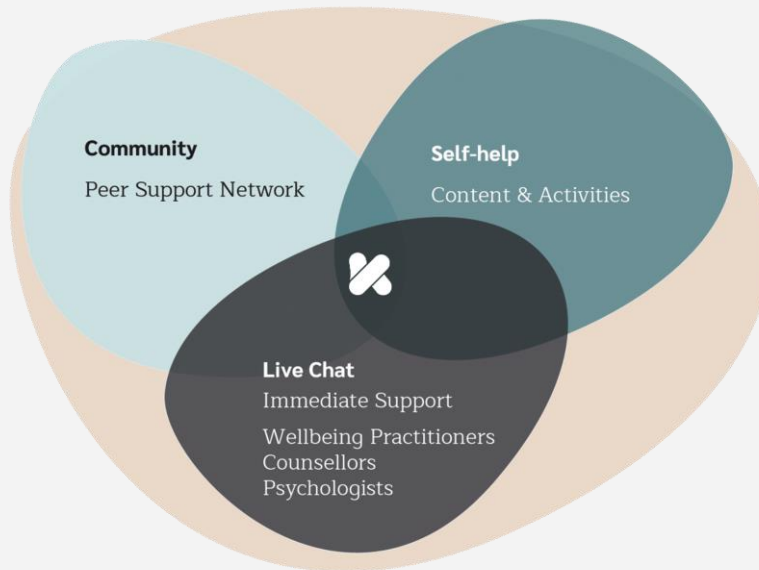
Personalised, accessible support

Founding Principles

Anonymity: Removing stigma and barriers

Autonomy: Users empowered to choose support options

Safety: Embedded throughout the platform



The benefits

Democratise access: to mental health care at scale

A personalised approach: with measurable outcomes

Anonymous trends: into the mental health of your population

Our platform

Anonymous Users

Our users remain anonymous, giving them confidence to speak out and access support without the fear of judgement.



Therapeutic Choice

Kooth is a full mental health toolkit - giving our users the opportunity to choose what which kind of therapy works for them.

Magazine

1000s articles,
pre-moderated and
70% user
generated

Journal & Goal Setting

Thoughts and
personal goals can
be set and
monitored in a
safe moderated
environment

Live Chat

IMMEDIATE
access to qualified
counsellors
through drop-in
or pre-arranged
online chat.

Peer to Peer Support

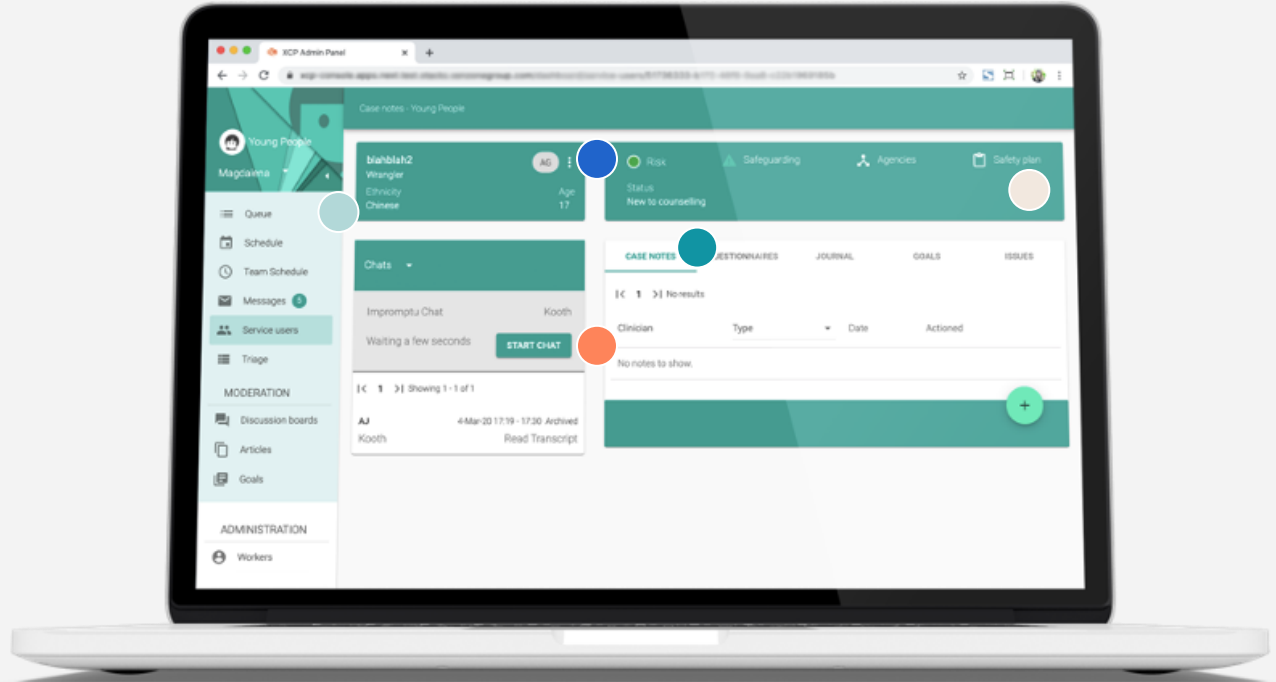
Our vibrant
community
interacts with
other users via our
peer to peer
support forums

24-Hour Messaging

Message the
counselling team
at any time of the
day to receive
support

XCP: The Counsellor's platform

- Enter live chat with young person
- Assign risk level
- View user queue
- Assign case notes
- Single view of user



Reporting

Kooth provides extensive anonymised reporting on a quarterly basis including:-

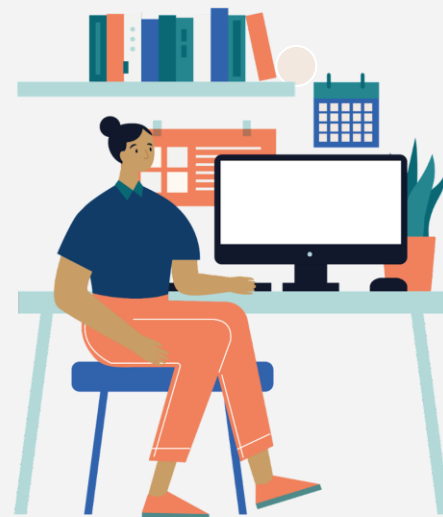
- Demographics
- Activity
- Presenting issues
- Outcomes
- Feedback
- Case Studies

Over
2,700

Young People in
Scotland have
registered to use
Kooth since June

94%

Would
recommend
Kooth



Presenting issues - Scotland

1. Anxiety/Stress

2. Suicidal thoughts

3. Self Harm

4. Family Relationships

5. School/College issues

6. Friendships

7. Bullying

8. Sadness

9. Eating Difficulties

10. Sleep Difficulties



Anonymous quotes from our users



“Thank you because wonderful people like [you make this place safe](#) and a great place to talk about anything.”



”I love Kooth. [I can be my vulnerable self](#) on here. It’s lovely. It’s filled with caring people.”



“That one [article](#), that one [message](#), that one [comment](#) goes such a long way.”



“I’ve never felt more [heard and understood](#)... thank you!”

