How digital technology can help

reduce stigma,

increase access &

improve outcomes

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XenZone

Aim: To make it easy and safe for all generations to access the best emotional and mental health services as and when they need them.

Tech
Increase access and remove stigma

90 secs
One YP log in every 90 seconds

46
CCGs, LAs, FTs
Kooth today

There were over 234,000 logins to Kooth last year (April’16-April’17)

Where is Kooth commissioned?

There are currently 46 Kooth contracts within 80 CCG areas
Digital is at the heart of all we do, underpinned by our deep rooted philosophy of co-production and joining up with traditional services.
• CYP can access counselling until 10pm 365 days a year
  • 12pm-10pm weekdays
  • 6pm-10pm weekends
• 24/7 self-help
Want someone to understand or advice to help a friend? We’re here for you.

JOIN KOOTH

When your counsellor becomes available you’ll receive a notification. You have five minutes to accept.

You’re waiting for a chat now

OR CANCEL CHAT SESSION

CONTINUE

Chat with Leona

Hey John, I am Leona. How is it going?

2m ago

Hello Amanda, I am so sad today.

1m ago

Please answer these questions honestly so that we know how you are doing.

1m ago

These questions are about how you have been feeling over the last week.

Please read each question.
“I definitely would not have been able to say anything face to face before. And I definitely would not have been able to go to the doctors in the first place before coming here to talk.”

Kooth User
In a year on Kooth there were:

- 150,419 forum views
- 67,727 article views
- 23,074 chat sessions with a counsellor
- 234,857 logins
- 40,006 new registrations
- 160,802 messages sent to a counsellor

(Stats taken from all Kooth users, April 16 - April 17)
“Kooth has really helped me, it's given me relief when I've had nobody else to turn to. Thank you so much for talking to me.” Kooth User
Reducing stigma

“Young users report that they find the online environment safe and feel less exposed, confronted and stigmatised.”

‘Comparing Online and Face-to-Face Student Counselling, Journal of Psychologists and Counsellors in Schools (2016)’
A needs-led approach

- Kooth Ambassador programme
- Emotional resilience training in schools

Getting Advice:
- Drop-in support 365 days a year till 10pm
- Live moderated forums which facilitates peer support
- Self-help resources

Getting Help:
- Structured 1-1 counselling and psychotherapy with an elected practitioner
- Mentoring for emotional resilience

Getting Risk Support:
- Out-of-hours risk management
- Link into social care to promote safety

Getting More Help:
- Out-of-hours support from highly-skilled practitioners
- Link up with specialist CAMHS for wrap around support

Integrated with face-to-face services
Goal-oriented and outcome-informed therapy and support

Courtesy of Anna Freud Centre
The digital advantage

Instant, professional support for children and young people, whenever and wherever they need it

- Reduced waiting times
- Reduced waiting lists
- Reduced pressure on GPs, A&E departments and hospitals
- Reduced pressure on specialist services

Key points

- Integrated digital
- CHOICE is key for CYP – in medium, method, modality
- Digital as part of early support models
Improving outcomes

“We need to make better use of the voluntary and digital services to fill the gaps in a fragmented system.”
‘Future in Mind’ (2015)

“Online counselling has the potential to provide an important support system for issues that might otherwise remain unexplored.”
‘Comparing Online and Face-to-Face Student Counselling, Journal of Psychologists and Counsellors in Schools (2016)
How Kooth measures outcomes

- YP-Core as an initial assessment screening tool and as part of a systematic assessment of the level of mental health concerns of CYP.

- CoGS (Counselling Goals System) is used as a distance measured tool in which goals are created by the CYP with support of the counsellor and regularly updated on a scale of 1-10 of achievement by the CYP throughout their therapeutic journey.

- We use an end of session questionnaire which follows the CYP-IAPT requirement for capturing therapeutic alliance.

- Evaluation questionnaires which help us measure the impact of our ‘getting advice’ element of our service.
Percentage of goals achieved

- Less than 5
- 5 points or more
- Fully Achieved
XenZone
FUTURE THINKING FOR MENTAL HEALTH
Other measures used on Kooth

1) I felt heard, understood and respected

2) What we talked about was important to me

3) The person helping me was a good fit for me

4) Overall, the session was right for me
How Kooth helps to improve outcomes for the system

• Bracknell Forest Council found that the introduction of Kooth was associated with an initial 7% reduction in referrals to specialist child and adolescent mental health services.

• Commissioner-led research in Lincolnshire found introduction of Kooth alongside PMHWs reduced inappropriate referrals from 35% to 2%

• Halton joined up commission ‘less noise in the system’

• Upcoming research with the Education Policy Institute
“Kooth has really helped me, it's given me relief when I've had nobody else to turn to.”

“Before I had an account on Kooth I didn't know who and where to go to for help with my problems.”

“Kooth is really helpful. I feel more honest with myself about how I feel. I can trust everyone here and talk freely in confidence.”