



Welcome



Free, safe and anonymous digital mental health support


Providing NHS services

 Accredited
Service



This session covers

Kooth as a mental health support service



Keeping young people safe



Where we fit in the care pathway



How we support you to refer young people to Kooth



Tips when talking to young people about feelings



Q&A





Kooth as a mental health support service

Who are Kooth Digital Health?

Founded in 2001, Kooth is a trusted online mental health platform

- Local Authorities and NHS Boards commission us to provide free, anonymous mental health support at Kooth.com
- We support children and young people **10 - 18 in Norfolk & Waveney**
- Kooth is accredited by the leading professional association for members of the counselling professions in the UK
- All our practitioners are real people, not bots





Who are Kooth Digital Health?

Founded in 2001, Kooth is trusted and proven at scale to support the nation's young people



BACP accredited service

Kooth have delivered **1.1** million hours of mental health support and moderated **1.4** million messages

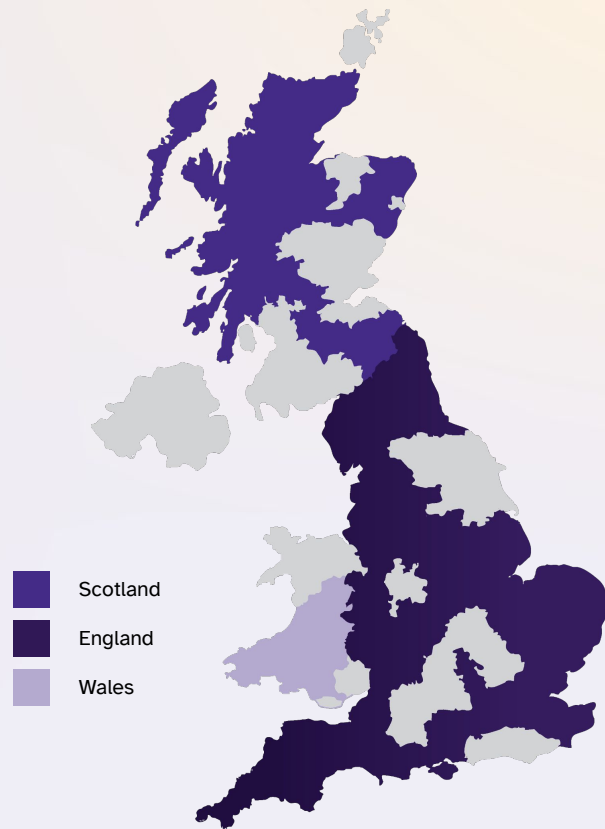


We're a trusted partner of the NHS

Kooth is available free to **7.0M** people in **73%** of England, **22%** of Wales & **42%** of Scotland

24 years of data

Our experience with the NHS has allowed us to deliver support in line with Long Term Plan (LTP) priorities. Kooth is the No 1 contributor to NHS England Digital MHSDS



Areas where Kooth is commissioned today for young people

Turning the tide on a growing crisis





Access to all

No referral is needed, and there's no waiting list or threshold to meet

While access to Kooth.com is 24/7, 365 days a year, chats with a practitioner are during set times:

- 12pm -10pm, weekdays
- 6pm - 10pm, weekends

There can be wait times during busy periods





No problem is ever too big or small at Kooth



If it's on someone's mind, we're here to help

Some of the feelings or difficulties we support with include:

- Stress
- Anxiety
- Confidence
- Friendships
- Exam pressures
- Eating difficulties
- Loneliness
- Body image concerns
- Anger
- Moving schools
- Social media
- Suicidal thoughts

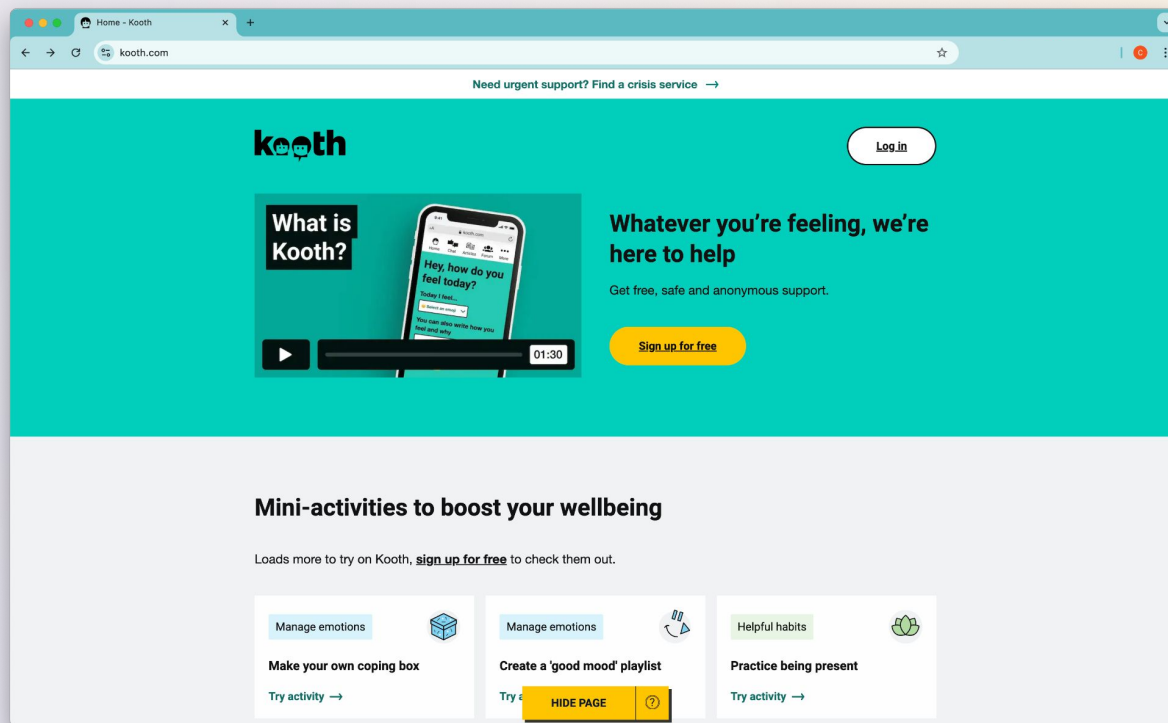


Contribute



Sign up

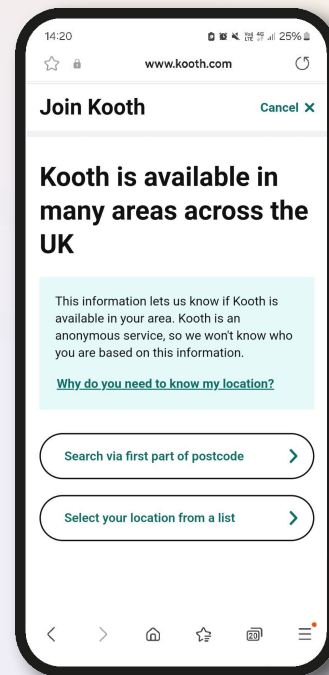
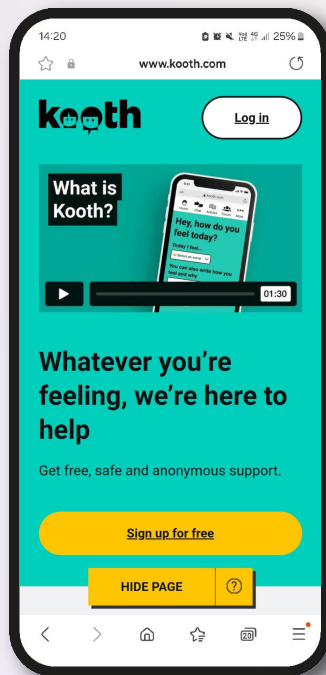
Click on the 'Sign up for free' button to get started (from any internet-enabled device)





Sign up - Mobile

- All they need to do is click on the 'Sign up for free' button to get started (from any internet-enabled device)
- They can sign up by postcode or select a location from our dropdown list



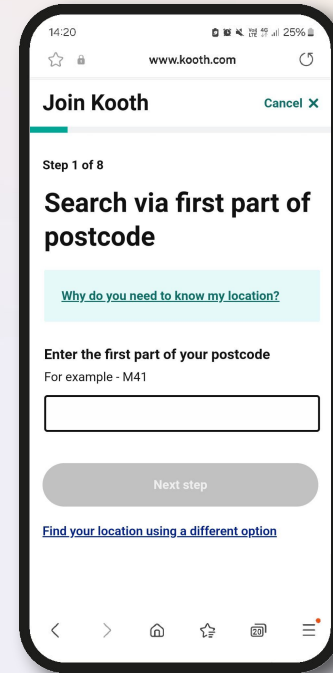
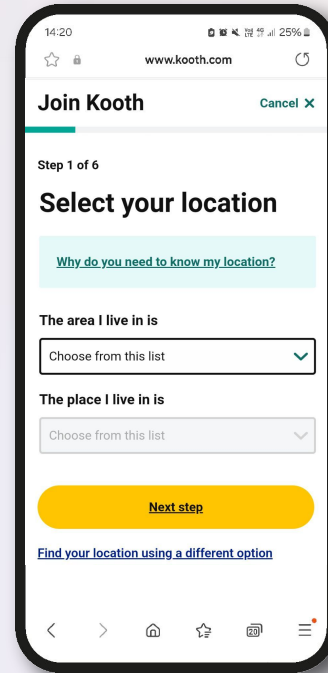


Sign up - Mobile

- They can enter the first part of their postcode of home address

OR

- Choose their area from the dropdown lists provided





Sign up - Mobile

- They can select the month and year of birth
- Select their gender and ethnicity

However much or little they decide to share regarding their gender or ethnicity will not affect the support offered at Kooth

- They can create an anonymous (not a real name) username and secure password

14:20 www.kooth.com

Join Kooth

Step 2 of 6

When were you born?

Kooth is only available to a certain age range.

Year
Choose from this list

Month
Choose from this list

Next step

14:20 www.kooth.com

Gender

My gender is best described as

Male Female

Non-binary

Other - self disclosed

Prefer not to say

Ethnicity

My ethnicity most closely matches

Choose from this list

Next step

14:20 www.kooth.com

Join Kooth

Step 4 of 6

Pick a username and password

Make sure you remember your username and password. It's the only way to access your account.

To protect your anonymity don't use real names, your date of birth or your username from another site or service.

Username

Please do not use special symbols

Between 6 and 20 characters



Culturally competent support



We're mindful of the barriers some individuals may face around gender, ethnicity, or other identity-related concerns

Ensuring the **safety** and **wellbeing** of every user is a shared responsibility. We collectively support **diversity in practice** through tailored training, regular audits, and expert oversight

This ensures our care remains responsive, inclusive, and grounded in the realities of the people we support



Our users are in the driver's seat

**Our range of support options
gives them control over the
support they want,
when they want it**



Personalised, accessible support

Anonymity:

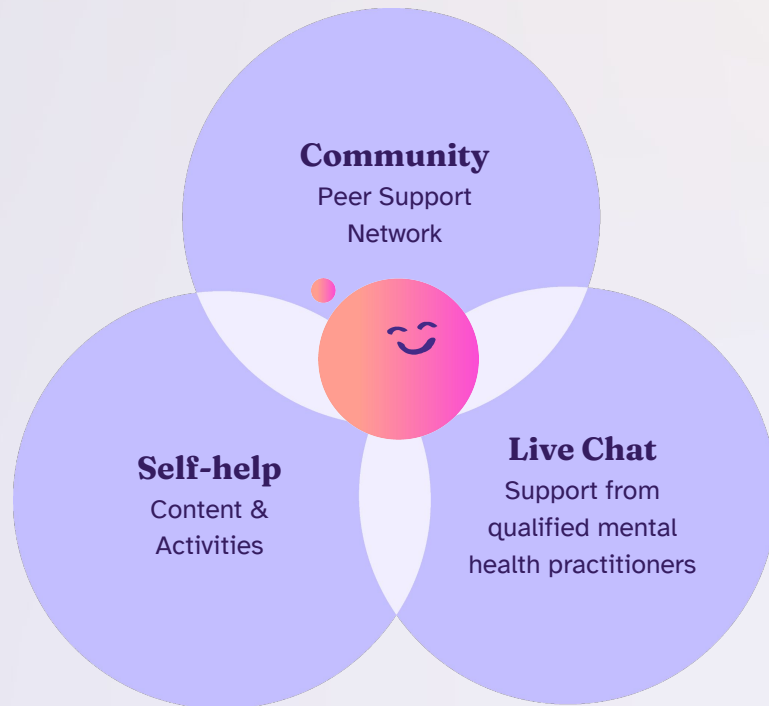
Removing stigma and barriers

Speed of support:

Accessible with no referral needed, no thresholds

Autonomy:

Users empowered to choose support options



Democratise access at scale:

A free service accessed via any internet-enabled device

Safety:

Embedded throughout the platform with clinically sound and fully moderated content

Accessible:

Designed to provide an inclusive experience for people with disabilities in line with WCAG 2.1





Support centred around you

Self-help

Goal Setting

Personal goals can be set and monitored in a safe, moderated environment

Journal

A private yet simple and effective way to track mood



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Community Support

Activities

Our inclusive and accessible mini-activities support in building a range of healthy habits and valuable life skills

Discussion Boards

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

Magazine & Podcasts

Thousands of articles with a majority being user generated



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Professional Support

Live Chat

Access to qualified practitioners through drop-in or pre-arranged online chat

Messaging

Message any time of the day and receive a response from a practitioner within 24-48 hrs

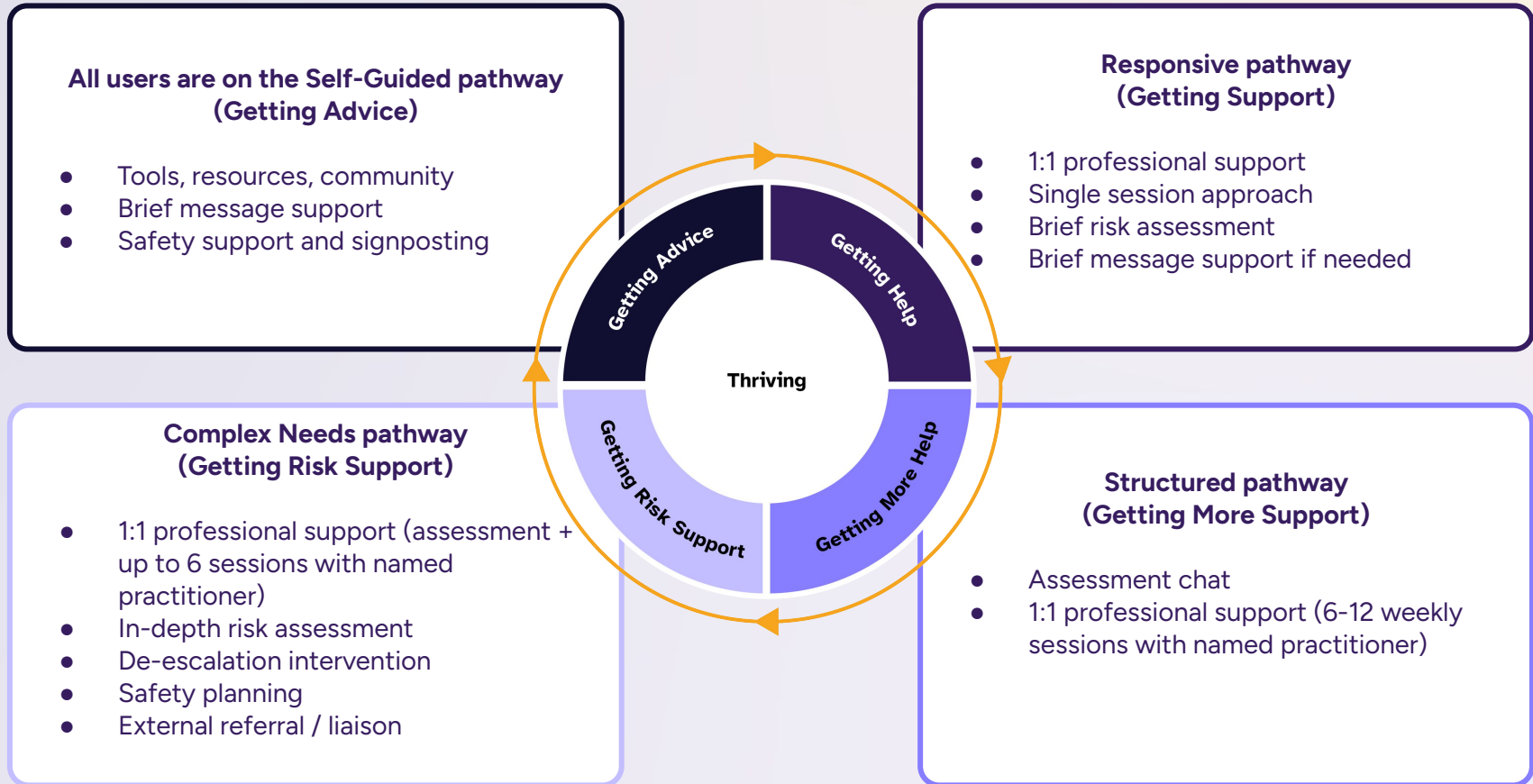


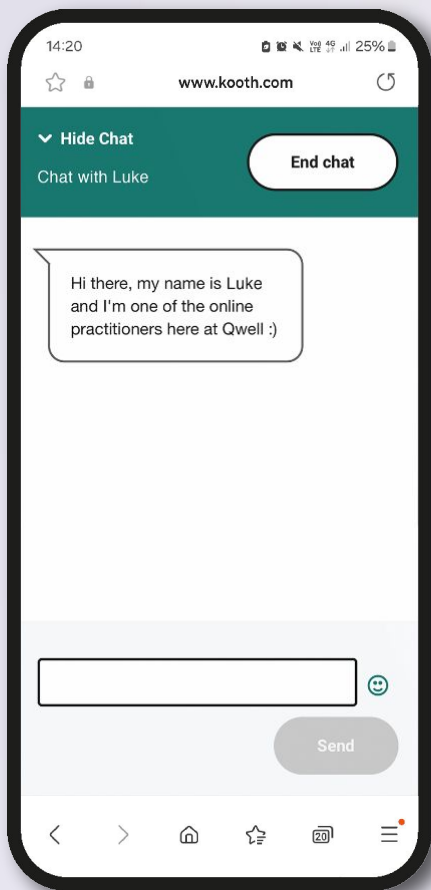
We have four pathways of support based on different needs. All users begin on the self-guided pathway and our moderation team will make contact to offer further support if needed

Users can also message our mental health practitioners at any time and choose one-to-one support. Users can move freely between pathways depending on what support they need



Tailored support pathways aligned with iTHRIVE





Professional support

Live Chat

When a user first comes to chat, we will talk to them about:

- Understanding a little bit about them
- Exploring their current difficulties and what's brought them to Kooth
- Thinking together about the best way we can support them

Messaging

Many users in our community message our practitioner team - an option open to them anytime. Responses are within 24-48 hours



Safeguarding: Our duty of care

If a user is considered a risk to themselves or from others, our practitioner will ask for their personal details and their consent to share with external services.

Even if consent is not given, if our practitioner feels there is a safeguarding issue then we will still refer, letting the user know who we are passing details to and why.

When we feel a person is in danger we collaborate with emergency services, letting the person know who we are passing details to and why.





Safeguarding without identifiable information



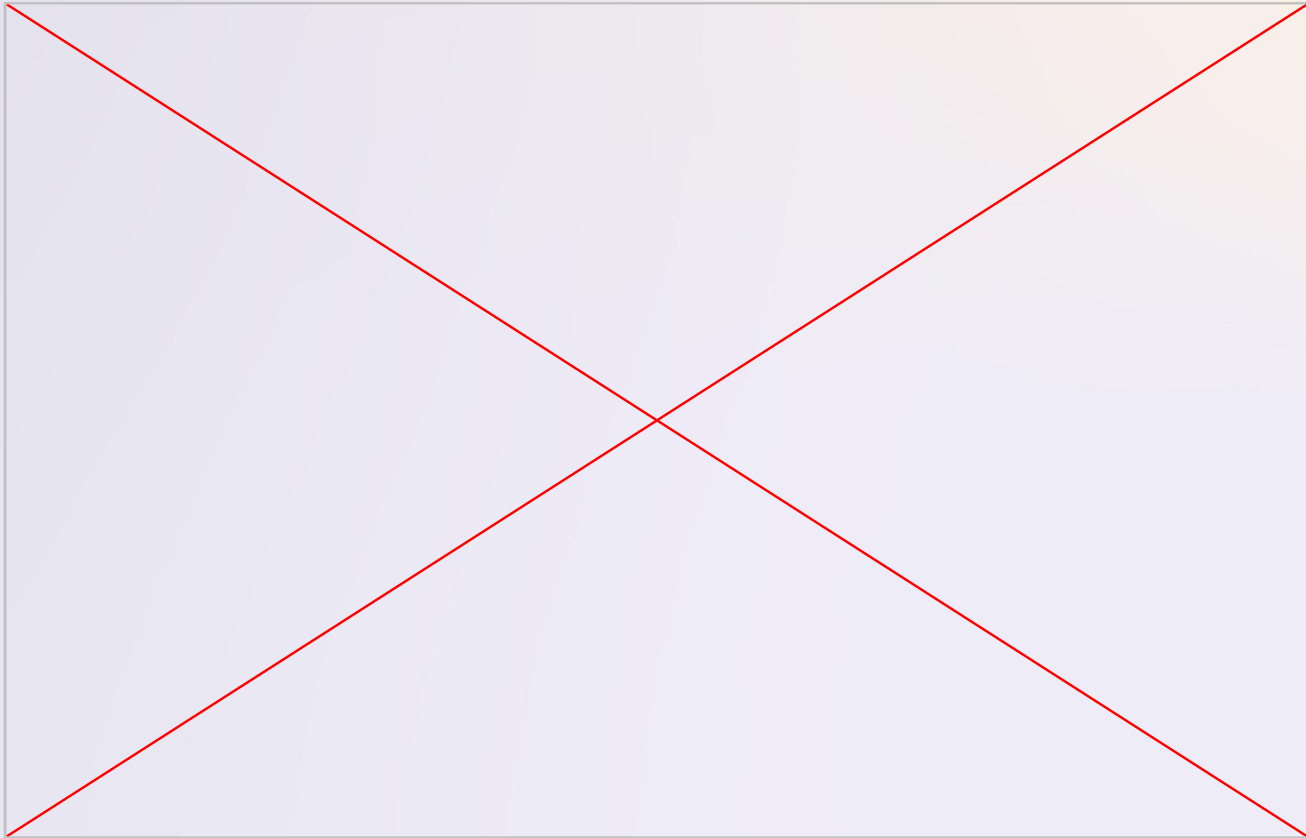
We work with a user to reduce risk and develop a safety plan, whilst attempting to understand and address barriers to accessing other services

We'll also provide psychoeducational materials and signpost them to other relevant services

Our anonymity supports effective safeguarding rather than acting as a barrier. We believe someone who is actively choosing to seek help is taking a really positive step for themselves

Our users consistently tell us that the anonymity aspect enables them to share things that they wouldn't otherwise

A trusted 'front door' for those who might not otherwise seek support



Fit for the Future

The NHS' 10 year plan projects a clear direction for the future centred around working towards 3 key shifts:

- Analogue to **digital**

Kooth delivers digital, clinically-governed mental health support accessible via any device without the need for referrals or waiting lists. By offering scalable and stigma-free support, Kooth exemplifies how digital innovation can transform mental healthcare delivery

- Sickness to **prevention**

Kooth offers early intervention and prevention designed to reduce escalation. However, our open access means we do see young people who need immediate support. Early intervention and prevention are crucial in providing safe spaces to talk, and digital services can effectively work with people to create harm reduction strategies and develop safety plans

- Hospital to **community**

Kooth Engagement Leads are embedded in local communities to work alongside and alleviate pressures on the wider system. We are collaborative partners to support mentally healthier populations. We help de-stigmatise conversations around mental health and broaden access to support, enabling young people to safely connect to and support one another at [Kooth.com](https://kooth.com)

connect.kooth.com/Kooth-in-the-community



Inclusive and accessible

We ensure our service meets the Web Accessibility Guidelines (WCAG) 2.1 Level AA.

Following these guidelines makes content more accessible to a wider range of people with disabilities, including accommodations for:

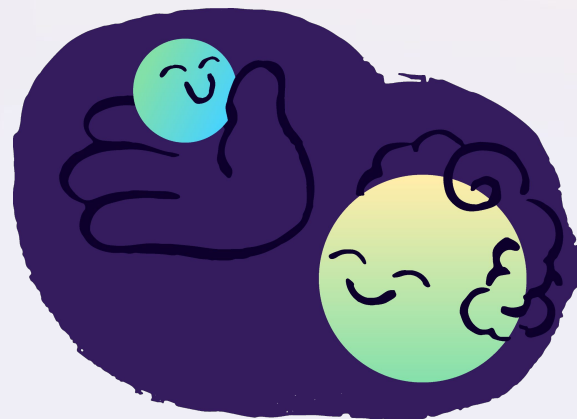
- Visual and hearing loss and impairments
- Limited movement
- Language and speech disabilities
- Photosensitivity
- Learning disabilities and cognitive limitations



Inclusive and accessible

We look to adapt our approach to a user's strengths and explore ways to accommodate their needs in a collaborative way:

- How we present information
- Allowing for more processing time and in-session breaks
- Enhanced use of psychoeducational material
- Interventions in smaller steps
- Use of simple language (in line with WCAG level AAA, making it readable for 10 year olds)
- If a user consents, we can liaise with external agencies to ensure joined up care



Inclusive and accessible

We have Clinical Team members with expertise in evidence-based interventions, and we provide ongoing guidance and training to our practitioners.

Kooth does rely on text-based interactions, and this may mean that we might not be the most suitable platform. If this appeared to be the case, we would signpost to other services that may be better suited.

Ultimately, we always prioritise what we feel will best support each service user based on their unique needs.



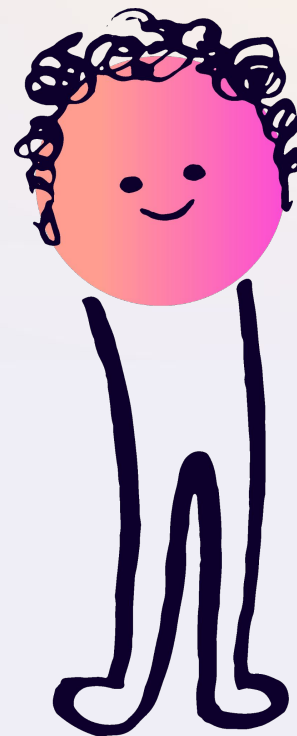


How Kooth helped Sam*

Sam (male, 13 years) experience of grief & loss. He suffered anxiety, self harm, loss of appetite, social isolation and shame. Sam heard about Kooth in a school assembly and liked the sound of an anonymous service.

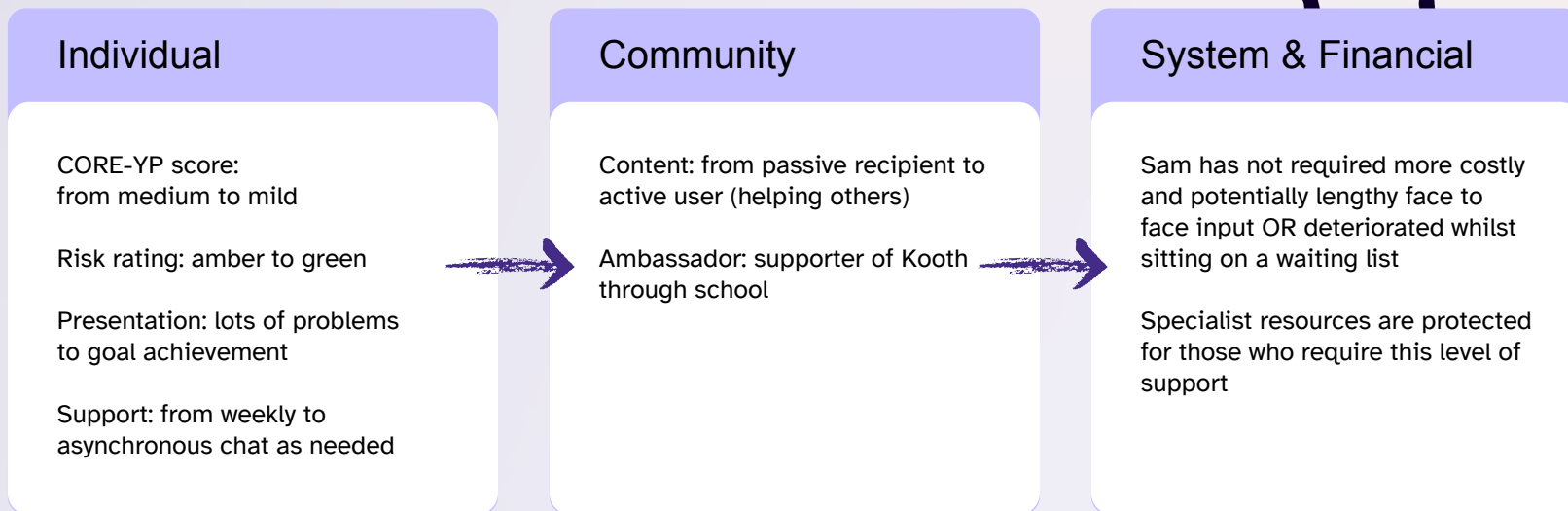
The following interventions were used to aid Sam:

- Used Kooth journal initially to express his thoughts and feelings
- Worsening presentation picked up (through moderation) so chat was recommended (matched with a male counsellor at his request)
- Full risk assessment provided in chat, support given around self harm, with follow up chat offered for continuity & further assessment
- Joined a forum with other peers about grief and loss (identified trigger)
- Engaged with Kooth's mini self help activities recommended by peers





The outcomes for Sam*, the community and the system



*Sam is a pseudonym



Where we fit in the care pathway

How we work alongside other support services

We offer support for those who:

- wish to remain anonymous
- wish to safely connect with others who have similar experiences
- are on waiting lists or don't meet thresholds/criteria for other referrals
- would like 'out of hours' support
- face barriers accessing support services
- want a space to 'try it out'





How we support you to refer young people to Kooth



How we can support you

- Signpost a self-referral to kooth.com with a printed pocket card or A5 leaflet
- Signpost in your discharge letters and waiting list letters
- Place [printed posters](#) in public spaces (including backs of toilet doors) and load a digital poster on waiting room screens
- Promote Kooth in your newsletter, social media and website
- [Sign up](#) to our free monthly newsletter

We have an engagement team who can provide you with free resources and training about Kooth

Please email csymeou@kooth.com to contact me



Booking
form



Tips when talking to young people about feelings



Tips on how you can start a conversation

1. Is the setting right? Is it the best time? Sometimes talking when you're not face to face can feel less intense - perhaps when out walking or in the car together
2. Try starting with a simple "How are you?" or "I've noticed you're a bit down/ upset/ angry today, do you want to talk?"
3. Try to ask open questions e.g. "Tell me what's worrying you about X" as opposed to "Is X worrying you?" which may only get a one word answer
4. Sometimes sharing your own feelings can help e.g. "My day's been really tough because..." then ask "How about you?"
5. Listen.... and then acknowledge their feelings
6. Ask them what they need from you
7. Even if they don't want to talk now, do make the offer again as it may take 2 or 3 invitations before they open up
8. Suggest visiting [kooth.com](https://www.kooth.com) if they want to speak to someone neutral

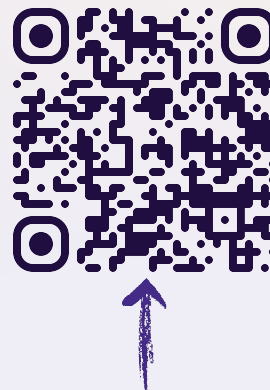


In summary

- Kooth is a free, safe and anonymous digital mental health services
- Commissioned by the NHS and local authorities accredited by the BACP
- Same day access with no waiting lists or referral
- Accessible, stigma-free support through any internet-enabled device
- Safeguarding is at the core of our service
- People control what support they want, when they want it

We have an engagement team who can provide you with free resources and training about Kooth

Please email csymeou@kooth.com to contact your local KEL



Resource
hub



Thank you

Any questions?

