

**NHS**  
Providing NHS services

**bacp** | Accredited  
collective mark Service



Free, nationwide, NHS commissioned  
mental health support  
for children & young people





# Welcome

to our KoothTalks

training session

for healthcare professionals

## Today's agenda

1. An overview of how Kooth works as a mental health service
2. The evidence base and outcomes from online delivery
3. How we support you to refer young people to Kooth
4. Q&As

## First some housekeeping



Please mute your  
mic to minimise  
noise



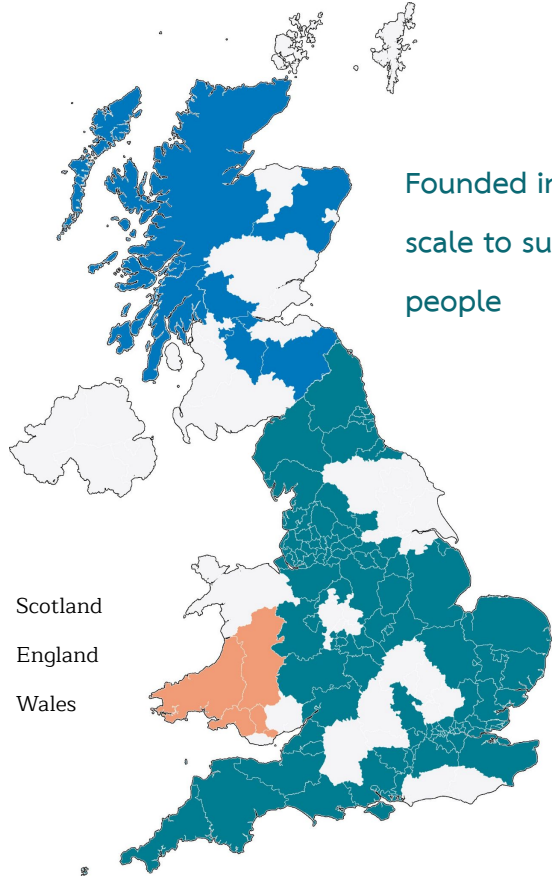
Feel free to turn  
off your camera



Please ask  
questions at  
the end



Our slides will  
be emailed to  
everyone



Areas where Kooth is commissioned today for young people

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

**bacp**

**BACP accredited service**

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

**NHS**

**We're a trusted partner of the NHS**

Kooth is available free to **7.2M** 11 - 25 year olds in **85%** of England, **55%** of Wales & **50%** of Scotland



**22 years of data**

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

# Kooth usage nationally



## Top 3 presenting issues

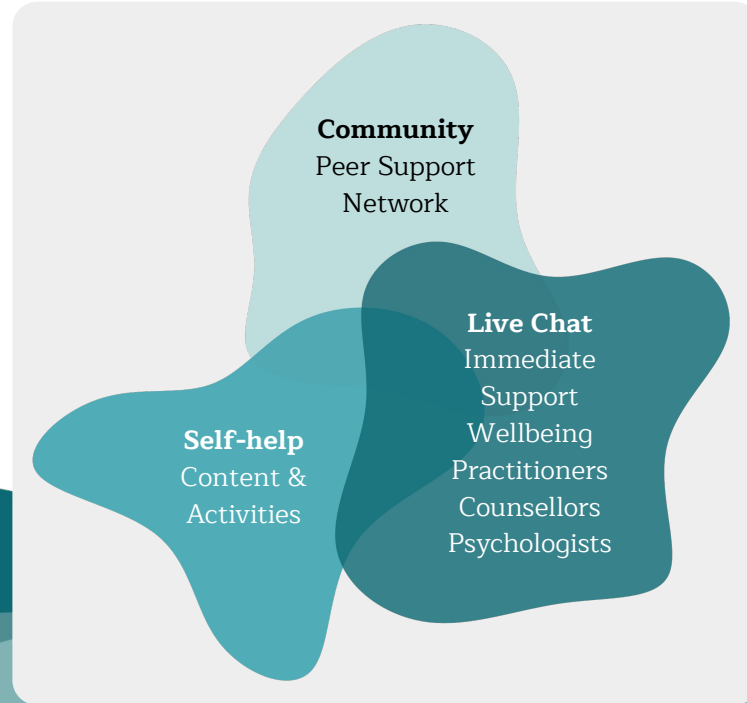
- 1 Anxiety/ Stress
- 2 Self harm
- 3 Suicidal thoughts

# Personalised, accessible support

**Anonymity:** Removing stigma and barriers

**Speed of support:** No referral needed, no thresholds and same day access to mental health support

**Autonomy:** Users empowered to choose support options



**Democratise access at scale:** A free service accessed via any web 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

We offer a range of support options  
giving young people **control** of the  
support pathway they enter



# Kooth provides 365 & 24/7 access

## Anonymous Users

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

## Therapeutic Choice

We offer a full mental health toolkit - giving our users the opportunity to choose what kind of support works for them, when they need it



Self-help Resources

Community Support

Practitioner Intervention

### 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 and identify personal triggers

### Activities

Our inclusive and accessible mini-activities support in building a range of healthy habits, combined with peer support

### Discussion Boards

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

### Magazine & Podcasts

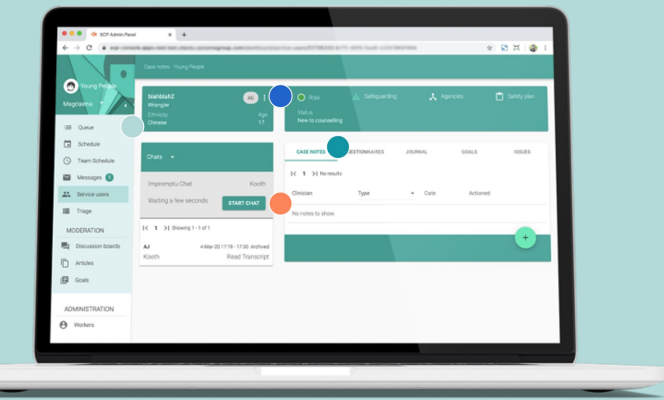
Over 100,000 articles, pre-moderated and 70% user generated

### Live Chat

Access to qualified practitioners (real people not bots) through drop-in or pre-arranged online chat

### Messaging

If live chat isn't for you, you can message the online team at any time of the day and you will receive a response within 24-48hrs.



**Emotional  
Wellbeing  
Practitioners**

**Senior  
Practitioners**

**Counsellors**

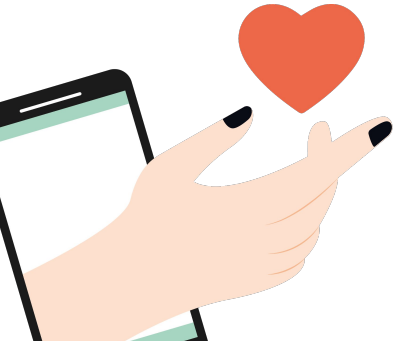


Our **mental health practitioners** are **fully qualified** and from a **range of professional backgrounds** including counselling, mental health nursing, youth work, social work and more

# Working with Complexity

A number of our service users have complex presentations, or are currently living within difficult contexts or are at high risk of harm from either themselves or others

- Level of need is assessed at registration where **explicit routine enquiry** into past and present self harm, suicidal ideation & intent is embedded
- Kooth follow the standard assessment tool for therapeutic support: **CORE-YP & CORE-10**
- 65% of our users score 25+ which is considered as experiencing **'severe psychological distress'**
- These young people are offered a **named worker** for structured support
- Our 'out of hours' counselling offer can **de-escalate risk**
- **Collaboration** with local services where possible is key
- Where needed we **signpost** to additional services



# Safeguarding: our duty of care

- If a young person 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 young person know who we are passing details to and why
- When we feel a young person is in danger we collaborate with emergency services



## **Safeguarding online is a balance of:**

- Skillful engagement
- Robust clinical governance
- Clear protocols and guidance
- Clear risk management processes
- Seamless interdisciplinary work

# Safeguarding: our duty of care

- Where we don't have identifiable information, we work with the young person to reduce risk and develop a safety plan, whilst attempting to understand and address the barriers to accessing other services. We'll also provide psychoeducation and signpost them to other relevant services
- We believe that our anonymity supports effective safeguarding, rather than acting as a barrier, and that someone who is actively choosing to sign up and seek help is taking a really positive step for themselves
- Our users consistently tell us that the anonymity aspect of our service enables them to share things that they wouldn't otherwise tell anyone



# Our data and impact

Extract from the Kooth Pulse Report 2021



## Goal Category

Further professional support in service  
Further professional support outside service  
Emotional exploration  
Further help from significant others  
Challenging thoughts  
Self help and self care  
Emotional regulation  
Feeling happier  
Confidence / Self acceptance

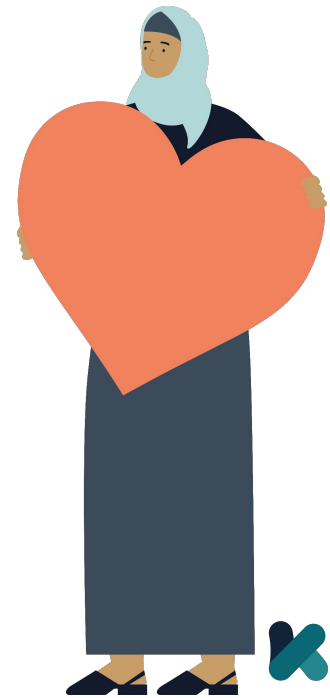
## Av Movement

6.96  
6.92  
6.46  
6.14  
5.72  
5.66  
5.27  
4.76  
4.04

# Kooth is a clinically effective service

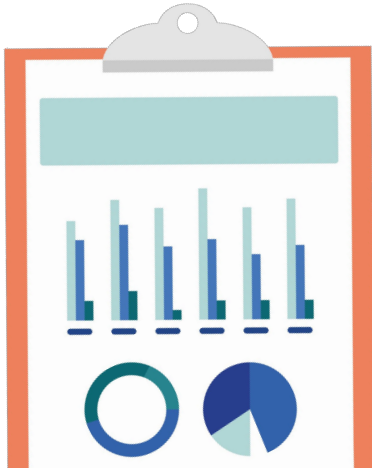
Extract from **London School of Economics Review** of Kooth

- 95% found community support helpful for their MH
- 94% would recommend Kooth to a friend
- 77% learnt coping strategies when worried about their MH
- 50% of community members go on to help others
- 13% reduction in people needing support from other services



## Kooth leads to savings in the care pathway

**Every £1 spent on Kooth yields a  
£3.16 saving  
to the UK NHS and UK crime sector\***



\* Research by York Health Economics Consortium (YHEC) and London School of Economics, published in a BMJ & Harvard medRxiv report in 2022 “An economic evaluation of Kooth, a web-based mental health platform for children and young people with emerging mental health needs”



## We can see how Kooth helps through Sam's story

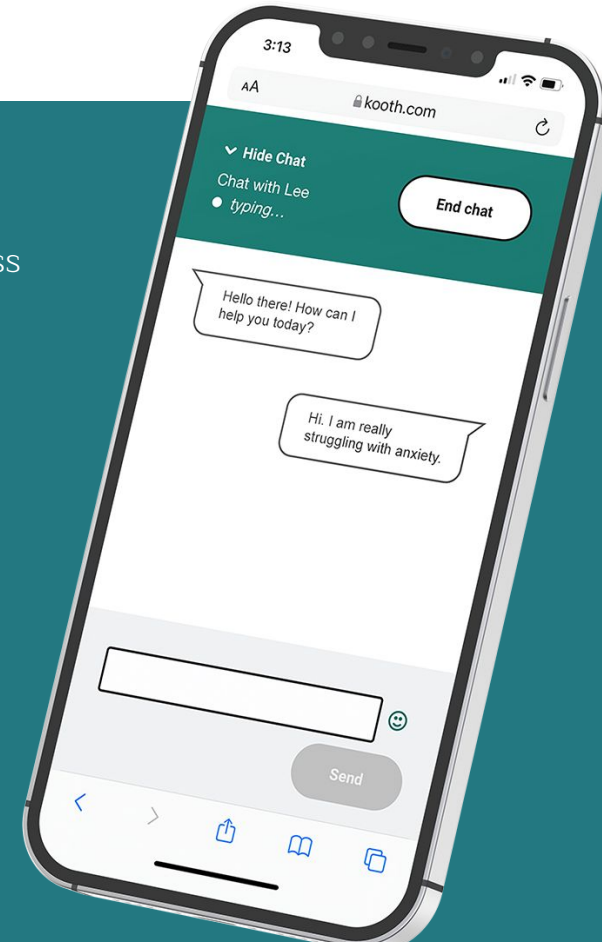
*\*Sam is a pseudonym*

### Background

- Sam (male, 13 years) struggled during COVID-19; experience of grief & loss
- Anxiety, self harm, loss of appetite, social isolation, shame
- Heard about Kooth in a school assembly, liked the sound of an anonymous service

### Intervention

- 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

### Individual

**CORE score:** from medium to mild

**Risk rating:** amber to green

**Presentation:** lots of problems to goal achievement

**Support:** from weekly to asynchronous chat as needed

### Community

**Content:** from passive recipient to active user (helping others)

**Ambassador:** supporter of Kooth through school

### System & Financial

**Sam has not required more costly and potentially lengthy face to face input OR deteriorated whilst sitting on a waiting list**

**Specialist resources (eg CAMHS) are protected for those who require this level of support**

*\*Sam is a pseudonym*

# Self Injury & Harm

Self harm is is when a young people has thought about or has intentionally damaged or injured their body

It's one of the **top presenting issues** on Kooth

12k

**Queries logged**  
relating to self- harm

6.8%

**Self- harm 'actual'**  
identified as their  
presenting issue

#2

**Self harm is our second highest  
presenting issue**  
(with anxiety & Stress is ranked no.1)

## Why do people self harm?

- A way to express, relieve or cope with emotional distress or trauma
- A response to intrusive, self critical or difficult thoughts
- Trying to feel in control
- A way of punishing themselves

Self harm may be linked to bad experiences that are happening now or in the past

Sometimes the reason is unknown



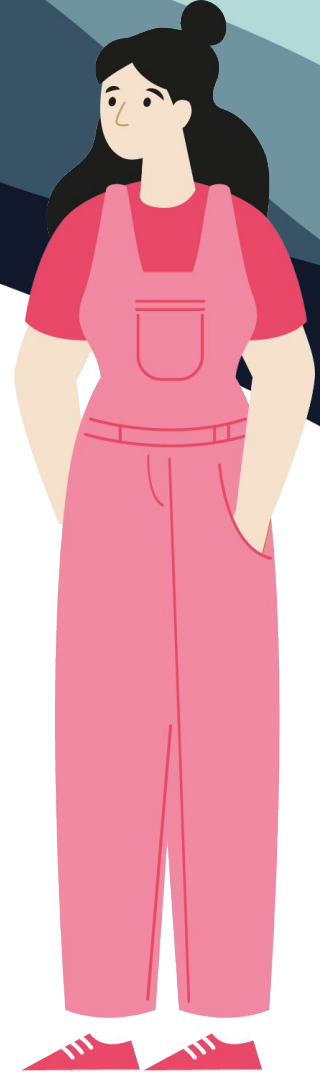
## Signs that someone is self harming

### Emotional

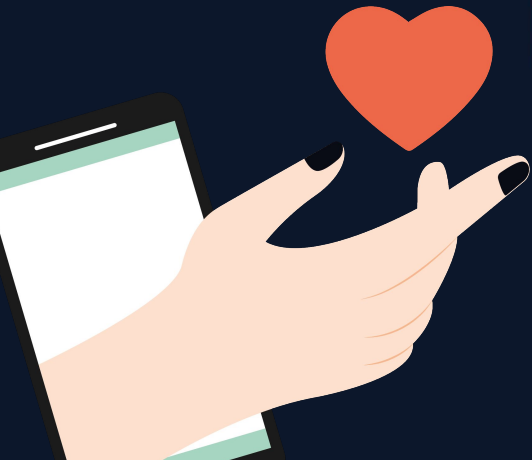
- becoming very withdrawn and not speaking to others
- signs of depression, such as low mood, tearfulness or a lack of motivation or interest in anything
- signs of low self-esteem, such as thinking they're not good enough
- talking about ending things or not wanting to go on

### Physical

- keeping themselves fully covered at all times, even in hot weather
- unexplained cuts, bruises or burns, usually on the wrists, arms, thighs and chest
- unexplained blood stains on clothing or tissues
- signs that they have been pulling out their hair



If you think someone is self  
harming,  
it's important to approach the  
subject with care and  
understanding



### **It can help to just be there and let them know you want to help**

- Encourage them to speak to their GP or free listening service such as Kooth (*remember we're anonymous & NHS commissioned*)
- Ask how they would like to be supported
- Try to understand their emotions and experiences, without judging them



# Kooth is experienced in helping people who self harm

via assessment, 1:1 chats, safety plans

and self-help tools including helpful articles written by

young people and our professional team



## Struggling with Self harm to anxiety.

Goth101 in [Self harm](#)  
May 13th 2022, 3:11 PM

When I was little I think that all I wanted was a happy family , friends and life in general. I started to...

[Read more](#)

3 comments



## Dealing with Suicidal Thoughts

Aisha in [Self harm](#)  
May 6th 2022, 2:33 PM

Having suicidal thoughts can be very scary and it can be difficult to know what to do. If you are currently havi...

[Read more](#)

11 comments



## Self Harm And Me

Outgoinggirl in [Self harm](#)  
November 28th 2021, 9:13 PM

Do you self harm? No I don't. Did I used to? Yes I did. Do I still do it? No not really. I worry if things get tough...

[Read more](#)

1 comment



## i beat self harm



## Myth Busting: Living with Self Harm

CJ in [Self harm](#)  
August 31st 2020, 9:55 PM

(<https://www.kooth.com/members.htmr99f6-4fc7-9f30-5f694130bd3a>) we looked at myths around why...



## Myth Busting: Why Do People Self-Harm?

KerriA in [Self harm](#)  
July 7th 2020, 9:43 AM

Self-harm is fairly common and affects roughly one in 12 young people in the UK, with 10% of 15-1...



## Self-Harm and Summer

Hazel in [Self harm](#)  
June 26th 2020, 1:50 PM

It's June, and that means summer is here. While summer can be an amazing time for some people, it is...

[Read more](#)

6 comments

## How Kooth helped Marie\* age 14

Marie joined Kooth after hearing about us through her school. She started talking in the forums about her anxiety, worries around friendships and her self harming and eating difficulties

One of Kooth's moderators reached out to Marie and offered her a one to one chat with a practitioner which she accepted - disclosing her self harm and need for support and coping strategies

Marie had 3 assessments chats and was offered a weekly chat with a named counsellor

We listened and gave her tools to support her including grounding and breathing exercises

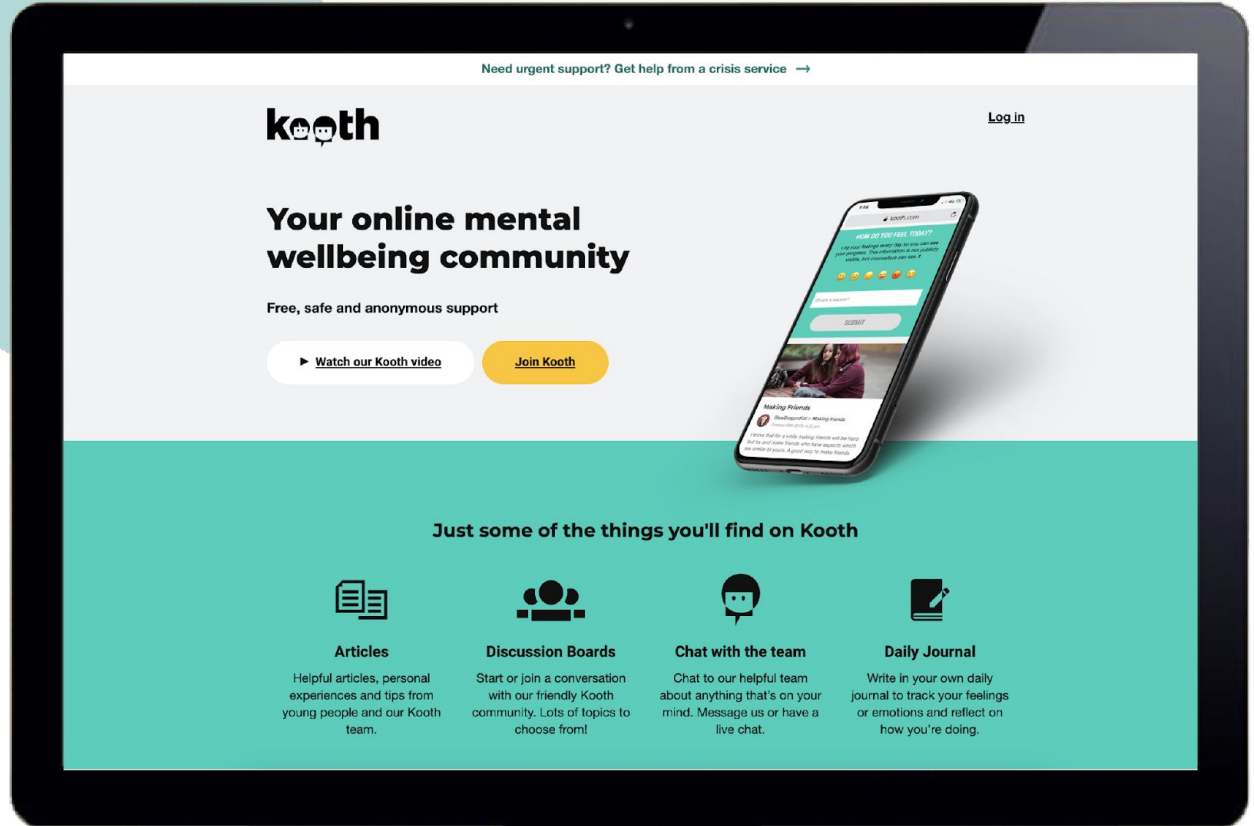
In addition Marie was encouraged to get in touch with her GP and other charities, and crisis information was shared

*"This is a great way to express yourself and get the support and advice you need from people who understand you for who you are. Such a great recommendation from my school, so happy I joined 😊"*



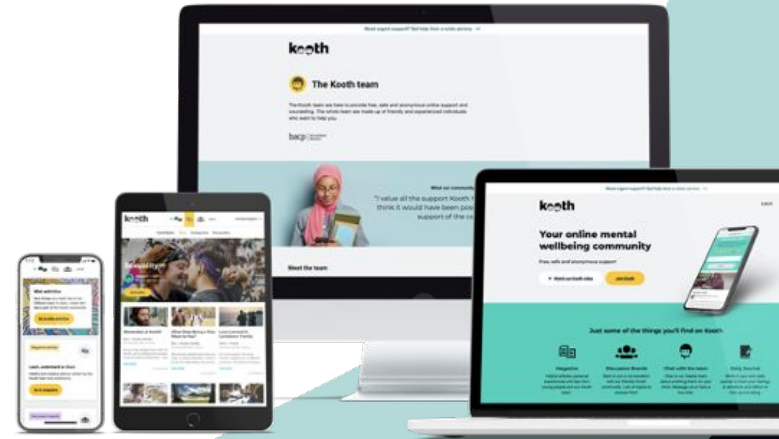


Kooth can be a helpful and vital addition to a young person's wider care package



# Where Kooth can add value


1. Immediate support for young people **whilst waiting** for specialist services including CAMHS
2. Help for those that **do not meet thresholds** or criteria for other services
3. **'Out of hours' support** with practitioners online until 10pm each night
4. **Aftercare** once discharged from other services
5. **An alternative** to traditional community services
6. Support for young people who **wish to remain anonymous**
7. A space to **'try it out'** before choosing F2F therapies
8. Early intervention & **prevention**
9. **Reiterating skills** and psychoeducation learned in other services



Some places a young person might hear about Kooth include:

- **Local GP**
- **Pharmacy**
- **Local CAMHS**
- **A&E**
- School or College
- University
- Friend
- Family member
- Youth worker
- Google
- Social Media





How we can  
support you to refer  
young people to Kooth

- Simply suggest they try [kooth.com](https://www.kooth.com)
- Give our printed Kooth **pocket card or A5 leaflet** to young people and their parent/carer
- Put our printed **posters** up on display in public spaces (including backs of toilet doors) and load a digital poster on **waiting room screens**
- Signpost in your **discharge letters** and **waiting list letters** for CAMHS
- Promote Kooth in your **newsletter, social media and website**
- Add the Kooth logo to your letter **footnote signature**



### What's on Kooth in September? **kooth**

<b>Kooth Live Forum: Making Friends</b> <b>DATE:</b> September 3rd <b>TIME:</b> 7.30pm to 9pm <b>INFO:</b> Come share in our tips and advice for making friends and navigating tricky friendships.	<b>Kooth Discussion Board: Youth Mental Health Day</b> <b>DATE:</b> September 7th <b>TIME:</b> N/A <b>INFO:</b> Stop by to join our discussions about mental health and try out some of our, and the community's, ideas for helping to look after our wellbeing all year round.
<b>Kooth Live Forum: Tackling Discrimination</b> <b>DATE:</b> September 10th <b>TIME:</b> 7.30pm to 9pm <b>INFO:</b> This forum will be discussing different types of discrimination, along with tips for being an ally, where to get support, and how it's okay if you don't feel able to speak out. Come join us!	<b>Kooth Live Forum: The Importance of Identity</b> <b>DATE:</b> September 10th <b>TIME:</b> N/A <b>INFO:</b> We are celebrating International Identity Day a little early, touching on how to recognise your own values and why you shouldn't feel pressure to have it all figured out.
<b>Kooth Podcast: Creative Writing Top Tips</b> <b>DATE:</b> September 17th <b>TIME:</b> N/A <b>INFO:</b> Join us as we chat about our best creative writing tips, how proofreading is your best friend but also word enemy, the importance of world building in any fictional work, as well as how to learn to love your writing.	<b>Kooth Discussion Board: Think Green and Carry on</b> <b>DATE:</b> September 20th <b>TIME:</b> N/A <b>INFO:</b> Celebrate Recycling Week with us by stopping by to talk all things reduce, reuse, recycle.
<b>Kooth Live Forum: Overcoming a "Depulation"</b> <b>DATE:</b> September 24th <b>TIME:</b> 7.30pm to 9pm <b>INFO:</b> Join us to discuss reputations of all kinds - what you think it means to have one, how that might impact a young person, and the pressure those labels might hold. We hope to see you there!	<b>Kooth Live Forum: Social Takeover: Creative Writing</b> <b>DATE:</b> September 28th <b>TIME:</b> 7.30pm to 9pm <b>INFO:</b> In this Social Takeover, you are in charge. We can't wait to get those creative juices flowing and have a chance to share our latest Creative Writing Challenge!

Find all of this and much more on [Kooth.com](https://kooth.com)



We have a team of Kooth Engagement Leads across the UK who can provide you with **free resources** about Kooth

Please email [auddin@kooth.com](mailto:auddin@kooth.com) to contact your local KEL

Click [here](#) for all our digital & social media resources

## In summary

Kooth is an anonymous-by-default digital platform,  
**commissioned by the NHS**

**We help level up health inequalities** by providing instant access to discreet, stigma-free mental health and emotional wellbeing support through any internet-connected device

**We support across a spectrum of needs**, from prevention to more ongoing, structured support for high risk & severe needs

**Access is immediate with no thresholds, no referral requirements, no waiting lists and out of hours service**

More information about Kooth can be found [here](#)

# Thank you

Any questions?

