



# Welcome

Free, safe and anonymous digital mental health support



  
Providing NHS services

 **Accredited  
Service**





# This session covers

**Kooth & Qwell as mental health support services**



**Keeping people safe**



**Where we fit in the care pathway**



**How we support you to refer people to Kooth & Qwell**



**Tips when talking to people about feelings**



**Q&A**





# Who are Kooth Digital Health?

Founded in 2001, Kooth is a trusted young person's online mental health platform. Following in 2011, Qwell is the same model of care for adults

Local Authorities and NHS Boards commission us to provide free, anonymous mental health support for

- **11-18** year olds at Kooth.com
- **Adults** at Qwell.io

Kooth and Qwell are accredited by the BACP; the leading association for counselling professionals in the UK

All our practitioners are real people, not bots





# Who are Kooth Digital Health?

Founded in 2001, Kooth and Qwell are trusted and proven at scale to support the nation



## **BACP accredited service**

Kooth have delivered **1.26** million hours of mental health support and moderated **1.5** million messages

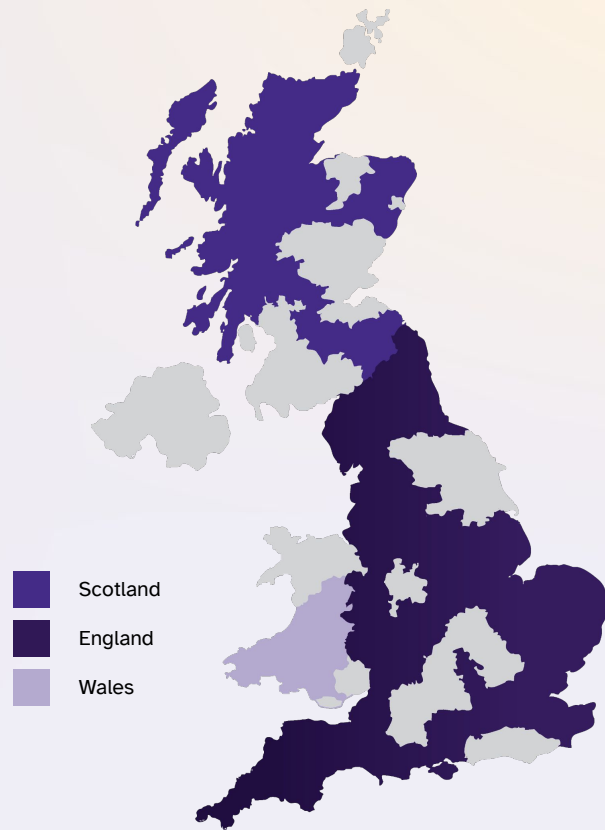


## **We're a trusted partner of the NHS**

Kooth and Qwell are available free to **13.8M** 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 and Qwell are commissioned today

# 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 and Qwell.io are 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 & Qwell



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

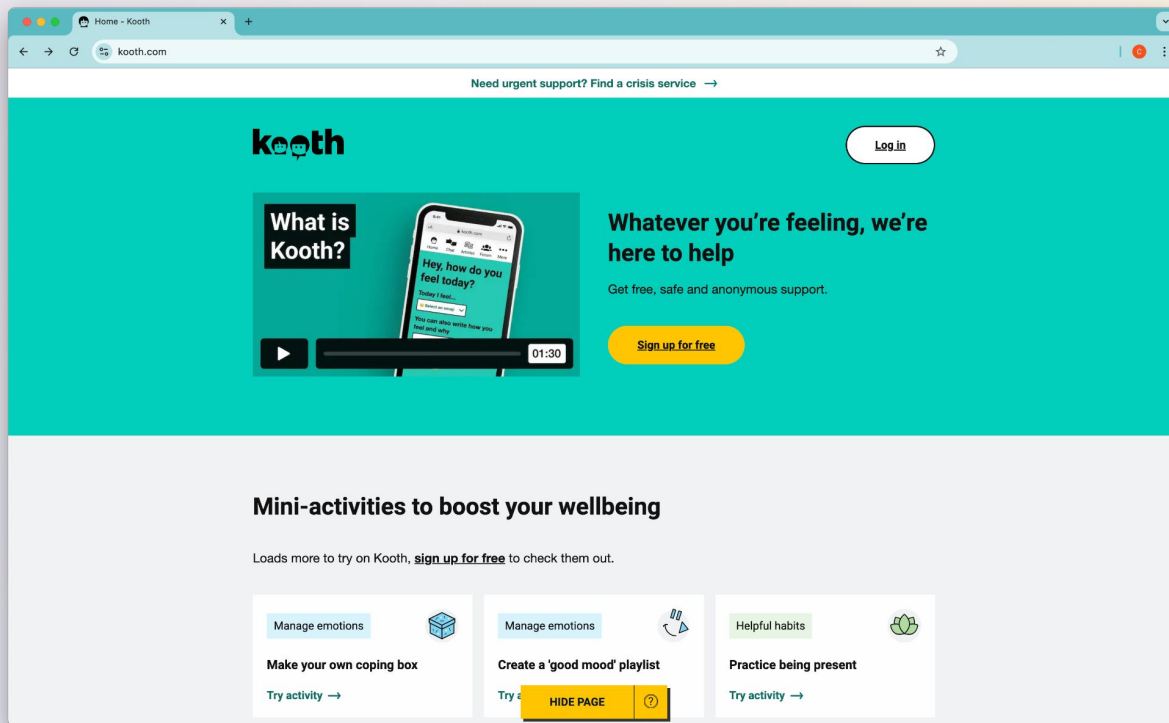
**kooth**





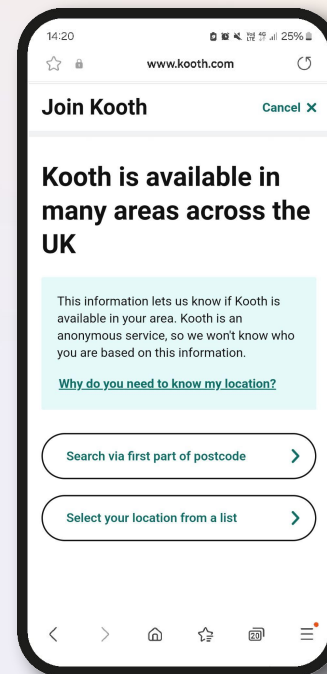
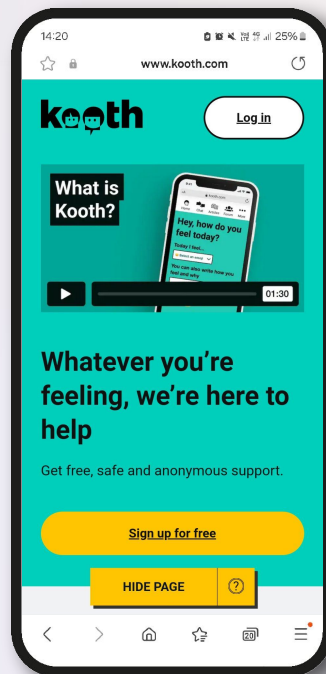
# Sign up

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

14:20 www.kooth.com

Join Kooth Cancel X

Step 1 of 6

Select your location

[Why do you need to know my location?](#)

The area I live in is

Choose from this list

The place I live in is

Choose from this list

Next step

[Find your location using a different option](#)

14:20 www.kooth.com

Join Kooth Cancel X

Step 1 of 8

Search via first part of postcode

[Why do you need to know my location?](#)

Enter the first part of your postcode

For example - M41

Next step

[Find your location using a different option](#)

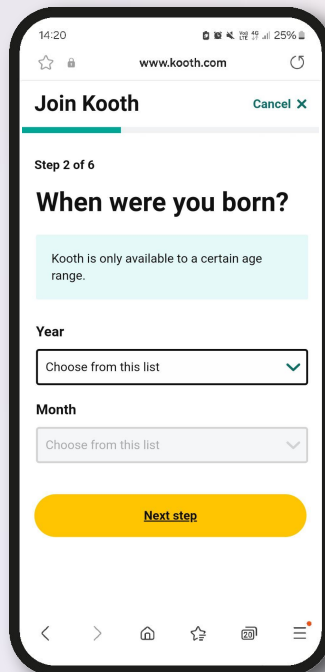


# Sign up - Mobile

- 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 or Qwell

- They can create an anonymous username and secure password



14:20 www.kooth.com

Join Kooth Cancel X

Step 2 of 6

**When were you born?**

Kooth is only available to a certain age range.

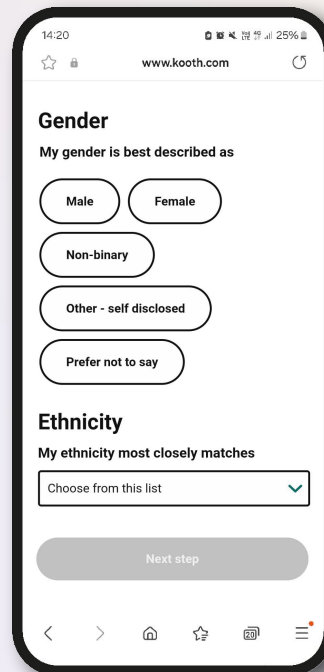
**Year**

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

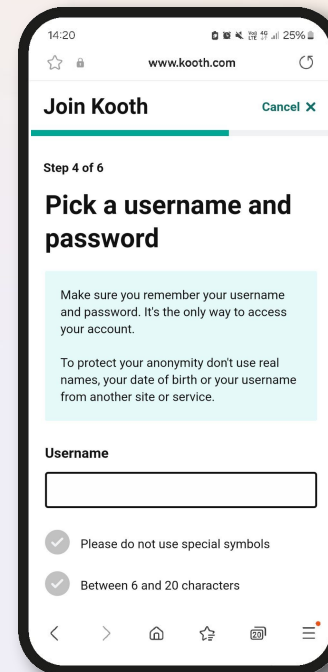
Prefer not to say

**Ethnicity**

My ethnicity most closely matches

Choose from this list

Next step



14:20 www.kooth.com

Join Kooth Cancel X

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

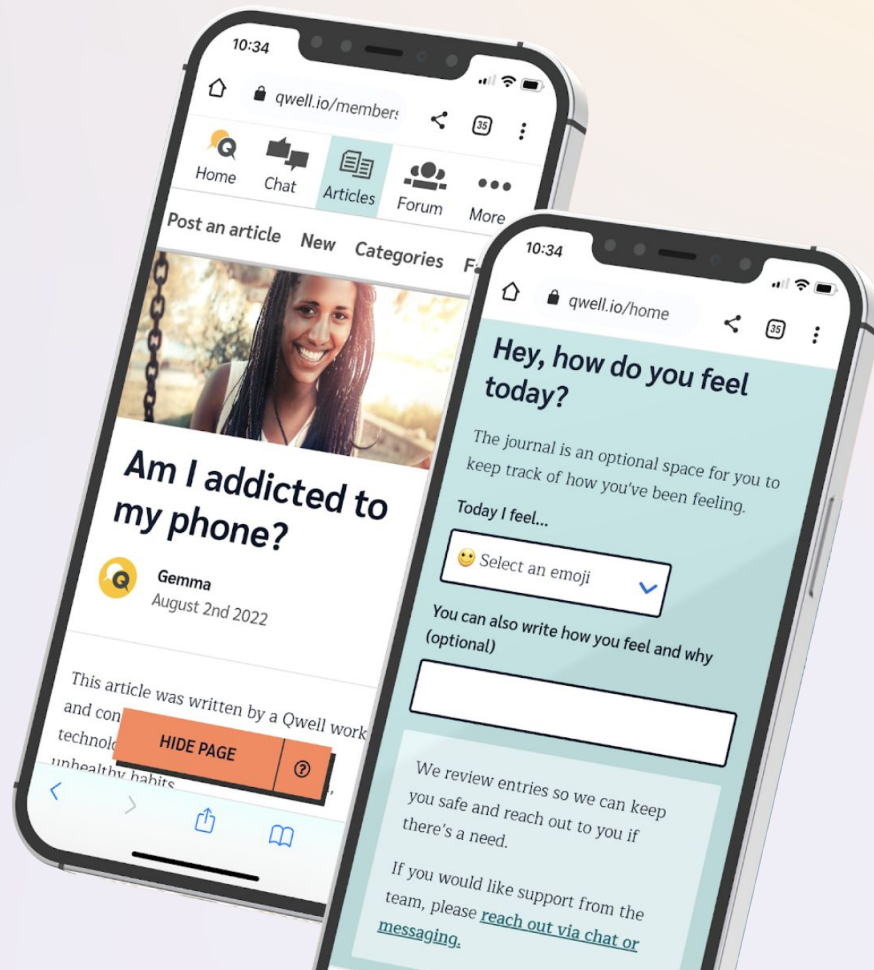
This ensures our care remains responsive, inclusive, and grounded in the realities of the people we support



## Free mental health support for adults

Qwell.io is the same free model of care as Kooth.com, but is for any adult

- Self refer at any time signing up anonymously
- Live text-based chat or direct message with a mental health practitioner, available 365 days a year and up to 10pm
- A range of mental health and emotional wellbeing tools and resources, ranging from Parenting to Careers to Finance





# Support centred around you

## Community Support

### 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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## Self-help

### Activities

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

### 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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## 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

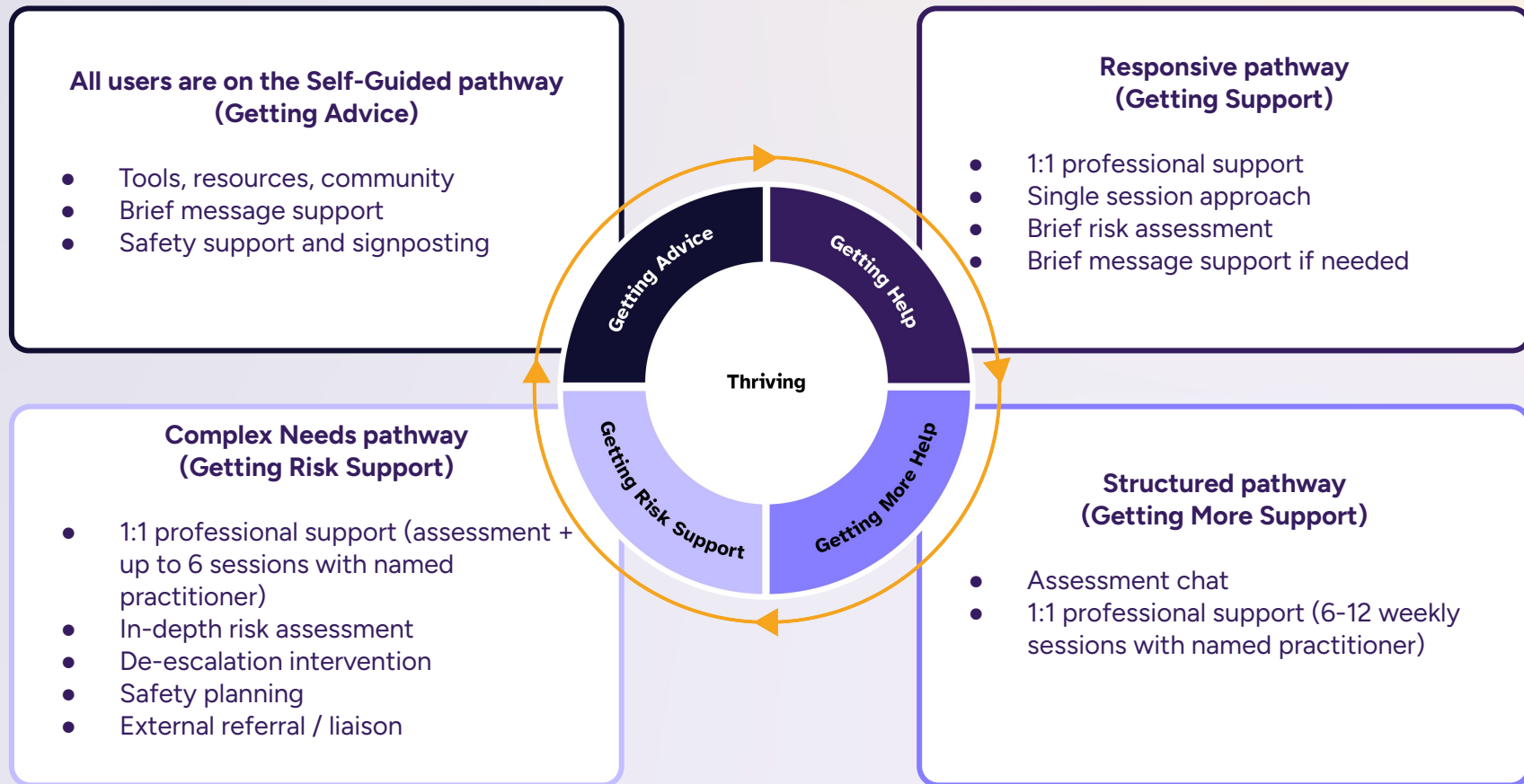


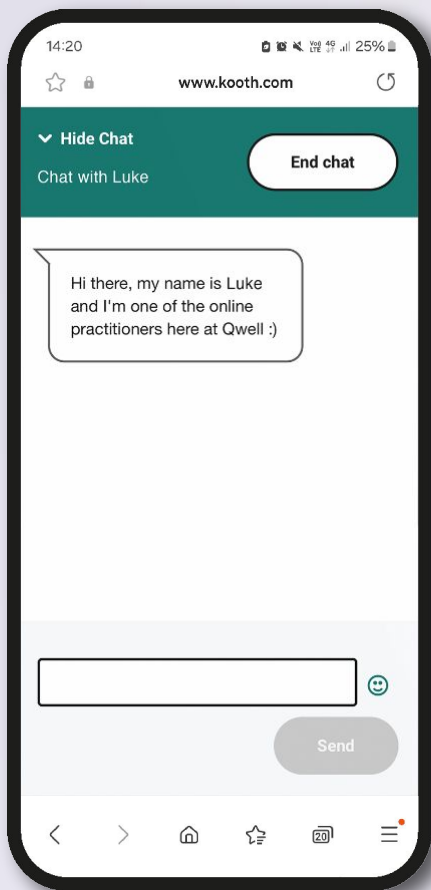
**We have four pathways of support based on different needs. All users begin on the self-guided pathway and our moderation team will make contact to offer further support if needed**

**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 or Qwell
- 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.

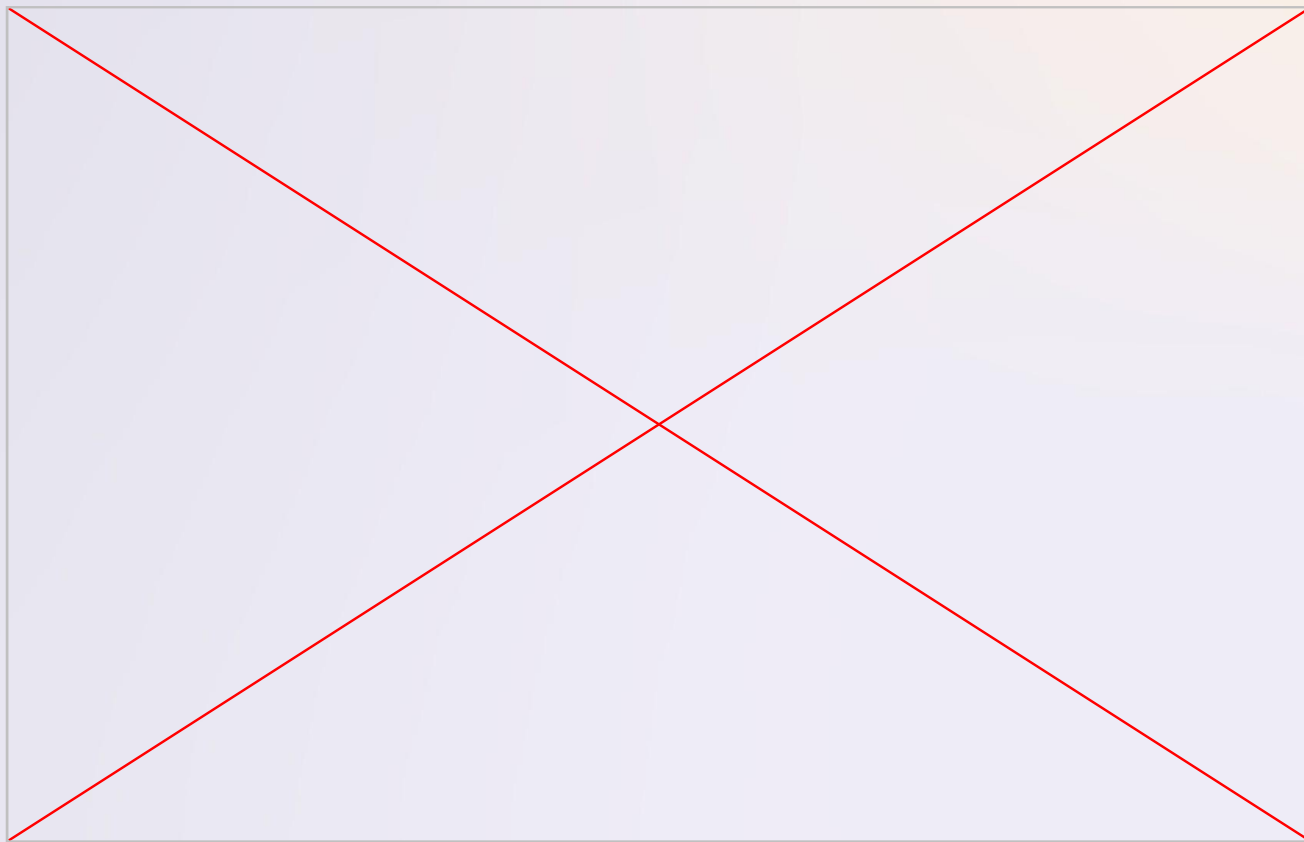
We'll also provide psychoeducational materials and signpost them to other relevant services.

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 and Qwell deliver 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 and Qwell 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 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 people to safely connect to and support one another at [Kooth.com](https://kooth.com) and [Qwell.io](https://qwell.io)

<https://connect.kooth.com/Kooth-in-the-community>





# Inclusive and accessible

We ensure our service meets the Web Content 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 and Qwell do 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 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'



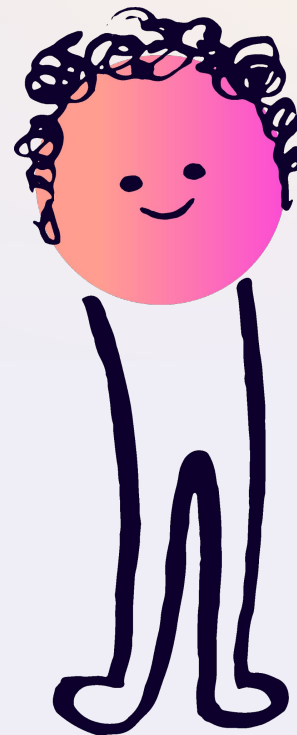
# How Kooth helped Sam\*

Sam's (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 on our Structured pathway 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

\*Sam is a pseudonym



# The outcomes for Sam\*, the community and the system



## Structured Pathway

CORE-YP 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

Sam still benefited from the other  
areas of Kooth. The self  
guided/community elements are  
always available regardless of  
what level of professional support  
a young person is accessing

Sam went from passive recipient  
to active user (helping others  
through content)

## 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 are protected  
for those who require this level of  
support



# Our no cost offer to schools & colleges

## Monthly newsletter

[Sign up](#) to our free newsletter



## Free staff training

Book further free training options

## Free assemblies

Free mental health awareness assemblies for a year group or your whole school

## Digital and print resources

Cards and [leaflets](#) for students  
Posters for backs of toilet doors

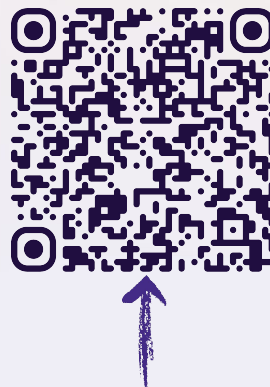
Information for school websites and digital classrooms  
Activity sheets and information guides

## Information for parents/ carers

Letters for parents/carers about Kooth & Qwell  
Information booklets

# Signposting

- Signpost a self-referral to kooth.com and/ or qwell.io 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 and Qwell in your newsletter, social media and website
- [Sign up](#) to our free monthly newsletter



Booking  
form

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

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







# Thank you

Any questions?

