



Welcome

Free, safe and anonymous digital mental health support



NHS
Providing NHS services

bacp | Accredited
Service
collective mark

 **Qwell**

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

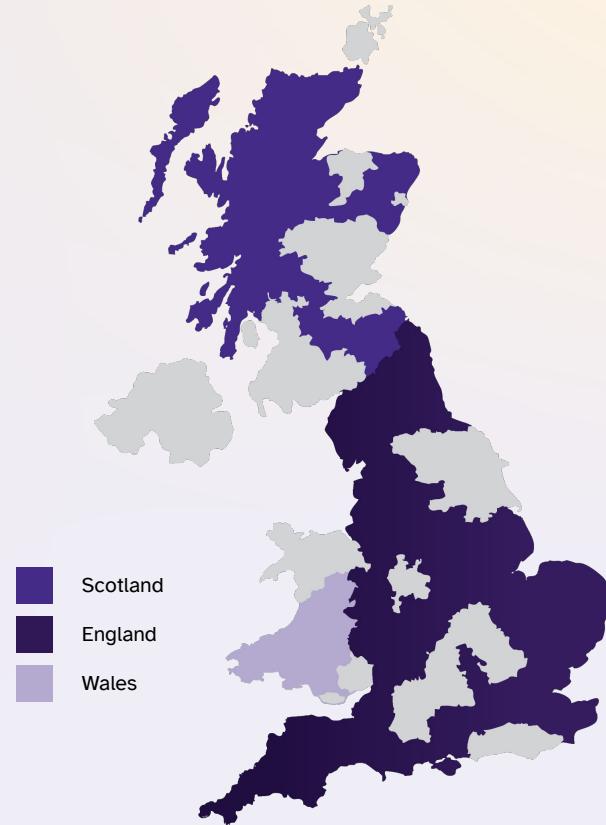


We're a trusted partner of the NHS

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

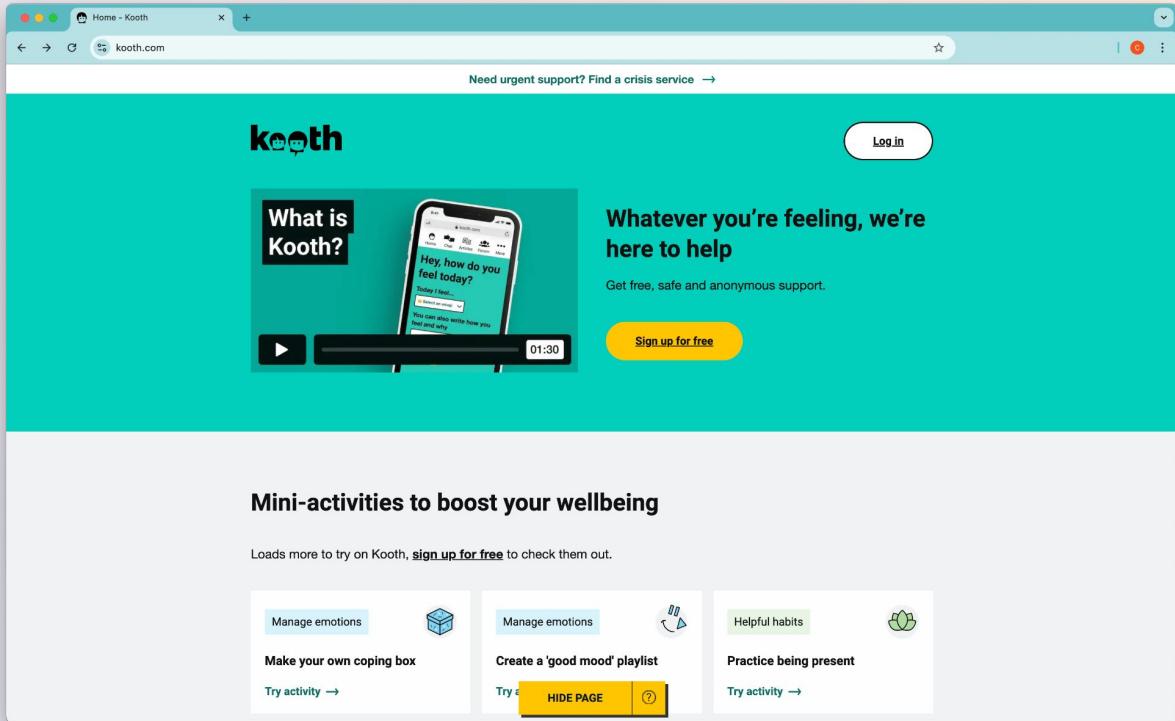
Some of the feelings or difficulties we support with include:

- 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)



The screenshot shows the Kooth website homepage. At the top, there is a navigation bar with a 'Log in' button. Below the navigation bar, there is a video player showing a video titled 'What is Kooth?'. To the right of the video, there is a text block that says 'Whatever you're feeling, we're here to help' and a button that says 'Sign up for free'. Below this, there is a section titled 'Mini-activities to boost your wellbeing' with four activity cards: 'Manage emotions' (with a cube icon), 'Create a 'good mood' playlist' (with a play button icon), 'Helpful habits' (with a leaf icon), and 'Practice being present' (with a leaf icon). Each activity card has a 'Try activity' button and a 'HIDE PAGE' button.

Need urgent support? Find a crisis service →

kooth

Log in

What is Kooth?

Hey, how do you feel today?

Today I feel

Today I feel

01:30

Whatever you're feeling, we're here to help

Get free, safe and anonymous support.

Sign up for free

Mini-activities to boost your wellbeing

Loads more to try on Kooth, [sign up for free](#) to check them out.

Manage emotions

Make your own coping box

Try activity →

Create a 'good mood' playlist

Try → HIDE PAGE

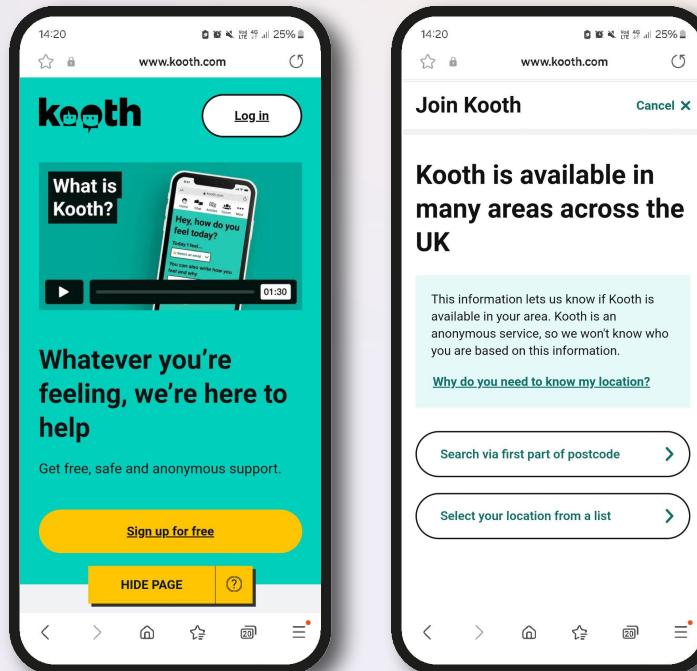
Helpful habits

Practice being present

Try activity →

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

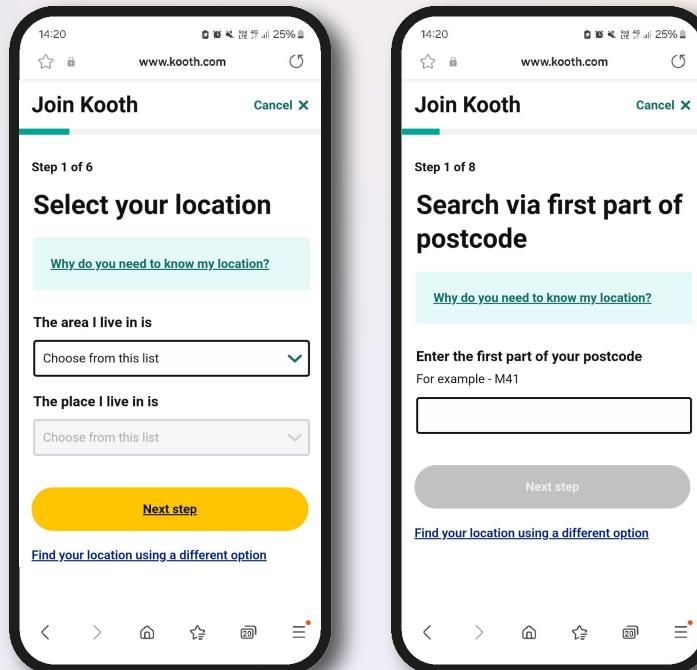


Sign up - Mobile

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

OR

- Choose their area from the dropdown lists provided

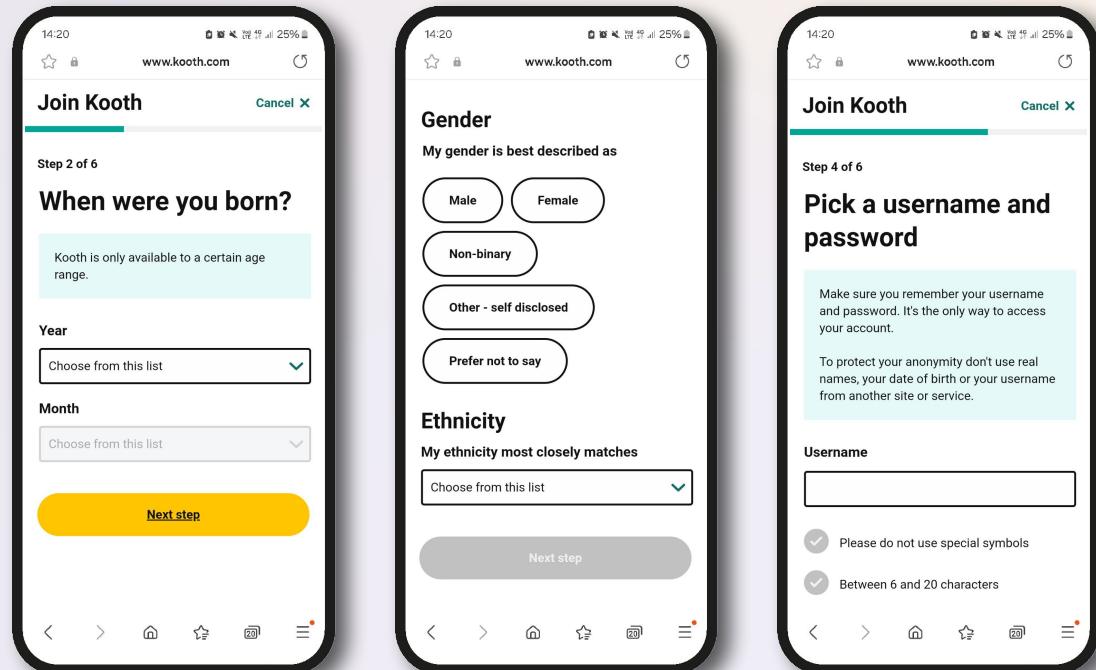


Sign up - Mobile

- 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 or Qwell

- They can create an anonymous username and secure password



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

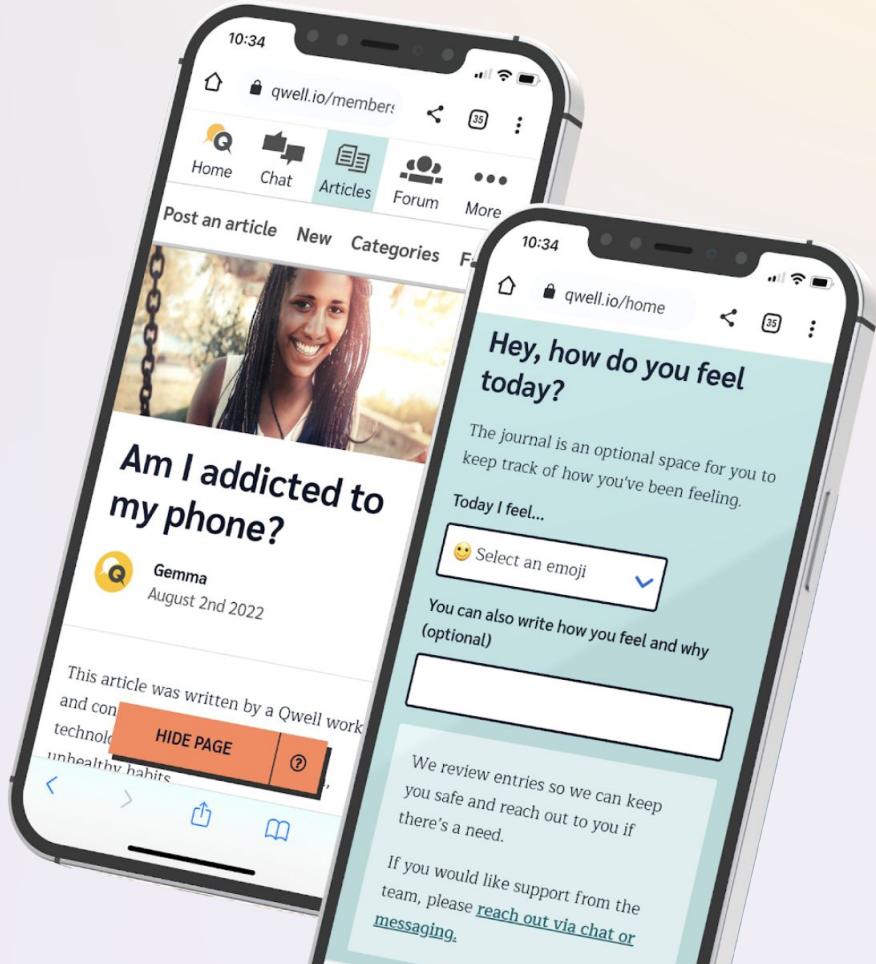
This ensures our care remains responsive, inclusive, and grounded in the realities of the people we support



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

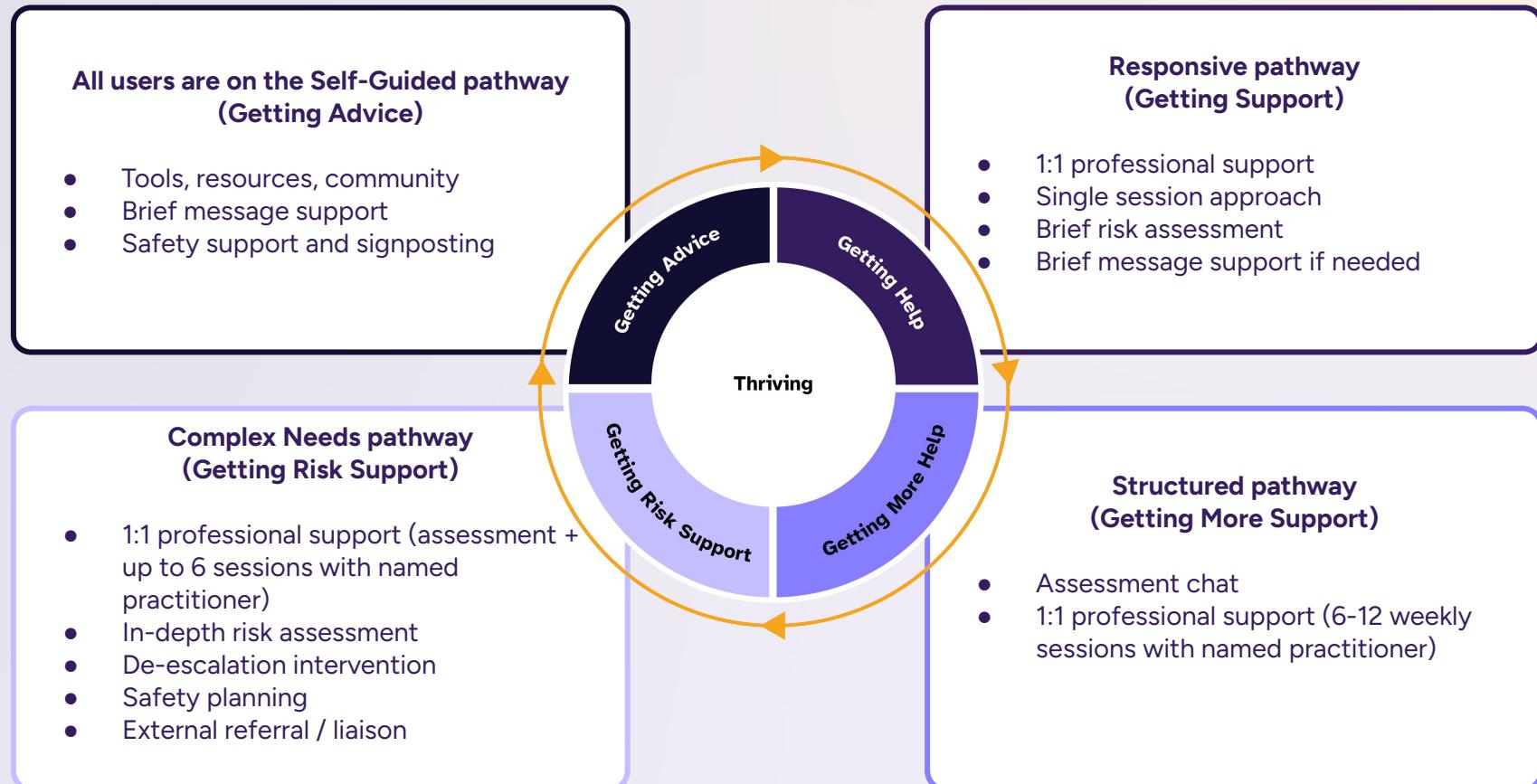


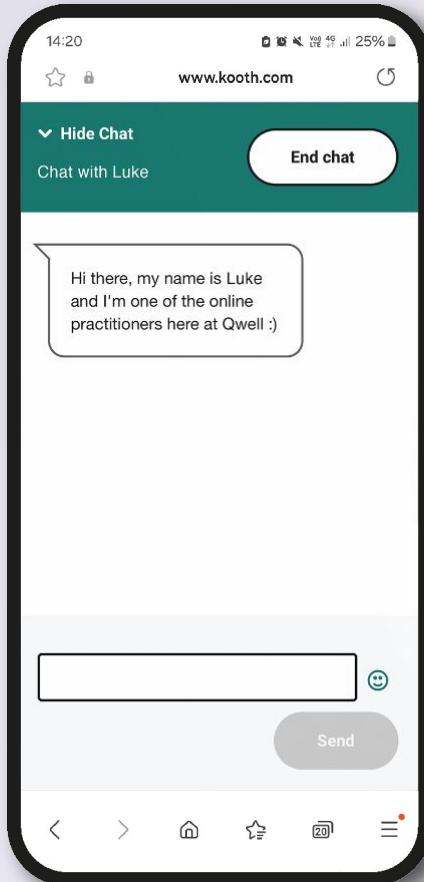
We have four pathways of support based on different needs. All users begin on the self-guided pathway and our moderation team will make contact to offer further support if needed

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



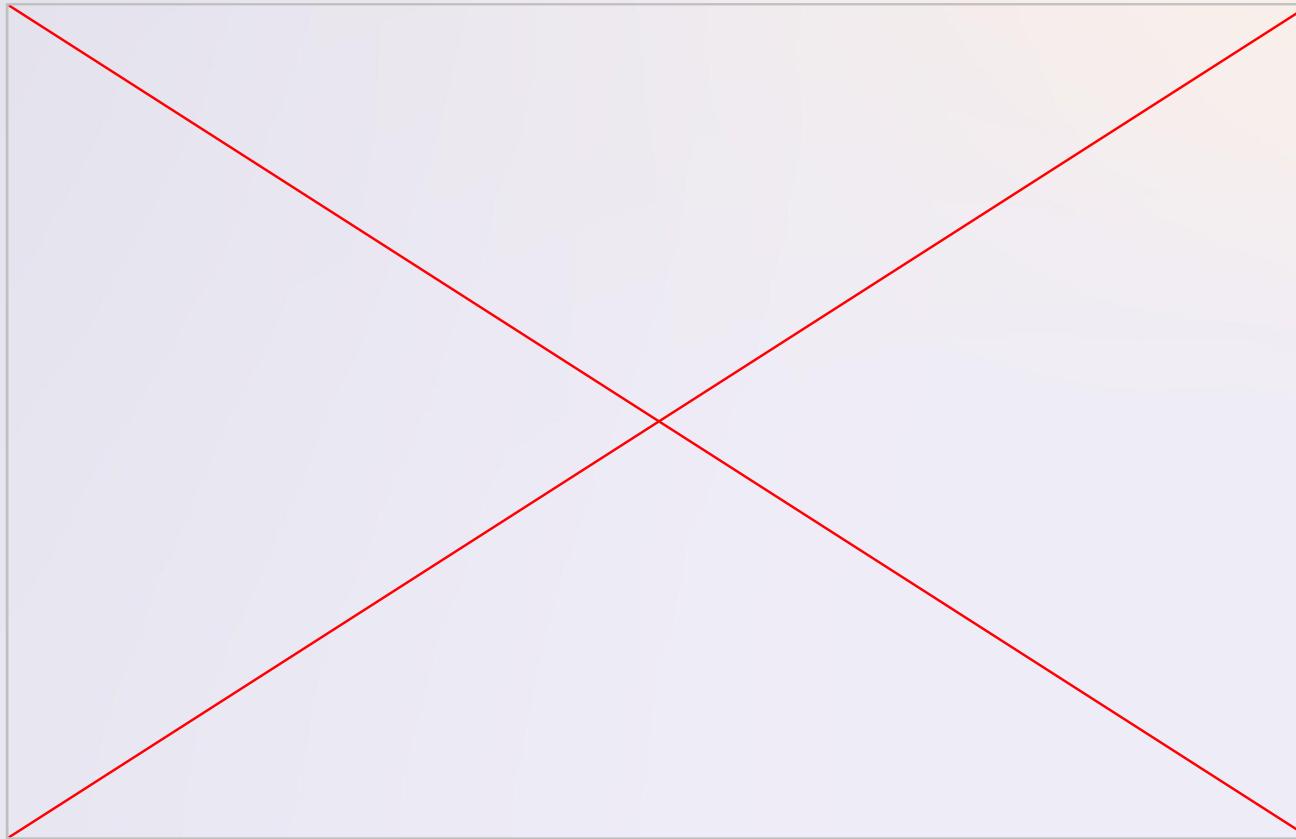
We work with a user to reduce risk and develop a safety plan, whilst attempting to understand and address barriers to accessing other services.

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 and 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



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 to contact your local KEL





Thank you

Any questions?

