Kids Help Phone

Kristen Buckley
Manager, Information and Referral

Carolyn Mak,
Director Knowledge Mobilization and Program Development

Serving Children and Youth through Specialized I&R: Learnings from Kids Help Phone
“The counsellor was really nice, and I’m glad I had someone to talk to. It made things seem a little less overwhelming and intimidating.”
# Kids Help Phone

Fostering Mental Health and Well-Being in Young People Across Canada

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Mission, Vision & Services
OUR MISSION

Kids Help Phone will improve the well-being of children and youth in Canada by providing them anonymous and confidential professional counselling, referrals and information in English and French through technologically-based communications media.
500 Young People
Reach Out to Kids Help Phone Every Day
Mission, Vision & Services: Common Issues

- Addictions
- Violence
- Family
- Bullying
- Pressures
- Suicide
- School
- Relationship challenges
- Sexual health
- Anxiety
- Depression
- Abuse

Clients aged 5-20
KEY INTERVENTION ROLES:
How the Service Makes a Difference to Youth

- Encourage into clinical care
- Reduce distress
- Encourage insight
- Help develop life skill & plan
- Adjunct support during care
Our Commitment to being there for children and youth

Kids Help Phone is committed to meeting young people *where they’re at*, which means continually adapting to the communications technologies they use.
Helping Young People – Nine Options for Accessing Support

Available to 6.5 million youth
24/7/365

1. Mission, Vision & Services

[Diagram with options such as Professional Counselling, Phone, Community Resource Database, LiveChat, Info Booth, Virtual Support Community, Online Counselling Resources and Tools, Interactive Games and Tools, Your Space, Always There Mobile App, and Ask Us Online.
Mission, Vision & Services

Helping Young People – Nine Options for Accessing Support

Ask Us Online where kids can post a question and receive a personalized, written answer from a counsellor.

Ask Us Online > Bullying: Message

Subject: school
Author: abbyfirlottee

grade nine is coming and im going to the same school everyone believes her but thats not why im here. do a test then if you do well on the test you do great. grade eleven then twelve so you done all ya. im nervous for the test i know this isn't really big by my family's really wanting me to be a RN but idk if it.

Subject: re: school
Author: jamie, counsellor

Hi there Abbyfirlottee;

This is a great question and one I am so glad you wrote in. It sounds like you enjoy math and you're
Mission, Vision & Services

Helping Young People – Nine Options for Accessing Support

1 800 668 6868
KidsHelpPhone.ca

Kids Help Phone

Need help right now?
Call to speak to a counsellor
1-800-668-6868

Search
Go

Ask Us Online

Create Login

Nickname

Year you were born
1990
(yyyy)

Gender
Male
Female
Trans / Gender queer

Province/Territory
Alberta

Have you read and agreed to our Terms of Service?

I AGREE to the Terms of Service

Okay
Cancel

Forums
Bullying
Violence & Abuse
Friends
Dating
Family
Girls' Health
Guys' Health
Emotional Health
School
Living on your own

Posting Help
Frequently asked questions about posting
Login Or Create a Profile
Helping Young People – Nine Options for Accessing Support

Counselling by **Live Chat**

began as a pilot in 2012, and now runs Thursdays through Sundays, 6pm-midnight EST.
Helping Young People – Nine Options for Accessing Support

The **Always There Mobile App** allows us to meet youth where they are - online and mobile.
Kids Help Phone has developed and maintains the **largest Community Resource Database** for children and youth and young adults in Canada.

The database holds over **40,000 programs** serving more than **17,500 communities** across Canada.
Kids Help Phone has **4 distinct websites (Teen and Kids, in English and French)** offering young people a place to go for age-appropriate, web-based counselling services.

Our youth website has recently been recognized as the “gold standard”, receiving the **Summit Creative Silver Award** by an international jury.

Over 5 million page views a year.
TEENS WEBSITE
Sample Web Page

Info Booth: Eating Disorders
MOBILE AND ONLINE TOOLS
• Each game has a clinical goal
• There are a variety of formats for different tools
• Gender-Bread World: An interactive to explore gender and sexual identity
Mobile & Online Tools/ Games and Tools

- Based on the Wheel of Well-Being created with youth input
Mobile & Online Tools / Games and Tools

• Based on the Wheel of Well-Being created with youth input

How to play
Jump from wheel to wheel, by clicking your mouse, to collect different wellness tips. Collect all the tips before time runs out to finish each level.

Please give us your feedback
Please give us your feedback on this activity by answering our survey.
https://www.surveymonkey.com/s/WheelRoundedSurvey
Mobile and Online Tools/ Always There App

- Created with youth input every step of the way
- Providing self supporting tools youth requested:
  - Information on emotional health issues and advice for dealing with violence and abuse
  - Providing space to reflect: Info Booth, Stressbusters, Feelings Log
- Immediately connecting youth with a professional Kids Help Phone counsellors (Phone or Live Chat)
- Available on: iOS, BlackBerry, and Android devices
Thinking in the moment: young people are encouraged emotionally check in

**Emoticons** appeal to current youth trends & lend to all various forms of expression

**Space** to take a deep breath, laugh and review some valuable tips

Immediately connects youth with a Kids Help Phone counsellor
Young people will be able to access our Community Resource Database through a new tool, *Resources Around Me*, on both our English and French websites as well as our mobile app, *Always There*.
Information and referral is *specialized* at Kids Help Phone because....

- Our service is focused on *children and youth* in Canada
- Our focus is counselling, *then* information and referral
- Our Community Resource Database is comprehensive *yet* specific
- Our referrals are *recommendations* and we do no follow-up
Specialized Information and Referral

Kids Help Phone has been a member of AIRS/Inform Canada since 2010 and utilizes the Standards, ABCs and other I&R best practices to maintain our Community Resource Database.....

- AIRS/211 LA County Taxonomy
- Agency/Site/Program record structure
- Style Guide
- Inclusion/Exclusion criteria
- Certified Resource Specialists on staff
Specialized Information and Referral

Kids Help Phone professional counsellors can connect young people directly to local resources by...

- Searching by Taxonomy and/or Name of Resource
- Filtering searches by geography, age or gender served; It is also possible to do an All Fields search or search in specific fields
- Searching in English or French; Results are based on the language(s) offered by the organization
Kids Help Phone professional counsellors can help a child, youth or young adult connect with a program best suited to their need by...

- Sharing program details like eligibility, application process, program fees, documents, required, wait times, hours
- Additional information, when available, like whether the program is LGBTQ-friendly, the confidentiality policy and whether a harm reduction approach is offered
Specialized Information and Referral

Young people can also search a subset of Community Resource Database autonomously through a new tool, *Resources Around Me*, on both our English and French websites as well as our mobile app, *Always There*. 
3 Specialized Information and Referral

A young person’s experience using Resources Around Me
After selecting a location, users can select different categories (such as “counselling” or “housing”) to look for local resources that will be pinned to a map.
3 Specialized Information and Referral

After clicking on a local resource, youth will be provided information about that service including details such as hours of operation, address and phone number.
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3 Specialized Information and Referral

Other key features include: Phone & Web Resources, Change Location, Suggest an Update, My List, Exit Quickly and Search Tips
Our Impact

Since launch our app has been downloaded over 14,000 times in English and 7,000 times in French.

Over 12,000 visits to Resources Around Me in 2014

Thank you for the opportunity to update our services and be apart of your new program, Resources Around Me

-PFLAG Canada
Kids Help Phone is reaching under-served and potentially vulnerable youth.

10% First Nations, Aboriginal or Métis

16% LGBQ

4% Transgender
PHONE CALLERS’ DISTRESS BEFORE

Number of respondents

<table>
<thead>
<tr>
<th>Low Distress</th>
<th>High Distress</th>
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<tbody>
<tr>
<td>1</td>
<td>7</td>
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PHONE CALLERS’ DISTRESS AFTER

Number of respondents

Low Distress
High Distress
LIVE CHATTERS’ DISTRESS
BEFORE

Number of respondents
LIVE CHATTERS’ DISTRESS AFTER

Number of respondents

Low Distress

High Distress
“The counsellor made me feel like I wasn’t alone and that it’s normal for me to feel anxiety about what’s going on, and that things will get better”
PHONE CALLERS’ AWARENESS

- “I’m more aware of my strengths” 68%
- “I now have a plan” 73%
- “I talked about options” 84%
LIVE CHATTERS’ CLARITY

BEFORE

Number of respondents

Not at all clear

Very clear

1
2
3
4
5
6
7

1 2 3 4 5 6 7
LIVE CHATTERS’ CLARITY

AFTER

Number of respondents

Not at all clear | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Very clear

10
20
30
40
50
60
70
LIVE CHATTERS’ CONFIDENCE BEFORE

Number of respondents

Not at all Confident | Very Confident

1 | 2 | 3 | 4 | 5 | 6 | 7

Not at all Confident: 60
Confident: 50
Very Confident: 40
LIVE CHATTERS’ CONFIDENCE AFTER

Not at all Confident

Very Confident

Number of respondents

KidsHelpPhone.ca
1-800-668-6868

Kids Help Phone
“I worked up the guts to talk to my folks about what I’m going through and how I want to deal with this”
4 Our Impact

75% of Live Chat clients experienced a reduction in distress.

71% of Live Chat clients experienced an increase in clarity on how to move forward.

86% of chat clients would recommend Kids Help Phone.
Other Initiatives And Funding
5 Other Initiatives

• Free, confidential and anonymous phone helpline
• Available for Ontario postsecondary students 24/7
• Information & Referrals for mental health and addictions
• Professional counselling on any issue
• Service in English and French
• 3 partners: Ontario211, ConnexOntario and Ontario Centre for Excellence for Child and Youth Mental Health
Other Initiatives

mTalk: A Male Mental Health Counselling and Information Program for Male Teens

A 3-year initiative made possible by the Movember Foundation. It will create a go-to mental health service and platform for young males in Canada.
Other Initiatives

Ontario Child and Youth Mental Health Directory

• Funded by the Ontario Ministry of Child and Youth Services

• Kids Help Phone is responsible for providing and maintaining an inventory of records of all mental health programs in Ontario available to children and youth.

• Kids Help Phone is always working with the Canadian Mental Health Association to supplement these local resources with Health Literacy Pages, providing mental health information and additional resources.

• The Directory will be available through the Ontario Government’s Health Care Options portal in later 2015.
Our Funding Reality

- Kids Help Phone’s annual operating budget to deliver its core services to kids and teens aged 5-20 across Canada is approximately $16 million.

- A majority of the annual revenue is raised from individuals, foundations, corporations, and community fundraising.

- Government funding currently is received only through project-specific grants and agreements, and makes up between 8 and 12% of total funds associated with core service delivery.
I just want you to remember that you DO make a difference for kids like me. You made an awesome difference in my whole entire life. Thank you! Thank you! Thank you!

(posted to kidshelpphone.ca)

Je tenais à ce que vous sachiez que Jeunesse J'écoute a jouê un rôle vital durant mon adolescence.

(Q & A)

If you know a young person who is struggling with a problem, big or small, please encourage them to visit kidshelpphone.ca or jeunessejecoute.ca or call 1-800-668-6868 today.