



kidshelpline
Anytime Any Reason

insights2018

Kids Helpline

Insights into young people in Australia



Kids Helpline is a service of **yourtown** for 5-25 year olds

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Additional insights

Kids Helpline Insights 2018 is supported by the **Kids Helpline Insights 2018 - National Statistical Overview**, which provides extensive data about the issues affecting children and young people. State and Territory based reports about contacts to KHL are also available along with information about the collection, analysis and interpretation of data. Access these at yourtown.com.au/reports

About this report

Kids Helpline plays a critical role in protecting children and young people.

Kids Helpline is Australia's only free confidential 24/7 online and phone counselling service for young people aged 5 to 25. Since 1991, children and young people in Australia have been turning to our professional, specialised counsellors, no matter who they are, where they live or what they want to talk about.

In 2018, we celebrated our 8 millionth response to children and young people.

For some young people, connecting with Kids Helpline has been a life-saving experience, while for others it's about practical help and support at the critical moment they need someone to listen. Whether they require one-off or ongoing support, children and young people can seek help from Kids Helpline before things escalate and become much bigger issues. For many children and young people, Kids Helpline is their only source of support.

This report provides insights into how Kids Helpline works, who we help, how we are funded, how we have evolved and critically, highlights some of the key issues children and young people across Australia engage with us about.

Children and young people contact us about a wide range of concerns that include mental health, emotional wellbeing and relationships. They also include issues like child abuse, homelessness, bullying, and personal identity that, if left unaddressed, can result in the development of mental health conditions. Mental health is the top reason young people contact Kids Helpline for counselling.



A lot has changed in 28 years. Our communities have changed and the ways young people choose to engage with our counsellors has evolved particularly with the increased use of technology. What hasn't changed is that Kids Helpline makes a difference. Every single day children and young people have somewhere to go for help and most importantly, know they are not alone.

Tracy Adams
Chief Executive Officer



24/7 Accessibility



phone



Circles



WebChat



email counselling



website

Key Insights 2018

Kids Helpline gives children and young people choices, support and someone to listen anytime and for any reason. In 2018, Kids Helpline (KHL) celebrated its 8 millionth response from children and young people seeking information, support or counselling. Counsellors responded to approximately 2,800 contacts each week of 2018.

5 Most common reasons kids and young people seek help¹

1. Mental health **27%**
2. Emotional wellbeing **20%**
3. Family relationships **18%**
4. Suicide-related **15%**
5. Dating and partner relationships **9%**

Concerns of those who received counselling¹

- **1 in 3** contacts were about mental health
- **1 in 5** were about family relationships or emotional wellbeing
- **1 in 6** contacts were about suicide-related issues
- **1 in 12** contacts focused on self-injury concerns
- **1 in 14** contacts were about child abuse

Kids Helpline @School

27,177 primary school students participated in video link-up class sessions with a counsellor



Medium of contact

Young people are using WebChat in increasing numbers.

Contact attempts in **2012** to **2018**:



* From 2013

Number of contacts to KHL

• **284,184²** attempts to contact the counselling service with **147,351** answered

• **843,753** unique visitors to the KHL website with **2,912,200** page views

Of the **143,481** we answered from children and young people aged **5-25**:

• **67,264 (47%)** were seeking counselling support

• **76,217 (53%)** were seeking information, referral or other support

Duty of Care interventions

• **1,825** were Duty of Care* interventions

• **35** Duty of Care interventions a week

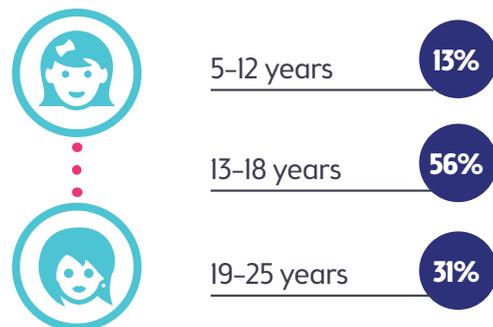
Of these:

• **38%** were related to a suicide attempt

• **37%** were related to child abuse

*A Duty of Care intervention involves contacting emergency services or another agency to protect a young person who is experiencing or is at imminent risk of significant harm.

Age (N = 96,827 contacts where age is recorded)



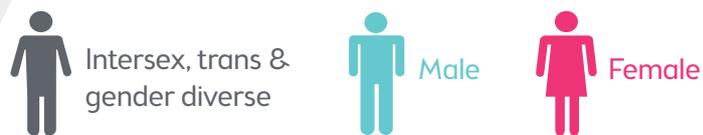
1 Percentages are based on a total of 67,264 contacts seeking counselling support in 2018.

2 An additional 76,589 phone contact attempts 'dropped out' before the 20 second information privacy message played.



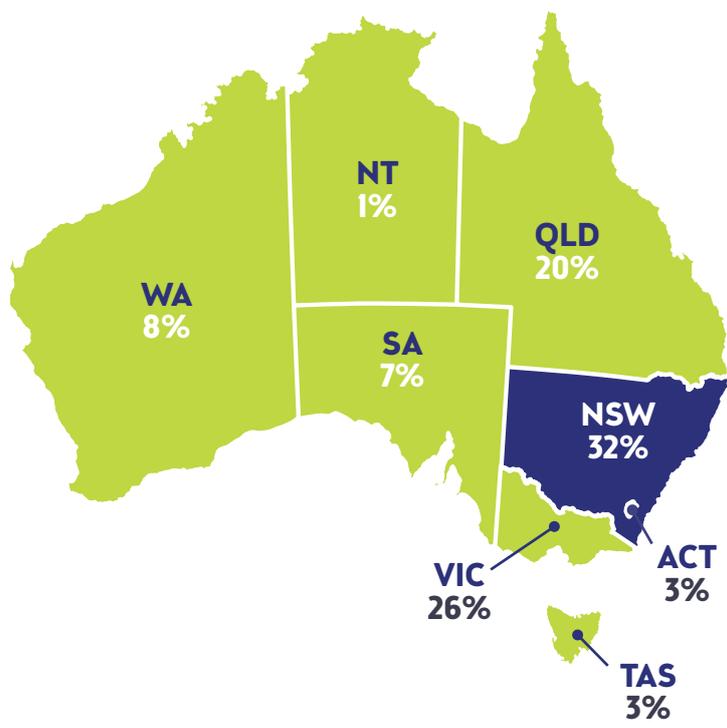
Who contacted us?

Gender (N=103,789 where gender is known)



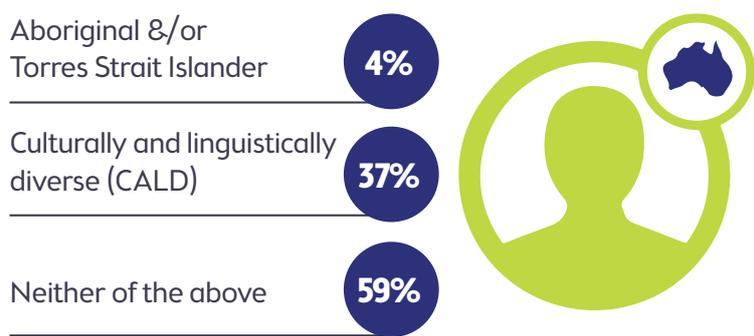
Where did they come from?

(N = 128,165 where state or territory is known)



Culture

(N = 35,375 where culture is known)



Locality

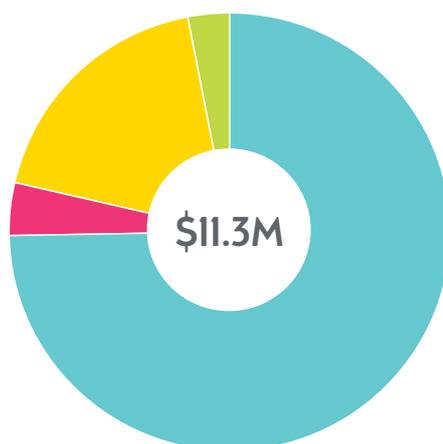
(N = 61,785 where locality is known)



How are we funded?

Operating costs in 2018 of \$11.3M funded by:

- **yourtown** Art Union, donors & grants 75%
- Corporate partner sponsorships 4%
- Federal Government 18%
- State/Territory Governments 3%



What is Kids Helpline?

Kids Helpline is a virtual counselling and support service for 5-25 year-olds, provided by **yourtown**. Its 24/7 wrap-around, coordinated, stepped care, works in collaboration with local agencies and services.

A pathway to support

For many children and young people, Kids Helpline is their only source of support. This may be because they: feel uncomfortable accessing face-to-face services due to the stigma associated with mental ill health; have concerns regarding privacy and confidentiality, particularly in small communities; have concerns about engaging with mental health services due to a perceived 'clinical approach'; or may not have an adult to provide them with the funds and transport needed to use a face-to-face service.

Kids Helpline's Response Model

Kids Helpline counsellors have a strong foundation in theories and approaches related to trauma, abuse and the developmental issues faced by children and young people. Counsellors come to KHL with a minimum of an undergraduate degree (social work, counselling or psychology) and at least one year of counselling experience. Our internal training enhances their abilities to provide services online and via phone. The therapeutic framework counsellors are inducted into is relationship-based and child-centred. It focuses on empowering children and young people to deal with issues in their lives by helping them identify and develop their strengths and resources. Our Response Model ensures each young person who contacts Kids Helpline receives the very best of care.

1. Complex care

- Proactive case management and support
- Crisis responses, including Duty of Care interventions
- Wrap-around care with allied support services

2. Standard care

- Information, referral and counselling support
- Case planning
- Crisis responses, including Duty of Care interventions

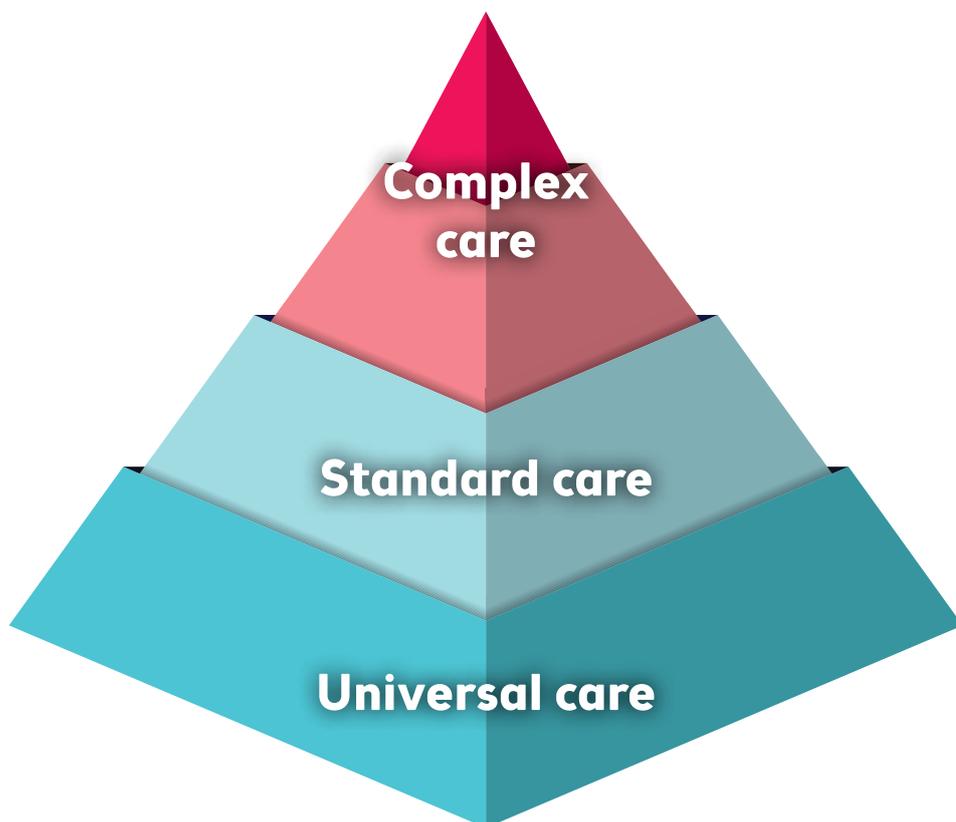
3. Universal care

- Information, referral and other non-counselling support
- One-off or intermittent general counselling support
- Crisis responses, including Duty of Care interventions
- Group counselling and peer support via Kids Helpline 'Circles'
- Links to age-specific self-help resources via Kids Helpline website and relevant e-mental health and self-care resources
- Kids Helpline @ School Program

Clinical Governance

Each of Kids Helpline's care programs are backed by:

- Clinical risk assessment and risk management procedures
- Clinical consultation and 24/7 on-call Practice Supervisor support
- On shift debriefing and critical incident support
- Regular scheduled clinical practice supervision to review individual cases and evidence-based interventions



Protecting children and young people

Kids Helpline acts as a safety-net for vulnerable children and young people. This includes working with emergency services, generalist and specialist child protection services to protect young people who contact us and are experiencing, or at risk of significant harm.

Duty of Care interventions

In 2018, there were 1,825 records of counsellors attempting to contact external agencies to support or protect a child or young person experiencing significant harm.

8 out of 10 of these (1,475 or 81%) were duty of care interventions.

That's 35 emergency care interventions each week.

From 2013 to 2018, there has been a 10% increase in the proportion of interventions due to a concern about child abuse (27% to 37%).

Child protection partnerships

We work closely with child protection authorities in every state and territory to ensure that our interventions will be most effective in keeping children and young people safe. This includes working with the Queensland Police Service to provide outreach phone support to children and young people referred for support or counselling by Police. We also work closely with the Office of the eSafety Commissioner as a referral source and partner to combat cyber safety issues.

Kids Helpline also works as a referral site and source of help for other organisations.

In 2018, Kids Helpline received 40,228 referrals to its website kidshelpline.com.au:

- Over **16,210** came from youth specialist, or generalist mental health and counselling websites (primarily ruok.org.au, blackdog.org.au, ncab.org.au, headtohealth.gov.au, getrealwithyourfeels.com, lifeline.com.au, healthdirect.gov.au, reachout.com.au), and
- **2,340** came from the Federal Government's Office of the eSafety Commissioner website.

Portal into specialist support

Another way Kids Helpline serves as a safety-net is by actively connecting children and young people to the specialist services they require.

In 2018, 31% of counselling contacts were identified as in need of a generalist or specialist referral which counsellors provided wherever possible.

Child abuse and suicide attempts were by far the most common reasons for duty of care interventions in 2018 (37% and 38% respectively).



Early intervention and prevention

Early intervention and prevention assists children and young people with decision-making and problem solving skills to effectively deal with challenges over the course of their lives. In addition to our core counselling service, Kids Helpline's schools' program and self-help resources aim to help prevent and protect.

Kids Helpline @ School

Kids Helpline @ School (KAS) is an early intervention and prevention program provided free to primary school-aged children across Australia.

Optus Digital Thumbprint with Kids Helpline, supported by our long-term partner Optus, uses video technology to connect primary school classrooms with Kids Helpline Counsellors and knowledge that can positively impact digital citizenship, online safety and encourage children to get help.

We were excited to announce a new partnership with Bupa in 2018. Bupa helps fund the **Kids Helpline @ School Wellbeing** program that includes topics about bullying, resilience, friendships and mental health.

In 2018, schools from every state and territory participated in the program, with one third (33%) located in regional or remote locations.

Learning about 'Digital Identity' and the 'Positive Use of Technology' were two of the most requested topics for classroom sessions with 3,255 and 2,310 primary school students taking part respectively.

Of the 1,087 students surveyed about the program after taking part:

- 99% from Grades 1-3 could identify at least one source of help available to them for cyber-safety issues
- 86% of students in Grades 4-6 had gained ideas of how to use technology in positive ways, with 76% of this group having greater confidence in their ability to deal with cyber-safety issues.

Teachers made extensive use of online educational resources developed by Kids Helpline to support schools' participation in the program, with over **44,393 page-views** of these resources.

Expanding to High Schools

From 1 October 2018, we began piloting **Kids Helpline @ High School North QLD**, funded by the Northern Queensland Primary Health Network (NQPHN). This program aims to increase the knowledge of mental wellness and help-seeking of high school students in the NQPHN region with topics covering School Transitions, Emotional Intelligence, Respectful Relationships and Developing Resilience.

1,401 high school students participated in a total of 21 Kids Helpline @ High School sessions in 2018.

The high school program is funded to run until 30 June 2019 at which time it will be evaluated and future opportunities for expansion of the program to other areas will be explored.

27,177 primary school students from 285 schools participated in a total of 881 classroom sessions in 2018.



Empowering kids to help themselves and others

Our website – **kidshelpline.com.au** – has personalised navigation, illustrations and content created specifically to equip children, young people and parents to not only help themselves, but get ideas on how to help others. The site has tips and information about the main issues affecting children and young people written by Kids Helpline counsellors for specific groups i.e. Kids, Teens, Young Adults, and Parents and Carers, teachers and schools.

In 2018, the website had **843,753 unique visitors** who participated in **1,109,245 web sessions.**



Most frequently viewed website tips and information topics in 2018

Kids' tips and information pages had a total of **125,579** page-views with 40% of these about:

1. Online safety
2. Peer conflict
3. Loneliness
4. Self-harm
5. Bullying

Online safety and friend/peer conflict were the most popular topics, with 14,584 and 14,176 page-views respectively, nearly 1.6 times as many views as the next most popular topic.

Teens' tips and information pages had a total of **616,150** page-views with 43% of these about:

1. Bullying
2. Sadness
3. Sexting
4. Suicide

1 in every 7 page-views (14%) was in relation to information resources on bullying, while 1 in 8 page-views (12%) was about online life (cyberbullying and sexting).

Young adults' tips and information pages received a total of **70,034** page-views with 24% of these about:

1. Respectful relationships
2. Family relationships

Parents and carers' tips and information pages had a total of **150,549** page-views with 26% of these about:

1. Children contemplating suicide
2. Parenting help generally

Counselling contacts in 2018

Mental health concerns, emotional wellbeing, family relationship issues, and suicide-related concerns were the top four concerns discussed in counselling in 2018.

In 2018, Kids Helpline counsellors responded to 67,264 contacts from children and young people aged 5-25 years who were seeking help about specific problems or concerns (i.e. counselling contacts). Of the top reasons children and young sought help:

- 1 in 4 (27%) was in relation to mental health concerns – the child or young person's own mental health or that of another person
- 1 in 5 was about emotional wellbeing (20%) or family relationship issues (18%)
- 1 in 7 (15%) contacts involved the child or young person seeking help for suicide concerns
- 1 in 10 contacts concerned dating and partner relationships (9%) or friend/peer relationships (9%)
- 1 in 12 (8%) contacts focused on self-injury concerns
- 1 in 13 (7%) contacts was about child abuse
- 1 in 20 (5%) contacts was about bullying
- 1 in 25 (4%) contacts was about study and education issues.

On average, Kids Helpline received 22 contacts every day from children and young people experiencing thoughts and fears about suicide.

Differences between the sexes

Within the most common reasons young people contacted Kids Helpline in 2018:

- Females were more likely than males to make contact about mental health issues (28% c.f. 22%), suicide-related concerns (16% c.f. 12%), and also more likely than males to ask for help with self-injury issues (9% c.f. 4%).
- Males were more likely to make contact about dating and partner relationships than females (12% c.f. 9%).

On a more granular level a gender analysis by age indicates:

- **Suicidal thoughts/fears** – the difference between the female and male proportion of contacts about these thoughts and fears gets stronger with age, from roughly equal among 5-12 year-olds – 9% male c.f. 8% female – to more marked in the 19-25 year-old group – 8% male c.f. 14% female.
- **Seeking support for an existing (mental health) diagnosis** – the difference between the female and male proportion of contacts seeking this support gets stronger with age, from equal among 5-12 year-olds – 4% for both male and female – to more marked in the 19-25 year-old group – 20% male c.f. 28% female.
- **Exploring/recognising themes/patterns in thoughts/feelings** – the proportions of contacts from female and male contacts in this category also varies with age, from equally important in the 5-12 year-old group (18% both genders) to being slightly more important to females in the 13-18 year-old group (17% female c.f. 15% males) to being more important to males than to females in the 19-25 year-old group (23% males c.f. 19% females).
- **Family relationship concerns** both with conflict with parents and wanting more connection with parents is of equal importance to genders across all three age groups, with the exception of the 5-12 year-old group where conflict is slightly more likely to be of importance to males (6% c.f. 4% for females).



Male help seeking continues to decline

Since 2007 contacts from males has gone from about one-third to one-fifth of contacts to Kids Helpline.

In 2018, roughly four out of five (77%) contacts responded to were from females while approximately one in five (21%) were from males.

In 2015, Kids Helpline introduced a new category for gender – intersex, trans and gender-diverse. A total of 2,467 contacts, or 2%, were from children and young people identifying with this third gender category.



Differences between cultural groups¹

Aboriginal and/or Torres Strait Islander children and young people were more likely than contacts from children and young people of other cultural backgrounds to focus on:

- suicide-related issues (20% c.f. 11% Culturally and linguistically diverse (CALD) but about the same as Caucasian at 18%)
- child abuse (11% c.f. 9% or 5%)
- loss and grief (6% c.f. 3% and 3%).

CALD counselling contacts appeared slightly or moderately more to focus on:

- emotional wellbeing issues (23% c.f. 19% or 19%)
- family relationship issues (20% c.f. 15% or 14%)
- dating and partner relationships (12% c.f. 7% or 9%)
- friend and peer relationships (10% c.f. 63% or 6%)
- study and education issues (7% c.f. 3% or 3%)
- self-concept (7% c.f. 2% or 3%).

Counselling contacts who were neither Aboriginal and/or Torres Strait Islander nor CALD were slightly more likely to be about:

- mental health issues (34% c.f. 30% or 27%)
- self-injury concerns (8% versus 6% and 5%).

¹ Of the 40,660 identifying with a particular cultural group.



Counselling trends

Over the last seven years the proportion of contacts about the top concerns of young people connecting with Kids Helpline has remained fairly stable, with the exception of emotional wellbeing, suicide and mental health.

The proportion of contacts about these issues since 2012 compared to all counselling contacts to Kids Helpline has shown the following increases:

- Emotional wellbeing - up by 5% (from 15% to 20%)
- Suicide-related - up by 3% (from 12% to 15%)
- Mental health - up by 4% (from 23% to 27%).

Looking in more detail at the interactions between children and young people and their Counsellors reveals themes and statistics about how children and young people use the service. It also highlights why professionally qualified counselling support is so important.

Emotional wellbeing

Contacts exploring themes or patterns in young people's behaviours and emotional wellbeing have risen 34% since 2012.

Where young people recognise themes or patterns in relation to their emotional responses, the way they cope or the way they manage their emotions across a number of situations e.g. problems sleeping, anger, loneliness.

Suicide-related

Contacts about suicidal thoughts or fears have risen 18% since 2012.

Where young people have immediate thoughts or fears about suicide.

Young people, like Steph* (below), contact Kids Helpline in crisis and often receive ongoing counselling and support.

Mental health

Contacts providing support and/or strategies to manage established disorders or diagnoses have risen 25% since 2012.

Where young people know they have an established disorder and ask Kids Helpline for help to develop strategies for managing an established disorder or diagnosis.

A safety-net for the most vulnerable

Steph, 15*

Steph regularly contacts Kids Helpline via phone and WebChat and is often in crisis, presenting with thoughts of suicide or immediate suicide plans.

She first contacted Kids Helpline in early 2016. Her initial contact was intermittent becoming more regular in mid-2016. Steph and her family have a long history with Child Safety.

Steph has had multiple foster placements when younger and currently moves between residential placements and living with her family. She has been impacted greatly by past sexual and physical abuse, and the removal from her family home in childhood. She has been diagnosed with Post-traumatic Stress Disorder (PTSD) and Reactive Attachment Disorder.

Kids Helpline has made numerous contacts to Police and Ambulance services requesting assistance to ensure Steph's safety.



Given the frequency of Steph's contact, and the complexity of her ongoing issues, she has an ongoing Kids Helpline Counsellor and is supported through KHL's case management support pathway.

Steph has been open about the services she is involved with and shared their contact details with Kids Helpline and granted permission for wrap-around care. Kids Helpline has made 51 external contacts securing support for Steph and has been involved in care planning meetings with all stakeholders supporting

Steph. Kids Helpline has liaised with Steph's primary supports, Child Safety workers, residential services and the Acute Care Response Team at her local hospital.

While Steph still experiences significant challenges in her life and contacts Kids Helpline in crisis, she is beginning to connect more regularly with her Counsellor for counselling support and to talk things over when she is not in crisis. This can make all the difference going forward.

Being there 24/7

On average, a child or young person attempts to contact Kids Helpline every 87 seconds. Due to funding constraints, Kids Helpline is only able to respond to half of these.

Meeting demand

Kids Helpline plays a crucial role in filling gaps and reducing pressure on primary health services.

However, every day around 375 contacts from children and young people across Australia to Kids Helpline go unanswered.

In 2018, there were 360,773 attempts to contact the service. About 21% (76,589) of phone contact attempts 'dropped out' before the 20 second information privacy message had played. Of the 284,184 attempts to contact the service via email, web and phone that stayed past this point just over half (52% or 147,351) were answered by a counsellor.

Kids Helpline's ability to respond to contacts is directly related to human resourcing that is increasingly impacted by longer counselling sessions.

Direct counsellor time with children and young people has increased by approximately 72% in 10 years.

This is due to the increased complexity of counselling issues discussed, and the increasing preference of children and young people to use WebChat counselling.

Most children and young people who contact Kids Helpline for counselling are receiving ongoing or occasional support and this is increasing.

In 2018:

- **close to two thirds (63%) were from those receiving occasional or ongoing support**
- over one third (37%) who contacted Kids Helpline for counselling were contacting the service for the first time.

Over the last decade (since 2008):

- counselling contacts have increased by close to a third (28%).
- contacts from those seeking information, referral or other non-counselling support have decreased markedly reducing by 67%.

How we're funded

Kids Helpline cost \$11.3 million to operate in 2018. **yourtown** provided 75% of the funding thanks to the generosity of **yourtown** Art Union supporters and donors.

Other funding came from the Federal, Queensland and Western Australian Governments with contributions totalling 21%. Corporate partner sponsorship provided the remaining 4%.

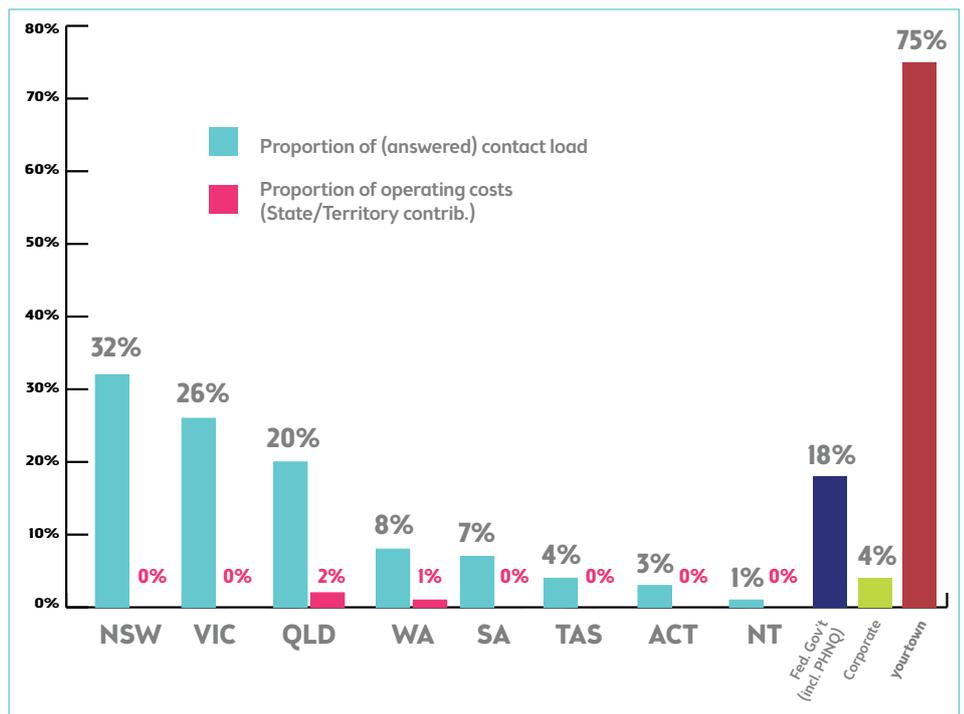
State and Territory Government contributions and the percentage of contacts known to come from the State or Territory are outlined in the graph.

Social Return on Investment

In 2011, **yourtown** undertook Social Return on Investment modelling of the Kids Helpline service using 2010 data as the baseline. It found that for every \$1 of investment into the Kids Helpline Service, \$15.90 social value was created.

This value was externally accredited by New Economics Forum, a UK based leading organisation for SROI evaluations.

Contribution to operating costs (State, Territory, & Federal Governments, Corporate Partners, and **yourtown**) and State/Territory service usage (2018, all answered contacts)



Let's talk technology

There continues to be a steady shift in children and young people's preference for contacting a counsellor away from telephone towards WebChat, Kids Helpline website resources and e-mediated approaches to help-seeking.

WebChat increase

Demand for WebChat has increased by 182% since 2012.

While phone attempts (180,695)¹ to make contact was twice that of WebChat (90,549) in 2018, since 2012 attempts by phone to contact Kids Helpline have halved (48%).

Website use increase

Use of the Kids Helpline website continues to grow:

- Unique visitor numbers have grown 17% since 2015 (up 39% since 2017)
- Web session numbers are up 21% since 2015 (38% since 2017)

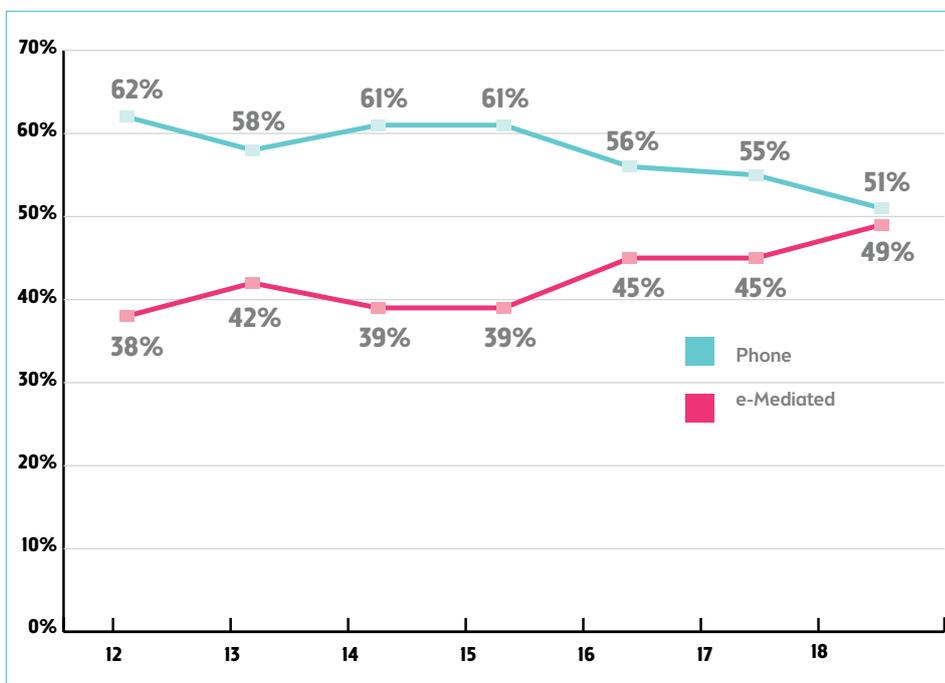
Responding to need

Kids Helpline has been responding to children and young people's shifting preferences by:

- extending WebChat operating hours to 24/7 in 2018
- providing extra counselling staff to the service with **yourtown** committing an additional \$1M towards meeting the online demand
- maintaining a mobile-friendly interface for the delivery of web counselling
- expanding the range of self-help resources and issues-based content on our website to include an App Library that provides links to Apps (about general wellbeing and specific issues) that have been reviewed by Kids Helpline
- introducing a social media platform based counsellor moderated peer group counselling program for young people at significant risk
- Developing an App for children and young people to help them self-manage a wide variety of concerns and issues, to be launched in 2019.



Percentage of Kids Helpline counselling contacts aged 5-25 years - medium of contact (phone versus e-mediated) by year (2012-2018)¹



¹ Population sizes as follows: Counselling contacts - N(2012) = 71,298, N(2013) = 72,416, N(2014) = 69,959, N(2015) = 70,210, N(2016) = 66,963, N(2017) = 66,386, N(2018) = 67,264. Where stacked bar percentages sum to more or less than 100%, this is due to rounding.

¹ Excluding telephone attempts that end before the completion of the 20 second privacy statement.



Cybersafety

Young people revealed they were experiencing a cyber-safety issue during 2,701 (4%) of counselling contacts in 2018.

By far the most common help-seeking concern of those disclosing cyber-safety issues was bullying, with one in three (33%) of these counselling sessions focused on bullying.

In addition to bullying, counselling sessions where cyber safety issues were disclosed were more likely than other counselling sessions to be focused on friend and peer relationships (15% c.f. 9%) and dating and partner relationships (13% c.f. 9%).

Contacts were also more likely to be from children and young people aged 13-18 years (63% c.f. 58%) than young people aged 19-25 years (21% c.f. 29%).

National partnerships

Kids Helpline continues to play a significant role in protecting children and young people from harm online. In addition to its continued work through the Optus Digital Thumbprint with Kids Helpline primary schools program, Kids Helpline has an active partnership with the Australian Office of the eSafety Commissioner. Children and young people can receive priority access to Kids Helpline web counselling via the eSafety website or can be referred directly.

A leader in the debate on cyberbullying

In 2018, we influenced national policy debates and strategies about cyberbullying and generated greater awareness of this issue. This included:

- Becoming an inaugural member of the National eSafety and Mental Health Steering Group in March 2018. Chaired by the National eSafety Commissioner, Australia's leading online safety and mental health agencies are using their collective resources to combat cyberbullying, promote help seeking, and inform public policy.
- Our CEO Tracy Adams being appointed to the Queensland Premier's Anti-cyberbullying Taskforce as one of 16 experts responsible for creating a State-wide framework to counter bullying, harassment and violence amongst young people. The Taskforce made 29 recommendations to address cyberbullying through a community-wide approach, with actions focused on parents and carers, the community, schools and government.
- Conducting two significant pieces of research to support community understanding of cyberbullying - one focused on the views of young people,

and the other focused on the confidence, knowledge and strategies parents have and use to address cyberbullying experiences their children are having.

- Giving evidence at the Senate Inquiry into the adequacy of the Commonwealth Criminal Code and of state and territory criminal laws that capture cyberbullying. The Committee's recommendations echoed our own, which included identifying cyberbullying as a public health issue; the need to improve preventative and early intervention; and create greater public awareness of related criminal offences.

Saving lives through innovation

“It’s not for young people to be relevant to us – we must be relevant to them.”

Tracy Adams, yourtown CEO

We are constantly evolving this crucial service to ensure the most vulnerable can always access help. In 2018, we initiated a number of new services and tools designed to reach out to children and young people.

Kids Helpline (KHL) Circles

With the support of FGX, in 2018 Kids Helpline introduced KHL Circles, a world-first purpose-built, counsellor moderated mental health and emotional wellbeing social media platform that’s safe, free and private for young people at risk. It encourages peer-to-peer support and delivers expert group counselling supported by professional Kids Helpline counsellors 24/7.

The partnership between Kids Helpline and the University of Sydney in developing this program has produced new knowledge on the delivery of e-mental health services, which we are sharing internationally.

Comics – suicide and child abuse

During 2018, Kids Helpline also launched four comics that aim to encourage young people to seek help and empower them to support each other by talking about suicide and child abuse in a language that speaks to them, friends, and others that may need help. Written by our creative team and Kids Helpline counsellors with input from young people, the comics are age specific with editions for upper primary and high school aged young people.

A total of 11,557 comics were distributed to various organisations, schools and government departments. These resources were viewed on the web 4,661 times.

App library

The Kids Helpline website hosts links to Apps appraised as safe by our Strategy and Research team and Kids Helpline counsellors. They are designed to help children and young people self-manage a variety of issues and concerns. In 2018, there were 3,635 page-views across 35 apps pages in this section of the website.



Niggle App

Kids Helpline is developing its own App to support young people aged 13-25 to self-manage across a variety of issues.

Developed with children and young people, the Queensland University of Technology (QUT) and The University of Queensland, the App will provide links to self-help resources via text, video and pod-casts. It will offer self-administered test surveys for common emotional health concerns (anxiety, depression), capability for diarising and monitoring self-managed positive steps or actions towards improvement and empowerment, and the capacity to store self-ratings of mood and severity of concern over time for self-monitoring of progress. The App will be launched in 2019.

Digital Health CRC partnership

In 2018, **yourtown** became a founding partner in the \$200M Digital Health Cooperative Research Centre (CRC). The CRC brings together a unique, multidisciplinary, collaborative taskforce of research, clinical, industry, government and educational organisations to develop Australia's growing digital health technology and services industry. Through our work with the CRC, we will continue to be at the forefront of digital mental health innovation.



What young people say about Kids Helpline

Kids Helpline asked children and young people about what they think about the service. A total of 1,227 young people aged 5-25 years responded to the 2018 survey.

Core to Kids Helpline's approach to supporting children and young people is that they can contact the service about any issue or concern at anytime. Counselling interactions with children and young people are supportive, respectful, versatile, and appropriate for their needs, allowing them to explore any issues of concern in a safe environment and in appropriate ways.



89%

felt heard and respected

81%

felt better

89%

had more ideas for dealing with their issue

87%

felt more confident to deal with their issue

92%

would recommend Kids Helpline to their friends

54%

had decreased levels of anxiety or distress



Acknowledgements

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Australian, Queensland and Western Australian Governments along with Corporate support, provided the remaining 25%. This includes Optus' support of

the Digital Thumbprint Program with Kids Helpline and BUPA's support for the Wellbeing Program (both part of Kids Helpline @ School). FGX funds

KHL Circles, and the North Queensland Public Health Network supports Kids Helpline @ High School.



Australian Government



Queensland Government

Supported by



How you can support Kids Helpline

Despite the generosity of the community, Kids Helpline is unable to meet the current demand from children and young people for counselling and other support.

'We are here anytime and for any reason.' This is the promise Kids Helpline has made to the children and young people of Australia. Please help us to keep this promise by supporting the **yourtown** Art Union supporters or donating today: <https://kidshelpline.com.au/about/support-us>.



yourtown
let's create brighter futures



 Kids Helpline is a service of **yourtown** for 5-25 year olds

Online harassment



Starting work



Respect in relationships



Dealing with peer pressure



We're here.
Anytime. Any Reason.

kidshelpline.com.au

24/7

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