

Hillingdon

Kooth Quarter 2  
2018/19 Report

 CONFIDENTIAL

## Contents

### Category

Page Number. Title

### Summary

- 3. Summary and Insight
- 4. Quarter Summary

### New Registrations

- 5. Demographics 1
- 6. Demographics 2

### Logins

- 7. Monthly Look
- 8. Time of Day
- 9. Time of Day (BME)

### Counselling

- 10. Chat
- 11. Message
- 12. Quarter Chat and Message
- 13. Goals
- 14. Presenting Issues

### Articles and Self Help Documents

- 15. Most Viewed and Quarterly Statistics
- 16. Monthly Look

### Community Support

- 17. Ask Kooth, Live and Offline Forums
- 18. Monthly Look

### Feedback

- 19. Chat Session and General Kooth Feedback

### Signposting and Referrals

- 20. Agency Signposting

### Worker Activity

- 21. Workers Hours

"I love being part of this community."

## Insight and Summary

### **Kooth: Hillingdon**

Welcome to the Kooth Report for Quarter 2 (July – September 2018) 2018-19.

We are pleased to report on activity for Q2 2018-19, which demonstrates how the service is embedding within the region and stabilising engagement via Kooth.

Significant highlights include:

- Q2 has seen 73 new registrations
- Q2 has seen 245 Logins, by 73 unique users with 70% returning
- Q2 has seen 69% of service users accessing Kooth out of office hours (office hours are defined as weekdays 9am – 5pm)
- New registrations who identified as BME represented 47% of service users in Q2
- Therapeutic alliance reports that 100% of service users would recommend Kooth to a friend in Q2
- There were no complaints or safeguarding issues raised during this reporting period.

Overall, the figures demonstrate a high level of client satisfaction, engagement with BME young people and out of office hours engagement.

Moving forward, a focus on engagement with young people in schools will greatly increase engagement with Kooth.

" I like talking on here the most as i get help and its anonymous. Also i feel so much better after talking to someone so I like Kooth. Thank you so much for the tips."

## Quarterly Summary

### New Registrations

#### Total



73

#### By Gender

Agender

Female

Male



2



50



21

#### BME

34 New Registrations identified as BME (47%)

#### By Age

Age	
11	1%
12	3%
13	7%
14	16%
15	12%
16	16%
17	19%
18	25%

Age calculated from date of registration.

#### Heard From Top 3

1	School	21%
2	Internet	18%
3	GP	16%

### Logins

#### Logins

Total Logins

245

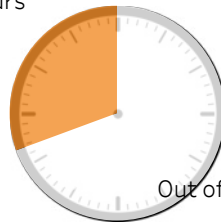
No YP

73



#### Out of Office Logins

Office Hours  
31%

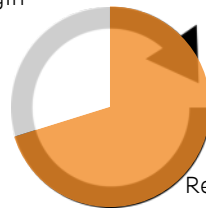


Out of Office Hours  
69%

Note: Office Hours are weekdays 9am - 5pm

#### Returning Logins

New Login  
30%



Returning Login  
70%

% of logins by returning YP

#### Feedback

**100%**  
would recommend this  
service to a friend\*

\*Taken from End of Chat Session feedback. 10 responses from 7 Unique Young People.

### Usage

#### Chat Sessions

Sessions

24

No YP

17



#### Messages

Messages

103

No YP

31



#### Articles

Views

173

No YP

20



#### Forums

Views

36

No YP

14



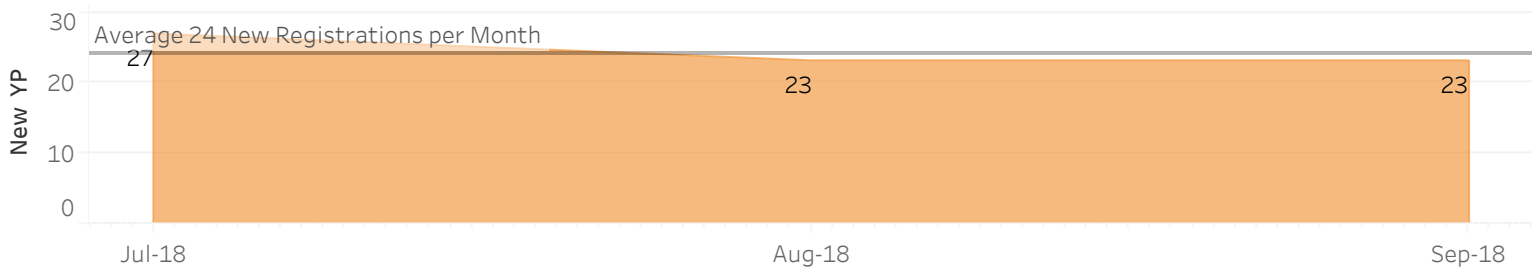
"Thank you so much I feel like my voice is being heard and it helps so much."

## New Registrations: Demographics 1

### Last Year - New Registrations per Month

Note: If above is empty then there is no data to show.

### This Year - New Registrations per Month











## Quarterly Statistics

### Ethnicity of New Registrations

Category	Ethnicity	Q2
White	British	30
	Any other background	8
	Irish	1
Asian or Asian British	Indian	12
	Any other Asian background	4
	Pakistani	3
	Bangladeshi	2
Black or Black British	African	3
	Caribbean	2
Mixed	Any other background	4
	White and Asian	1
Other	Not stated	2
	Any other ethnic group	1

### Gender of New Registrations

	Q2	Total
Agender	 2	 2
Female	 50	 50
Male	 21	 21
Total	 73	 73

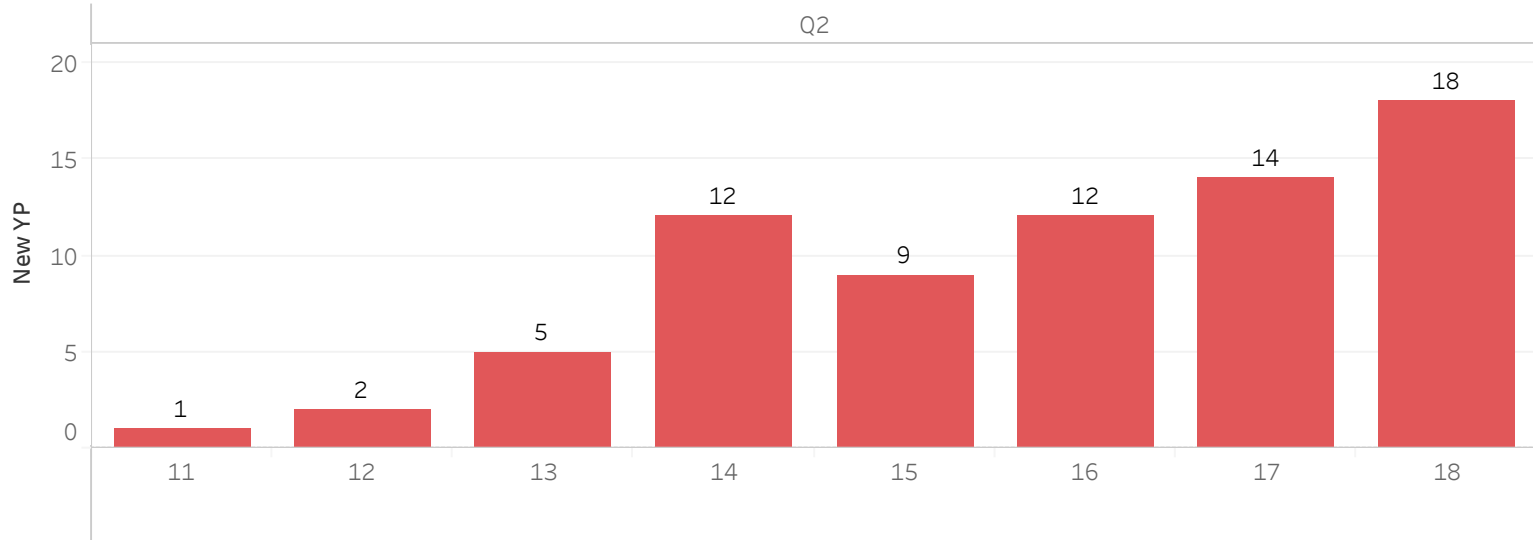
### Percentage BME of New Registrations

	Q2	Total
BME	47%	47%

"I came to Kooth because I was going to kill myself and after that chat I felt loads better. I got the confidence to tell my mum about my self harm ...Thank you Kooth for being there for me."

## New Registrations: Demographics 2

### Age of New Registrations



Age calculated from date of registration

### Where New Registrations heard of Kooth

	Q2	Total
School	15	15
Internet	13	13
GP	12	12
School or teacher	8	8
Instagram	7	7
Other	6	6
Friend	3	3
A and E	2	2
Parent	2	2
More than Mentors	1	1
Other Worker	1	1
Psychiatrist	1	1
Social worker	1	1
Youth service	1	1

### New Registrations by Sub-location

SubLocation	Number of Registrations
Harefield	4
Heathrow Villages	1
Ickenham	3
None of the above	15
Northwood Northwood hills	6
Pinkwell	1
Ruislip, West or East or	8
Townfield	1
UXBRIDGE, North, South or	24
West drayton	5
Yeading or Barnfield or C	4
Yiewsley	1

"Honestly, without this place, I don't know how I would've got through the year! I guess online has its perks!"

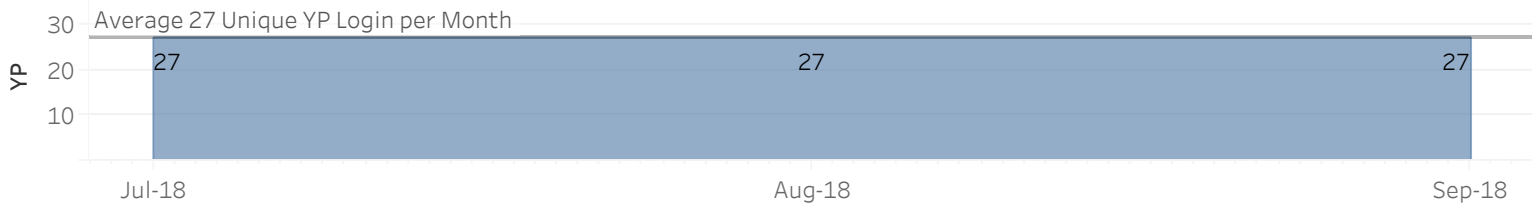
## Logins: Monthly Look

Number of Unique Young People who Accessed Kooth per Month

Last year - Unique YP Logging in to Kooth per Month

Note: If above is empty then there is no data to show.

This Year - Unique YP Logging in to Kooth per Month

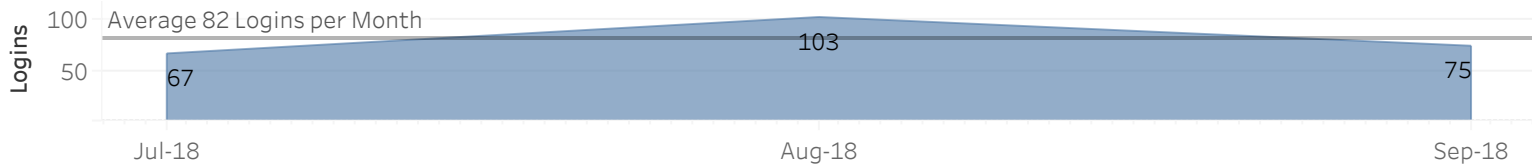


Total Number of Logins per Month

Last year - Number of Logins per Month

Note: If above is empty then there is no data to show.

This Year - Number of Logins per Month



## Quarterly Statistics

Number of Logins by Gender

	Q2	Total
Agender	4	4
Female	168	168
Male	73	73
Grand Total	245	245

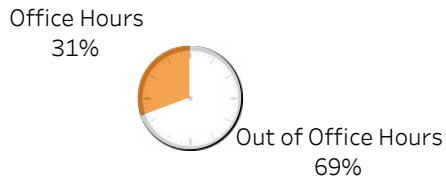
Unique YP Logging in by Gender

	Q2	Total
Agender	2	2
Female	50	50
Male	21	21
Grand Total	73	73

"I also like that with Kooth you can come and join in at a time that is convenient to you- especially as it's open until 10pm!!"

## Logins: Time of Day

% Logins Outside of Office Hours ( Note : Office hours are 9am - 5pm weekdays)



Q2

### Logins by Time of Day

Time	Q2							Total
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
0 - 1					2	5		7
1 - 2				4	5			9
5 - 6			1					1
7 - 8				1				1
8 - 9						2		2
9 - 10	1		4	2		1		8
10 - 11		5	1	2		2	2	12
11 - 12	2		2			6	2	12
12 - 13	2	2	4		1		1	10
13 - 14	5	2		3	1			11
14 - 15	1	5	7		2	2	1	18
15 - 16	3	5	1	2	1	1		13
16 - 17	2	2		2	3	2		11
17 - 18	2	2	4	2	2		2	14
18 - 19	5	3	1	1		2	4	16
19 - 20	4	7	1	4	6		3	25
20 - 21	8		12	4	4	3	1	32
21 - 22	8	2	3	2	3	3	5	26
22 - 23			4	1		2	1	8
23 - 00		1		3	3	2		9
<b>Total</b>	<b>43</b>	<b>36</b>	<b>45</b>	<b>33</b>	<b>33</b>	<b>33</b>	<b>22</b>	<b>245</b>

"Like today, this live forum has been amazing and if I never get another opportunity to share my views I'll be glad this has been so great!!"

## Logins: Time of Day (BME)

% of Logins Outside of Office Hours ( **Note:** Office hours are 9am - 5pm weekdays)

Office Hours  
29%



Out of Office Hours  
71%

Q2

### Logins by Time of Day

Time	Q2							Total
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
0 - 1						4		4
1 - 2				2	2			4
9 - 10			4					4
10 - 11		4	1	2				7
11 - 12	1		2			2	1	6
12 - 13	1		2					3
13 - 14		2		2	1			5
14 - 15		1	2		2			5
15 - 16		4	1		1			6
16 - 17	2	2						4
17 - 18	2	2	3	2				9
18 - 19	2	1	1	1		2	3	10
19 - 20	3	3	1	2	1		3	13
20 - 21	6		8	2	2	2	1	21
21 - 22	6	2	3			3	4	18
22 - 23				1		1	1	3
23 - 00		1			3	2		6
<b>Total</b>	<b>23</b>	<b>22</b>	<b>28</b>	<b>14</b>	<b>12</b>	<b>16</b>	<b>13</b>	<b>128</b>

"I just want to say, thank you so much! This website has helped me so much, and the person I was just talking to had made me feel so much better. Thanks"

## Counselling: Chat

Chat counselling is an instant messaging service available to all young people registered on the site. Our counsellors are available to chat weekdays 12:00 to 22:00 and weekends 18:00 to 22:00. This can be for drop ins or for booked chats. Young people who require more structured counselling can also have a named counsellor, where chats will be booked.

The team work very closely to manage the chat queue with workers monitoring the queue and messaging young people who are waiting.

### Number of Unique Young People Using Chat Counselling per Month

#### Last Year - Unique YP Using Chat Counselling

Note: If above is empty then there is no data to show.

#### This Year - Unique YP Using Chat Counselling



### Number of Chat Counselling Sessions per Month

#### Last Year - Number of Chat Sessions

Note: If above is empty then there is no data to show.

#### This Year - Number of Chat Sessions



## Quarterly Statistics

#### Average Chat Sessions per YP per Quarter

Q2	Total Average
1	1

#### Number of Chat Sessions by Gender

Gender	Q2	Total
Female	18	18
Male	6	6
<b>Total</b>	<b>24</b>	<b>24</b>

#### Unique YP Using Chat Counselling by Gender

Gender	Q2	Total
Female	13	13
Male	4	4
<b>Total</b>	<b>17</b>	<b>17</b>

"I'm feeling better than I was when we started... It's because ur an amazing counsellor. I've never opened up to anyone but my mum before."

## Counselling: Message

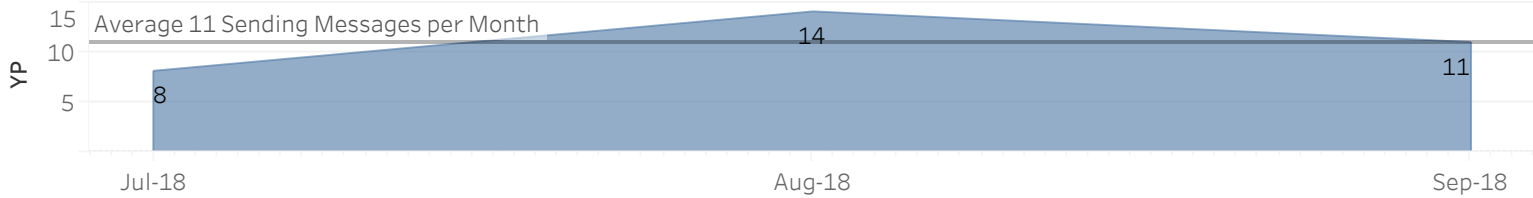
Young people are able to send and receive messages from Kooth workers anytime of the day. Young people send messages for a variety of reasons such as they are in crisis, they require some advice or they want someone to talk to. Messages can also be used as a tool to engage young people who are in crisis such as asking a young person to message back at a certain time the next day.

### Number of Unique Young People Using Message Counselling per Month

#### Last Year - YP Using Message Counselling\*

Note: If above is empty then there is no data to show.

#### This Year - YP Using Message Counselling\*

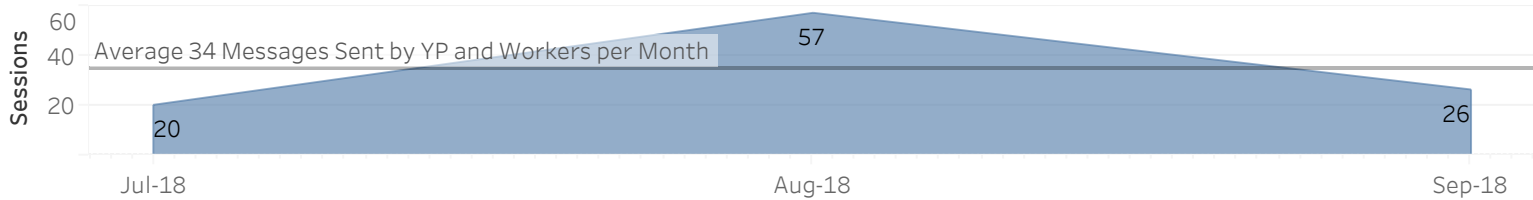


### Number of Messages Sent and Received by YP per Month

#### Last Year - Number of Messages Sent and Received by YP

Note: If above is empty then there is no data to show.

#### This Year - Number of Messages Sent and Received by YP



#### Average Messages Sent and Received per YP per Quarter

Q2	Total Average
3	3

#### Total Messages Sent and Received by YP per Quarter

Gender	Q2	Total
Female	85	85
Male	18	18
Grand Total	103	103

#### Unique YP Using Message Counselling per Quarter\*

Gender	Q2	Total
Female	26	26
Male	5	5
Grand Total	31	31

\*Only includes the YP that have sent a message to a counsellor within the specified time period

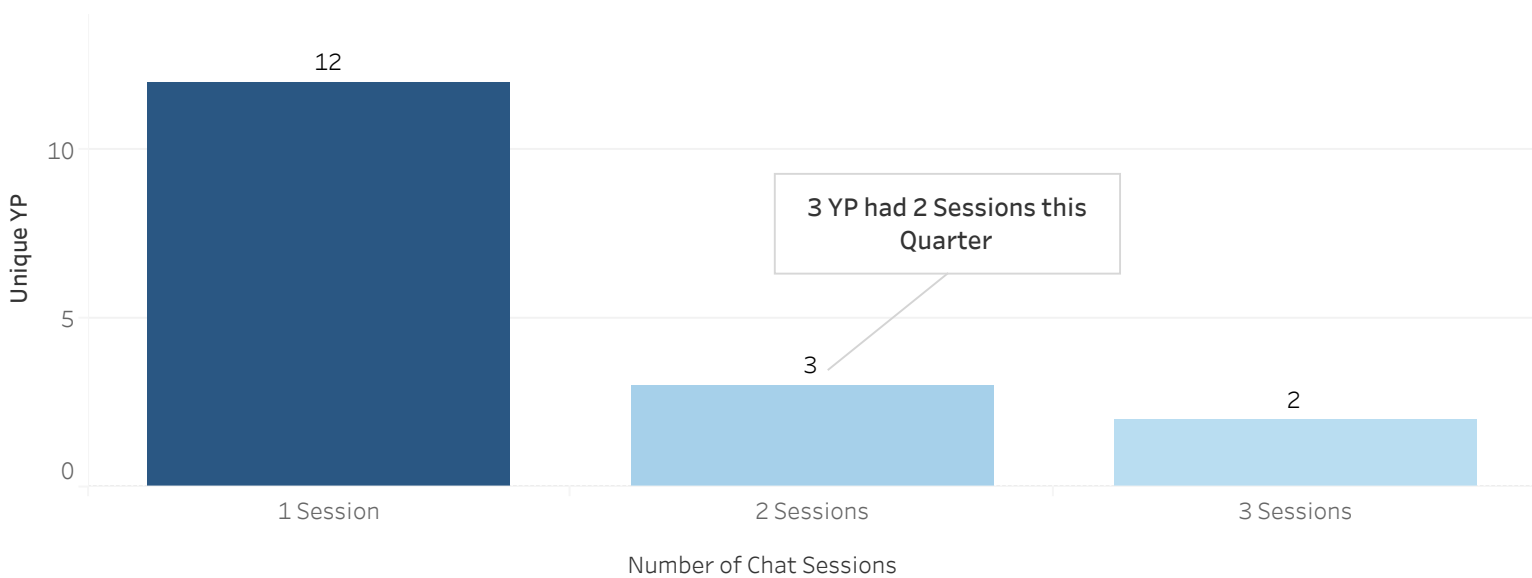
"A few months after talking to my online counsellor I got referred to a face to face Kooth counsellor too. I was doing so bad, self harming..but now 2 months (I think) clean from self harming."

## Counselling: Quarter Chat and Message

This shows the number of chats and messages young people have had each in the quarter.

### Number of Chat Sessions each YP had this Quarter

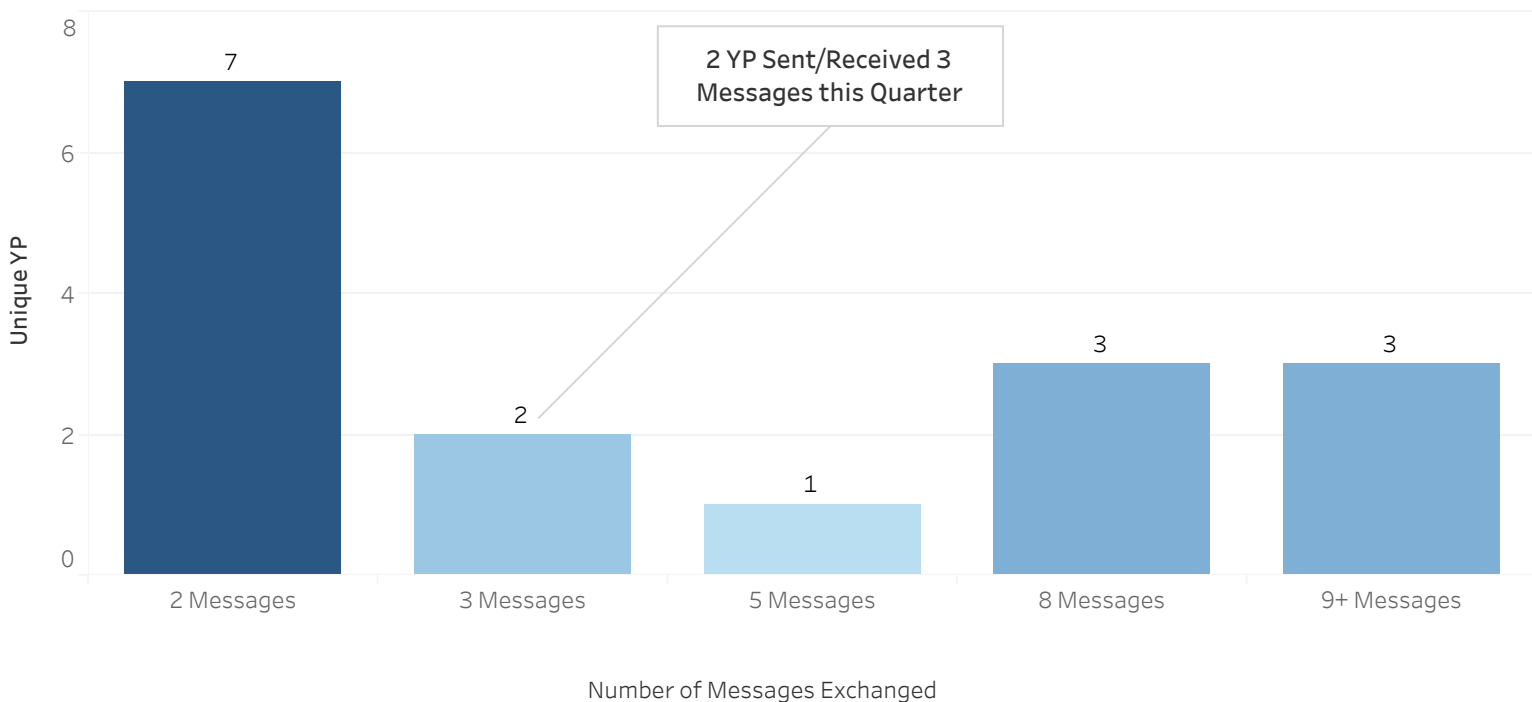
- The numbers on the horizontal or x axis are the number of chat sessions.
- The number above the bar is the number of YP who have had the x axis' amount of chat sessions.



The greatest number of chats a YP had this quarter was 3.

### Number of Messages Exchanged by YP this Quarter

- The number on the horizontal or x axis are the number of messages sent and received.
- The number above the bar is the number of YP who have exchanged the x axis' amount of messages.



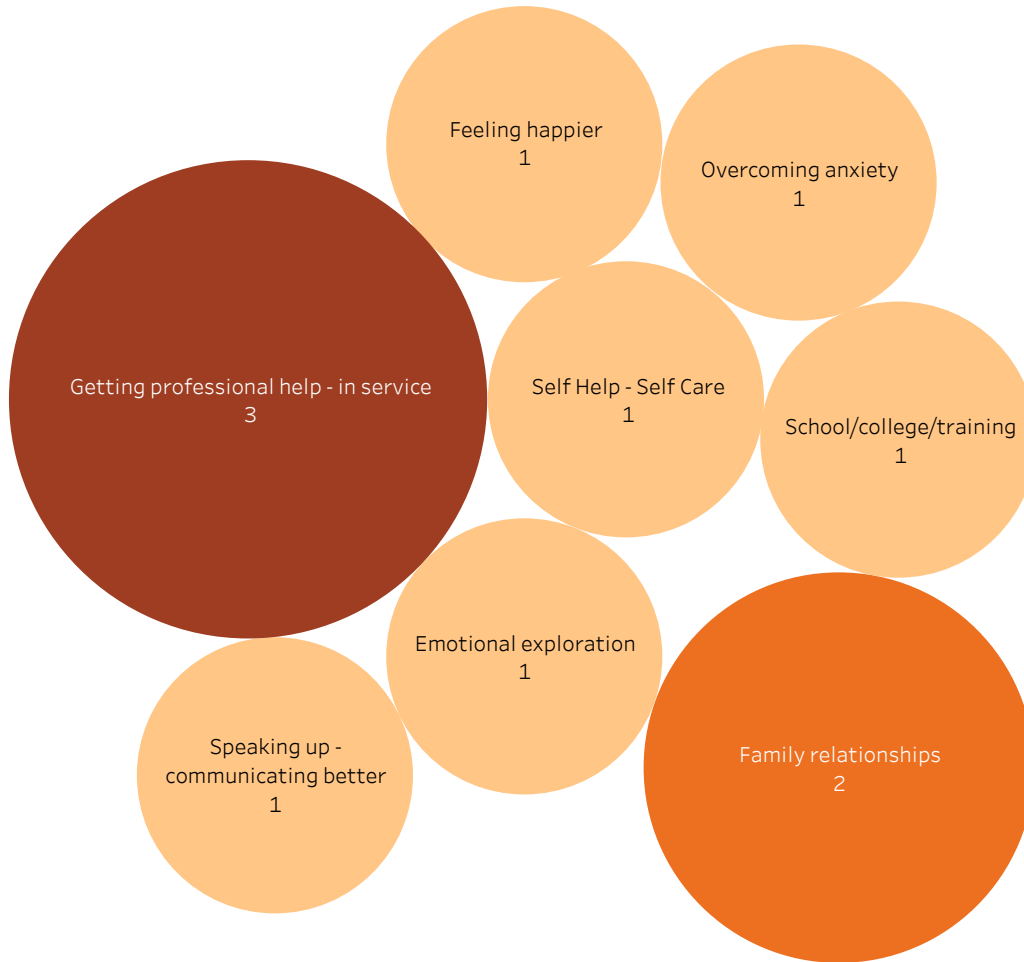
The greatest number of messages exchanged between a YP and workers in this quarter was 14.

"Thank you for taking your time to talk to me. Your really understanding and considering this is my first time i have used this, it is amazing."

## Counselling: Goals

### Goal Categories

This shows the number of YP with a goal in each category that has had activity within the quarter. Activity is classed as creation of a new goal or a change of score to an existing goal. YP can have more than one goal.



### Number of Goals Created or Moved by Gender

Gender	Q2	
	Number of Goals	Unique YP
Agender	1	1
Female	9	4
Male	2	1
<b>Total</b>	<b>12</b>	<b>6</b>

The minimum value for a goal is 0 and the maximum is 10. All goals start with a score of 0 and the higher the score the more the Young Person feels like they are achieving that goal.

Goal movement analysis includes goals that have moved within the quarter only. The Average Goal Movement shows the average goal score difference from goal creation to the score at the end of the quarter.

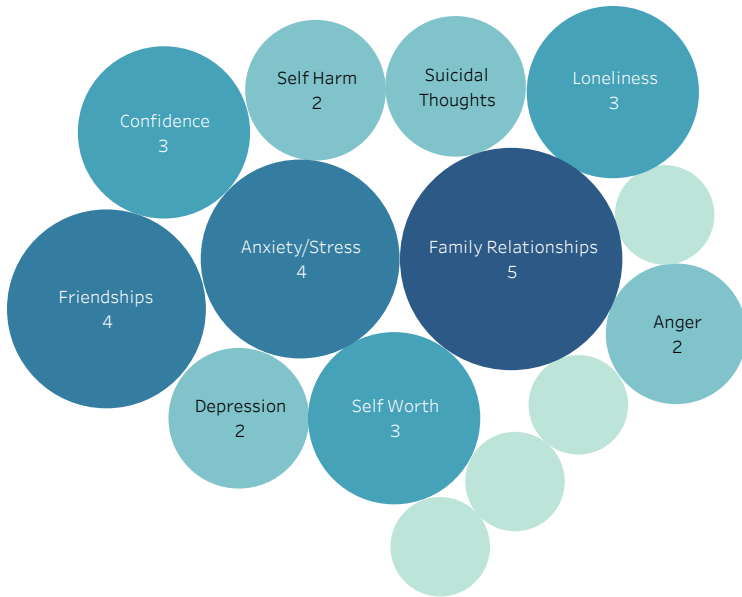
Number of Goals Moved	Number of YP with Moved Goals	Average Goal Movement
5	4	8.0

“You’re the reason I have my smile back”

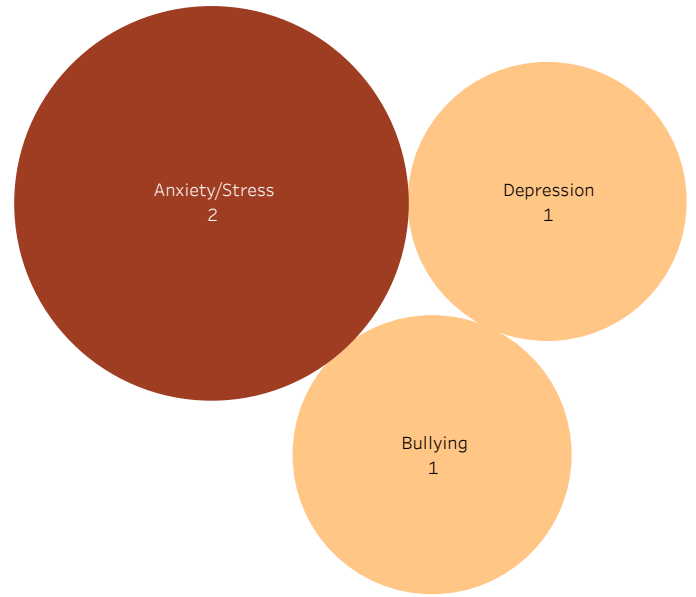
## Counselling: Presenting Issues

Issues Presented During a Chat Session or Message

Issues Presented by Female YP



Issues Presented by Male YP



Issues Presented by Gender Fluid YP

Issues Presented by Agender YP

### Top 10 Most Prominent Issues YP Presented

Q1

Q2

Q3

Q4

#	Element	YP
1	Anxiety/Stress	6
2	Family Relationships	5
3	Self Worth	3
4	Depression	3
5	Friendships	4
6	Confidence	3
7	Self Harm	2
8	Suicidal Thoughts	2
9	Loneliness	3
10	Sense of belonging	1

“I will try and be brave for sixth form and be optimistic and if I ever feel down I will just remember my end goal. Thanks for listening to me today it meant quite a lot to me.”

## Articles and Self Help Resources

We have dedicated Media Workers who moderate Ask Kooth, Articles and Live and Offline Forums. Every post is moderated before it goes live on the site. YP are able to submit articles, forum threads and also Ask Kooth questions. They can also post replies on all of these areas.

The Live Forums provide an online social and discussion space for its users on a range of differing themes. The YP that visit the site are able to drop in on pre-selected and pre-researched topic discussions that take place on a Monday, Wednesday and Friday night between 7:30pm and 9:00pm. Each night has a worker host directing the topic of discussion and a moderator, who will edit and publish each comment to ensure that the Live Forum is a safe and confidential place to be and that the discussion stays within the remits of the Kooth boundaries. The Live Forums are heavily YP orientated meaning that whilst a set schedule is in place, YP are able to voice their opinions on the topics, some of which have been specifically chosen by them. The Live forums are also archived, allowing the YP to revisit any topics of interest for tips and advice.

### Most Viewed Articles

Title	Category	Number of Views
Anxiety	Hobbies & Interests	1
Broken hearted	Sex & Relationships	5
Anxiety	Mental Health	10
How school edited my life.	Education	3
Are you getting enough sleep?	Health & Wellbeing	3
Covering your scars!	Mental Health	3
What is Psychosis?	Mental Health	3
Panic Attacks	Mental Health	3
Mental health	Mental Health	3
Anorexia	Mental Health	2

### Article Views and Unique YP

Gender	Views	Q2	No YP
Female	154		16
Male	19		4
Grand Total	173		20

"Thank you so much , I definitely recommend this website! ....I can't thank you enough, my mood has completely changed!"

## Articles: Monthly Look

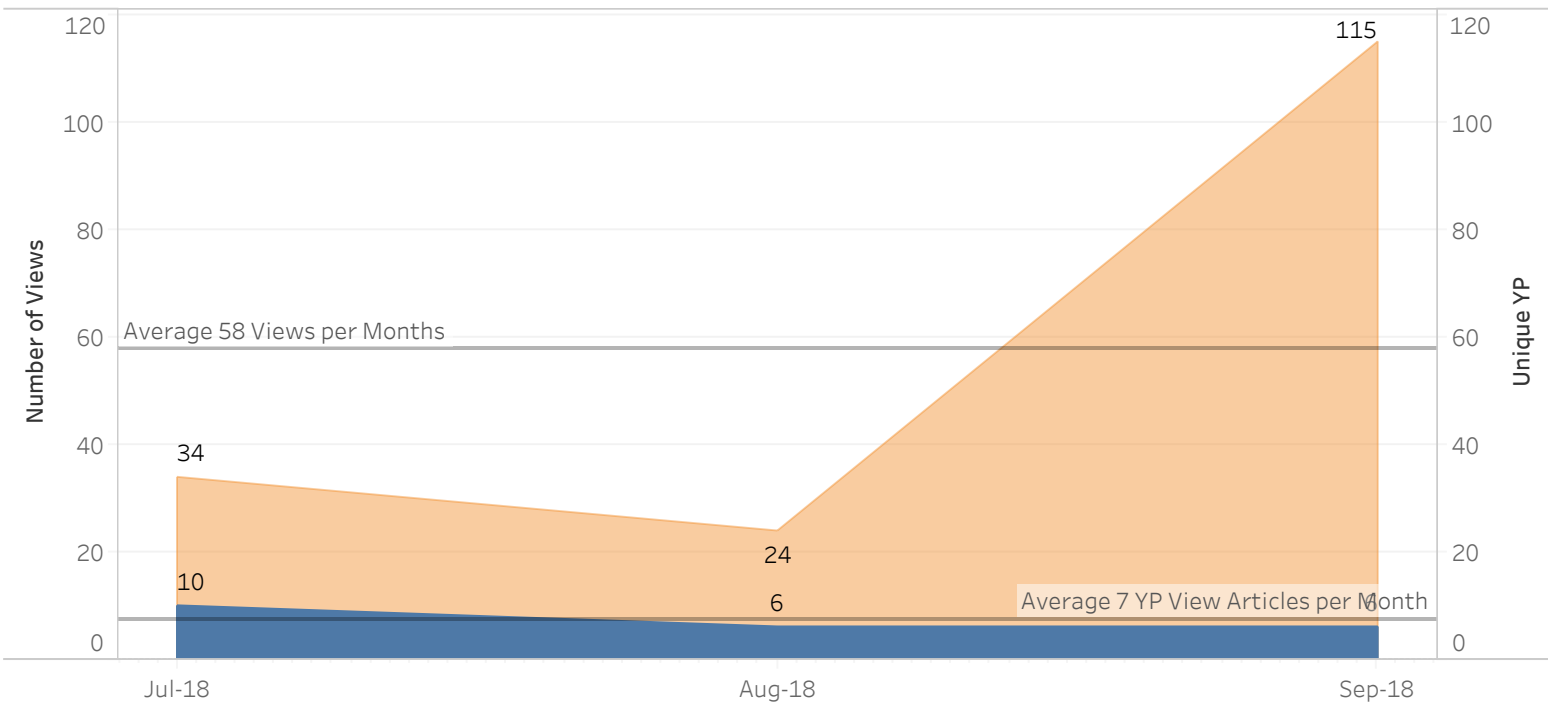
The graphs below show the number of YP who have accessing articles and the number of times articles have been clicked on per month last year and this year.

### Last Year - Number of hits and unique YP accessing articles on Kooth

Key:

Note: If above is empty then there is no data to show.

### This Year: Number of Views and Unique YP Accessing Articles per Month



Key:

- No YP
- Views

“The team member I spoke to was really great and helped a lot. I ended up recommending the site to a few friends.”









## Community Support: Ask Kooth, Live and Offline Forums

We have dedicated Media Workers who moderate Ask Kooth, Articles, and Live and Offline Forums. Every post is moderated before it goes live on the site. Young people are able to submit articles, forum threads and also Ask Kooth questions. They can also post replies on all these areas.

### Most Viewed Forum

Confidence & Body Image	6
Dealing with Bullying	4
Back to School Worries	3
Kooth Book Club	2
Managing Anxiety	2
Not sad not happy just feel empty	2
The Planet: Great British Beach Clean (15th Sept)	2
Any anime watchers?	1
Aspirations & Predictions for the Future	1
Crazy bad mood swings.	1
Creative Writing	1
Have U Watched The Greatest Showman?	1
i have jabs in my next year should i be worried?	1
Kooth Summer Songs & Beach Books	1
LGBT: In the Media	1

### Forum Thread Views and Unique YP Accessing Forums

Gender	Q2	
	Views	No YP
Agender	 2	 1
Female	 27	 10
Male	 7	 3
Total	 36	 14

"A person from Kooth came to our school today and i thought i would try it out and it is actually a really helpful website and i can totally get what other people are saying."

## Community Support: Monthly Look

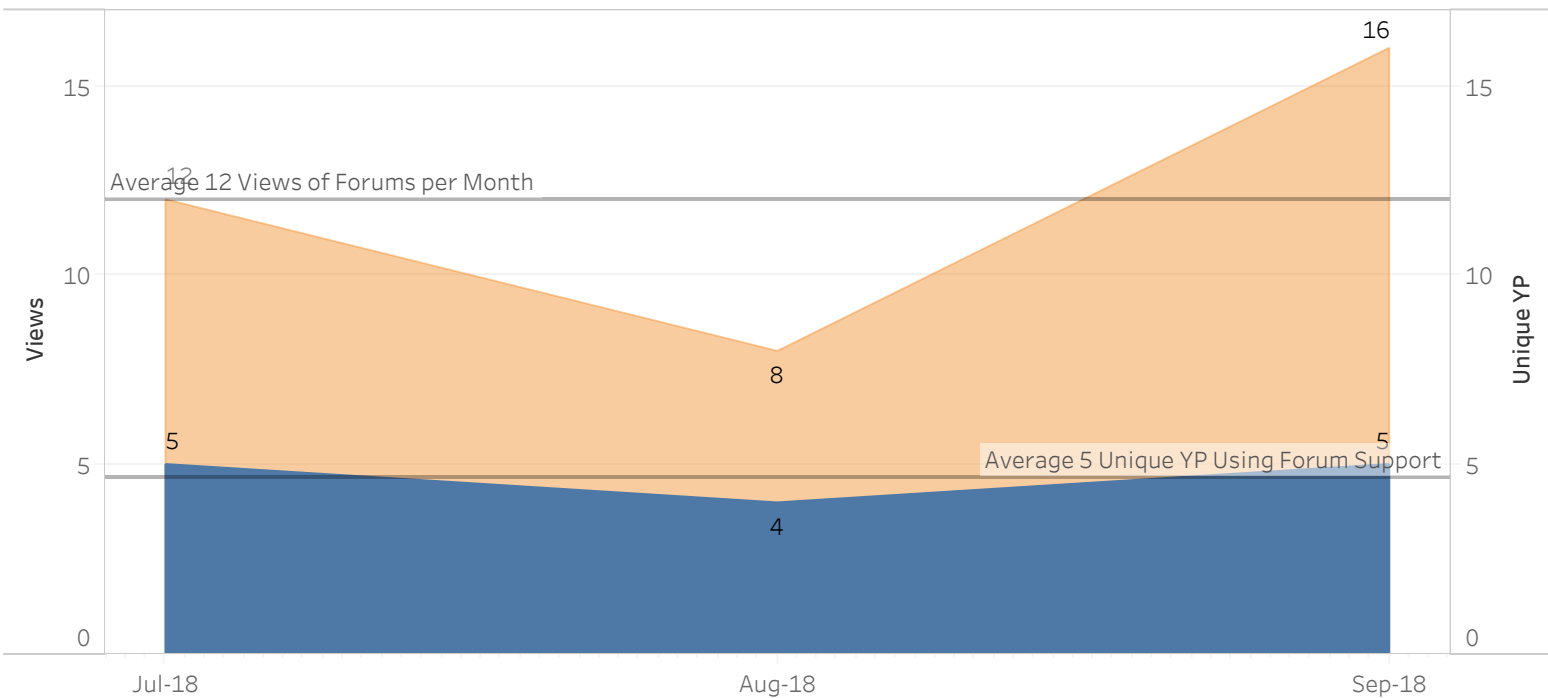
The graphs below show the number of YP who have used forum support and the number of times forums have been accessed on per month last year and this year.

### Last Year - Number of Views and Unique YP Using Forum Support

Key:

Note: If above is empty then there is no data to show.

### This Year - Number of Views and Unique YP Using Forum Support



Key:

■ No YP      ■ Views

"Just wanted to let you know that things are looking up for me now, and I wanted to thank you massively for this. Also, I haven't self harmed for 4 days and I'm feeling very happy"

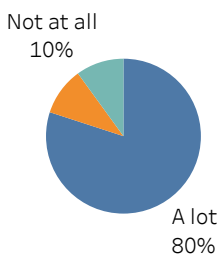
## Feedback

End of session evaluation - session feedback is collated from completed questionnaires that appear at end of every chat session. The questions are focused on capturing the effectiveness of the therapeutic alliance. Research shows that young people are more likely to achieve positive outcomes when they score the intervention highly.

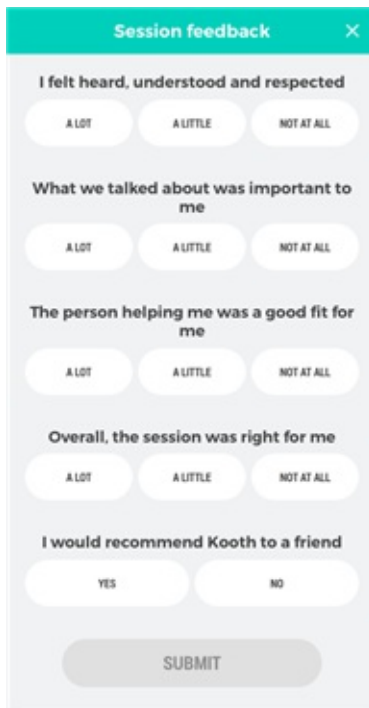
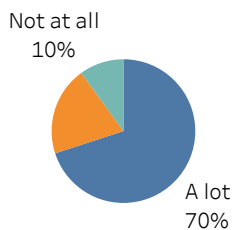
### Chat Session Feedback: Therapeutic Alliance

This data is from 10 responses from 7 Unique Young People.

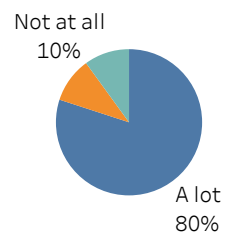
1) I felt heard, understood and respected



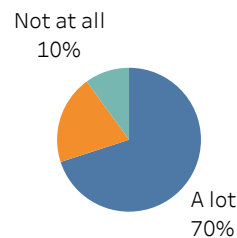
2) What we talked about was important to me



3) The person helping me was a good fit for me



4) Overall, the session was right for me



5) I would recommend Kooth to a friend

100% of responses would recommend Kooth to a friend



## Kooth Feedback

Kooth Feedback is obtained via a questionnaire that appears on a young persons' homepage. Asking young people why they came to Kooth, if they found their visit helpful and if they would recommend the service to a friend offers valuable insight into the effectiveness of the service for those young people who choose not to access chat.

This data is from 39 responses from 32 unique Young People.

Why did you come to Kooth?

I had a problem



I wanted to look around



I wanted someone to talk to



I had a booked session

Would you recommend Kooth to a friend?



Did you get what you were looking for today?



"Thanks for your help It gave me a lot of courage and positive thoughts and good websites that I can use in the future."

## Signposting and Referrals

If the below is empty this is because there have been no YP signposted or reported to work with other agencies within the quarter.

"...never thought i would come out the other side when we first started working together so to be where i am today is absolutely amazing .. you have made me the young lady that I am today."

## Worker Hours

Here we measure the time taken to deliver the activities shown on previous pages. Seasonality and the lifecycle of a contract will have an impact on hours delivered in the quarter which should be considered when comparing actual hours to target.

Counselling hours are made up of the time taken to deliver chats, therapeutic messages and the required support such as time in casenotes and time spent on clinical governance and safeguarding.

For moderation hours we are now able to split moderation into dynamic moderation and static moderation. Dynamic moderation is defined as time taken to moderate comments, forums and article posts directly attributable to CYP in your area. Static moderation includes editing articles and other content that becomes part of the self-help and educational content of Kooth. Static content is now included within the platform subscription and only the time for dynamic moderation will appear in quarterly reports. This change will impact quarters following and including Q2 1617 as well as quarter-on-quarter comparisons.

### Quarterly Total

Key:

- Moderation Hours
- Worker hours

Q2

Total worker hours this quarter is made up of:

- 97% Counselling Hours
- 3% Moderation Hours

