

Hillingdon

Kooth Quarter 4
2018/19 Report



Hillingdon
Clinical Commissioning Group



XenZone
FUTURE THINKING FOR MENTAL HEALTH

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Insight and Summary

Hillingdon

Welcome to the Kooth Report for Quarter 4 (January - March) 2018-19.

We are pleased to report on activity for Q4 2018-19, which demonstrates how the service is successfully imbedding within the region, ensuring growth and stabilising engagement with young people via Kooth.

Significant highlights include:

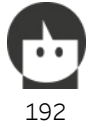
- Q4 has seen 192 new registrations
- Q4 has seen 833 Logins compared to 806 in Q3, by 214 young people with 79.35% returning compared to 69% in Q3
- Q4 has seen 81.15% of service users accessing Kooth out of office hours compared to 75% in Q3 (office hours are defined as weekdays 9am – 5pm)
- New registrations who identified as BME represented 46.88% in Q4
- Therapeutic alliance reports that 89% of service users would recommend Kooth to a friend in Q4
- The Q4 I&P activity report is offered separately to accommodate a more detailed summary
- I&P activity has been consistent throughout this quarter, which will encourage future increased engagement with young people and new bookings are being confirmed for the Q1 2019-20 period
- There were no complaints or safeguarding issues raised during this reporting period.

Summary for Q4

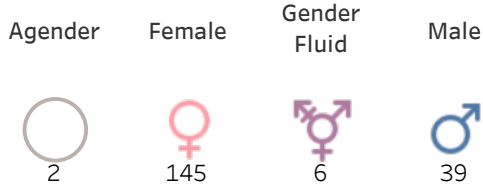
Hillingdon

New Registrations

Total



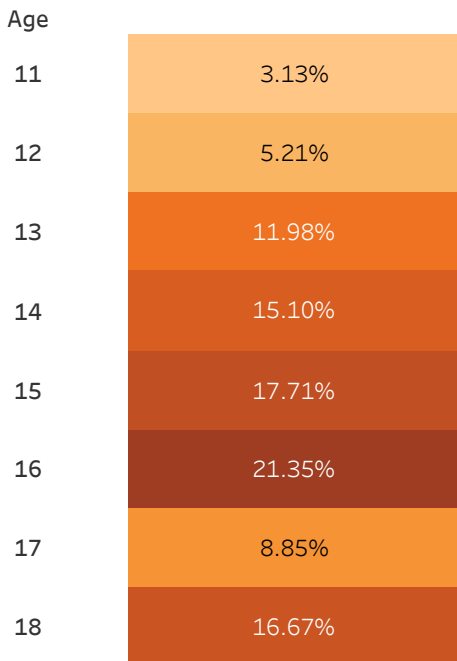
By Gender



BME

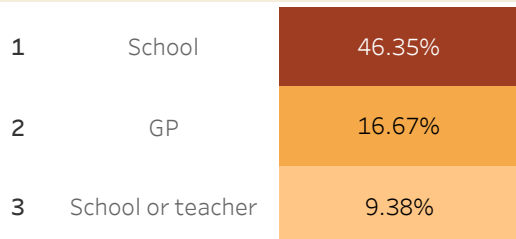
90 New BME Registrations (46.88%)

By Age



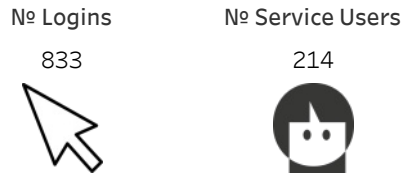
Age calculated from date of registration

Heard From Top 3

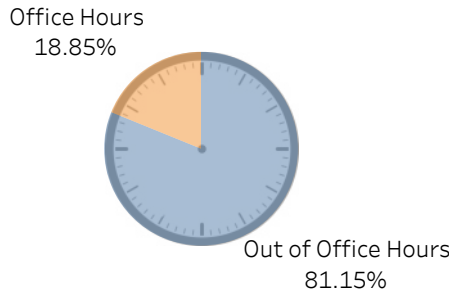


Logins

Logins

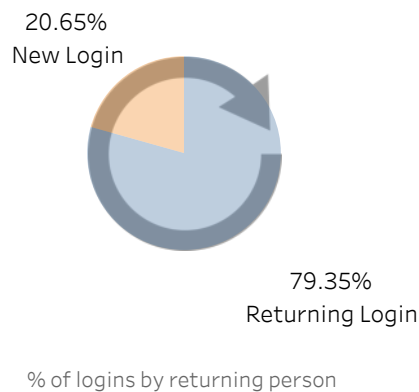


Out of Office Logins



Note: Office Hours are weekdays 9am - 5pm

Returning Logins



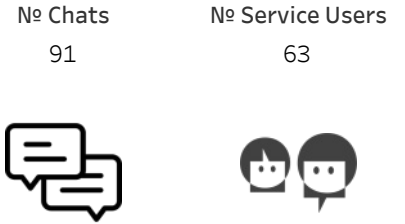
Feedback

89% would recommend this service

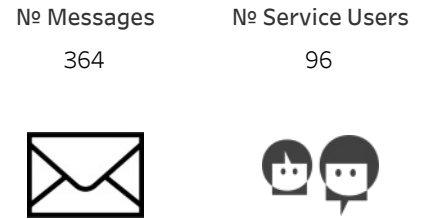
Results of End of Session Feedback from 16 individual Service Users

Usage

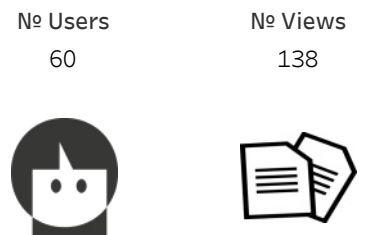
Chat Sessions



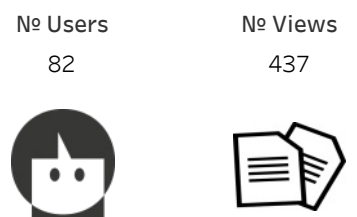
Messages



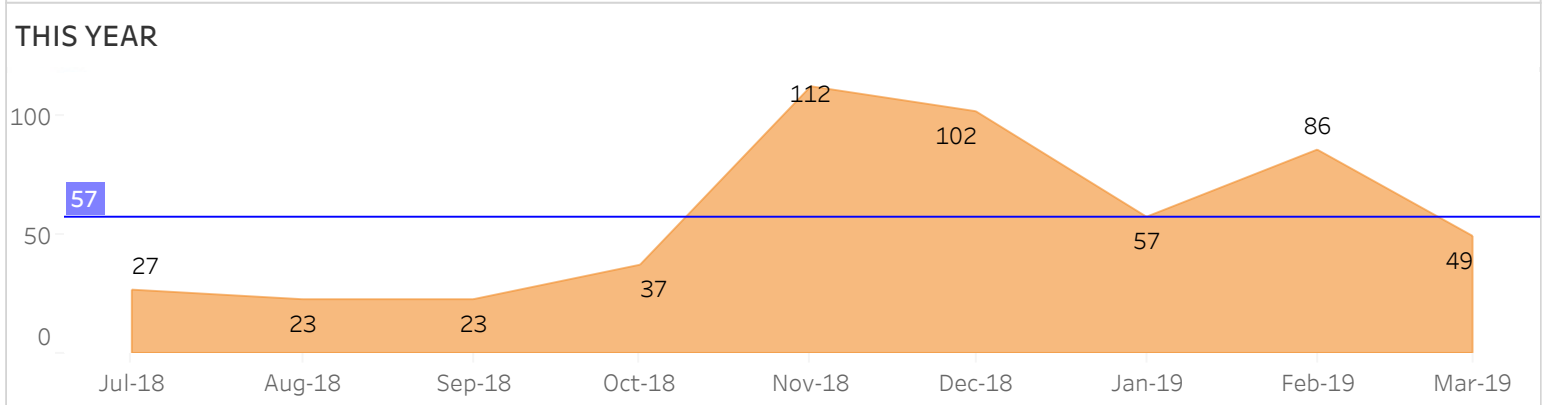
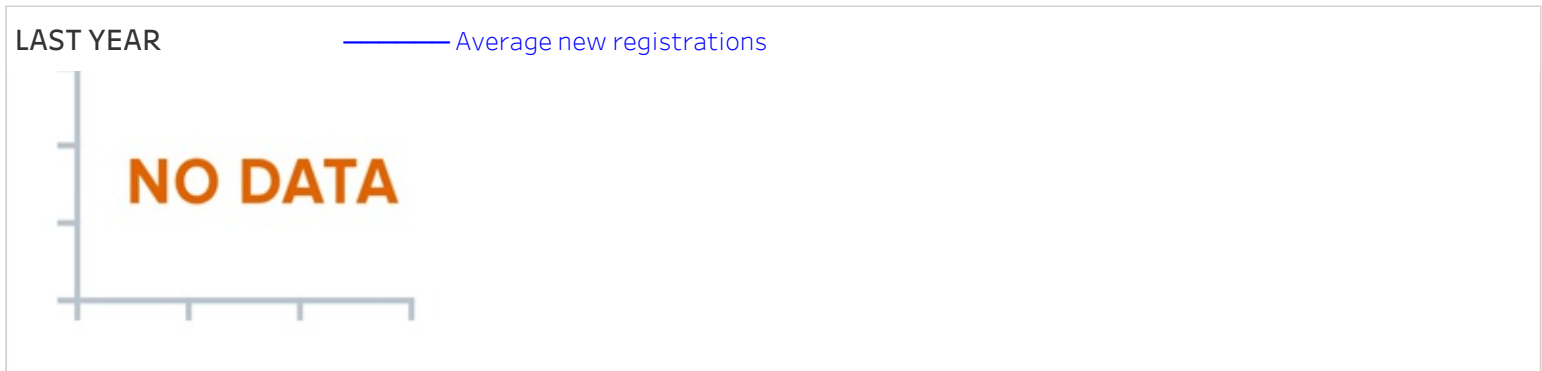
Articles



Forums



New Registrations: Demographics (1)



Quarterly Statistics

Ethnicity of New Registrations

Category	Ethnicity	Q2	Q3	Q4
Any other Ethn..	Any other Ethnic group	1	7	4
	Any other Asian background	4	15	18
Asian or Asian British	Bangladeshi	2	3	2
	Chinese		5	1
	Indian	12	27	30
	Pakistani	3	9	5
Black or Black British	African	3	16	9
	Caribbean	2	4	2
Mixed	Any other Mixed background	4	8	3
	White and Asian	1	9	5
	White and Black African		1	2
	White and Black Caribbean		8	6
Not Stated	Not Stated	2	5	3
White	Any other White background	8	19	13
	British	30	110	84
	Irish	1	5	5

Gender of New Registrations

Gender	Q2	Q3	Q4	Total
Agender	2		2	4
Female	50	181	145	376
Gender Fluid		5	6	11
Male	21	65	39	125
Grand Total	73	251	192	516

% BME of New Registrations

	Q2	Q3	Q4	Total
BME	46.58%	46.61%	46.88%	46.71%

New Registrations: Demographics (2)

New Registrations: No Service Users by Age

Age	Q2	Q3	Q4
10		22	
11	3	27	6
12	1	16	10
13	14	18	23
14	9	30	29
15	12	59	34
16	12	49	41
17	14	25	17
18	8	5	32

Where new registrants heard of Kooth

	Q2	Q3	Q4	Total
School	15	135	89	239
GP	12	22	32	66
School or teacher	8	19	18	45
Internet	13	17	10	40
Friend	3	20	17	40
Other	6	12	8	26
Instagram	7	4		11
A and E	2	5	3	10
CAMHS		6	3	9
Social Worker	1	3	1	5
Psychiatrist	1	2	2	5
Parent	2	1	2	5
Youth Service	1		3	4
Other Worker	1		2	3
Youth offending team			2	2
Community Psychiatric Nurse		2		2
Carer		2		2
More than Mentors	1			1
Connexions		1		1

New Registrations by Sub Locations

Ruislip	66
None of the Above	44
Uxbridge	39
Northwood Northwood hills	11
West drayton	8
North	6
Yiewsley	4
Ickenham	4
Yeading or Barnfield or Charville	3
Heathrow Villages	3
Harefield	2
Townfield	1
Manor or Cavendish	1

Logins: Monthly Look

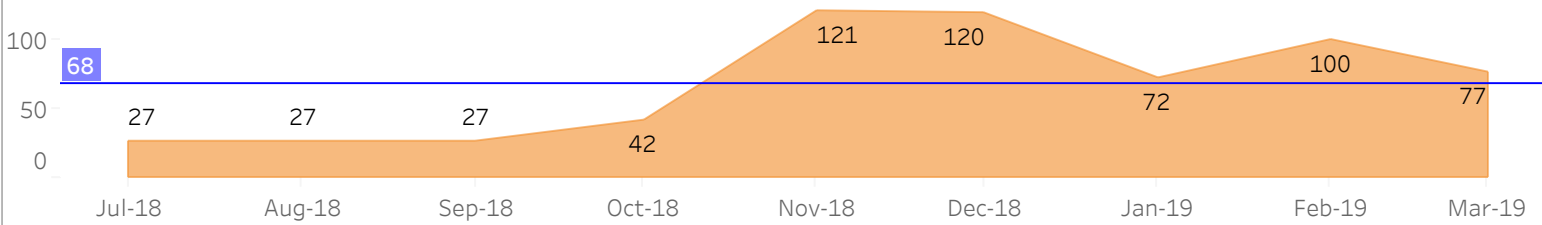
Number of unique Kooth Service Users : usage by month

LAST YEAR

— Average users logging in per month



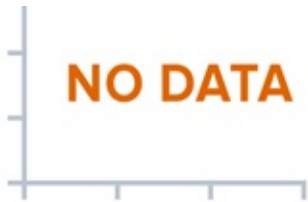
THIS YEAR



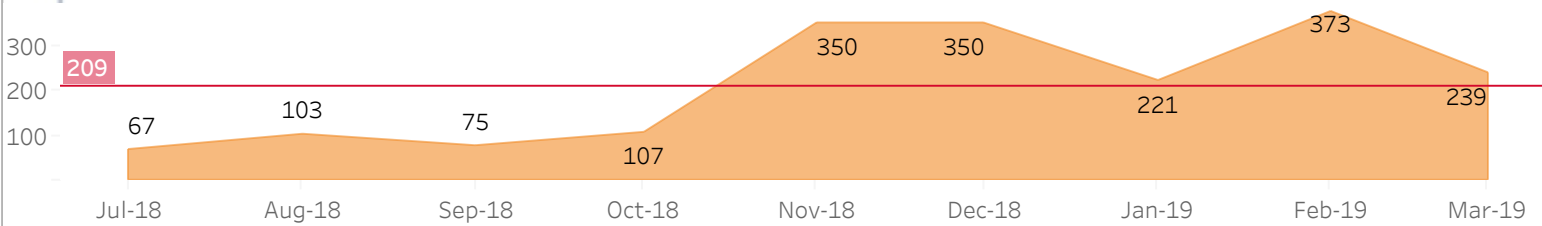
Number of Logins per month

LAST YEAR

— Average logins per month



THIS YEAR



Quarterly Statistics

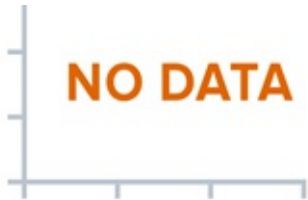
No of logins : by gender					No of unique User logins : by gender				
	Q1	Q3	Q4	Total		Q1	Q3	Q4	Total
Agender	5	4	2	11	Agender	2	2	1	4
Female	646	168	545	1,359	Female	160	50	187	377
GenderFluid	16		10	26	GenderFluid	6		5	11
Male	166	73	250	489	Male	46	21	67	127
Grand Total	833	245	807	1,885	Grand Total	214	73	260	519

Counselling: Message

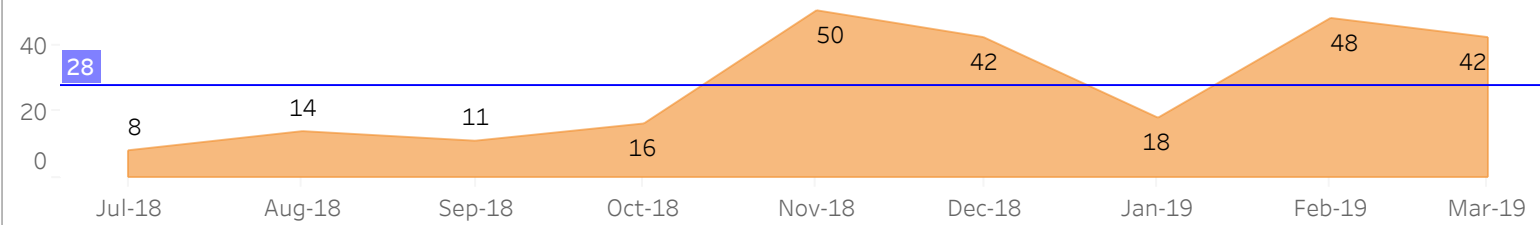
Number of Service Users using Message Counselling : usage by month

LAST YEAR

— Average senders per month



THIS YEAR



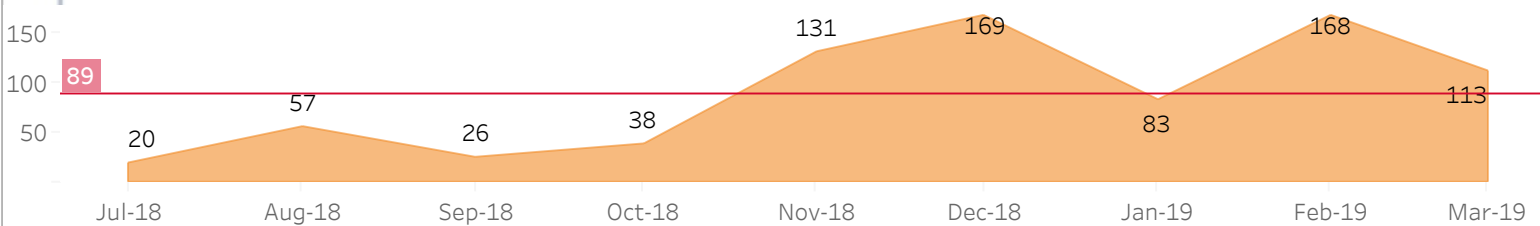
Number of Messages swapped per month

LAST YEAR

— Average Messages per month



THIS YEAR



Quarterly Statistics

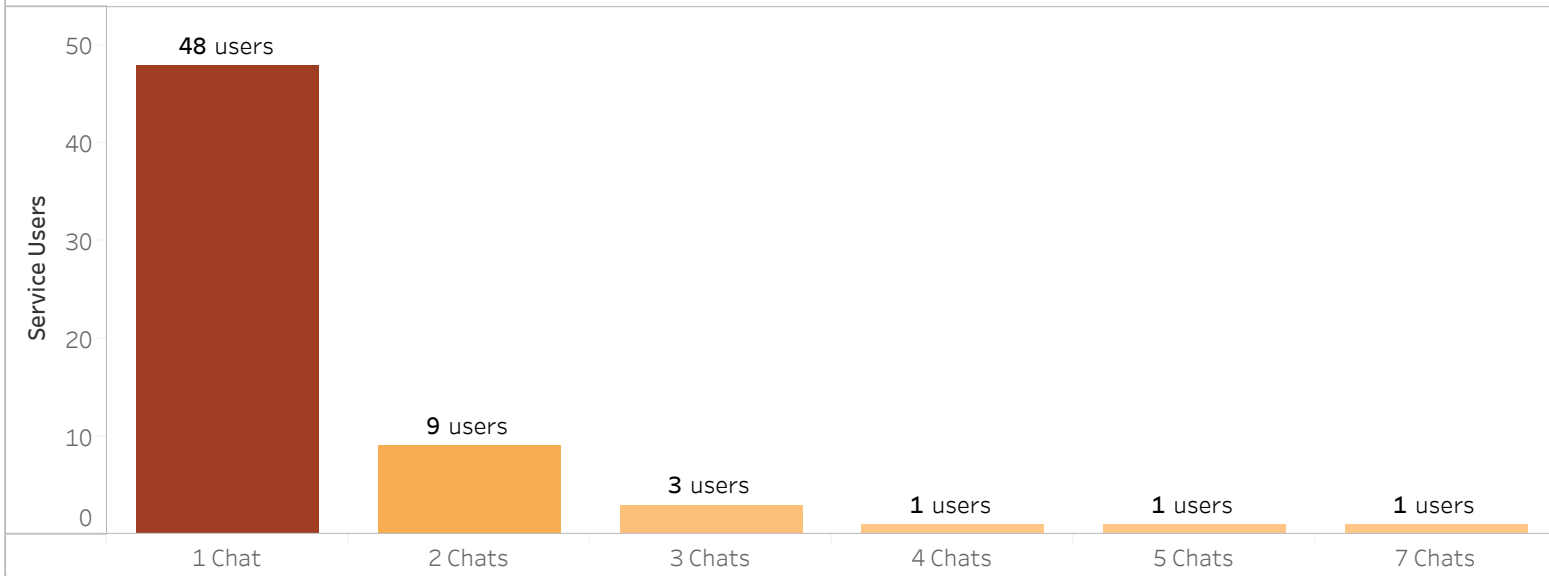
Average individual Messages per quarter		Nº of unique individuals messaging by gender					Nº of messages by gender				
		Gender	Q2	Q3	Q4	Total	Gender	Q2	Q3	Q4	Total
Q2	3	Female	26	69	71	160	Agender		6	2	8
Q3	3	Male	5	26	21	48	Female	85	220	277	582
Q4	4	GenderFluid		3	3	6	GenderFluid		5	7	12
Total	4	Agender		1	1	2	Male	18	107	78	203
		Total	31	99	96	216	Total	103	338	364	805

Counselling: Quarter Chat and Message

This shows the number of chats and messages Service Users have had each in the quarter.

Number of Chat Sessions each Service User had this Quarter

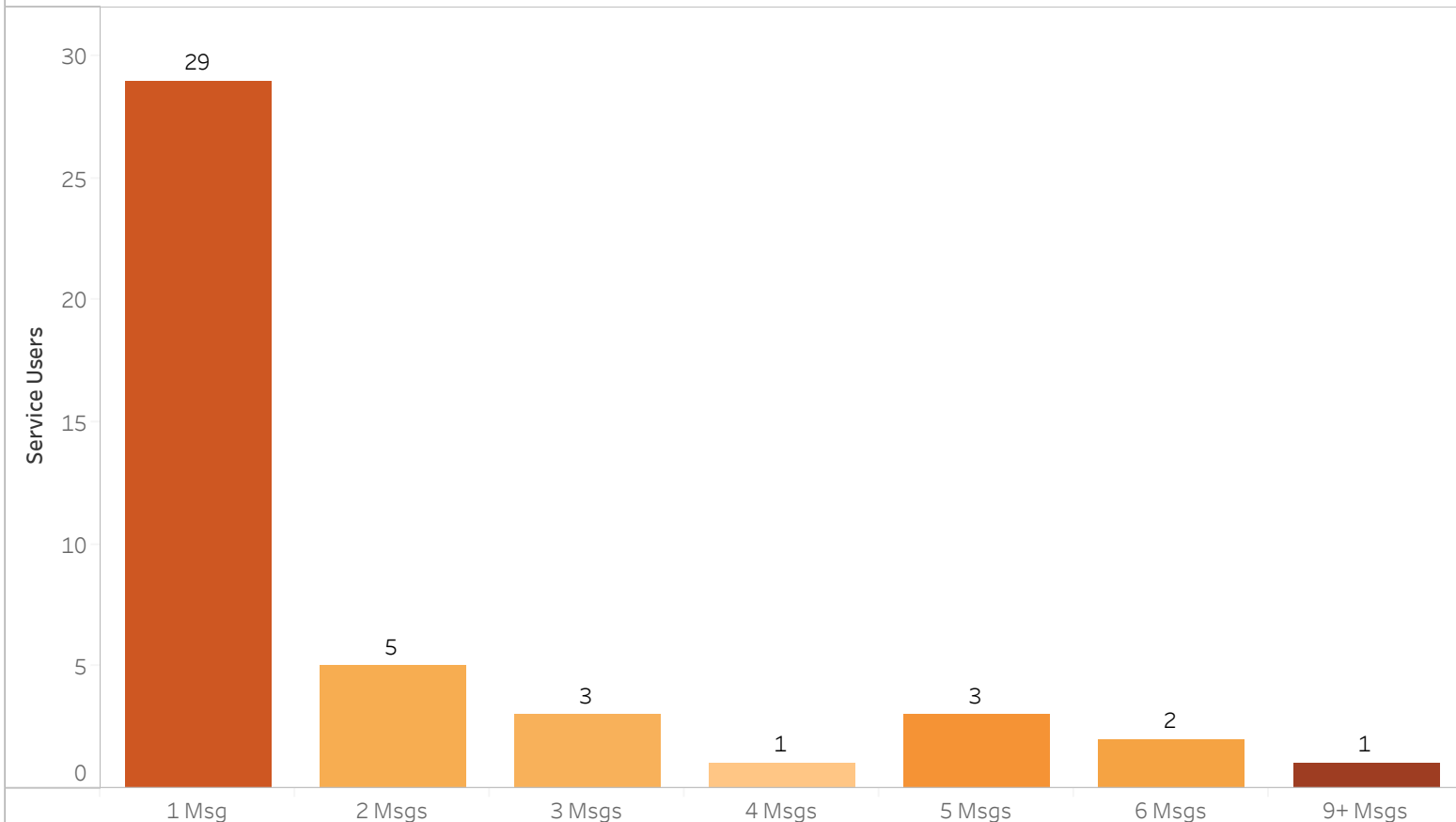
Q4



The greatest number of chats engaged in by a user was 7.

Number of Service Users who have sent Messages this Quarter

Q4



The greatest number of messages sent by a user during this period was 39.























Counselling: Goals

Goal Categories

This shows the number of Service Users 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. Service user can have more than one goal.

Getting Professional Help In Service	9
Self Help Self Care	7
Feeling Happier	7
Emotional Exploration	5
Confidence Self Acceptance	5
Challenging Thoughts	5
Getting More Help From Significant Others	4
Self Help Skills For Life	3
Overcoming Anxiety	3
Friendships	3
Emotional Regulation	3
Challenging Own Behaviour	3

Goals created / moved : by gender

Gender	Q2		Q3		Q4	
	Nº Users	Nº Goals	Nº Users	Nº Goals	Nº Users	Nº Goals
Agender	 1	 1				
Female	 4	 9	 21	 40	 35	 76
GenderFluid					 2	 2
Male	 1	 2	 10	 19	 4	 5
Grand Total	 6	 12	 31	 59	 41	 83

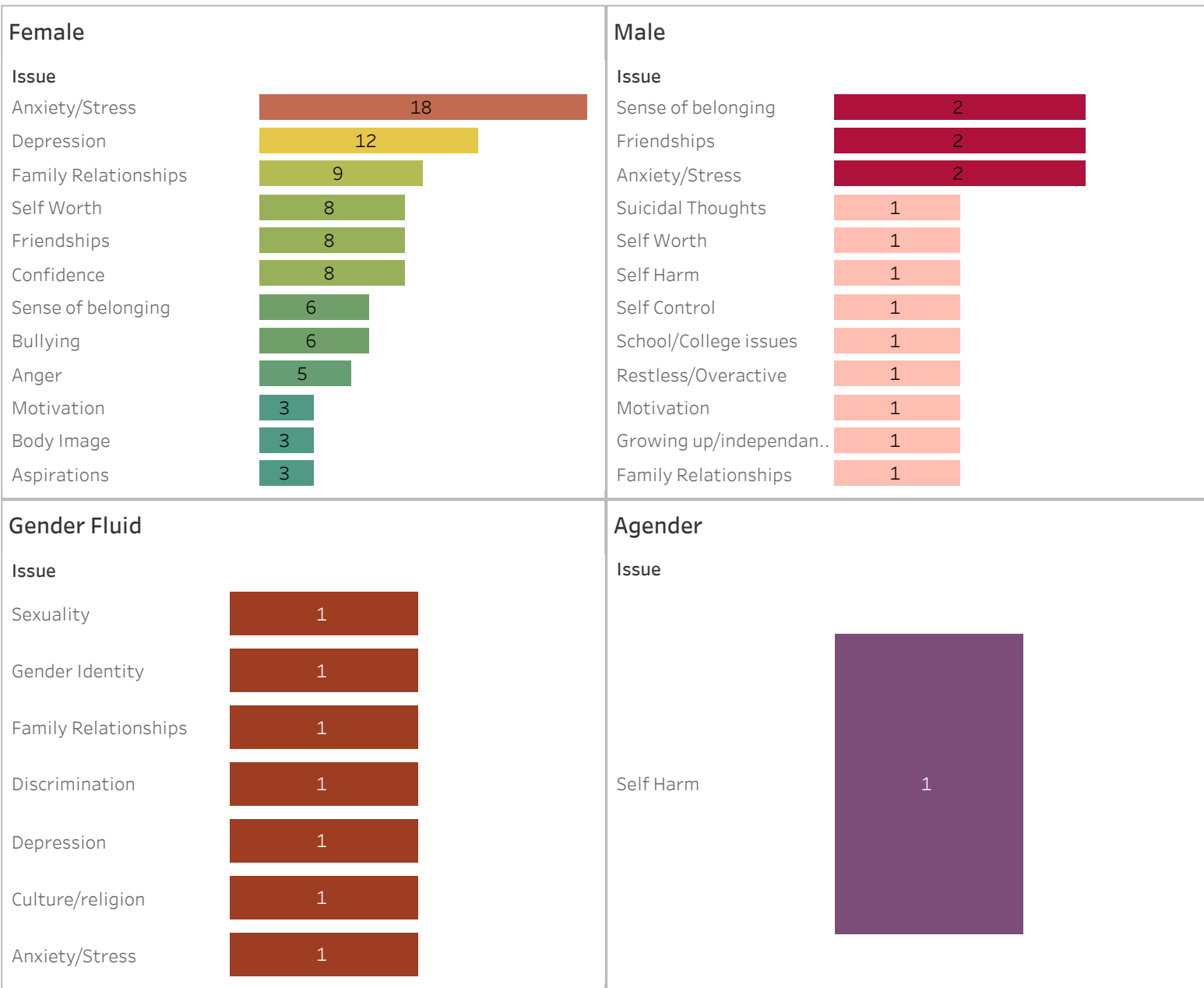
Goal Movement

Number of Goals	Number of users	Average
34	12	3.6

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.

Counselling: Presenting Issues

Issues presented during a Chat Session or Message



Top 10 most prominent issues Service Users presented

Q1

Q2

Q3

Q4

#	Issue	SU	#	Issue	SU	#	Issue	SU
1	Anxiety/Stress	6	1	Anxiety/Stress	20	1	Anxiety/Stress	21
2	Family Relationshi..	5	2	Depression	15	2	Depression	14
3	Depression	5	3	Self Worth	10	3	Family Relationshi..	11
4	Friendships	4	4	Friendships	10	4	Friendships	10
5	Self Worth	3	5	Family Relationshi..	8	5	Self Worth	9
6	Confidence	3	6	Self Harm	7	6	Confidence	9
7	Suicidal Thoughts	2	7	Suicidal Thoughts	6	7	Sense of belonging	8
8	Self Harm	2	8	Sense of belonging	5	8	Bullying	6
9	Anger	2	9	Disruption to educ..	5	9	Anger	6
10	Sense of belonging	1	10	Restless/Overactive	4	10	Self Harm	4

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. Service Users 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 Service Users 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 Service User orientated meaning that whilst a set schedule is in place, Service Users 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 Service User to revisit any topics of interest for tips and advice.

Most viewed Articles		No Views	
#	Topic (Category)		
1	News (News & Politics)		12
2	Emotions (Mental Health)		12
3	Anxiety (Mental Health)		12
4	Staying safe (Law & Crime)		10
5	Family (Family)		9
6	Depression (Mental Health)		8
7	Self harm (Mental Health)		6
8	Reading & creative writing (Hobbies & In..)		6
9	Resources (Resources)		5
10	School (Education)		4

Article view by gender						
Gender	Q2		Q3		Q4	
	No Views	No Users	No Views	No Users	No Views	No Users
Agender					2	2
Female	154	16	169	48	108	44
GenderFluid			1	1	2	2
Male	19	4	127	13	26	12
Total	173	20	297	62	138	60

Articles: Monthly Look

Number of unique Kooth Service Users and views: usage by month

■ No Users

■ No Views

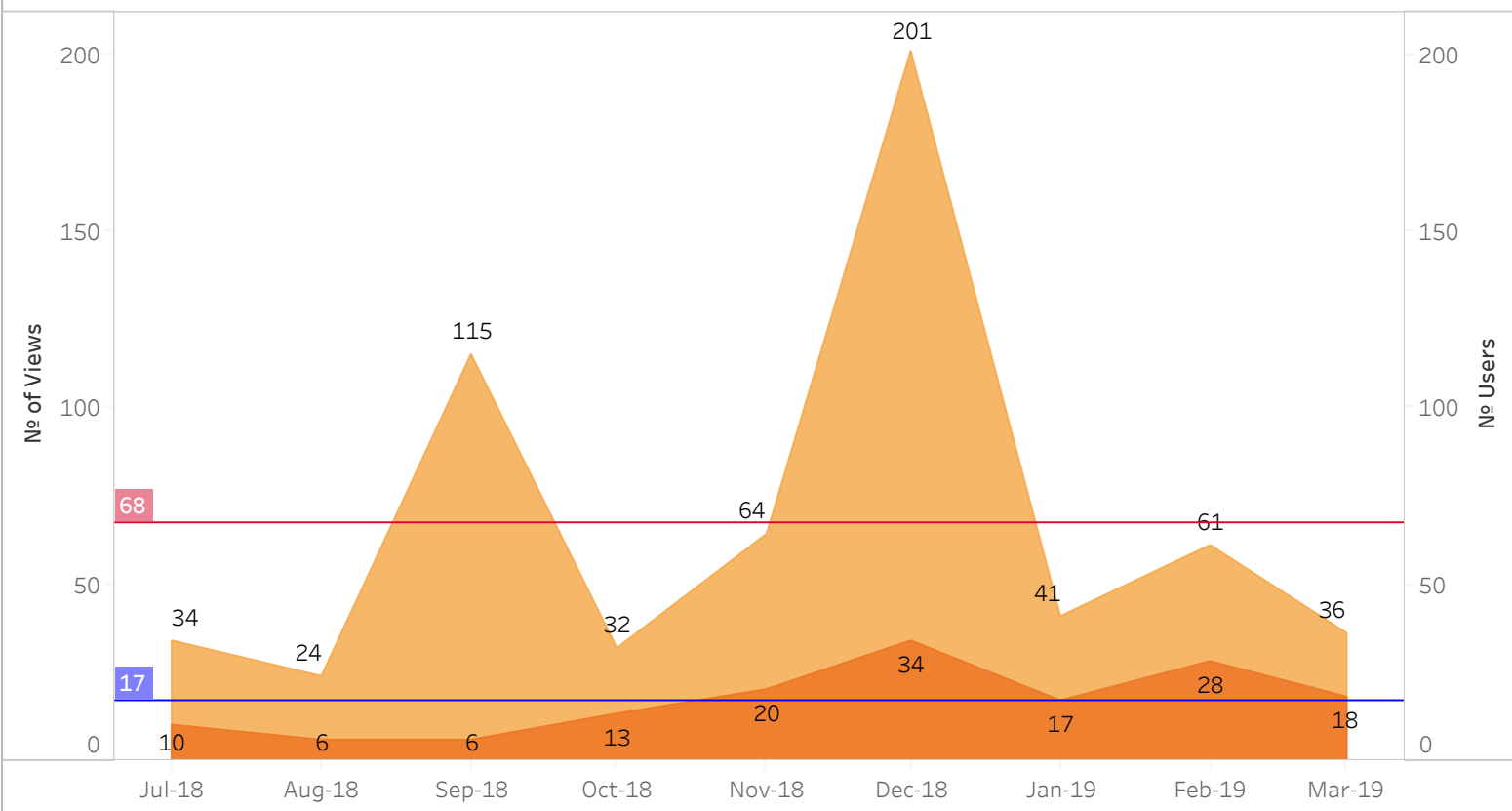
LAST YEAR

— Average article views per month

— Average users viewing articles per month

NO DATA

THIS YEAR



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. Service Users are able to submit articles, forum threads and also Ask Kooth questions. They can also post replies in these areas.

Most viewed Forums		
#	Title	Nº Views
1	I feel confused and hopeless	9
2	Masturbation	8
3	Losing someone to suicide	7
4	School	6
5	Who has had sex?	5
6	Porn	5
7	Music to deal with emotions.	5
8	Kooth Substitute Live Forum - Kooth 'World' Book Club - 13/2/2019	5
9	young masturbation	4
10	Weekend distraction task #2	4

Forum view by gender						
Gender	Q2		Q3		Q4	
	Nº Users	Nº Views	Nº Users	Nº Views	Nº Users	Nº Views
Agender	1	2			1	1
Female	10	27	36	95	66	362
GenderFluid			2	5	3	7
Male	3	7	9	52	12	67
Total	14	36	47	152	82	437

Forums: Monthly Look

Number of unique Kooth Service Users and views: usage by month

No Users

No Views

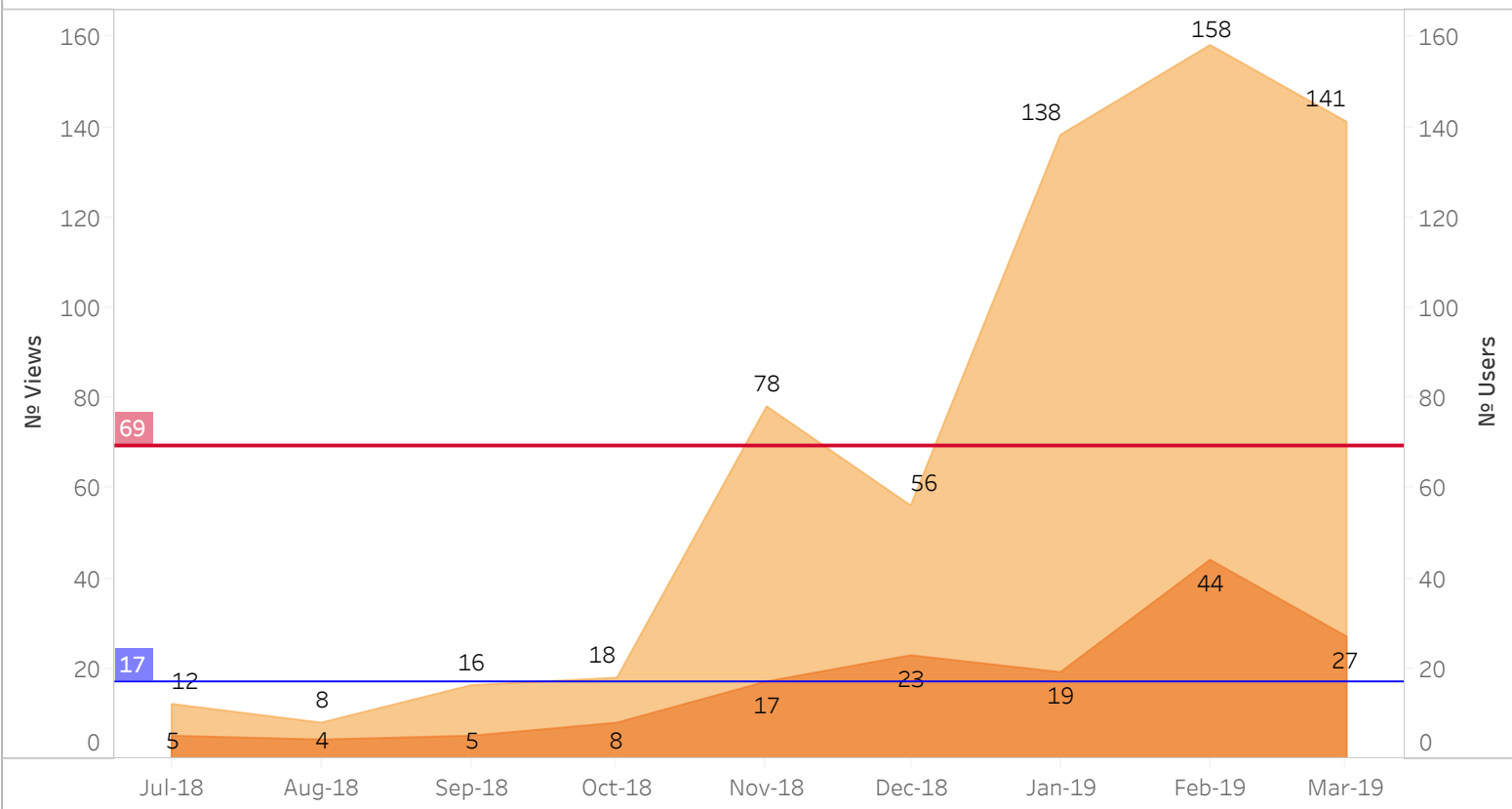
LAST YEAR

Average forum views per month

Average users viewing forums per month

NO DATA

THIS YEAR



Feedback

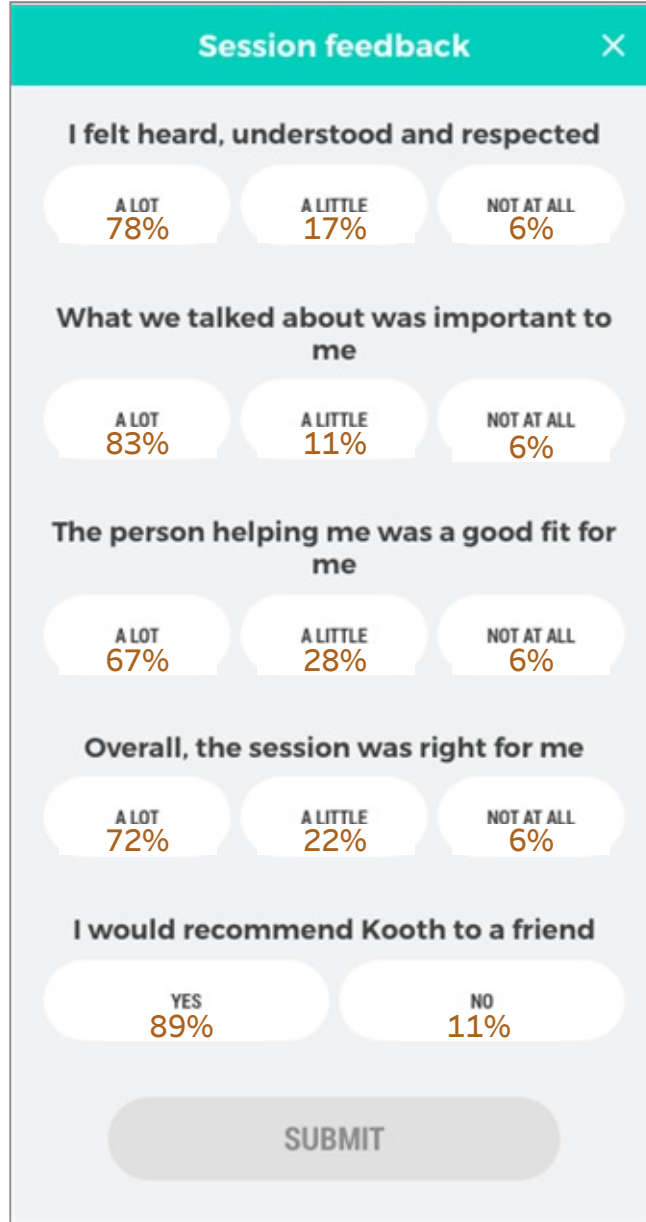
Chat Session Feedback: Therapeutic Alliance

16 individual Service Users have provided 18 responses

Session Feedback

... is collated from completed questionnaires that appear at the end of every chat session.

The questions are focused on capturing the effectiveness of the therapeutic alliance. Research shows that Service Users are more likely to achieve positive outcomes when they score the intervention highly.



Feedback

33 individual Service Users have provided 35 responses

I had a problem



18%

I wanted someone to talk to



52%

I wanted to look around



30%

Would you recommend Kooth to a friend?



91%

Did you get what you were looking for today?



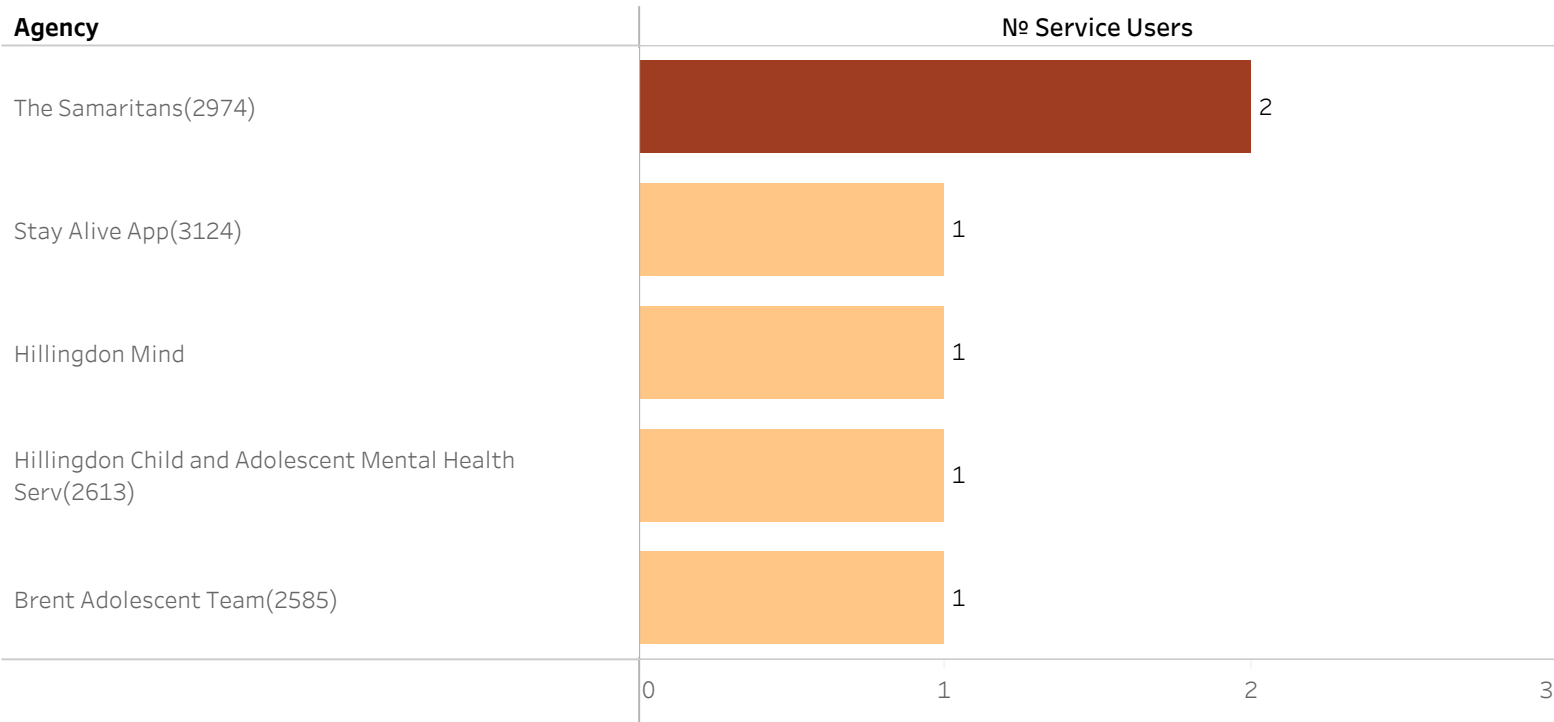
97%

Feedback

... is obtained via a questionnaire that appears on a Service Users' homepage.

Asking them why they came, 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 Service Users who choose not to access chat.

Signposting and Referrals



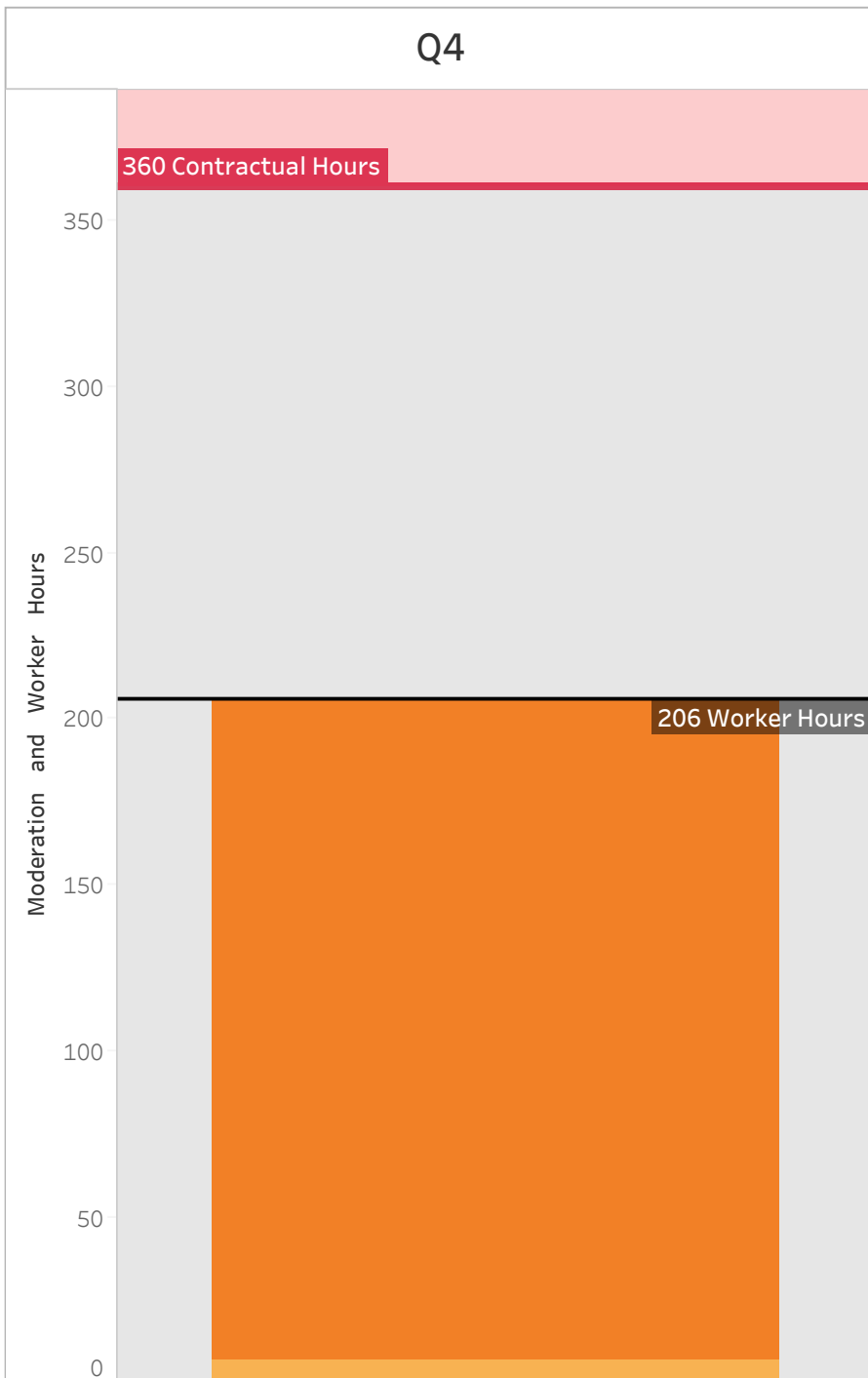
Worker Hours

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



Hours made up of:

96% (199 Counselling Hours)

4% (8 Moderation Hours)

206 Total Hours (57% of contract)

