



bacp | Accredited
collective mark Service

NHS
Providing NHS services

Session housekeeping/agreement

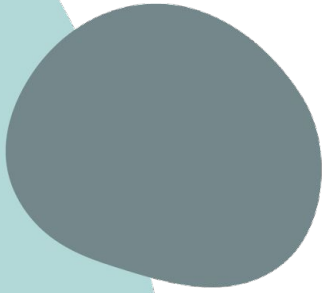
Microphones

Cameras

Post Session
Follow Up

Questions





A bit
about me.

Chloe Symeou -
Engagement Lead
(Norfolk & Waveney)



Aims for the session

- Introduction & background
- How to access Kooth & Qwell
- Support features
- Benefits for professionals
- Referral information
- Question & answers

Our services that are available in your area

Kooth (for children and young people)

11-25 year olds in Norfolk & Waveney

www.kooth.com

Qwell (for adults)

18+ year olds in Norfolk & Waveney

www.qwell.io





Background

- Kooth Plc was founded in 2001, to breakdown stigma attached to mental health services, providing young people with access to safe & anonymous online mental health support.
- Qwell launched in 2018 increasing the provision of digital mental health support for adults in the UK.
- Qwell is one of the only BACP accredited digital mental health service for adults in the UK.



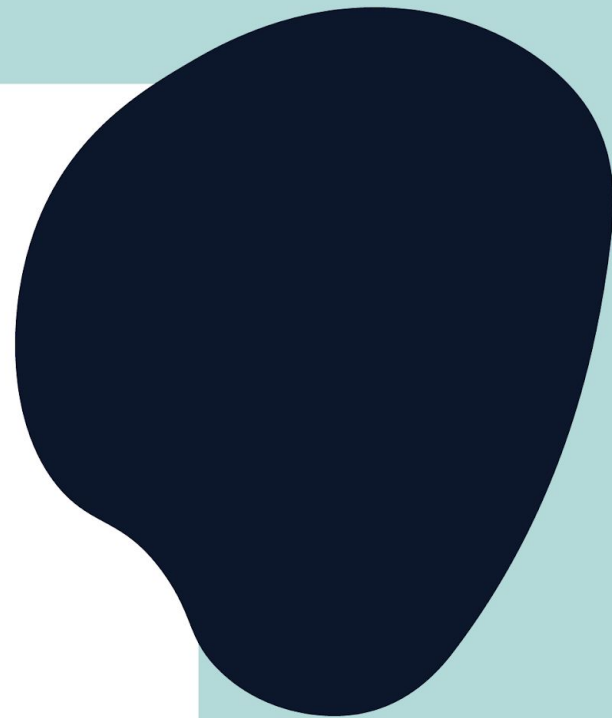
kooth

Here are some
thing we'd like
you to **always**
remember about our services...





They're
completely free.



Our service users are
anonymous to us.



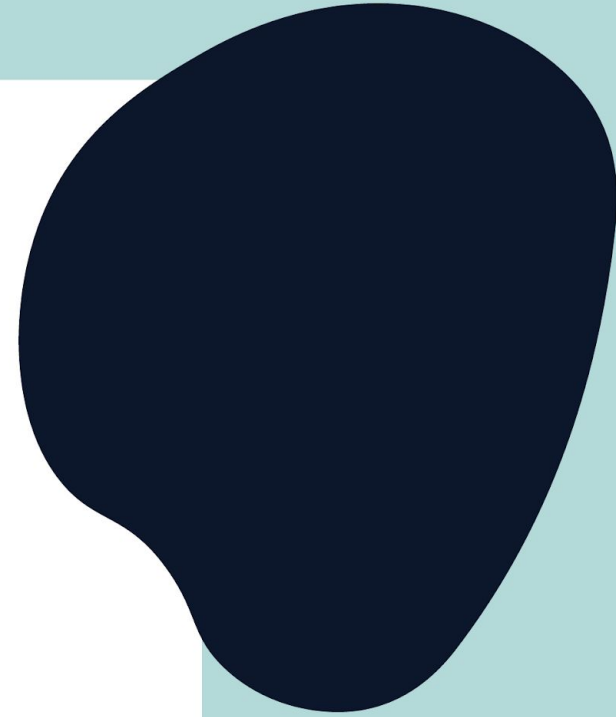
No formal referral is required.

You can **self-refer**,
online at anytime.





No bullying can
take place anywhere
on our site.



There are
no barriers
or thresholds



An illustration of a person with light blue, wavy hair, shown in profile from the chest up. They are wearing a dark blue top and are seated at a grey laptop. The background behind them is a soft, orange glow.

No problem is ever too small

If it's on your mind, we're here to help. Some of the feelings or difficulties we can support with could include:

- **Stress**
- **Anxiety**
- **Friendships**
- **Life at home**
- **Exam or coursework pressures**
- **Eating difficulties**
- **Loneliness**
- **Body image concerns**
- **Anger**
- **Confidence**
- **Big changes**
- **Social media**



Providing NHS services



88%

of our users felt the practitioner they chatted with was a good fit for them.

95%

of our users would recommend Kooth to a friend

You can trust us



Some places you might hear about Kooth & Qwell include:

- GP
- Workplace
- University
- A Family Member
- A Friend
- IAPT
- Google
- A Wellbeing Rep
- Social Media



You can head over to
our website at kooth.com or
qwell.io on any internet enabled
device.

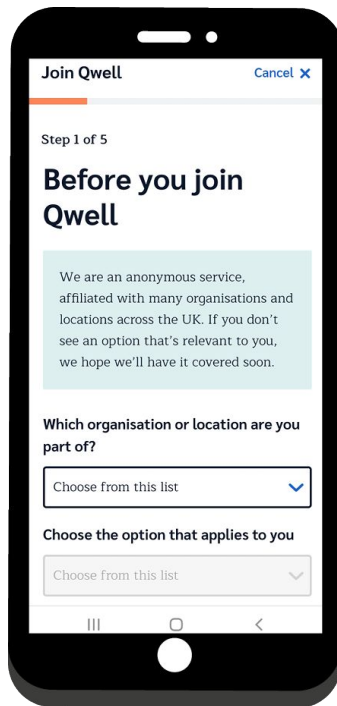
**As Kooth isn't an app, you
won't be able to find us on
any app stores.**





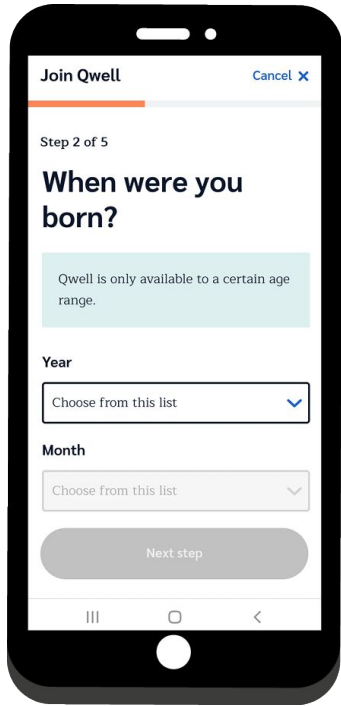


1. Select Sign up to Qwell.

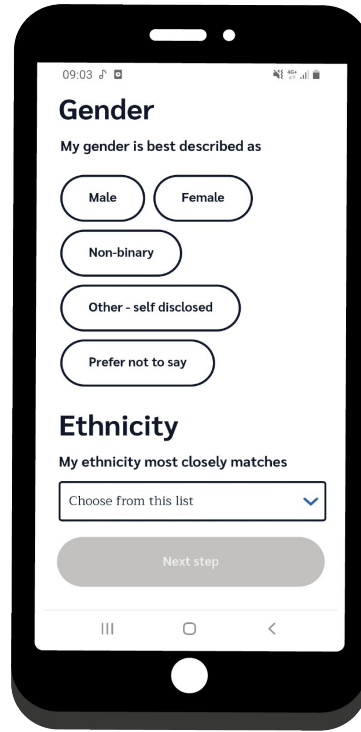


2. Select the location you live in or the organisation you're a part of.

How to **sign up**

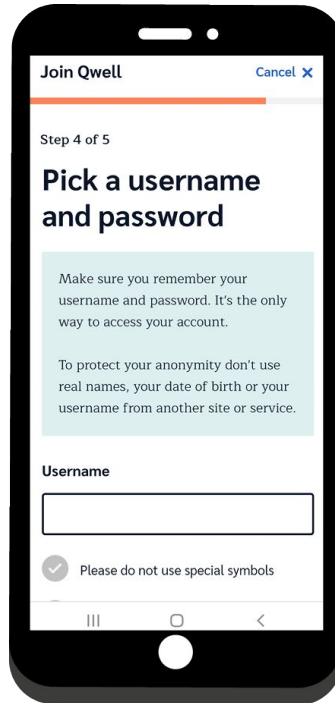


OR

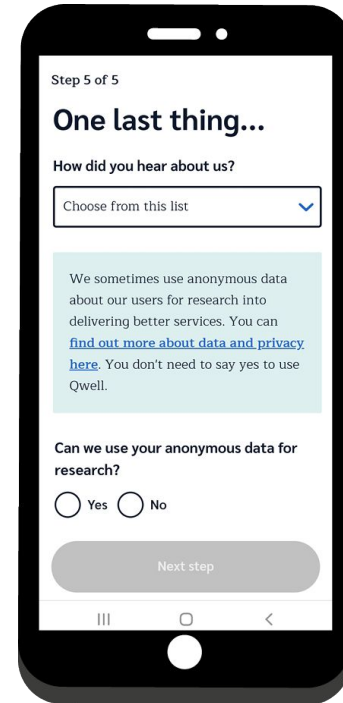


3. Select the year and month you were born in.

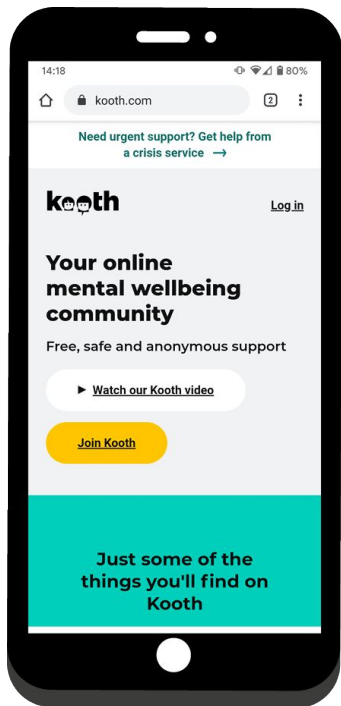
4. Choose your gender and ethnicity.



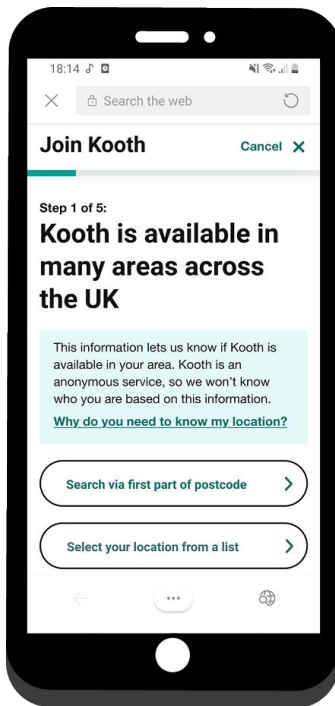
5. Create an anonymous (not your real name) username and secure password.



6. Let us know how you heard about Qwell.

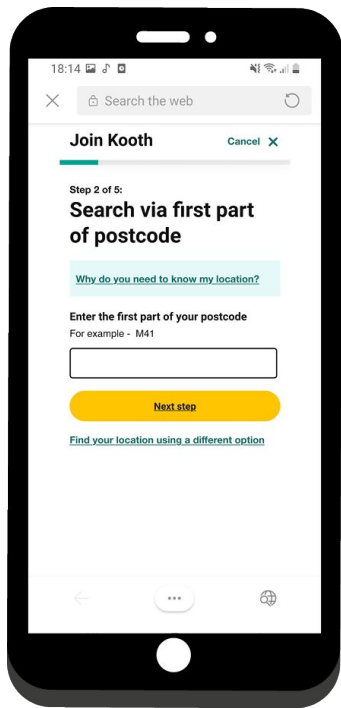


1. Select **Join Kooth**.

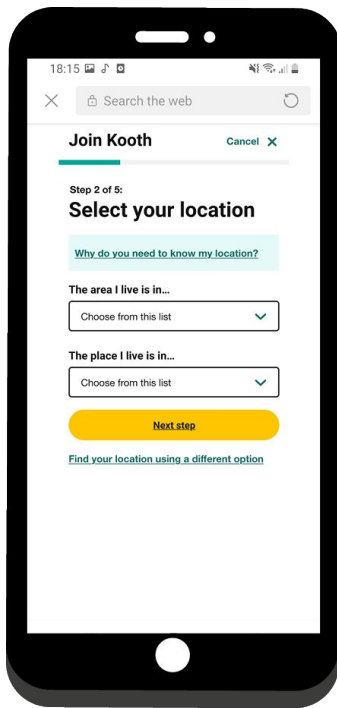


2. Sign up by postcode or select your location from our dropdown list.

How to **sign up**

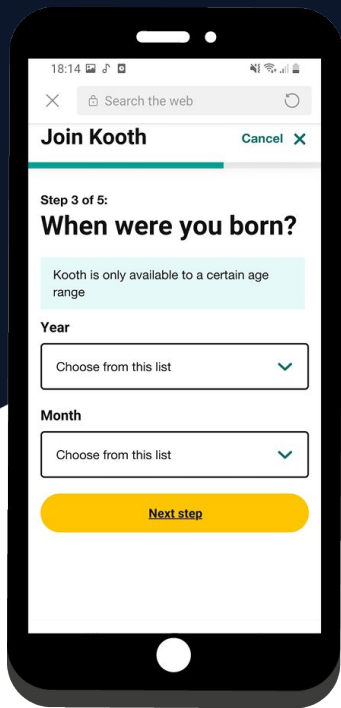


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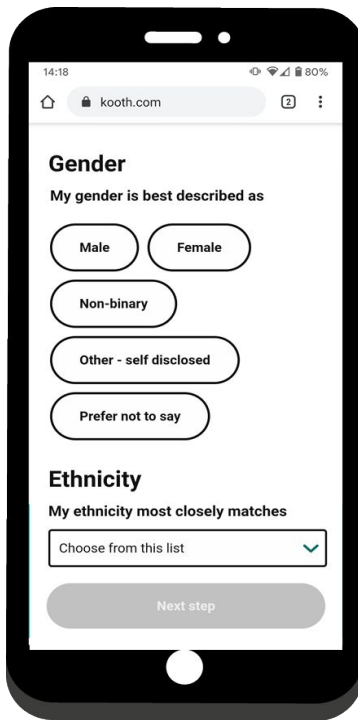


3. Enter the first part of your postcode.

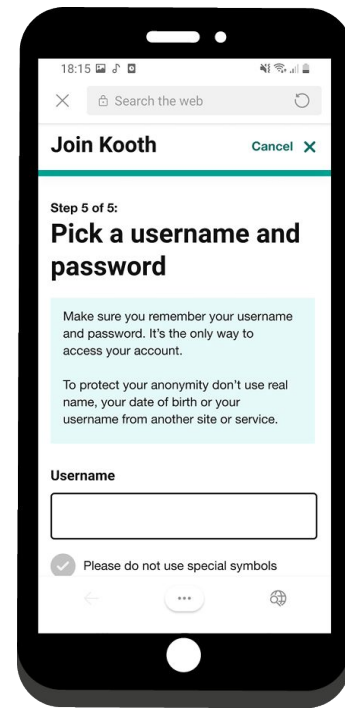
4. Choose your area from the dropdown.



5. Select your month and year of birth.



6. Select your gender and ethnicity.



7. Create an **anonymous (not your real name)** username and secure password.

We offer a range of support options
and the service user has **complete**
control of the support pathway they
enter





Professional
Support

Self-directed
Support

Community Support

Send a
message
to our
team

Live
text-based
chat

Goal
Setting
and
Journal
space

Helpful
articles

Activities

Live
Forums
(Kooth only)

Discussion
Boards



Our team are available
365 days a year

**Live chat with us during the
following hours:**

Monday - Friday
12pm - 10pm
Saturday and Sunday
6pm - 10pm



We're home to a **diverse range of practitioners** that are all fully qualified to work with children, young people and adults effectively and safely.

**Emotional
Wellbeing
Practitioners**

**Senior
Practitioners**

Counsellors





First chat session

We will talk about:

- Understanding a little bit about the service user
- Exploring their current difficulties and what's brought them to Kooth or Qwell
- Thinking together about the best way we can support them

Drop In

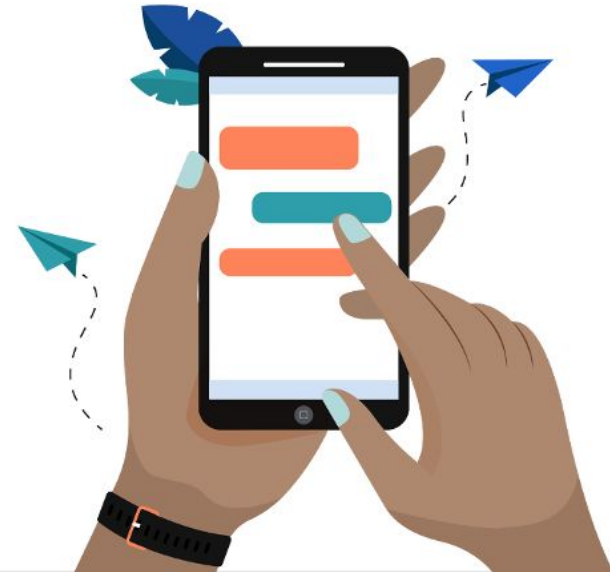
One off or intermittent chat sessions for immediate problem solving.

Structured

Short Term: Planned sessions with a counsellor targeting specific areas over a number of weeks

On-going

Longer term: Planned sessions with a counsellor over several months targeting complex and ongoing issues



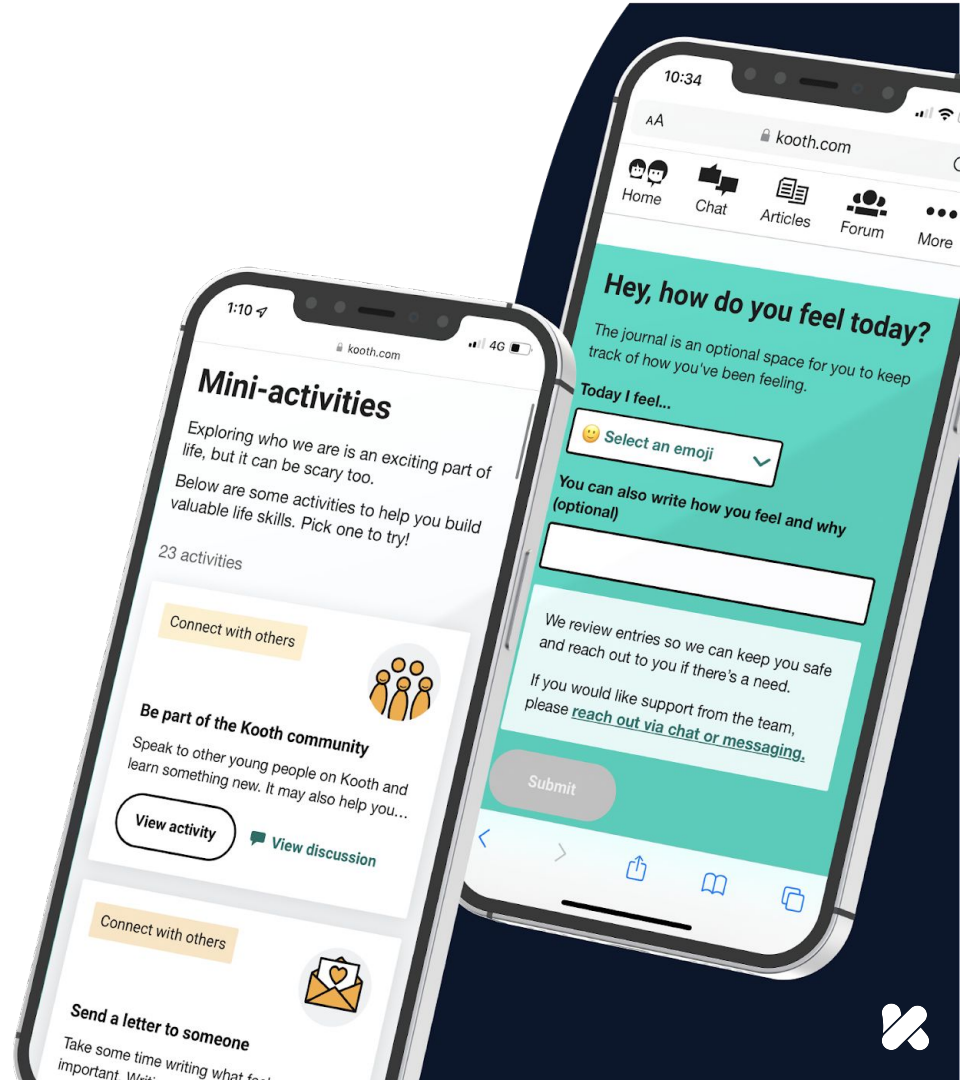
A range of **self-help tools**

all in one place

Our self-help tools can be accessed at any time.

Options include:

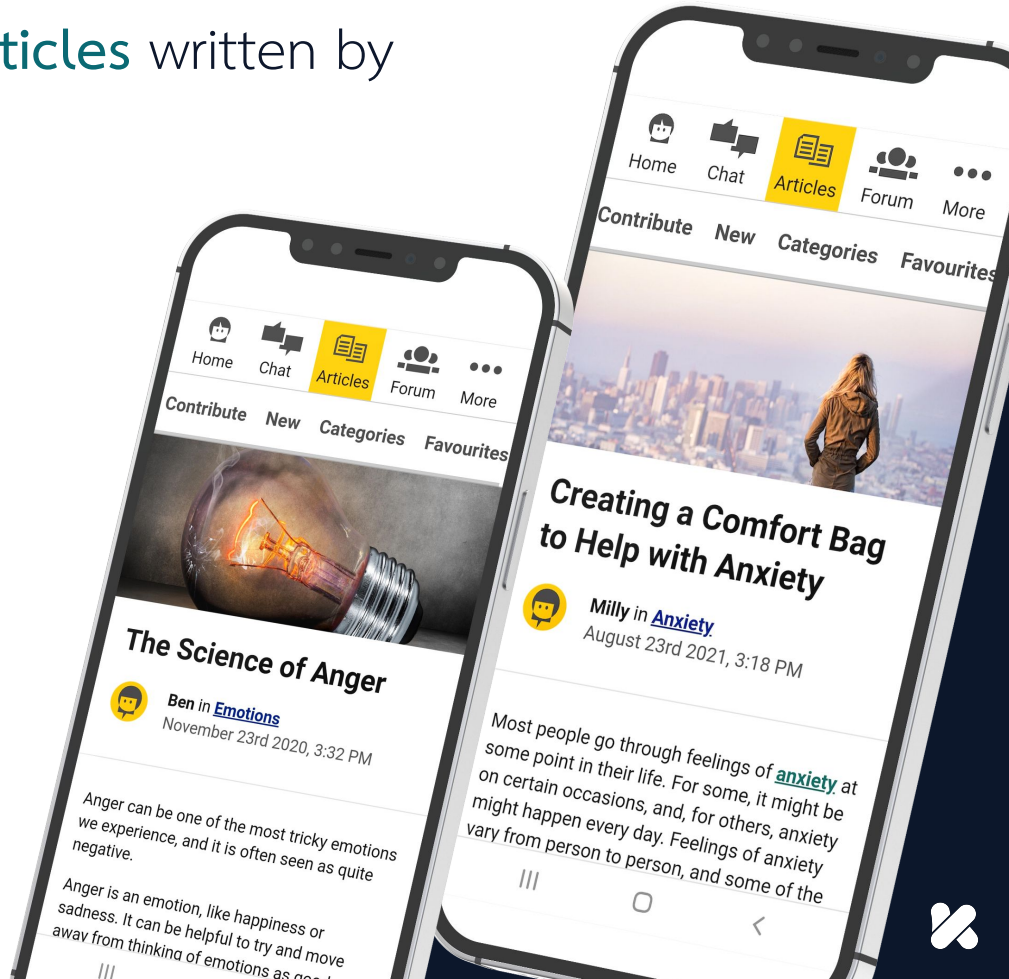
- Wellbeing mini activity hub (Kooth only)
- Journal space
- Goal setting
- Articles and collections



Kooth offers a range of **helpful articles** written by users and our professional team

Article topics include:

- Personal stories
- Identity
- Bullying
- Hobbies and interest
- General health and wellbeing



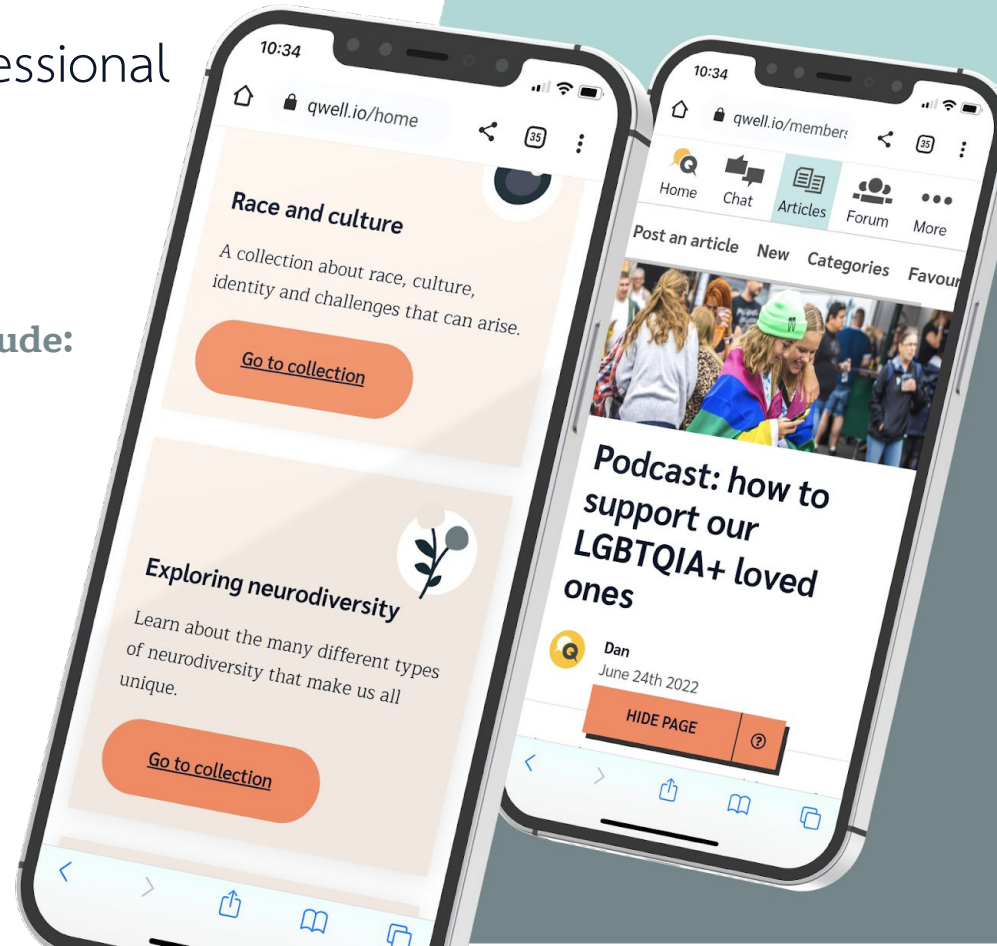
Kooth & Qwell offer a range of **helpful articles** written by users and our professional team

Article topics include:

- Personal stories
- Identity
- Bullying
- Parenting
- Hobbies and interest
- General wellbeing
- Relationships

Collection topics include:

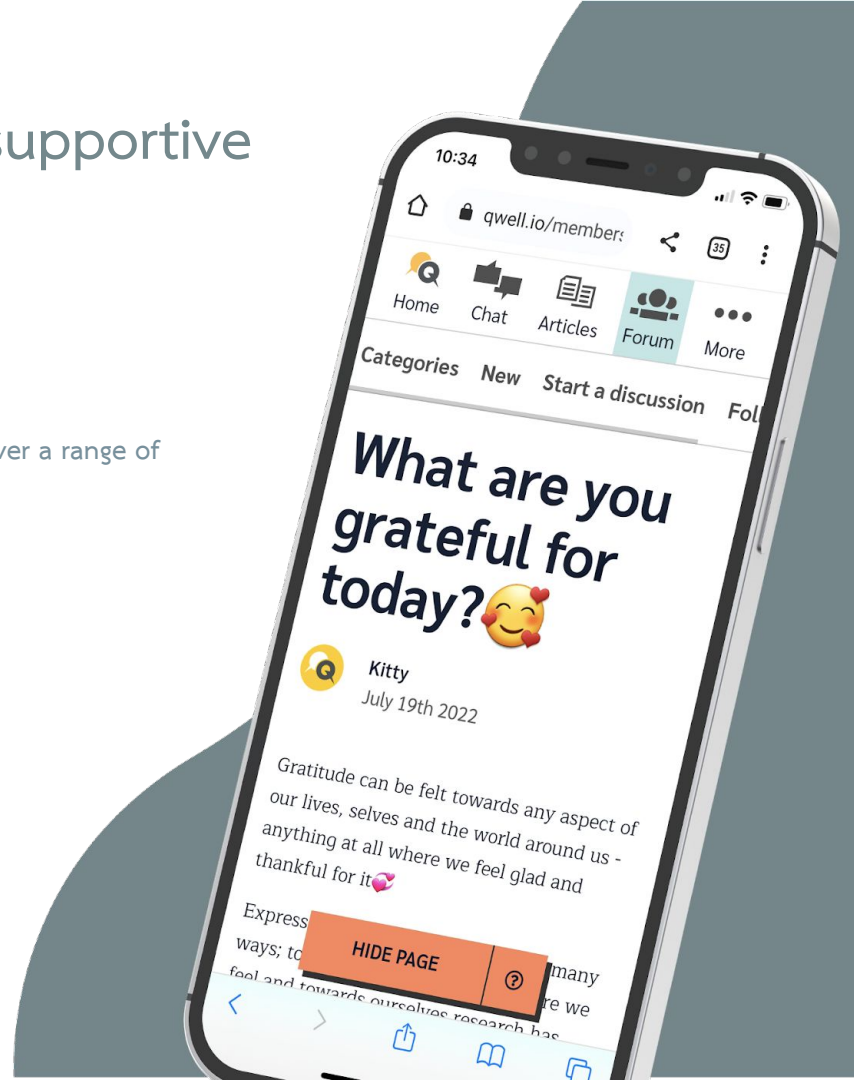
- Grief and loss
- Self-care
- Race and culture
- Opening up
- Exploring neurodiversity
- Gender identity



Support from others in our safe and supportive community

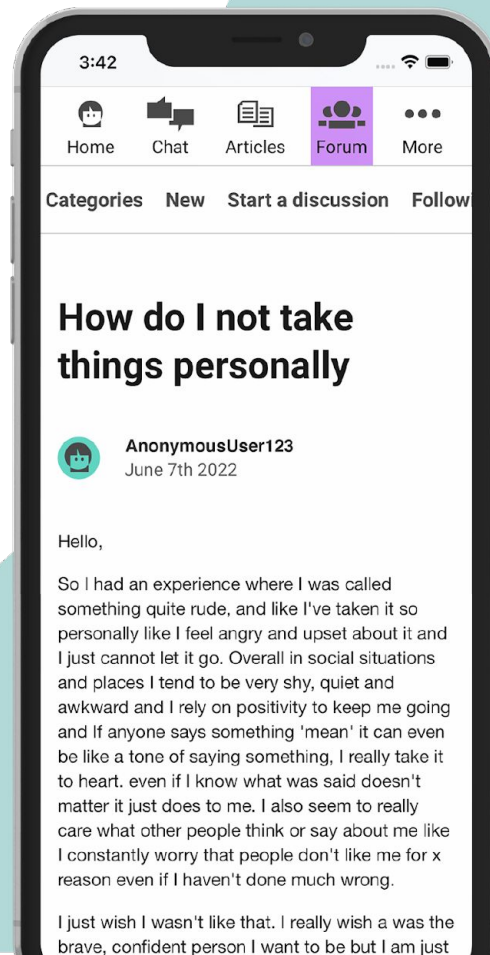
Join the conversation on one of our many helpful discussion boards that cover a range of topics. Some of these might include:

- Parenting
- Family and Friends
- Work
- Relationships
- Understanding emotions



Support from others in our **safe online community**

- **Join the conversation** on one of our many helpful discussion boards
- **Engage in a live forum topic** that's led by a professional member of our team



Safeguarding is always a priority for us

We believe that **safeguarding is everybody's business**. It is a core value amongst all our staff.

We have clear processes for escalating safeguarding concerns, supported by our safeguarding team.



Adapting our approach to support people with SEND

We recognise that many people using our services may have additional needs.

In these events, we'll explore with them the different ways we can accommodate their needs in a person-centred and collaborative way that works for them.



Managing Risk Online

Safeguarding is everybody's business at Kooth.

If a risk is identified at any stage of someone's interaction with Kooth, we will take relevant and proportionate action. This might include:

- Reaching out to the individual to offer support, including developing a safety plan and strengthening protective factors.
- Signposting the individual to other external services.
- Referring the individual to other external services.
- Contacting emergency services.

Some of these actions depend upon the level of anonymity the individual has.

Risk is assessed regularly, and we have a number of support options available to practitioners from the safeguarding team wherever necessary.



Working with Complexity

A number of our service users have complex presentations, or are currently living within difficult contexts or are at high risk of harm from either themselves or others.

These service users will be offered a named worker for structured support.

We provide additional support to staff working with these individuals. Collaboration with local services where possible is key, to ensure a consistent approach.


We find that the flexibility and accessibility of the platform can help to de-escalate risk, and to provide additional support outside the hours of traditional services.




Our services can be a **helpful and vital addition** to a wider care package




Benefits of Integrating Qwell

- Qwell can support the capacity and improve waiting time experience.
 - Prevent escalation of need whilst waiting for alternative support.
 - Support those who do not meet thresholds to access a service.
 - Wider family and loved one support (depending on area)
 - Out of hours & weekend cover.
 - Those transitioning out of services / aftercare.
 - Additional resources and psycho educational content to compliment alternative support.
- 



“I feel safe
to explore
my feelings.”

“I’m more able
to manage low periods in
my life.”




“I’ve never felt pressured
using Kooth. I’m in full
control”

“Kooth feels like a family
and I can’t thank you
enough.”

Kooth users





“Being anonymous makes it less intimidating and this helps me to be open & honest.”

“The understanding and validation I received during my chat sessions were so important to me”

Qwell users



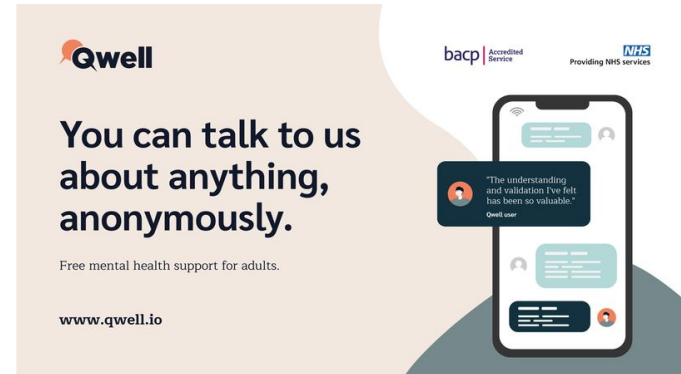
“Connection with others is
invaluable for me”

“Sometimes, someone
knowing how I feel is enough
to make a difference to my
day.”

Qwell users

What your local engagement
lead
can offer.

- Free information sessions for adult service users
- Free staff and/or volunteer training
- Event support
- Local community events
- Parent evenings
- Staff wellbeing presentations
- Free signposting resources



csymeou@kooth.com

Thank you & Questions

General enquiries

contact@kooth.com

Safeguarding

safeguarding@kooth.com

Enquiries about promoting us in your area

csymeou@kooth.com