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KOOTH Quarter 3
2018/19 Report

CONFIDENTIAL

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Summary for Q3

XXXX

" I'm so grateful to have websites like this and people I can talk to when I feel overwhelmed"

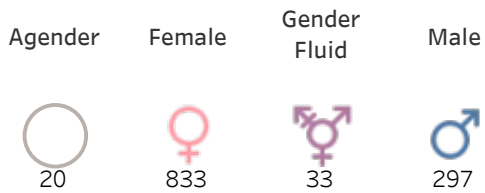
New Registrations

Total



1,183

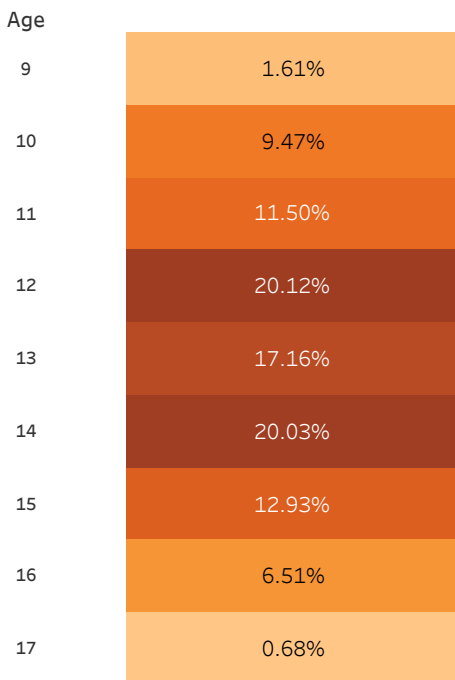
By Gender



BME

179 New BME Registrations (15.13%)

By Age



Age calculated from date of registration

Heard From Top 3

1	School	55.96%
2	School or teacher	10.06%
3	Friend	6.17%

Logins

Logins

Nº Logins

6,303



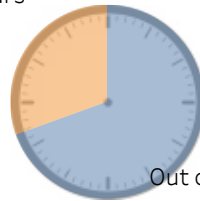
Nº Service Users

1,306



Out of Office Logins

Office Hours
30.51%

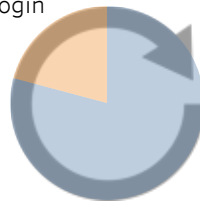


Out of Office Hours
69.49%

Note: Office Hours are weekdays 9am - 5pm

Returning Logins

20.86%
New Login



79.14%
Returning Login

% of logins by returning service user

Feedback

Results of End of Session Feedback from 169 individual Service Users

Usage

Chat Sessions

Nº Chats

571



Nº Service Users

375



Messages

Nº Messages

3,355



Nº Service Users

644



Articles

Nº Views

3,357



Nº Service Users

446



Forums

Nº Views

1,686



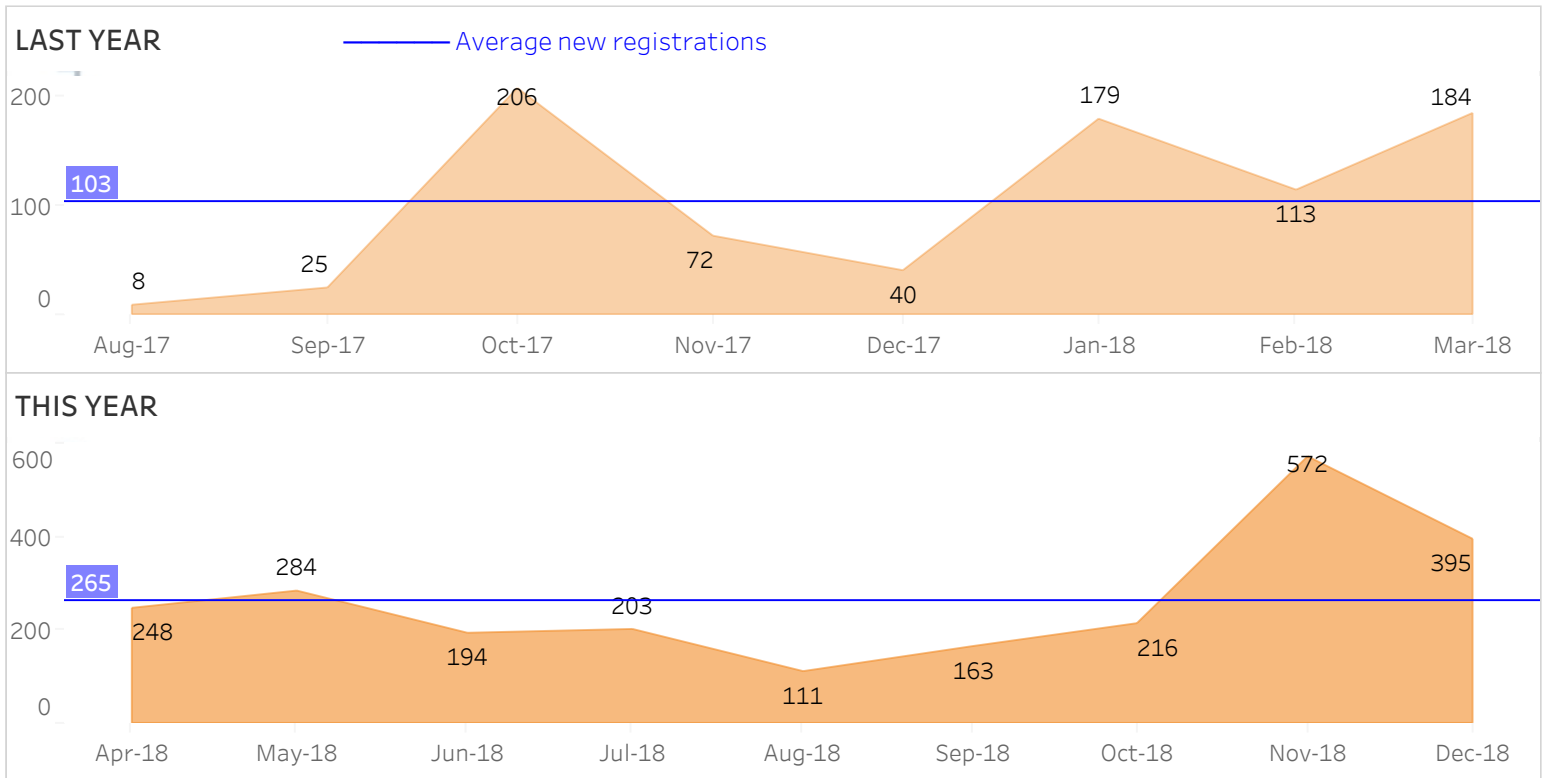
Nº Service Users

295



"Speaking in the chat today really helped and the links really helped me and my mom to read through."

New Registrations: Demographics (1)



Quarterly Statistics

Ethnicity of New Registrations

Category	Ethnicity	Q1	Q2	Q3
Any other Ethn..	Any other Ethnic group	2	5	6
Asian or Asian British	Any other Asian background	8	13	13
	Bangladeshi	5	4	10
	Chinese		2	4
	Indian	12	7	18
	Pakistani	7	3	7
Black or Black British	African	21	6	18
	Any other Black background	3	2	9
	Caribbean	1	2	9
Mixed	Any other Mixed background	11	3	22
	White and Asian	11	5	24
	White and Black African	4	4	7
	White and Black Caribbean	4	3	14
Not Stated	Not Stated	10	10	18
White	Any other White background	34	16	45
	British	584	389	941
	Irish	9	3	18

Gender of New Registrations

Gender	Q1	Q2	Q3	Total
Agender	8	4	20	32
Female	577	356	833	1,766
Gender Fluid	18	6	33	57
Male	123	111	297	531
Grand Total	726	477	1,183	2,386

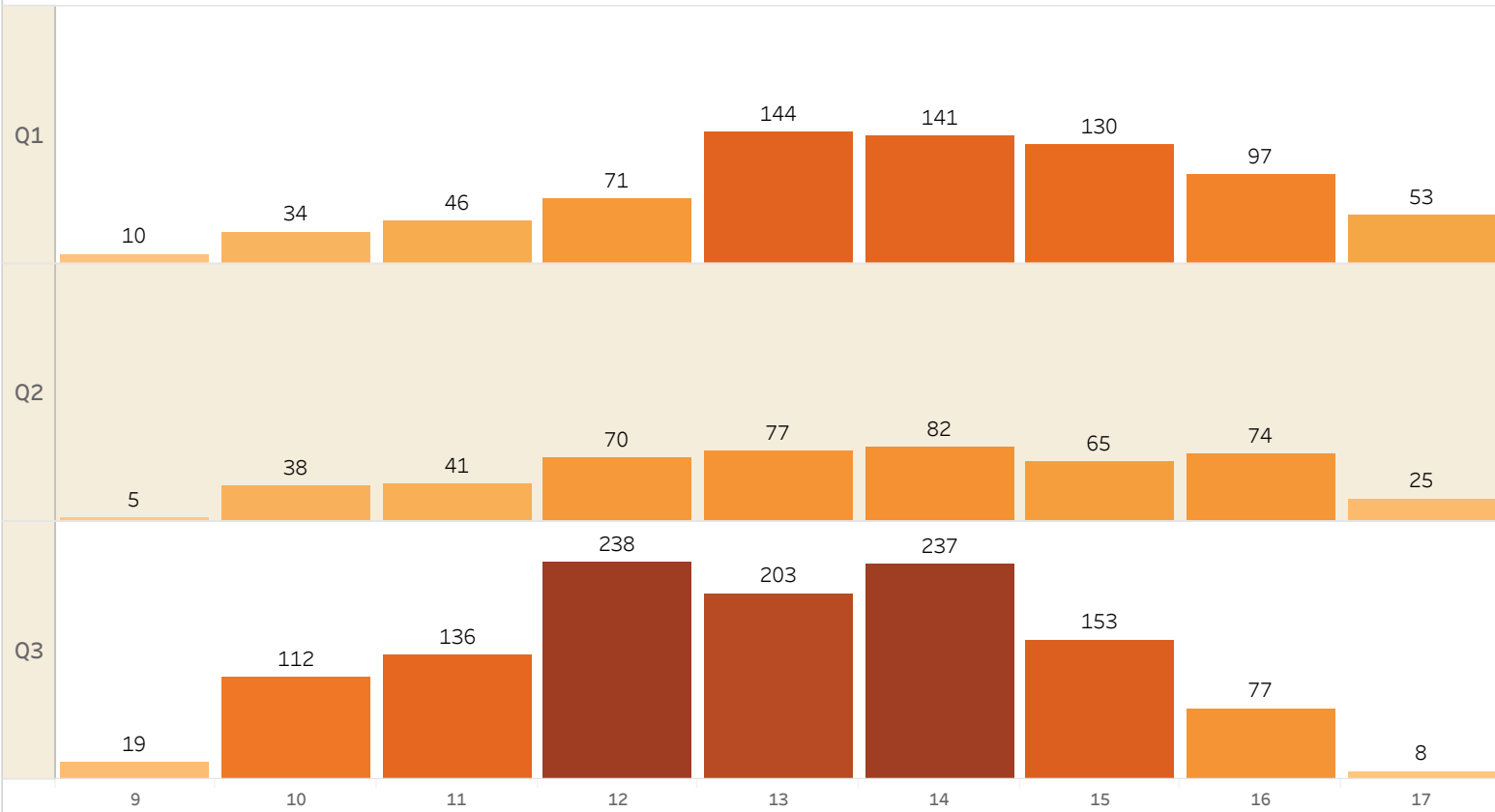
% BME of New Registrations

	Q1	Q2	Q3	Total
BME	13.64%	14.47%	15.13%	14.54%

"Thank you everything's cleared up now and thanks for the help. I will continue to go on here as I think it's a big help and will recommend it too!! Thank you again"

New Registrations: Demographics (2)

New Registrations: No Service Users by Age



Where new registrants heard of KOOOTH

	Q1	Q2	Q3	Total
School	397	170	662	1,229
School or teacher	69	57	119	245
Friend	68	56	73	197
Internet	35	38	52	125
Other	22	27	56	105
GP	19	17	42	78
CAMHS	26	25	25	76
Social Worker	13	22	28	63
Youth Service	23	17	21	61
Parent	12	8	25	45
Other Worker	13	14	12	39
Instagram	4	11	15	30
Psychiatrist	5	4	9	18
A and E	3	1	12	16
Carer	5	3	5	13
More than Mentors	5	1	4	10
Reprezent	3		6	9
Community Psychiatric N..		3	5	8
Youth offending team	3	1	2	6
Parent or carer		1	5	6
Connexions		1	2	3
Probation			2	2
NCS	1		1	2

New Registrations by Locations

	416
	158
	155
	140
	127
	121
	66

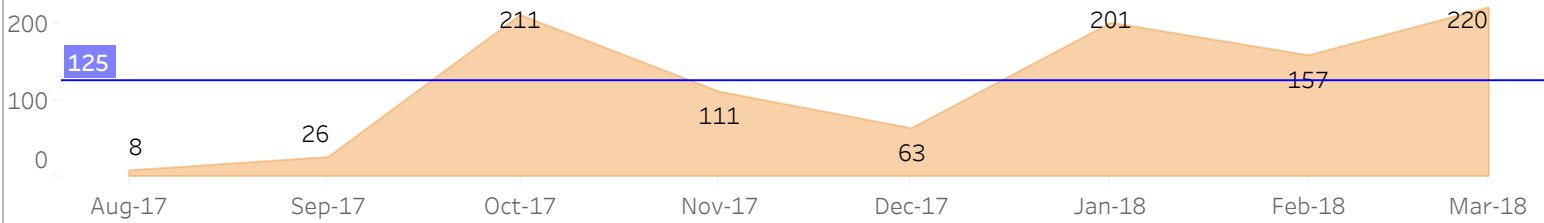
"Hello, this was my first time here ! The chats were AWESOME !! I spoke to Sal and she talked my through and helped me with a lot of issues I had!"

Logins: Monthly Look

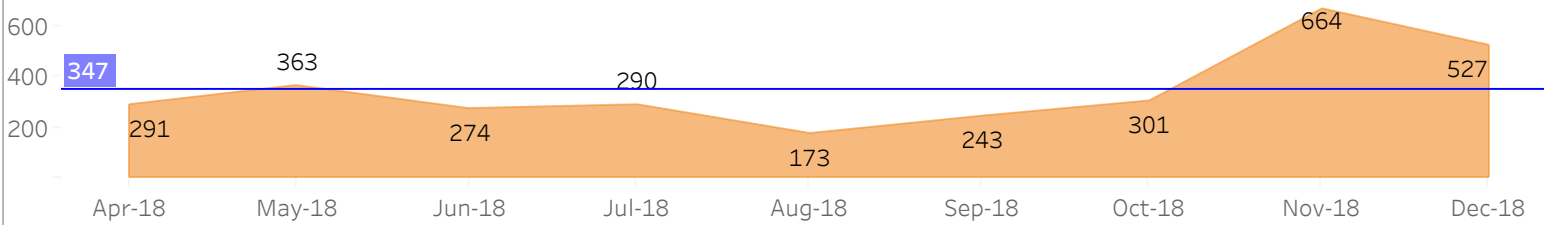
Number of unique Service Users : usage by month

LAST YEAR

Average Service Users logging in per month



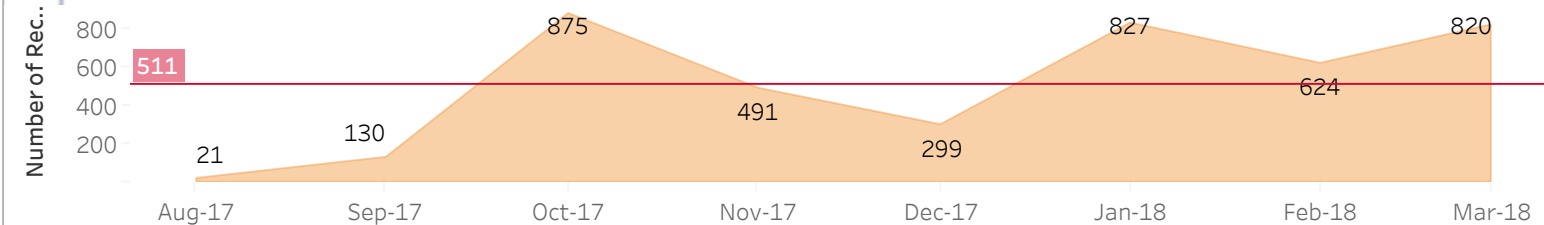
THIS YEAR



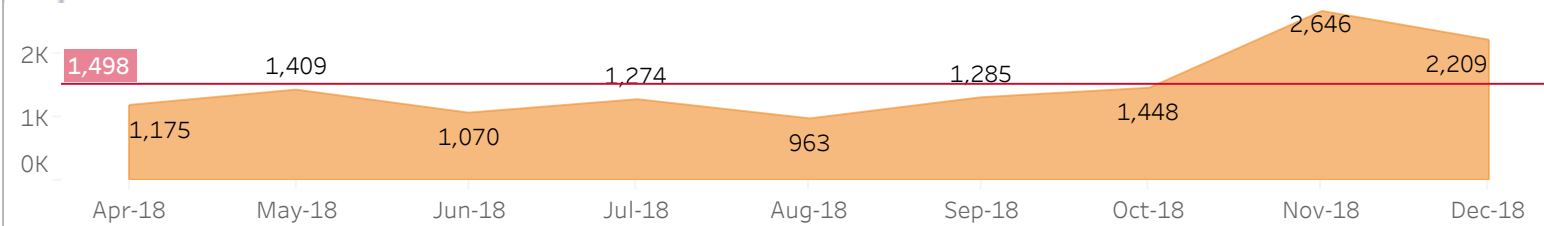
Number of Logins per month

LAST YEAR

Average logins per month



THIS YEAR



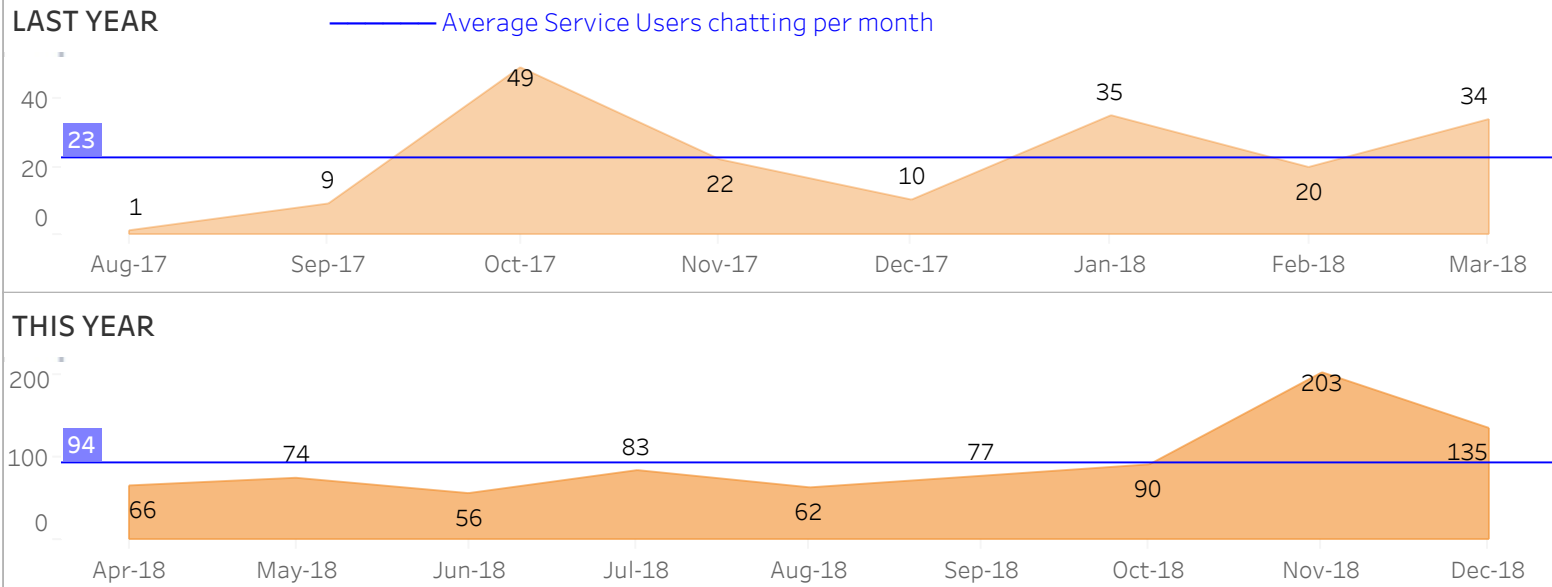
Quarterly Statistics

Nº of logins : by gender					Nº of unique Service User logins : by gender				
	Q1	Q2	Q3	Total		Q1	Q2	Q3	Total
Agender	143	95	96	334	Agender	10	8	22	34
Female	2,930	2,878	4,832	10,640	Female	629	454	925	1,834
GenderFluid	65	29	121	215	GenderFluid	22	9	36	61
Male	516	520	1,254	2,290	Male	131	134	323	546
Grand Total	3,654	3,522	6,303	13,479	Grand Total	792	605	1,306	2,475

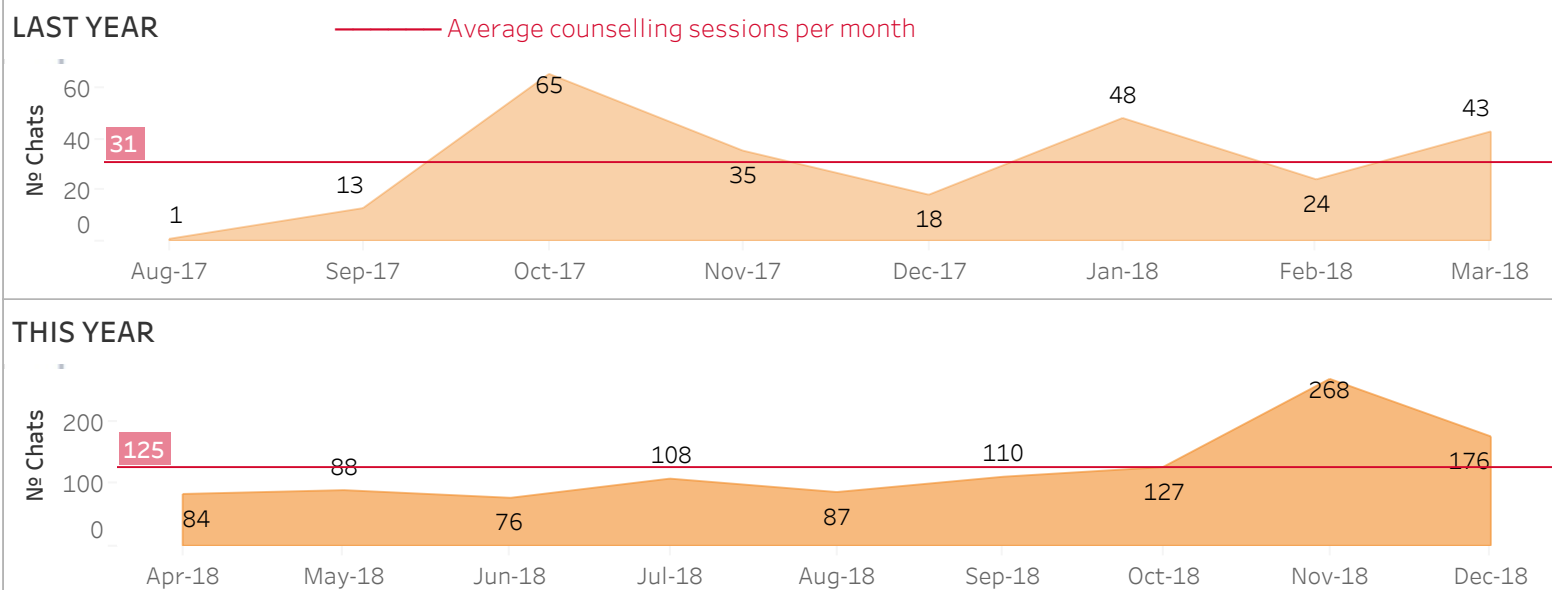
"Thank you for your support! You have been very helpful and have made me see things in a different light. Your words were encouraging and supportive."

Counselling: Chat

Number of unique Chat Service Users : usage by month



Number of Chat Counselling sessions per month



Quarterly Statistics

Average individual chat session per quarter		N° of Service Users chatting by gender					N° of chat sessions by gender				
		Gender	Q1	Q2	Q3	Total	Gender	Q1	Q2	Q3	Total
		Agender	4	2	10	14	Agender	8	3	11	22
Q1	2	Female	145	150	285	525	Female	210	244	443	897
Q2	2	GenderFluid	3	1	10	14	GenderFluid	4	1	13	18
Q3	2	Male	22	38	70	122	Male	26	57	104	187
Total	2	Total	174	191	375	675	Total	248	305	571	1,124

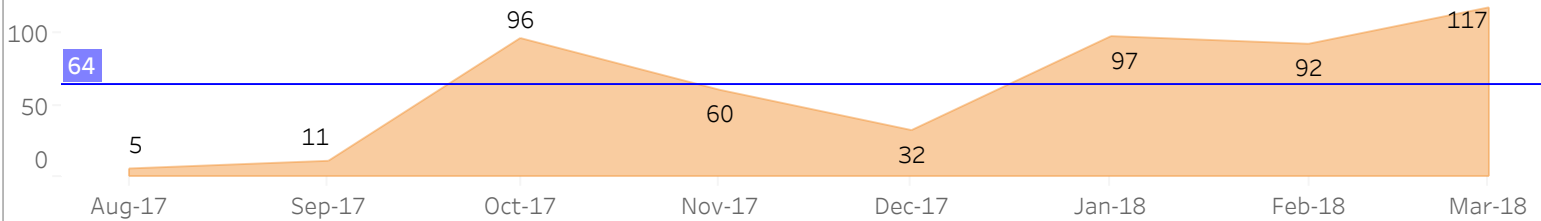
"I do think I'm more positive, and definitely proud of myself."

Counselling: Message

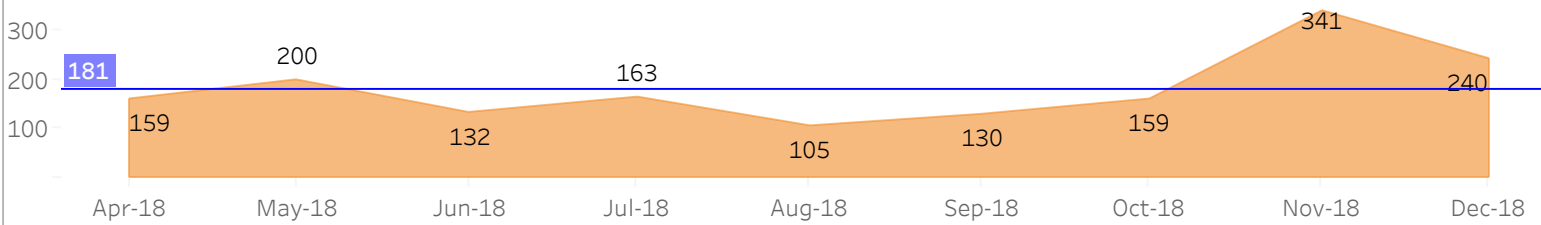
Number of Service Users using Message Counselling : usage by month

LAST YEAR

Average senders per month



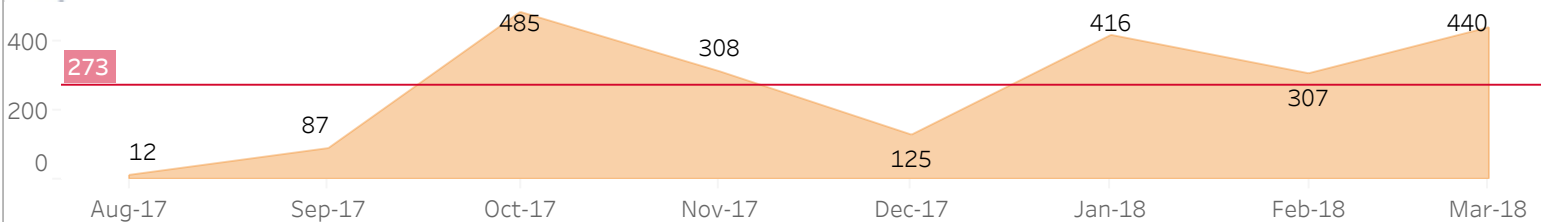
THIS YEAR



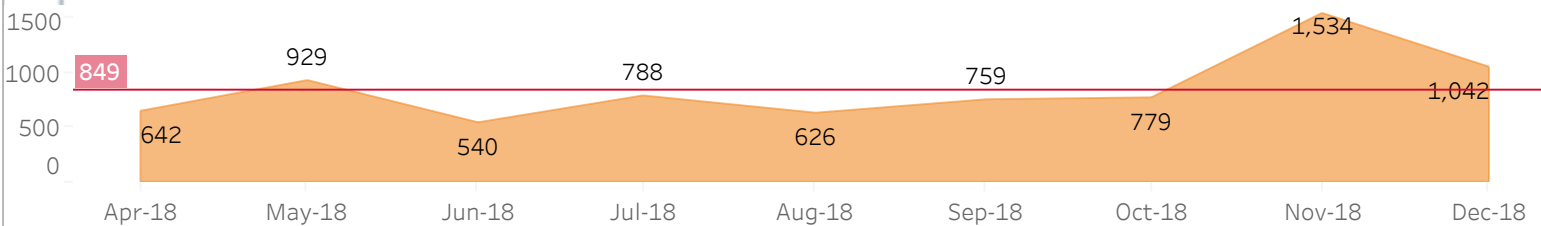
Number of Messages swapped per month

LAST YEAR

Average Messages per month



THIS YEAR



Quarterly Statistics

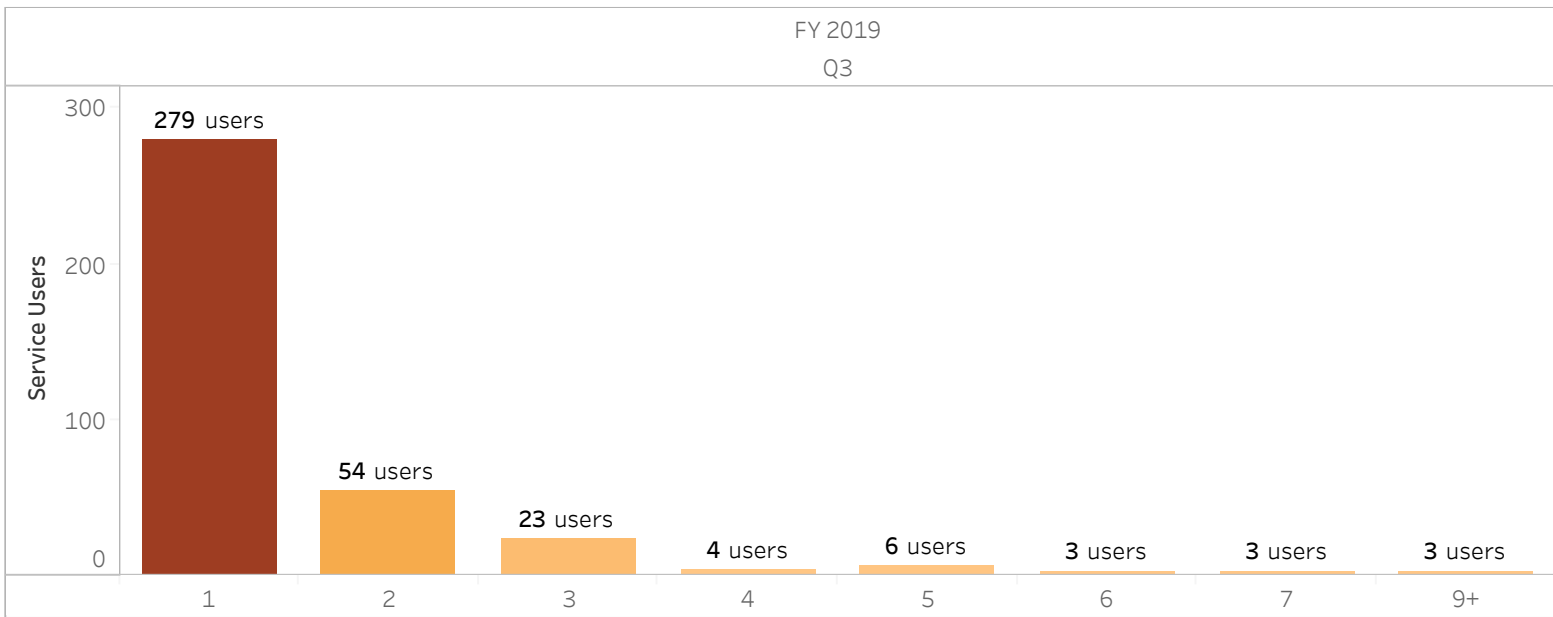
Average individual Messages per quarter	Nº of unique Service Users messaging by gender					Nº of messages by gender					
	Gender	Q1	Q2	Q3	Total	Gender	Q1	Q2	Q3	Total	
	Female	352	268	486	1,017	Agender	69	42	42	153	
Q1	5	Male	60	74	128	246	Female	1,772	1,717	2,650	6,139
Q2	6	GenderFluid	10	6	19	35	GenderFluid	25	14	66	105
Q3	5	Agender	8	5	11	20	Male	245	400	597	1,242
Grand Total	5	Total	430	353	644	1,318	Total	2,111	2,173	3,355	7,639

"I will definitely recommend Kooth to other people and I appreciate how much the team listens to you and understands you so thank you."

Counselling: Quarter Chat and Message

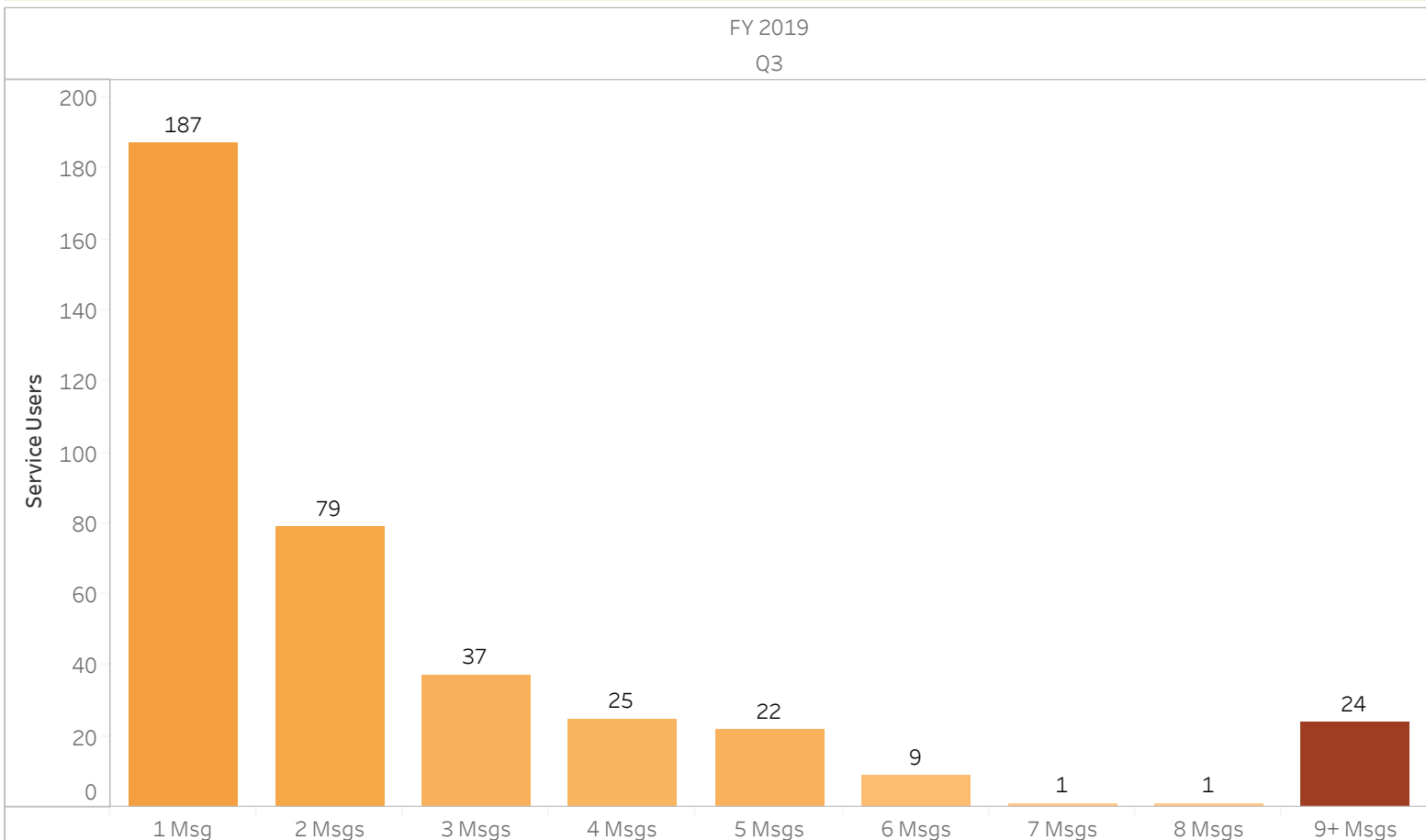
This shows the number of chats and messages Service Users have had each in the quarter.

Number of Chat Sessions each Service Users had this Quarter



The greatest number of chats engaged in by a user was 10.

Number of Service Users who have sent Messages this Quarter



The greatest number of messages sent by a user during this period was 167.

"Hi, I haven't been on this for a long time. Just wanted to say thank you for helping me eight months ago! Really appreciate it."































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	81
Self Help Self Care	47
Emotional Exploration	41
Emotional Regulation	31
Confidence Self Acceptance	25
Overcoming Anxiety	22
Self Help Skills For Life	21
Feeling Happier	21
School College Training	20
Self Exploration	19
Getting More Help From Significant Others	19
Friendships	19

Goals created / moved : by gender

Gender	Q1		Q2		Q3	
	Nº Users	Nº Goals	Nº Users	Nº Goals	Nº Users	Nº Goals
Agender	 2	 8	 1	 5	 4	 5
Female	 126	 263	 104	 271	 203	 507
GenderFluid	 1	 1	 2	 7	 9	 21
Male	 13	 28	 22	 55	 58	 94
Grand Total	 142	 300	 129	 338	 274	 627

Goal Movement

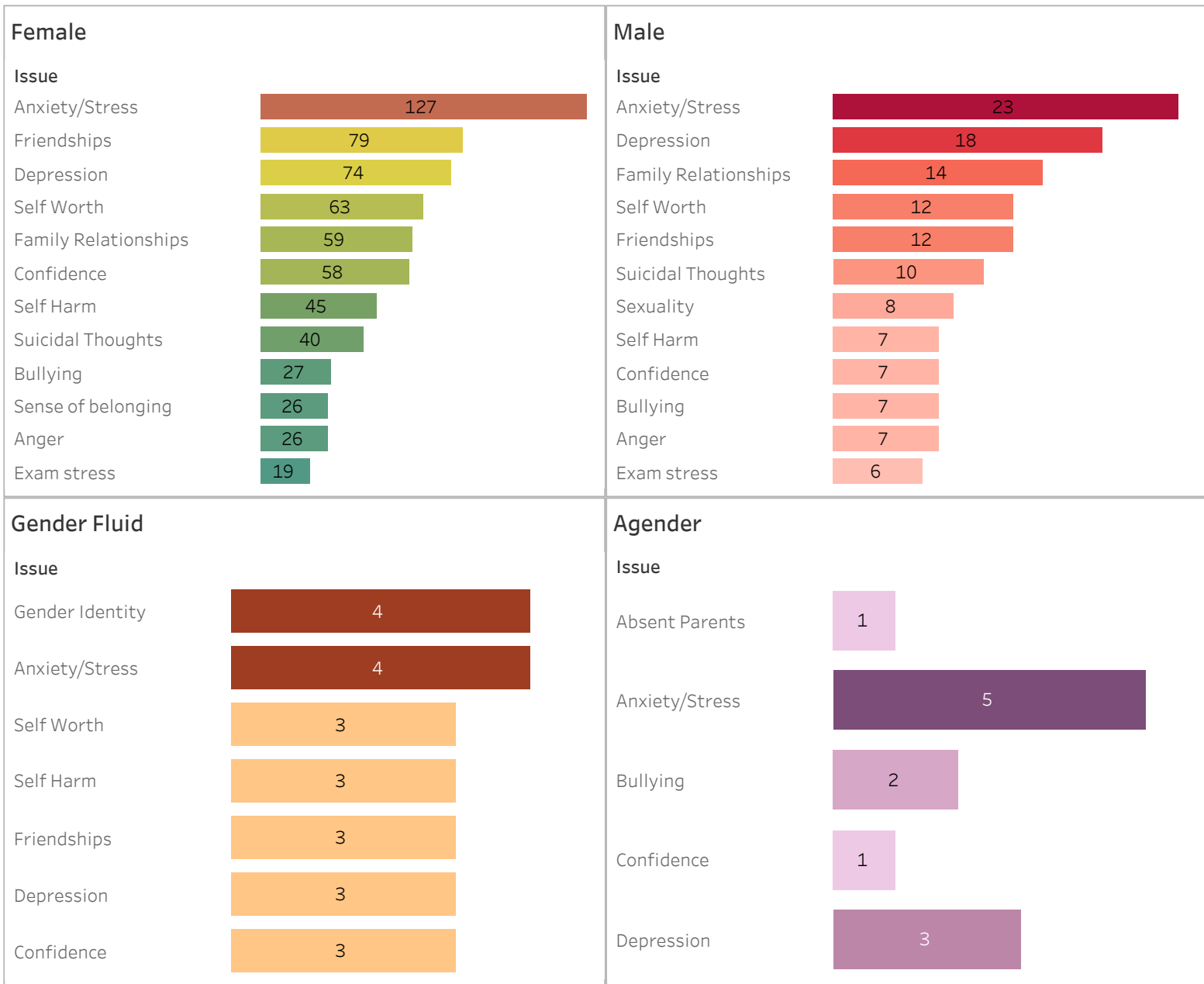
Number of Goals	Number of users	Average
271	121	4.9

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.

“I am eating healthy things and am doing what it takes to get my own life back, and I have learnt not to get stress[ed] with everything now and yeah am really proud of myself I have changed a lot since I have started to have this”.

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	#	Issue	SU
1	Anxiety/Stress	67	1	Anxiety/Stress	79	1	Anxiety/Stress	159			
2	Friendships	50	2	Family Relationshi..	51	2	Depression	98			
3	Depression	37	3	Depression	40	3	Friendships	94			
4	Family Relationshi..	32	4	Friendships	37	4	Self Worth	81			
5	Confidence	31	5	Self Worth	26	5	Family Relationshi..	75			
6	Self Worth	29	6	Suicidal Thoughts	24	6	Confidence	69			
7	Self Harm	24	7	Bullying	24	7	Suicidal Thoughts	57			
8	Bullying	20	8	Self Harm	22	8	Self Harm	57			
9	Suicidal Thoughts	18	9	Confidence	20	9	Bullying	38			
10	Exam stress	15	10	Anger	15	10	Sense of belonging	34			

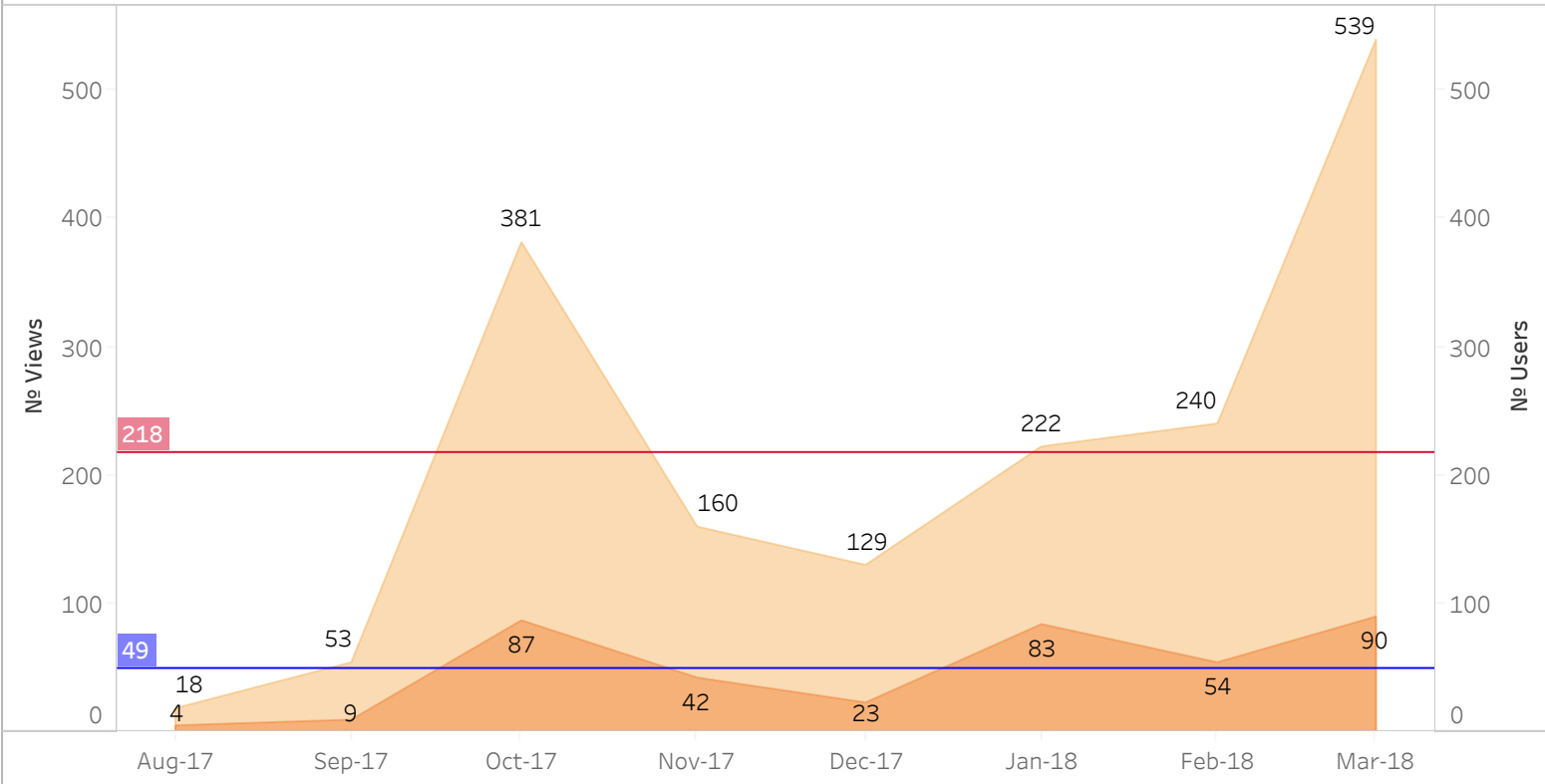
"I looked on the websites that you gave me and the next day I followed your advice to make friends and in pe I got passed to so many times and I played with other friends that I made!"

Articles: Monthly Look

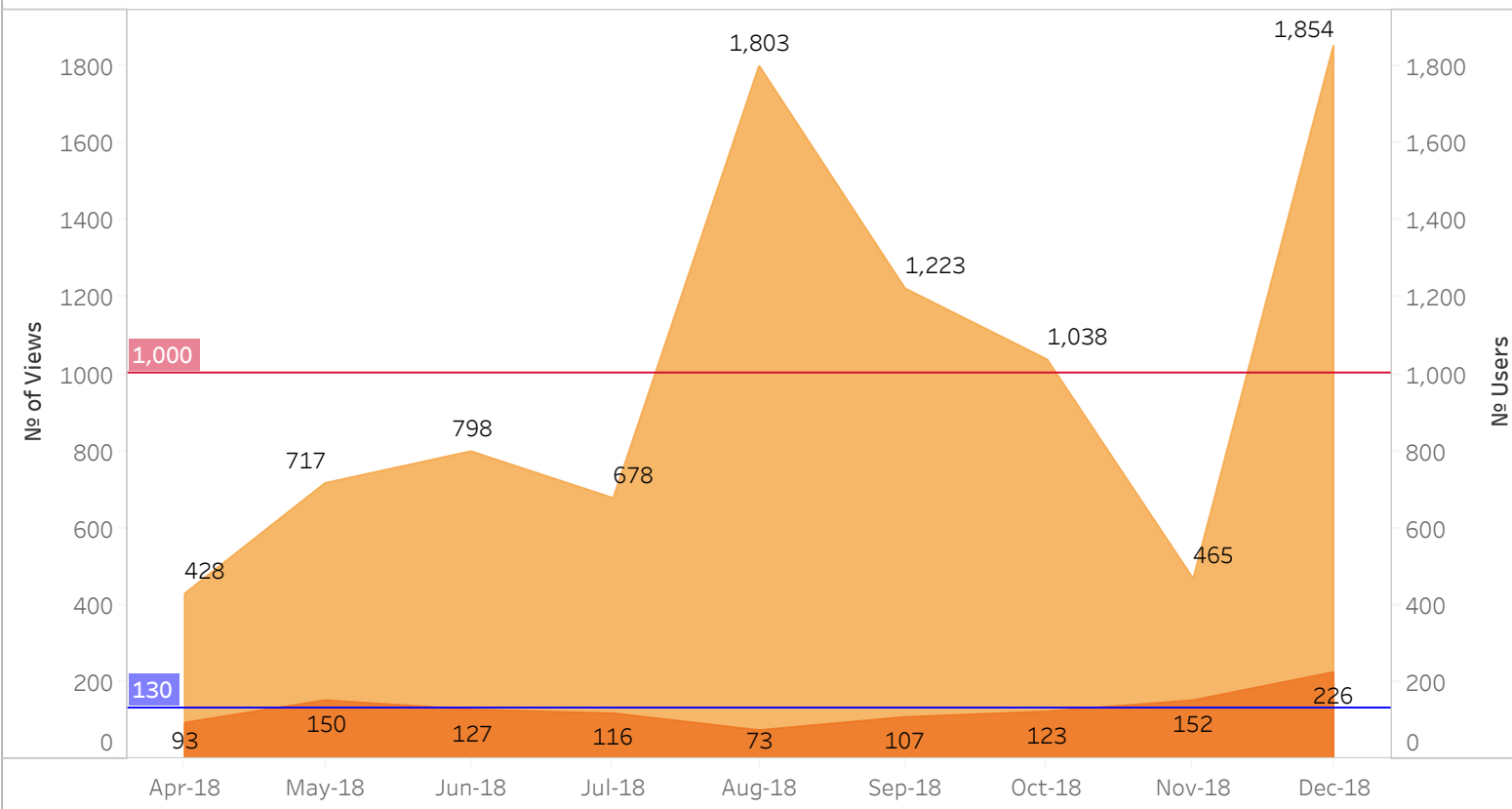
Number of unique Service Users and views: usage by month

■ No Service Users ■ No Views

LAST YEAR — Average article views per month — Average Service Users viewing articles per month



THIS YEAR



"..it was really good and I felt very appreciated and listened to."

Community Support: Live and Offline Forums

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

Most viewed Forums

Forum view by gender

Gender	Q1		Q2		Q3	
	Nº Service Users	Nº Views	Nº Service Users	Nº Views	Nº Service Users	Nº Views
Agender	2	55	2	87	2	4
Female	152	813	109	1,495	221	1,390
GenderFluid	4	23			13	71
Male	25	142	25	184	59	221
Total	183	1,033	136	1,766	295	1,686

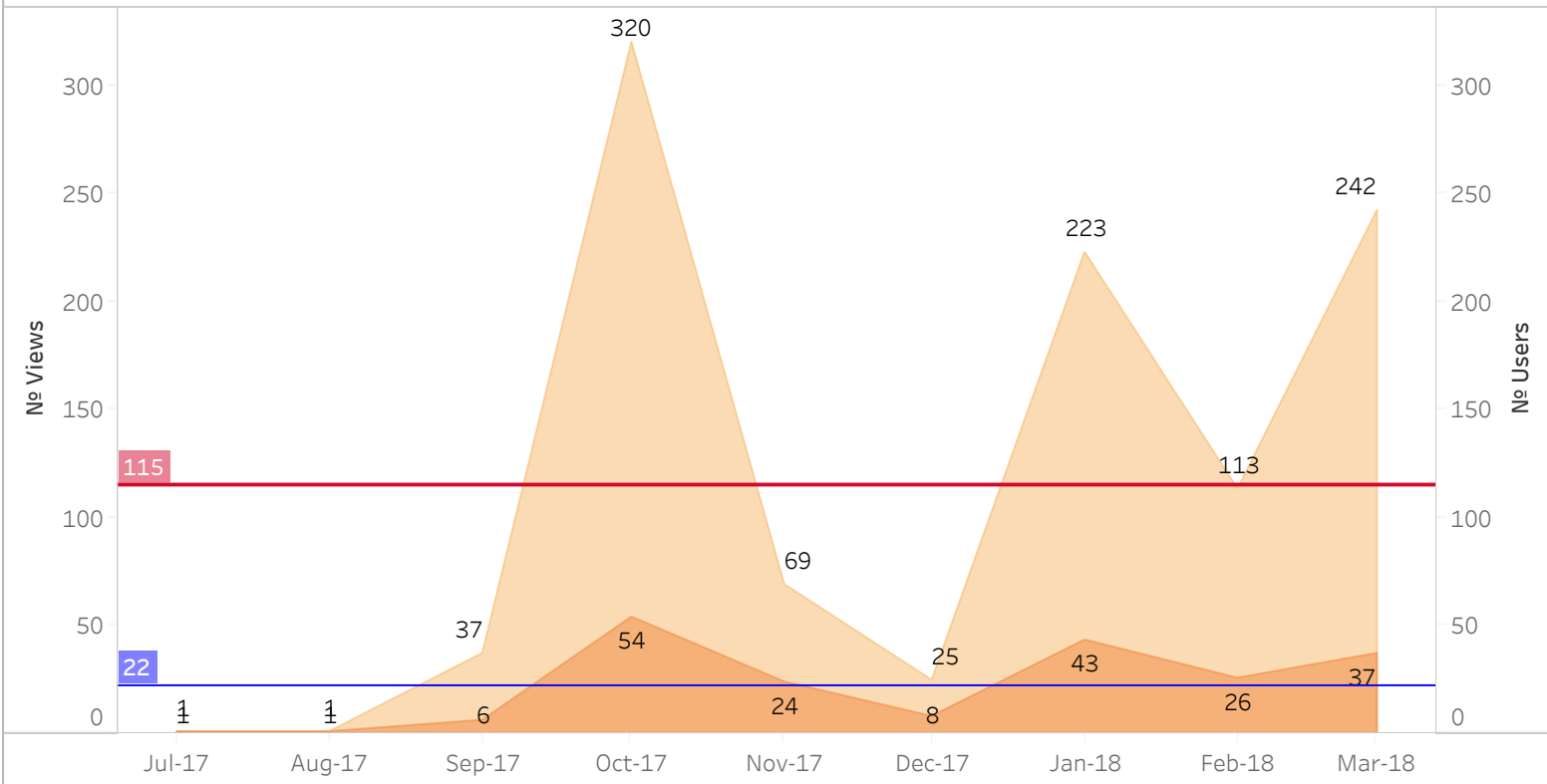
"Thank you honestly , I feel like you have helped me so much these past few days...With the helping hand of you I feel like I have found my solution."

Forums: Monthly Look

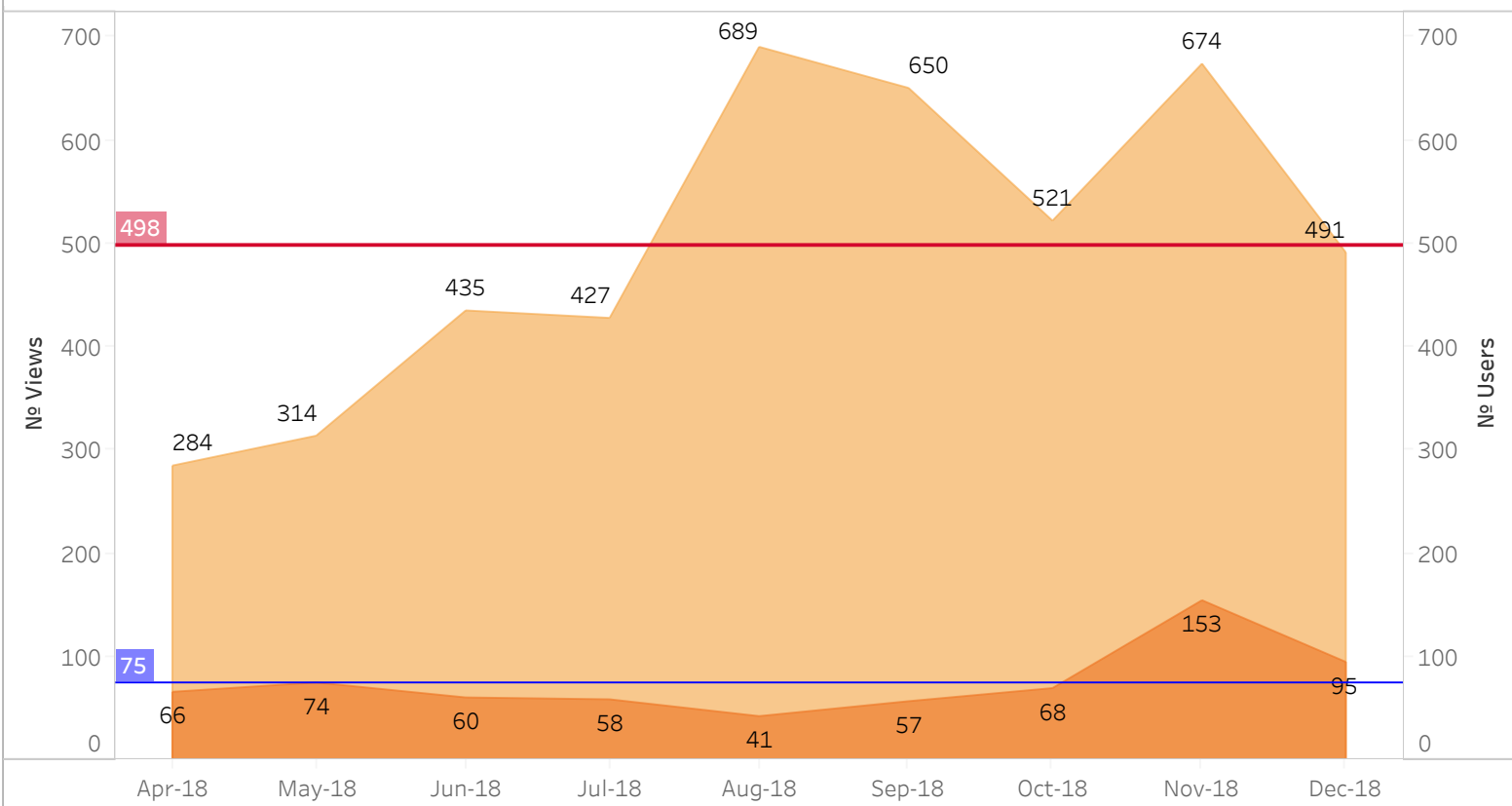
Number of unique Service Users and views: usage by month

■ № Service Users ■ № Views

LAST YEAR — Average forum views per month — Average Service Users viewing forums per month



THIS YEAR



"I have been looking for a place to talk when I need somebody for a while and I think from what I have seen so far this is going to be a good place and I just wanted to say thank you."

Feedback

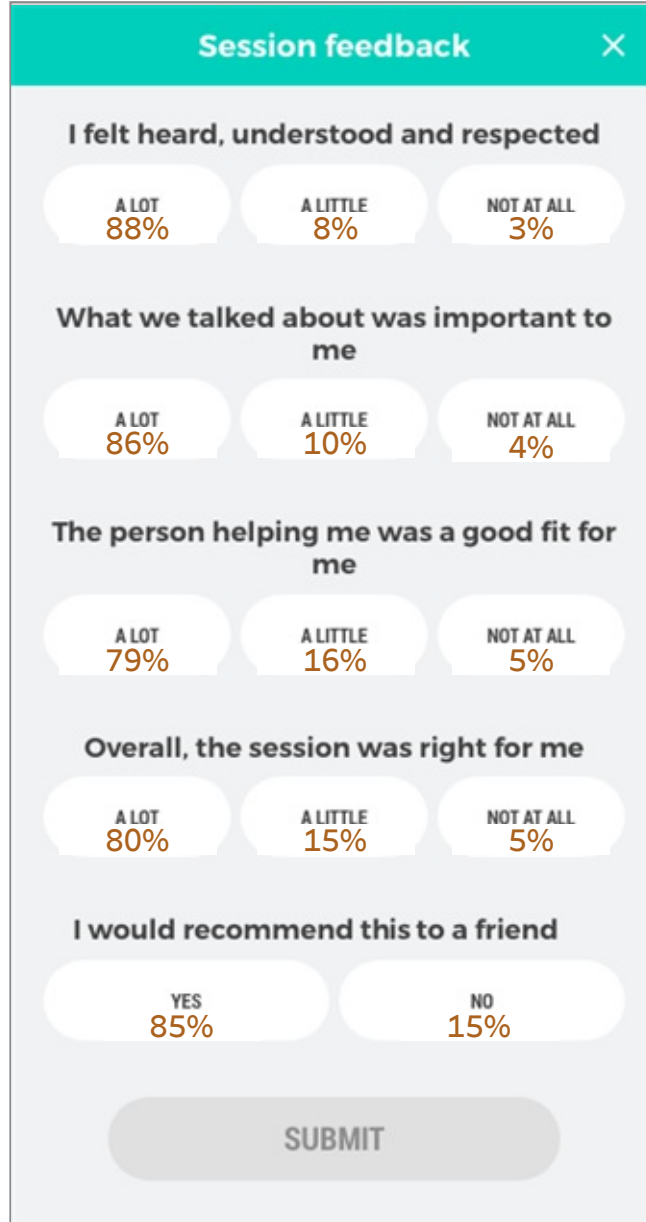
Chat Session Feedback: Therapeutic Alliance

169 individual Service Users have provided 273 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



Would you recommend this to a friend?

Did you get what you were looking for today?

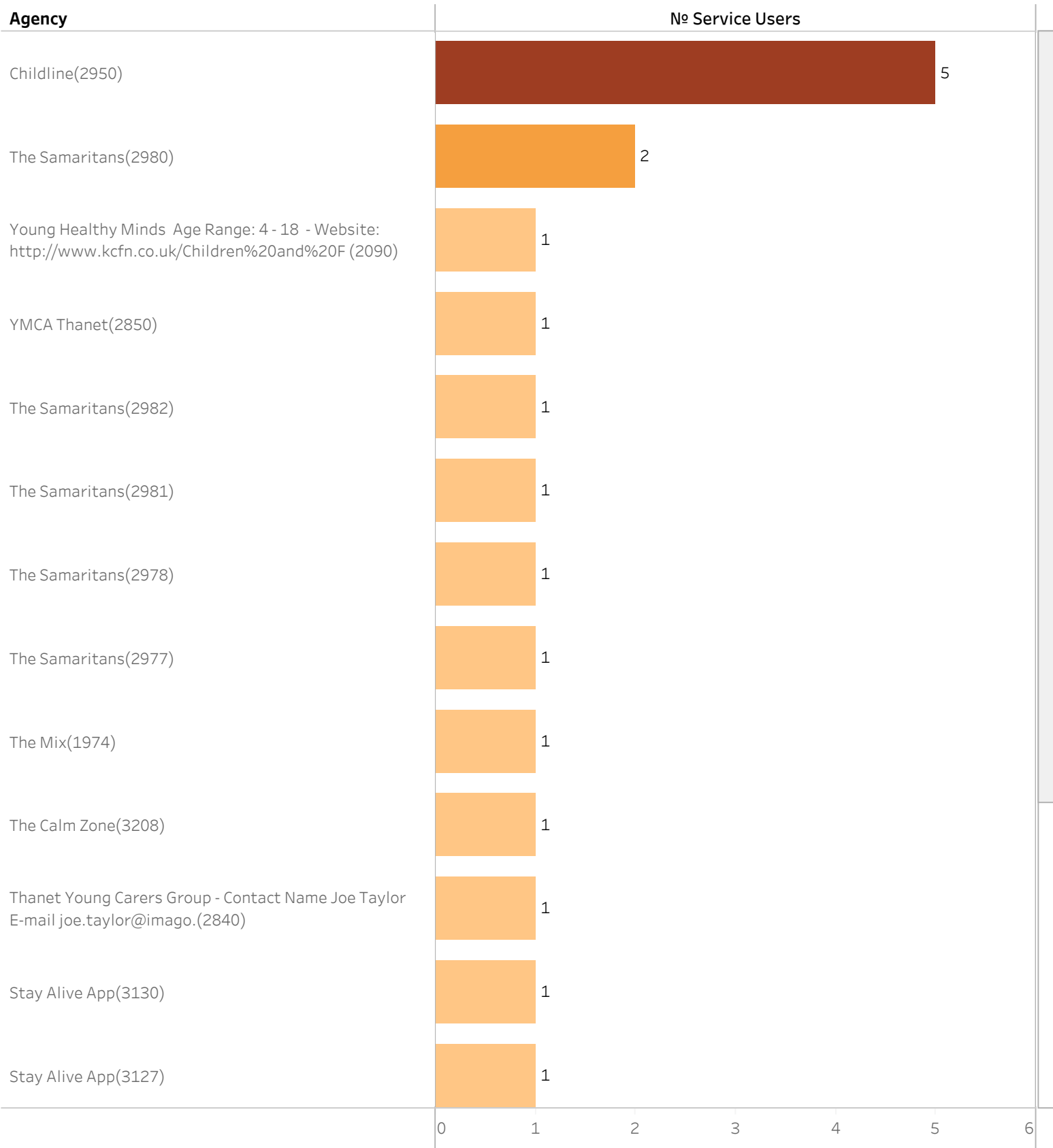
Feedback

... 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.

"I feel a lot better now, and more hopeful for the future."

Signposting and Referrals

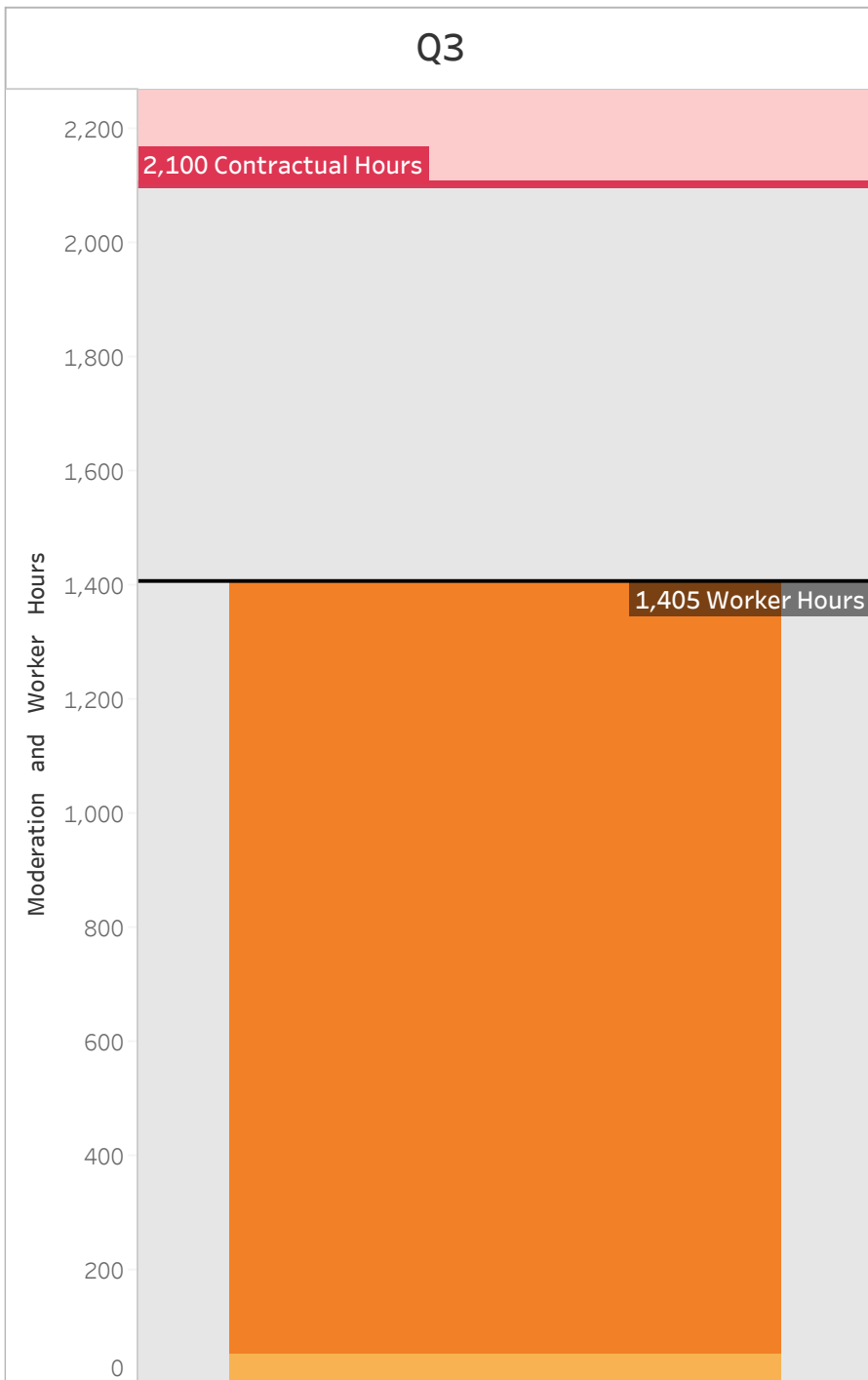


"When I started college and driving lessons and counseling I was very unconfident and scared of doing anything but over the months of having all this it has changed me a lot..I love the new me!"

Worker Hours



Quarterly Total



Hours made up of:

- 96% (1352 Counselling Hours)
- 4% (53 Moderation Hours)
- 1405 Total Hours (6% of contract)

Hours Key

- Moderation Hours
- Worker Hours