

Kids Help Phone
 Alisa Simon
 VP, Counselling Services and Programs
Alisa.Simon@kidshelpphone.ca


BroTalk: A New Support Zone for Teen Guys

Dilys Hane, Former Senior Manager of Clinical Research & Development



Kids Help Phone
 Fostering Mental Health and Well-Being in Young People Across Canada

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1 Service overview

Kids Help Phone: Our new Vision, Mission and Values

As part of our new 2016-2021 Strategic Plan, our Board approved new vision and mission statements in September 2016.


Our Vision: A future where every young person in Canada will access the support they need, in the way they need it most.

Our Mission: We are always open, providing a safe and trusted place for young people in any moment of crisis or need.

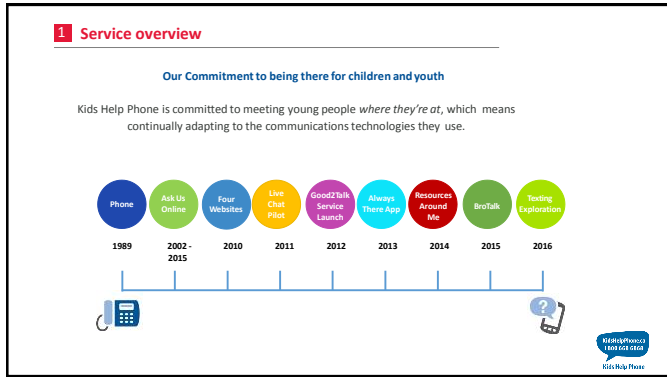
Our Five-Year Goal: To be the most nimble, accessible, effective access point for young people to the support they need.

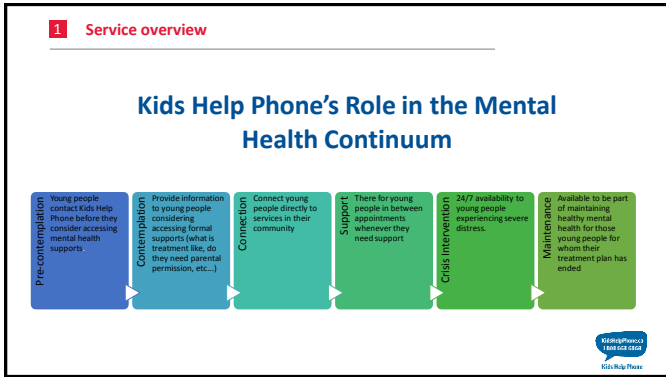
"Kids Help Phone is the lifeline for vulnerable kids when they need help – it's where trusted adults can be counted on to lead them through the maze of despair or fear. The evaluations of the service provide strong evidence that Kids Help Phone is effective in filling a gap for kids who desperately need a safety net."

— Shaheen Shariff, Ph.D., Associate Professor, of Integrated Studies in Education, McGill University









2

BroTalk Background

"Kids Help Phone is a frontline resource for young people who need someone to talk to about mental health precisely because it provides easy, immediate, direct, and round-the-clock access to professional help. The service uses technology to remove barriers, thereby allowing any young person to feel safe opening up about personal circumstances that they may be reluctant to discuss in a traditional mental health care setting. The value of Kids Help Phone lies not only in its reach and in the support it offers, but also in the critical role it plays in linking youth to formal services."

Ashok Malla MD, FRCPC
Director, ACCESS Open Minds Director, Prevention and Early Intervention Program for Psychoses (PEPP-Montréal), Douglas Institute



2 BroTalk Background



The Movember Foundation is the leading global organization committed to changing the face of men's health. They achieve this by challenging men to grow moustaches during Movember (the month formerly known as November) to spark conversation and raise funds for prostate cancer, testicular cancer and mental health problems.

Kids Help Phone developed a new tailored service for male teens to provide counselling, information, resources and interactive tools with technologies and language that appeal to them.

The 3 year project ended in 2016.

Kids Help Phone would like to recognize the Movember Foundation as a key funder of this project.

Also supported by: Microsoft Canada, Cisco Systems Canada Co., Shaw Communications and The Co-operators Group Limited.



2 BroTalk Background

Why Focus on Boys?

Fewer boys contact counselling helplines than girls:

- 32% across North America
- 20% of Kids Help Phone contacts

The number of contacts from boys to Kids Help Phone decreases from 13 to 16 years of age, and does not increase again until age 17.

For youth over age 21, more boys contact the service (one in three).

Compared to girls, a higher percentage of boys contact Kids Help Phone about:

- Problem substance use and addictions
- Sexual orientation and gender identity issues

Lower percentage of boys and young men discuss mental and emotional health issues, and suicide or suicide-related issues.



Horizontal lines for notes.

Horizontal lines for notes.

Horizontal lines for notes.

2 BroTalk Background

Why Focus on Boys?

Compared to girls, boys:

- Engage in more high-risk behaviours
- Die by suicide more frequently

There was concern that boys may not see our service as “for them.”

This signaled a need for specific research into ways to support boys in taking care of and seeking help for their emotional and mental health concerns.

The end goal? To create the go-to resource for boys in Canada.

Young men access formal support services less than young women for a variety of reasons including:

- Stigma
- Embarrassment
- Perception of gender roles



2 BroTalk Background

Male identified youth

- Can present in ways that challenge counsellors
- Can experience more stigma around mental health problem and help seeking than female identified youth (Chandra & Minkovitz, 2006)
- Can present with more externalizing behaviours than female counterparts (Freeman, King, Pickett, & Craig, 2011)



2 BroTalk Background

yo the fck! boy just treid to tap my sister

wtf man that my sister.....

she 11



2 BroTalk Background

...told me to man up

...stp bein such a pssy

...we don talk bout it

...cryin wuld b the worst



3 Service Development Research

"Kids Help Phone has been an important resource for Indigenous children and youth throughout Canada, in particular in communities where there is limited access to the variety of resources offered to the Indigenous urban population. As Kids Help Phone evolves I am optimistic that more Indigenous children and youth reach out to this thoughtful and caring service"

Dr. Jeannine Carrier Professor,
University of Victoria, School of Social Work & Faculty Lead Indigenous Student Support Centre




2 Service Development

Research focus

What are the positives and challenges young men associate with their life stage?

- Understand their mental health self-help behaviours and coping strategies
- Understand which mental health issues young men are more likely to speak to their peers, parents, other caring adults or professionals about
- Understand young men's perceptions and understanding of mental health and well-being, including mental health disorders or illnesses
- Understand their decision-making about when and how to identify if there is an emotional or mental health concern

Gain detailed and actionable insight from young men's perspectives regarding the essential elements of a service/support designed for them.



2 Service Development

Research Methodology

- 21 moderated focus groups across Canada
- 157 participants (Young Men, Teen-involved Professionals & Counsellor Managers)
- ~305 hours of aggregate respondent time spent in session

Grand Prairie, Alberta - Major Urban

Whitecourt, Alberta - Rural/Remote

Edmonton, Alberta - GFTQ, Major Urban/Gen Pop, Teen Professionals

Thunder Bay, Ontario - Minor Urban, Aboriginal Youth

Walkerton, Ontario - Rural/Remote

St. John's, Quebec - Rural/Remote

Trois Rivières, Quebec - Minor Urban

Montreal, Quebec - GFTQ, Major Urban/Gen Pop, Teen-involved Professionals, Counsellor Managers

Toronto, Ontario - GFTQ, Major Urban/Gen Pop, Teen Professionals, Counsellor Managers

Ottawa, Ontario - Lived Experience

2 Service Development

Service Design Workshops with Youth

Between April – June 2014, Kids Help Phone conducted 4 creative design workshops working with 20 teens from the Youth2Youth program at Scarborough West Boys and Girls Club.

AN APP to instant messaging to add people

face time

anonymous button

disappear chat

choose your counsellor picture/profile

the more you need help the more you need help to level up a severity

2 Service Development

Service Design Workshops with Youth

In every group the following design priorities were important:

- Choice of modality (e.g. phone, chat, or watch a video)
- Ways to better understand how counselling works and who counsellors are (to increase trust)
- Option to fill out a profile or stay anonymous
- Opportunity to learn & hear from others about common struggles
- Conversational prompts to open discussions on difficult subjects
- Access to phone contact for 'emergencies'

List of Buttons

- Anonymous
- Pick your counsellor
- The Number/call/IM
- Sign Up
- Emergency

2 Service Development

Learnings

- Boys don't typically get much validation of their feelings or emotional states. ("Yeah, we're supposed to be all, whatever, you know. Guys don't have feelings like girls do.")
- Young men have a hard time trusting other people with their emotions.
- Boys often subliminate their feelings into actions ("Sports. Working out. Channel my anger through that." "Listening to music, or hanging out with friends, getting out, or biking.")
- Confidentiality and minimization of shame are key elements
- Youth voice needs to be the basis and infuse all of the deliverables



2 Service Development

What Boys want from a Helpline

- Answers to challenges they are facing
- Information about who they would be speaking with – *not knowing is a barrier for reaching out*
- To know counsellors' professional qualifications and lived experience
- Different ways to access the service
- Action-oriented activities to pass the time while waiting for a counsellor
- Solutions to the challenges they are facing
- A service that looks like it is for them
- To read personal stories from other boys like them
- Do not want to talk about "help" or "mental health"



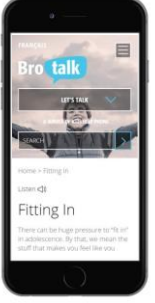
4 BroTalk Service

"Kids Help Phone is widely recognized by its peers and its networks as one of the very top youth helplines in the world -- high quality professional counselling, innovative new channels such as BroTalk and Live Chat, and a deep commitment to evaluating the effectiveness of its services. I hope all Canadians know just how lucky their young people are."

Sheila Donovan
Executive Director, Child Helpline International, the global network of 183 member child helplines in 142 countries




4 BroTalk Service



- A responsive website with interactive tools, information and resources
- Providing access chat and phone counselling
- A simple chat app

Website is responsive — resizes for your device.



Bro talk Coin des Gars.ca



Fitting In
There's no right or wrong answer to it. We can help you deal with those difficult questions when things feel too close.

Relationships & Dating
Causal, casual, or somewhere in between... all relationships are important and we'll help you figure out what works for you.

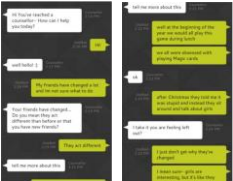
Depression
Feeling overwhelmed can impact your life.

Sex
Sex is important because it impacts your life.



4 BroTalk Service


BroTalk: Chat Transcripts



Each topic includes one chat transcript.

Transcripts are written to sound true to life and demonstrate how a counselling conversation works.

- "Fake" chats help visitors imagine and understand what chat counselling looks like so they feel less nervous about the prospect of using the service themselves.



4 BroTalk Service

BroTalk: Counsellor page

Counsellors filled out a survey and their responses were edited for clarity and compiled into a brief introduction to the service as a whole.

Our Counsellors

- Where we come from
- Our experience
- Why Call?

Counsellor Snapshots

We all have our own unique backgrounds and personal experience that bring to our counselling. A lot of people want to know more about our stories and what makes us qualified to help. Here are a few answers to some frequently asked questions.

- Why did you become a counsellor?
- What part of your background or experience do you bring to counselling?



4 BroTalk Service

BroTalk: Real Life Stories

Interviewed young men in their 20s and asked them to reflect on their experiences as youth and challenges they had faced.

Home » Real Life Stories » Ali's Story

Ali's Story

Story submitted by: Ali

"It's realizing that simple fact that if I was back home right now in Afghanistan, I wouldn't know that I would be alive tomorrow."

- Chapter 1: Missing out on school
- Chapter 2: One on one support
- Chapter 3: Moving to Toronto
- Chapter 4: Father Figures
- Chapter 5: Life Lessons

Share | Print | Fist bump it!

Site visitors can fist-bump the page if the story speaks to their experience.



4 BroTalk Service

Interactives

Blow off steam by hitting some baseballs. Choose how many balls you want to hit.

Which instrument do you want to play?

Click the drums

Click the guitar to shred



4 BroTalk Service

BroTalk: Videos

5 Evaluation

"Kids Help Phone is reaching out to the many children who remain hidden from the mental health system. It's proven to be a remarkably effective approach that is using technology in positive ways to benefit our children. This is the future of intervention, especially for children who are socially withdrawn, anxious or simply lacking the certainty that they will be believed when they tell adults what they've experienced and are feeling."

Michael Ungar, Ph.D.
 Network Director, Children and Youth in Challenging Contexts Network, Director, Resilience Research Centre/Killam Professor of Social Work, Dalhousie University

5 Evaluating the Service

Evaluation Logic Model

- Changes in behaviour & practice**
 - ↓ more stigma around mental health issues
 - ↑ help seeking behaviour
 - ↑ connection with a KHP counsellor
 - ↑ use of coping and problem solving strategies
- Skills development**
 - ↑ problem-solving ability
 - ↑ coping ability
- Changes in awareness & knowledge**
 - ↑ knowledge of reliable mental health information
 - ↑ awareness that others have similar experiences
 - ↑ emotional literacy
 - ↑ knowledge of problem-solving strategies
 - ↑ knowledge of coping strategies
 - ↑ awareness of available resources
 - ↑ sense of self-efficacy
- Changes in feelings & attitudes**
 - ↑ feeling of being welcome
 - ↑ sense of enjoyment/engagement with the site
 - ↑ desire to stay on the site and use site legitimately
 - ↑ feeling of being understood
 - ↑ sense of belonging
 - ↑ desire to return to the site
 - ↑ sense of achievement

5 Evaluating the Website

Website Focus groups: Findings

Design:

- Design was welcoming & appreciated
- Site considered text-heavy despite efforts made to reduce text & break up into scan-able chunks.
- Site was viewed on laptop & mobile devices



5 Evaluating the Website

Website Focus groups: Findings

Content:

- Mock text transcripts de-mystified counselling and helped them feel able to reach out.
- Requested video summaries for all topics
- Depression was considered the most important topic because of stigma associated with it.

Interactives:

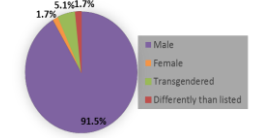
- Didn't think interactives helped de-mystifying counselling but appreciated as stress-busters
- Wanted interactives to work more like commercially available games



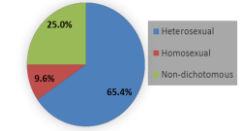
5 Evaluating the Service

Pre-post surveys conducted with BroTalk users connecting via Live Chat

Gender Identity (n=59)



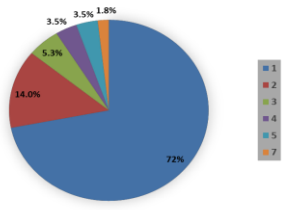
Sexual Orientation (n=59)



5 Evaluating the Service

Attracting new users

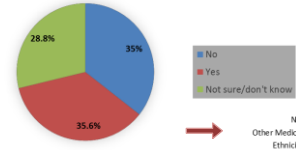
Approximately how many times have you chatted with someone here? (n=57)



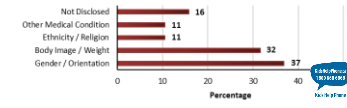
5 Evaluating the Service

Users' Experiences

Sometimes we can be treated differently because of how other people see us – for example, our skin colour, body size, gender, sexuality, or the way we speak. Have you ever experienced this? (n=59)

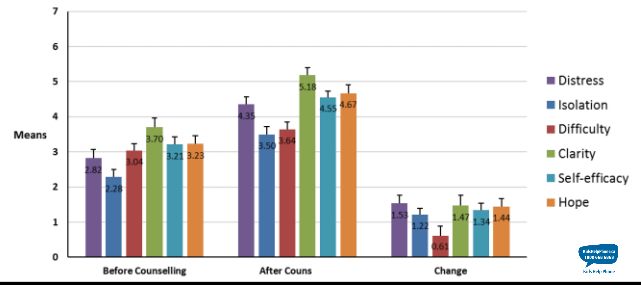


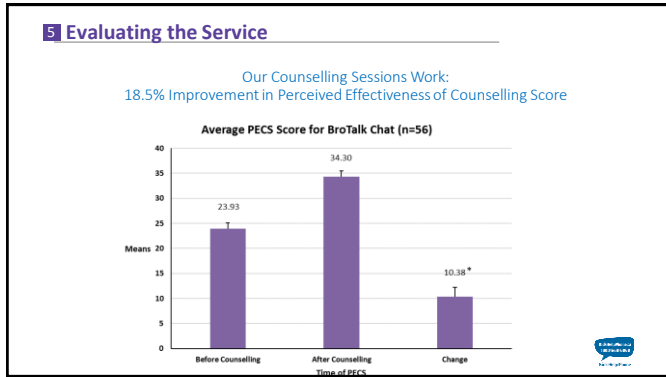
Reason For Being Treated Differently (n=19)

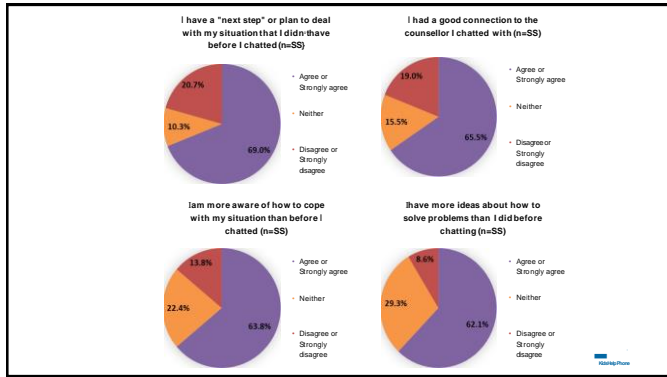


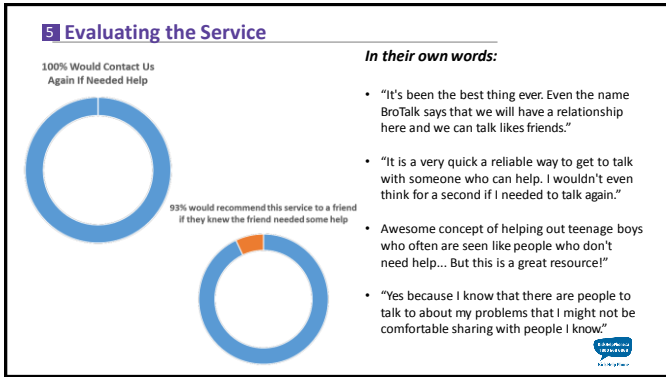
5 Evaluating the Service

PECS Subscales for BroTalk Chat (n=56-57)









6 Lessons Learned



6 Lessons Learned

- We found that even though Kids Help Phone and other services try to present themselves as gender-neutral services, we're not as gender-neutral as we had thought
- Boys often said they wanted things a counselling helpline cannot provide (to solve their problems, provide them "the answer")
- Kids Help Phone has tremendous brand recognition, but it is difficult to market a new brand.
- Guys accessing Brotalk are not willing to wait for service; there is a higher drop-out rate for Brotalk compared to Kids Help Phone regular chat queues.
- Teen guys are looking for an immediate connection with a counsellor rather than looking to browse a website. This means that prominent "click to call" and "click to chat" buttons on the website are very important.



6 Lessons Learned

Design plays a big role in the click through rate of ads - using a short quote or testimonial on an ad increased the click through rate. Google Adwords for the topic of suicide were the most clicked on

Gaming aps and social media platforms are an effective way to reach teen guys.

In the future, we may look to make content or advertising partnerships with websites to increase traffic, such as exploring working with popular media sites (i.e. Reddit)

Boys appear less willing to participate in evaluations.



6 **Lessons Learned**

Next Steps:

- Integrate learnings about how to develop content for young males into Kids Help Phone's website (relaunching in 2017)
- Monitor data on male use of website and counselling service
- Continue to test new marketing activities to connect with young males



Q & A