

Kids Helpline SMS Counselling Service Youth Consultation

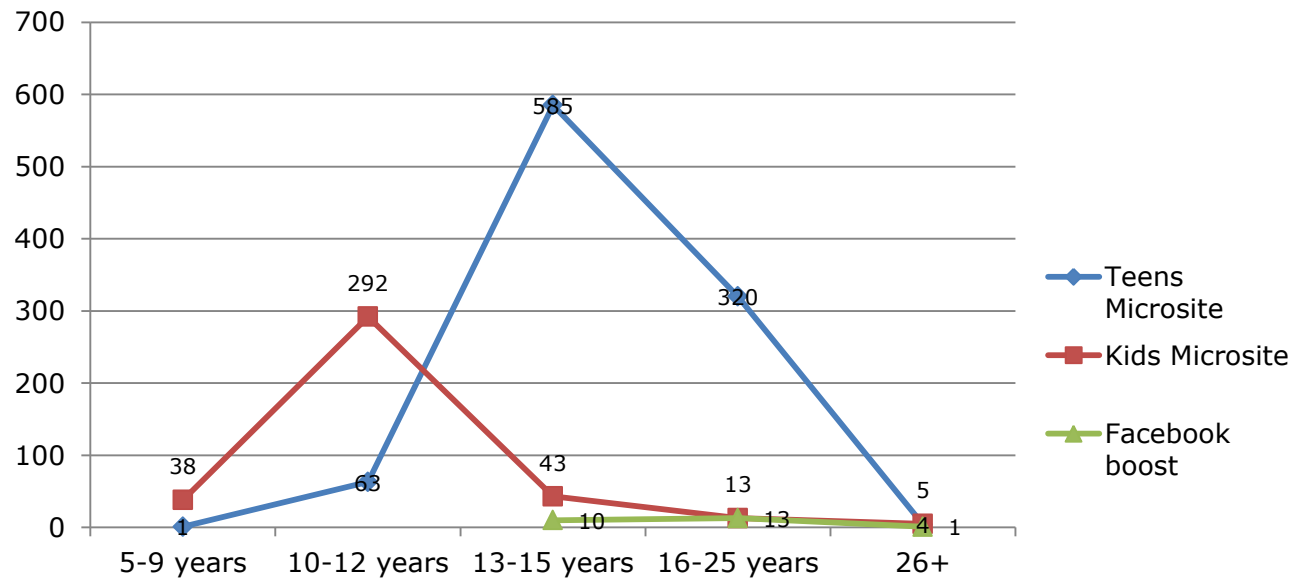
Conducted between Nov 2016 and Feb 2017



yourtown Strategy and Research

Survey entry point

(N=1,388)

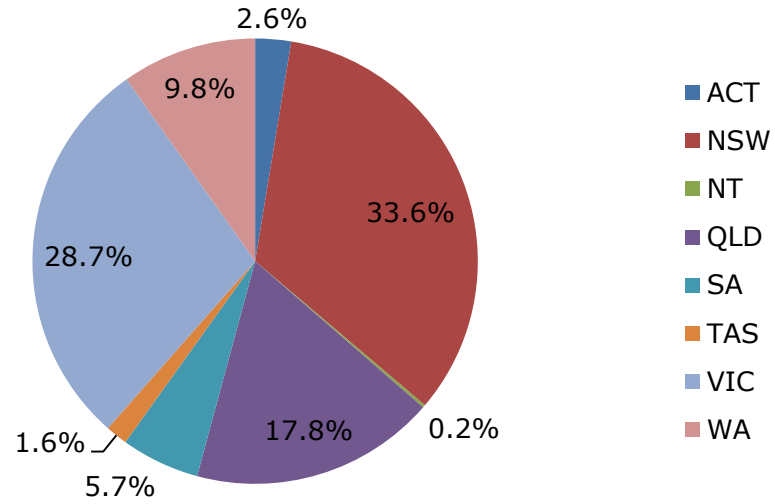


Respondent demographics

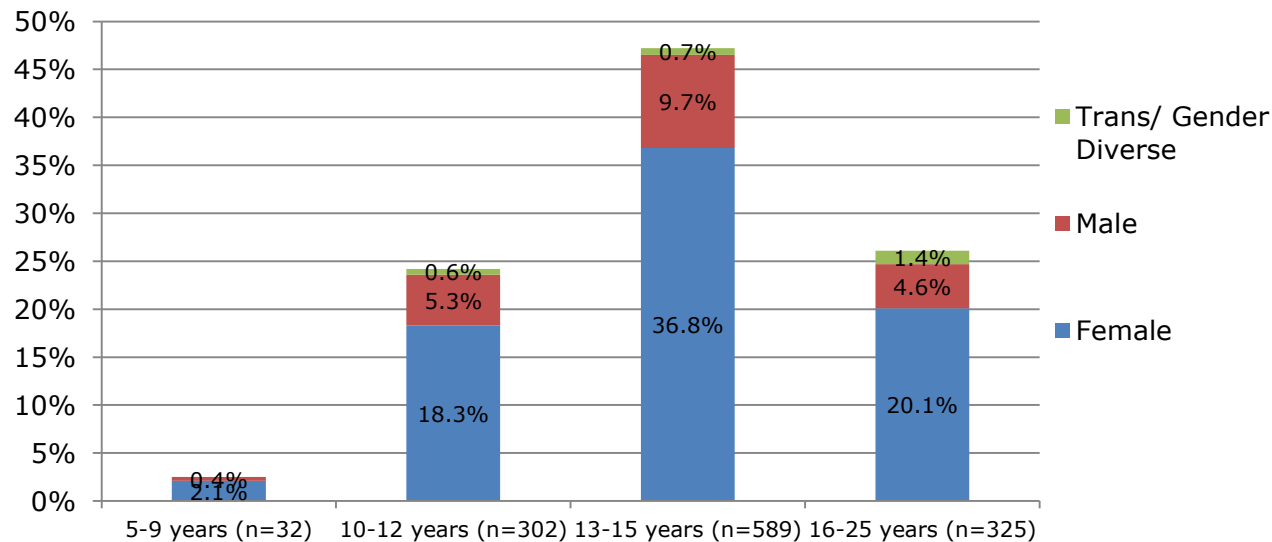
- 1,411 respondents (after deleting 238 records from repeaters (including >25 yrs) and overseas respondents)
- 916 complete plus 495 partial
- Partial responses included data on device usage and virtual counselling experience

State

N= 1,312



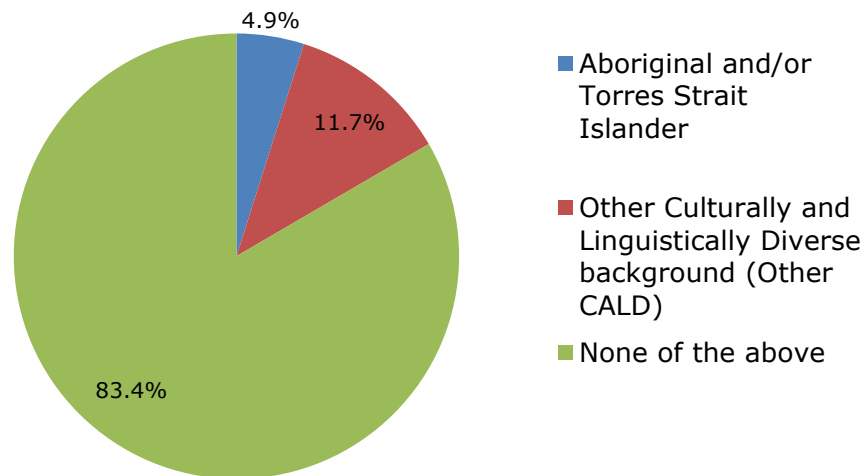
N=1,248



(163 missing gender or age)

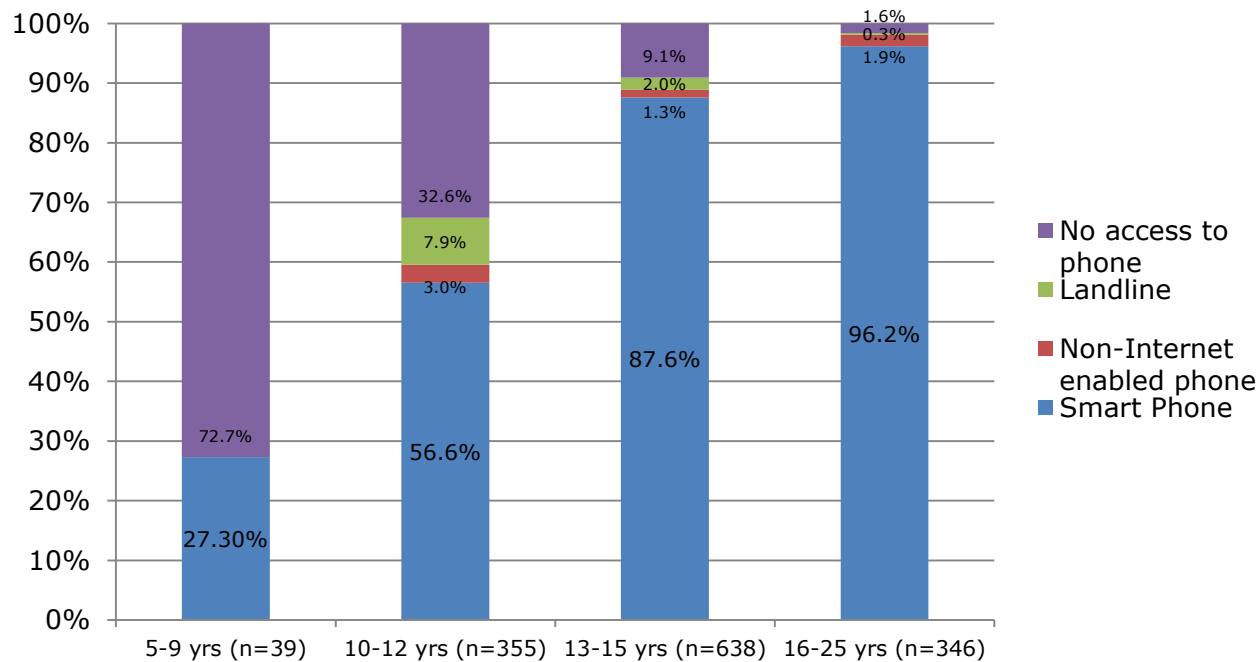
Cultural background

(N=1,245)



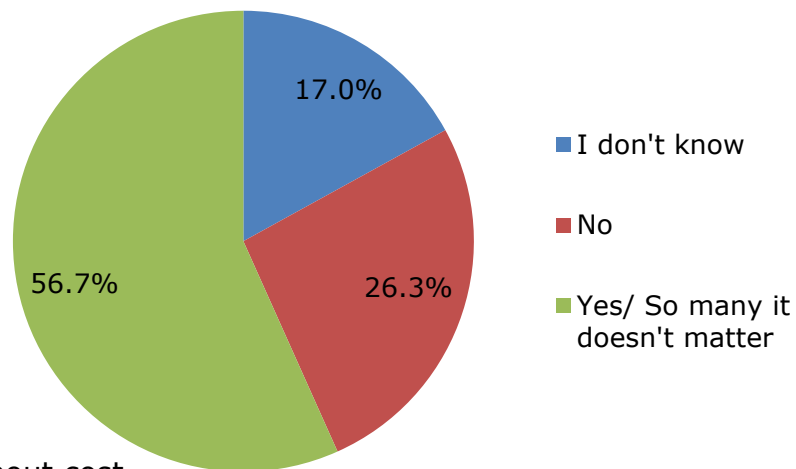
Phone access

N= 1,166



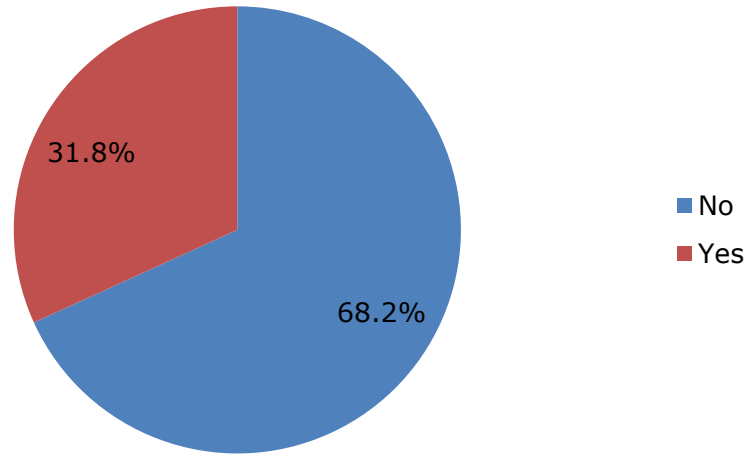
“Does your phone plan have unlimited texts?”

N= 973

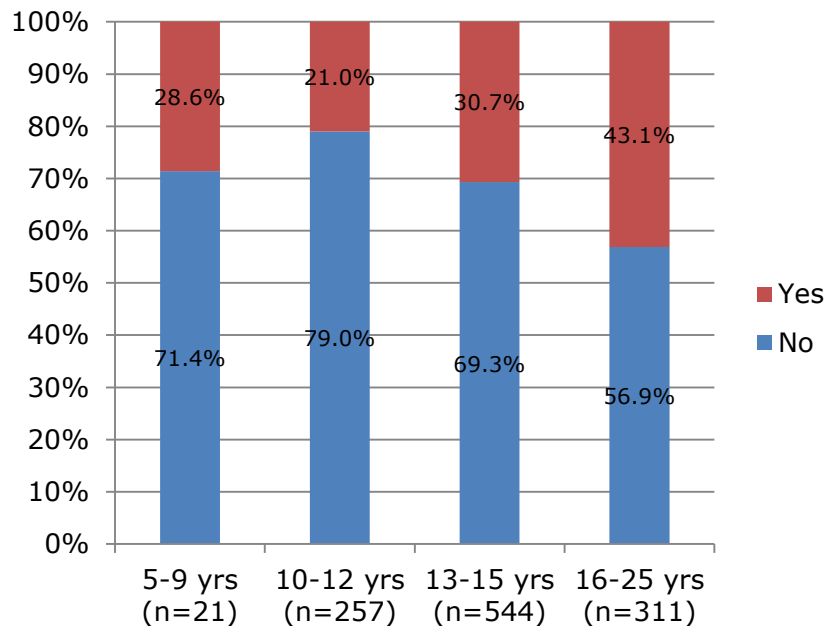


*43% may be worried about cost

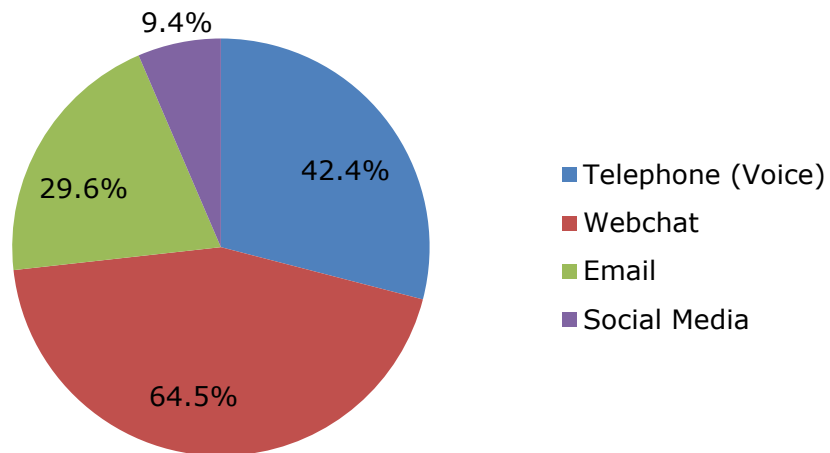
“Have you ever used phone or web counselling (for eg: KHL)?” (N=1,134)



“Have you ever used phone or web counselling (for eg: KHL)?” x Age (N=1,133)



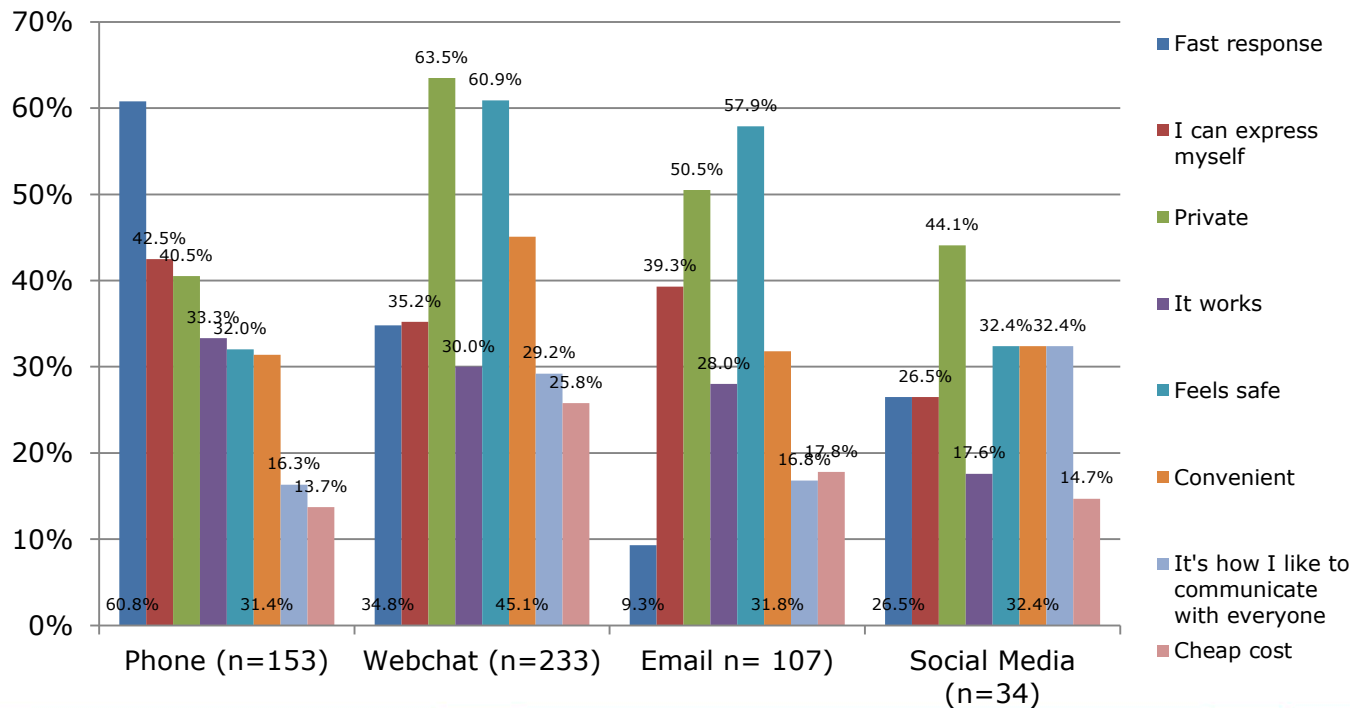
361 had previously used virtual counselling services



*More than one option could be selected

“Why did you choose that technology?”

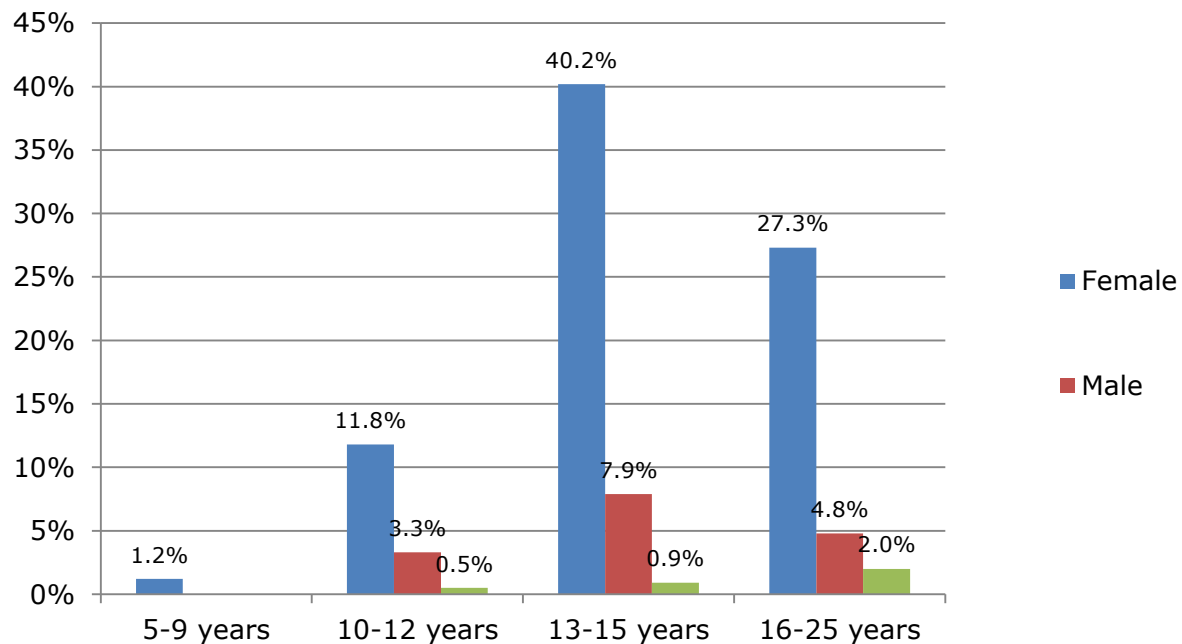
(More than one option could be selected)



Interest in SMS counselling

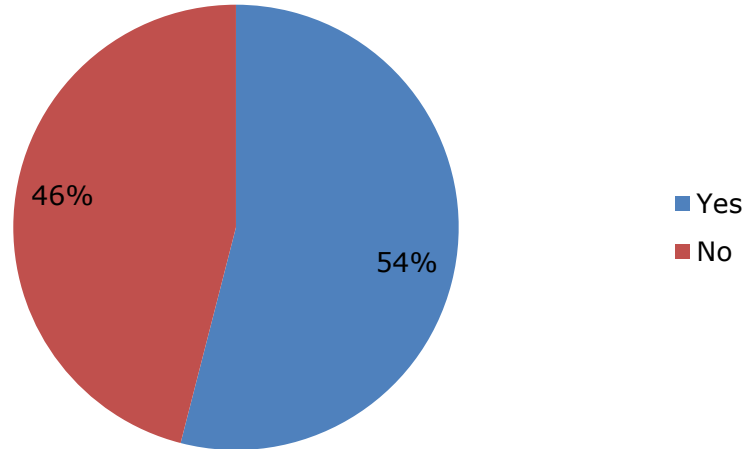
	Past use virtual counselling	No past use virtual counselling	Total interested in SMS	% of those answering question about interest in SMS (N=986)
Yes interested in SMS	231	412	643	65%
No not interested in SMS	90	253	343	35%
Sub total	321	665	986	100%
Missing	40	108	148	~
Total	361	773	1134	~

Age/ Gender of those interested in SMS counselling N=642

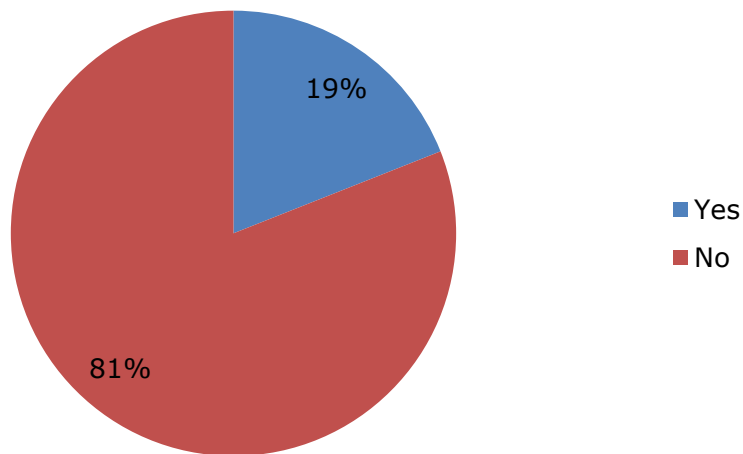


54% of all males answering the q about whether they were interested in SMS counselling (N=194) said "Yes"

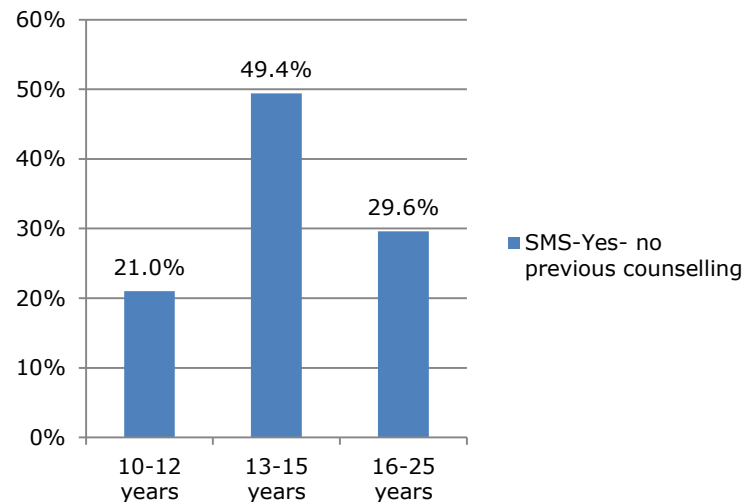
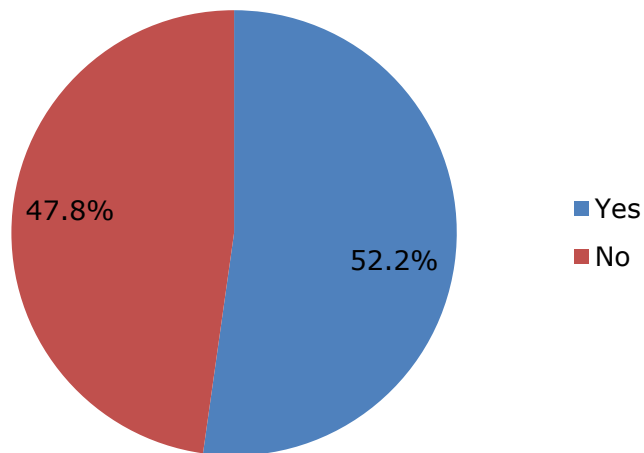
(Missing=56)



To put this in perspective, 81% of the 227 males answering the question on whether they've ever had virtual counselling said "No"



Of the 157 males who said they had not ever experienced virtual counselling and answered the q on whether they would be interested in SMS counselling, 52% said "Yes".



This would be a new counselling cohort

611 young people wrote why they would be interested in using SMS to talk to KHL.

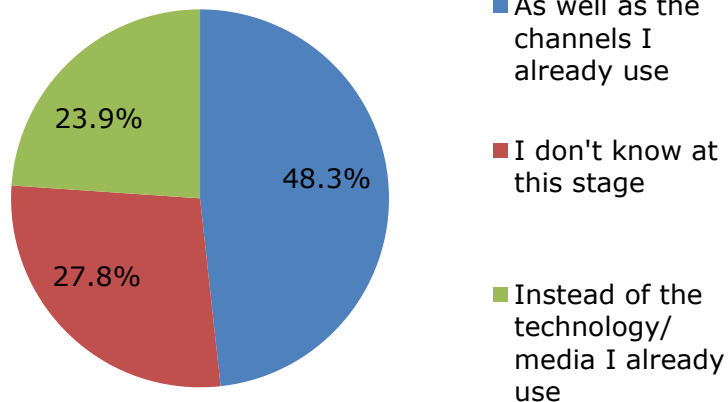
Key reasons for being interested in using SMS:

- **Pragmatics** of “Easier, simple, convenient, fast, efficient, **easier if no wifi or data**, timeliness, don’t have to sit around waiting for a reply, you get notified /alerted when there’s an answer back, text saved on my phone for rereading later, good for simple little questions, small smart phone screens not good for webchat, really smart and innovative way to do counselling”
- **Relational** issues of “getting to know someone before using voice, don’t like talking, can reflect and correct words before I send, lack of confidence with voice, sometimes too upset to speak, feels like a small step into counselling”
- **Privacy** issues including “no-one in your family/ around you can hear you getting help, can set the name to that of a friend so my parent’s won’t know, not allowed to call, people won’t be suspicious cause I’m always texting, less obvious, more confidential, great for when I’m upset at school”

296 young people wrote why they would not be interested in using SMS to contact KHL.
Key reasons for NOT being interested in SMS included:

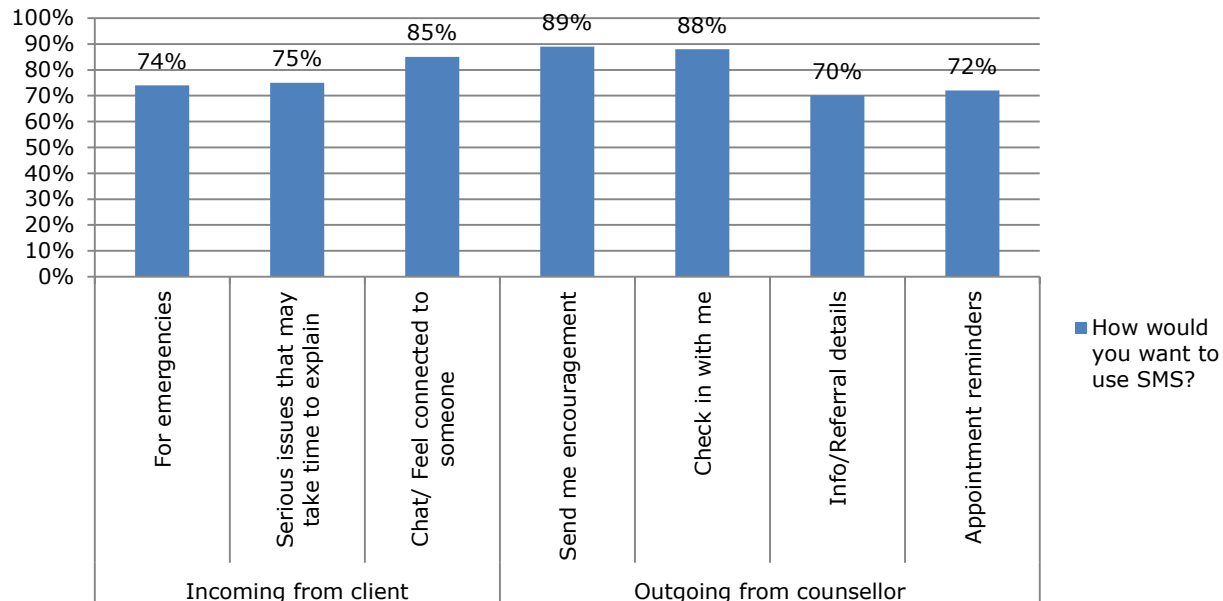
- **Pragmatics** of: "Not having enough credit, **don't have a phone**, bad phone reception, my phone gets taken away, cost is too high- if it was free I would use it, don't like to tap on phone screen with fingers for long periods, parents would see number on the phone bill"
- **Lack of privacy:** "anyone can see if they have your password or get your sim card, my parents check my phone, not feeling safe, notifications/alerts would be seen by others, my friends use my phone sometimes and would see it in Recents, you'll have access to my phone number, it's an invasion of privacy, don't want it stored on my phone, only allowed to text for emergencies"
- **Communication:** "Can't be as expressive as with talk, can't read well, too hard to explain my problems in text, you can't write as much as you need, I like using email, abbreviations are difficult for me to understand, doesn't feel as real as voice, my problem is too big, it would be delayed response, the quick speed would get me flustered, my emotion couldn't be expressed, I don't know the person on the other side, wouldn't have the same effect as voice to voice call"

"If you are interested in using SMS for counselling, would this be AS WELL AS the technology/ media you already use, or INSTEAD OF the technology/ media you already use?"



N= 230 young people who have previously used virtual counselling and are interested in using SMS

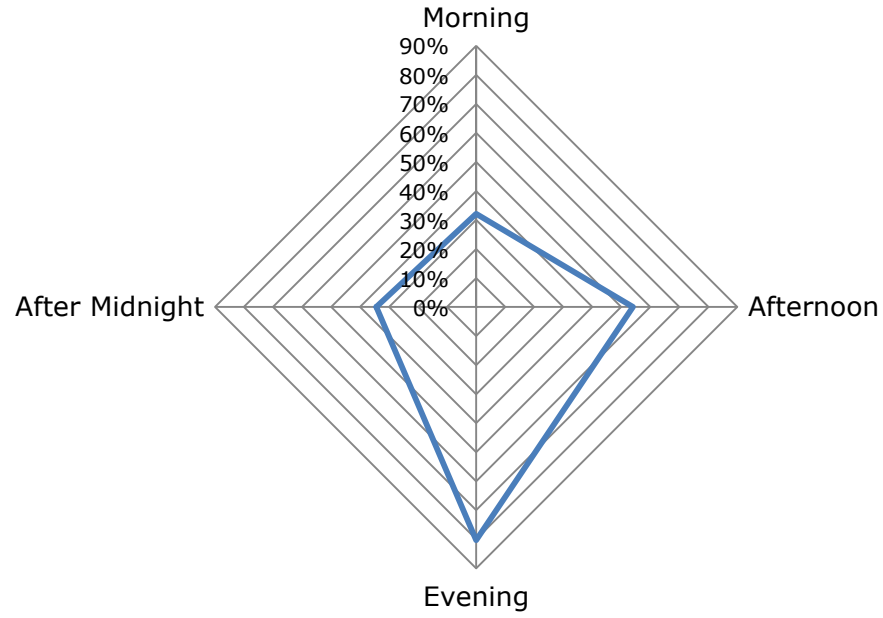
SMS Service Model:



N=587 young people
who responded to service model questions

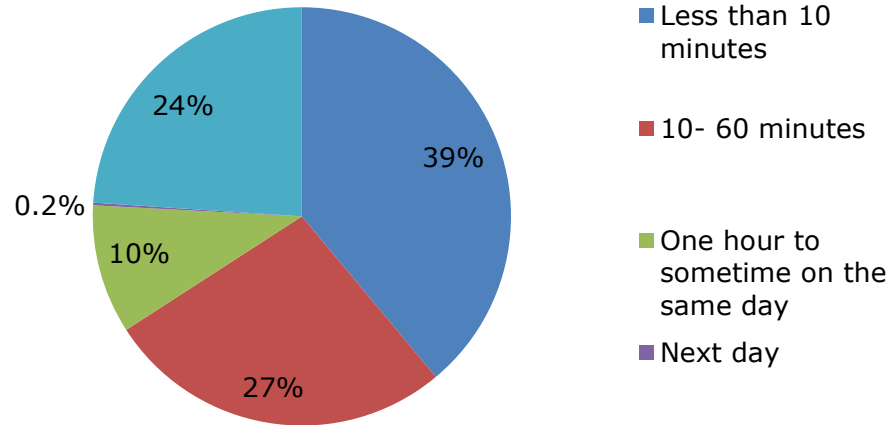
Preferred times for SMS service delivery

N= 588



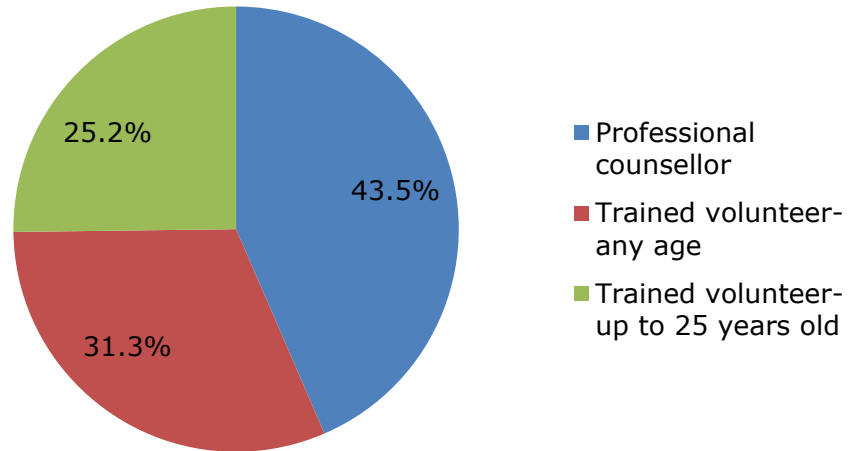
Preferred response speeds

N= 588



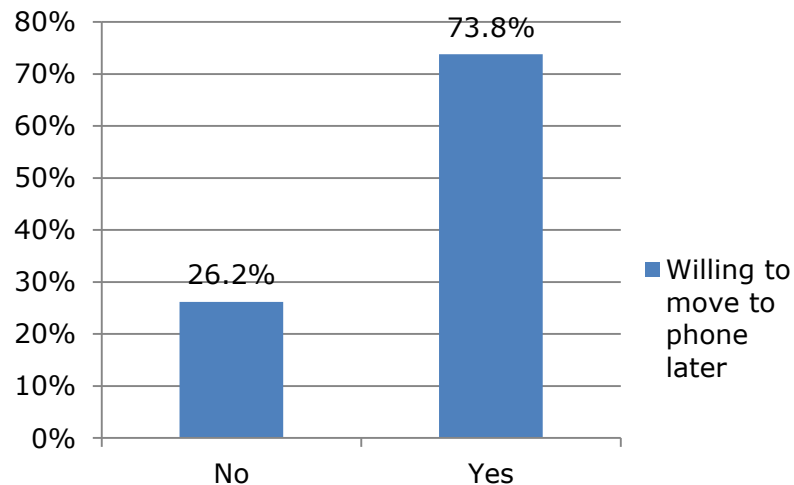
Preferred counsellor qualifications

N=588



56.5% prefer a volunteer

"If you were to start texting with a counsellor, would you be willing to move to phone later- once you felt you knew and trusted them?"



N=588

Next steps

1. Clear interest in expansion of current model
2. Children and young people want to use it for two-way counselling and support
3. Next steps of developing the KHL SMS service model should be informed by the results of this youth consultation and the SMS pilot review

