

in sights 2019

Insights into young people
in Australia



kidshelpline
Anytime Any Reason

Contents

| | |
|--|-----|
| CEO Report | 1 |
| Keeping our children safe | 2 |
| Shaping our tomorrow | 3 |
| Key Insights 2019 | 4-5 |
| Rising demand for Kids Helpline | 6 |
| Counselling trends 2019 | 7 |
| Counselling contacts | 8 |
| Counselling contacts by gender | 9 |
| Rising demand for web-based services | 10 |
| Empowering young people | 11 |
| Website Insights | 12 |
| Barriers broken down with WebChat | 13 |
| Let's talk technology | 14 |
| Early intervention and prevention | 15 |
| Online safety and wellbeing | 16 |
| Social Media | 17 |
| Innovation connects male teens | 18 |
| Circles – where young people go for help | 19 |
| Protecting children and young people | 20 |
| How we are funded | 21 |
| Differences between cultural groups | 22 |
| Acknowledgements | 23 |

Additional insights

Kids Helpline Insights 2019 is supported by the Kids Helpline Insights 2019 – National Statistical Overview, which provides extensive data about the issues affecting children and young people. State and Territory based reports about contacts to Kids Helpline are also available along with information about the collection, analysis and interpretation of data. Access these at yourtown.com.au/reports



CEO REPORT

Kids Helpline plays a critical role in child protection



Kids Helpline is Australia's only free confidential 24/7 online and phone counselling service for children and young people aged 5 to 25. Each year we reinforce our position as Australia's pre-eminent helpline specifically for children and young people. In this role of protecting and supporting children and young people, it is necessary to think about our work at two different levels – our interventions to protect and support children and young people at an individual level and at a broader systemic level.

This annual report provides insights into how Kids Helpline works, who we help, how we are funded, how we have evolved, and critically highlights some of the key issues children and young people across Australia engage with us about.

Our tertiary qualified professional counsellors listen and respond to the needs of children and young people anytime and for any reason - and where appropriate support them to develop strategies and skills to better manage their lives.

Kids Helpline acts as a 'safety net' for vulnerable children and young people in a broader social support system, having a unique position of being the only national free and confidential 24/7 counselling service available to those aged from 5 to 25 years of age. Since 1991, Australian young people have been turning to our professional, specialised counsellors, no matter who they are, where they live or what they want to talk about.

Each year we see an increase in mental health, emotional wellbeing and suicide-related concerns, they now account for 61% or 44,554 of all counselling contacts. Adolescents with mental health problems report higher rates of suicidal ideation and other risky behaviours. One in four counselling contacts were about mental health concerns.

For some young people, connecting with Kids Helpline has been a life-saving experience, while for others it's about practical help and support at the critical moment they need someone to listen. Whether they require one-off or ongoing support, young people can seek help from Kids Helpline before things escalate and become much bigger issues. For many, Kids Helpline is their only source of support.

Children and young people contact us about a wide range of concerns that include mental health, emotional wellbeing and relationships and issues like child abuse, homelessness, bullying, and personal identity issues that, if left unaddressed, can result in the development of mental health conditions. Kids Helpline is an expert in the field of early intervention services, and we are committed to safeguarding children and young people. We follow a 'no wrong door' policy to provide a 24/7 safety net for children and young people.

Demand for our services is high and lack of sufficient funding for Kids Helpline is still a concern. In 2019, Kids Helpline cost \$12.85 million to run with 72.5% funding by the **yourtown** Art Union supporters and corporate support. Australian and State Governments funded \$3.5 Million (27.5%) of the running costs.

A handwritten signature in black ink that reads "Tracy Adams".

Tracy Adams
yourtown Chief Executive Officer



Message from eSafety Commissioner, Julie Inman Grant:

We are proud to celebrate our 10-year partnership with trusted counselling service, Kids Helpline. Here at eSafety we help children and young people who have been seriously cyberbullied on social media. The most common issues we see young people experience include hurtful comments, threats of violence and fake or impersonator profiles. In 2019 we saw a 41% increase in cyberbullying reports from the previous year, and we continue to see a growing number of these from younger children aged 11 to 13 years.

With internet-connected devices now entrenched in young people's lives, cyberbullying can be much more insidious than traditional forms of bullying you could leave behind at the school gate. It can also be less visible to teachers, parents or peers, often leaving children and young people feeling isolated and helpless. And depending on each child's situation or circumstance, it can have devastating impacts. That is why our partnership with Kids Helpline is so important.

Since 2015, we have referred more than 12,000 children and young people experiencing cyberbullying to Kids Helpline for counselling support. Partnering with Kids Helpline's WebChat service helps to ensure young people who report to us, and need additional professional support, are prioritised for counselling.



We look forward to continuing our successful partnership with Kids Helpline through our cyberbullying complaints scheme, and education, prevention and training initiatives. By working together, we can help young people thrive online.

Keeping our children safe

Kids Helpline is a free 24 hours a day, 7 days a week service offering wrap-around care that works in collaboration with local agencies and services.

For many children and young people, Kids Helpline is their only source of support. This may be because they feel uncomfortable accessing face-to-face service due to the stigma associated with mental ill health, or for privacy and confidentiality issues.

Kids Helpline offers counselling support via phone, email and real-time WebChat with topics ranging from everyday issues such as family, friends and school, to much more serious issues such as child abuse, bullying, mental health, drug and alcohol use, self-harm and suicide.

We are dedicated to the protection of children and young people by providing a safety net of support. Kids Helpline plays a critical role across issues like suicidal ideations, mental wellbeing and child protection support for those at risk of significant harm.

Our advocacy work is a vital part of protecting children and young people. Our data and research is unique and continues to be shared through our policy submissions, advocacy reports and publications and forums nationally.

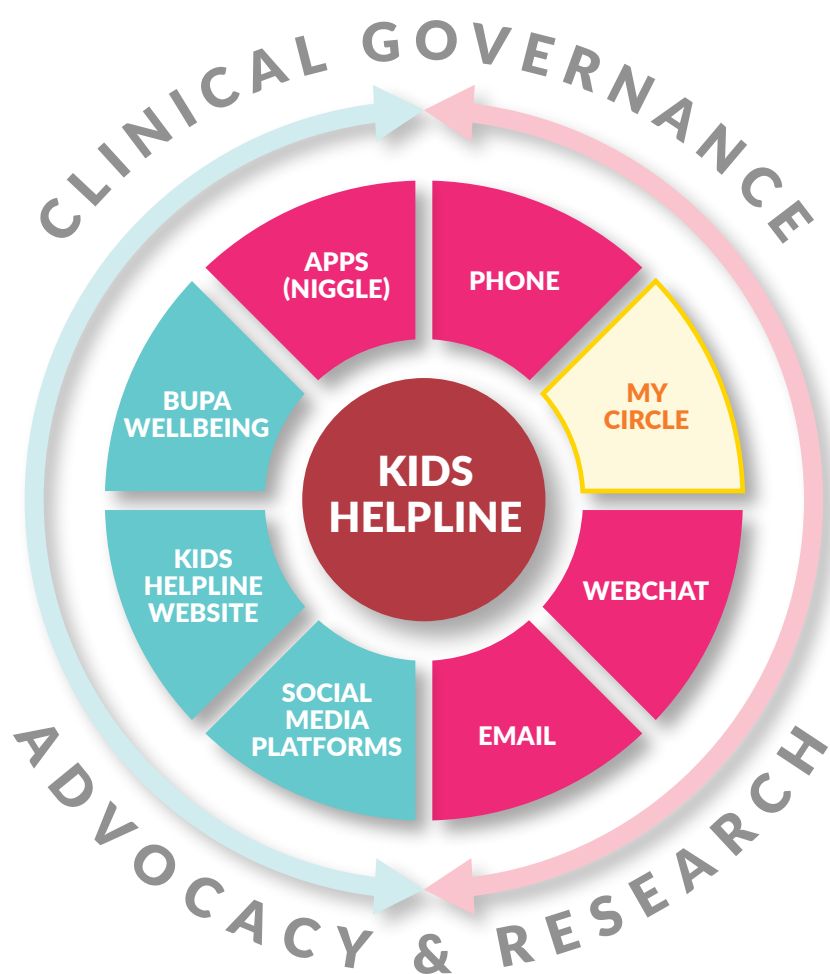
We offer:

- One-off counselling and crisis support
- Information and referral
- Ongoing counselling and case management.

Kids Helpline is staffed by a professional workforce comprised of over 130 counsellors, each holding relevant tertiary qualifications.

Intervening early when children and young people are experiencing difficulties can make all the difference and, in some cases, save lives.

We take the time to listen, understand and encourage children and young people to find their place and do everything we can to keep them safe.





Molly, George and Mikaela.

Children and young people have a vital role in shaping our tomorrow

At **yourtown**, we know young people are the experts on their own lives and it's essential that we give them meaningful opportunities to contribute their thoughts to the development of the services, systems and policies that affect them. Our Lived Experience Network (LEN), just one component of our Youth Participation Strategy, provides a platform for young people with lived experience of attempted suicide to have their voices heard and contribute to making a real difference for the future. The LEN aims to:

- Increase knowledge and understanding of the needs and experiences of children and young people, within **yourtown** and in the broader community
- Increase **yourtown's** capacity to provide safe, effective support to children and young people affected by suicide
- Contribute to advocacy for better community services, systems and policies for young people experiencing mental ill health or suicidality
- Empower members to become active community advocates on the issue of suicide by children and young people.

In the Network's first public event, young people presented to a group of educators about how school staff can do more to recognise and support students going through tough times, with audience members describing their stories as 'eye-opening', 'challenging, confronting, necessary', and a powerful call to action. More recently, members have been working with **yourtown's** communication professionals to turn their unique knowledge into videos and animations on topics such as how to support a person who is self-harming or experiencing a mental health crisis, and what to expect on a first time call to Kids Helpline. Future plans include opportunities to contribute ideas to enhance internal **yourtown** documentation and training.

Lived experience matters

"As a group with lived experience of suicide, we would like to share the realities and give insight into what our lives would be like if Kids Helpline was not there for us.

"For some of us, we would continually be in and out of hospital for mental-health related concerns. Some of us would be forced to access services that aren't as youth-friendly or accessible. For others, we wouldn't be here at all.

"Kids Helpline provided us with a sense of safety and security which allowed us to build our confidence and resilience, and empowered us to begin our recovery journey.

"We first contacted Kids Helpline because it is easily accessible being 24/7 and anonymous. We continued to access the service because of the compassion and care we received from the qualified counsellors. No matter the level of crisis we were in, the counsellors were consistent, respectful and professional in their duty of care.

"Now that we are older, we can understand the importance of early intervention and the pivotal role Kids Helpline plays in youth mental health.

"Kids Helpline gave us the ability to advocate for ourselves and other young people, move forward on our healing and ensure that Kids Helpline continues to effectively support and empower children and young people," **Molly, George and Mikaela.**

key insights 2019

Kids Helpline, a service of **yourtown**, gives children and young people choices, support and someone to listen anytime and for any reason.



5 Most common reasons kids and young people seek counselling support¹

| | |
|------------------------------|-----|
| 1. Mental health | 26% |
| 2. Emotional wellbeing | 21% |
| 3. Family relationships | 18% |
| 4. Suicide-related | 14% |
| 5. Friend/peer relationships | 10% |

Concerns of those who received counselling¹

1 in 4 contacts were about mental health

1 in 5 contacts were about emotional wellbeing or family relationships

1 in 7 contacts were about suicide-related issues

1 in 10 concerned about dating/partner or friend/peer relationships

1 in 14 contacts focused on self-injury concerns

1 in 14 contacts were about child abuse

1 in 20 contacts were about bullying

¹ Percentages are based on a total of 72,587 contacts seeking counselling support in 2019.

² An additional 70,298 phone contact attempts 'dropped out' before the 20 second information privacy message played.

³ Includes contacts from adults and not recorded attempts.

Every
97 seconds
a young person
contacts
Kids Helpline

How many
contacts did we
receive?

1,414,591
unique visitors
to the KHL website who
collectively participated in
1,827,019 web sessions

324,834² attempts to contact the
counselling service with **148,349³** attempted
contacts answered

145,005 of ALL answered attempts were from
children and young people aged 5-25:

72,587 (50.17%) were seeking
counselling support

72,418 (49.9%) were seeking information,
referral or other support

Duty of Care interventions

1,876 counselling sessions resulted in Duty of Care*
interventions

36 Duty of Care interventions a week

Of these:

43% were related to a suicide attempt

32% were related to child abuse

**Duty of Care Interventions related to suicide attempts
have increased by one third over the past four years.**

*A Duty of Care intervention involves contacting emergency services or another agency to protect a young person who is experiencing or is at imminent risk of significant harm.

Trends in Duty of Care interventions

Although the number of contacts triggering
Duty of Care responses has remained similar to 2018,
there has been a **5%** increase in the proportion
of interventions precipitated by concern about
suicide intent since 2018.

In that same period there was a **5%** reduction in
Duty of Care interventions relating to child abuse.



We respond to children and young people in a number of ways:

Direct Contacts

• Phone • Web chat • Email • Circles⁴

Indirect Contacts

• Unique visitors to the Kids Helpline Website
• Interactions through Facebook, Instagram and Twitter

Classroom Contacts

Primary and secondary school students participate in video linkup class session



Kids Helpline @ School

28,797 primary school students participated in video link-up class sessions with a counsellor



Gender

76%
Female contacts
Almost 8 in 10

21%
Male contacts
Over 2 in 10

2%
Intersex, trans
& gender diverse
A total of 2,415 contacts

Type of Support

37% were from young people contacting the service for the first time

63% were from those receiving occasional or ongoing support

Every day around 484 contact attempts across Australia to Kids Helpline go unanswered.

This is not to say that each of these unanswered contact attempts represents individual children or young people – many people will persist attempting to contact multiple times before connecting.



Who contacted us?

Age

| | |
|-------------|-----|
| 5–12 years | 14% |
| 13–18 years | 56% |
| 19–25 years | 30% |

**Average age
16.6 years**

Locality

Where locality is known

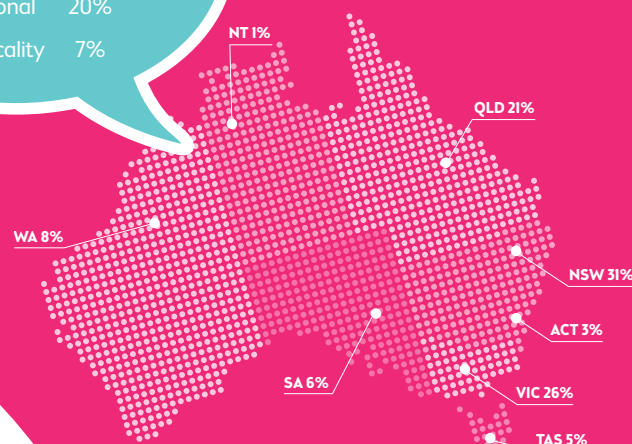
| | |
|-----------------|-----|
| Major Cities | 72% |
| Inner Regional | 20% |
| Remote locality | 7% |

Cultural Background

(N = 35,375 where culture is known)

| | |
|--|-----|
| Aboriginal &/or Torres Strait Islander | 6% |
| Other culturally and linguistically diverse (CALD) | 32% |
| Neither of the above | 62% |

⁴ A Kids Helpline Circles group begins when enough members have signed up to start a group about a particular topic. The group is facilitated by a qualified counsellor.



Rising demand for Kids Helpline

Children and young people engaged in 324,834 attempts to contact Kids Helpline directly, email and web.

| | Phone | Web | Email | Total |
|-----------------------------|---------|---------|--------|---------|
| Attempts | 179,885 | 132,026 | 12,923 | 324,834 |
| Responses | 86,092 | 49,334 | 12,923 | 148,349 |
| Responses rate ⁵ | 48% | 37% | 100% | 46% |

The number of attempts to contact Kids Helpline increased from 147,351 in 2018 to 148,349 in 2019, with visits to the website increasing from 843,753 in 2018 to 1,414,591 in 2019.

A quarter of all counselling sessions related to mental health concerns and one in ten were presenting with signs or symptoms of an emerging mental health disorder.

OF ALL CONTACTS

MALES

| | |
|-----------------|-----|
| phone | 63% |
| Web counselling | 30% |
| E-Mail | 7% |

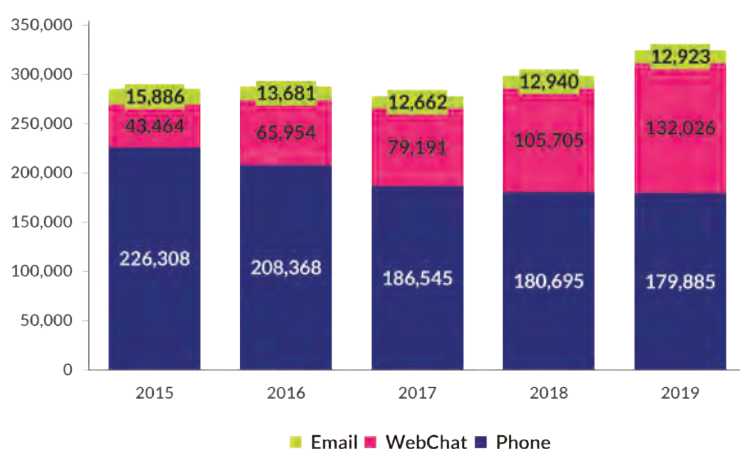
FEMALES

| | |
|-----------------|-----|
| phone | 46% |
| Web counselling | 45% |
| Email | 9% |



Contact Attempts per Channel

2015-2019



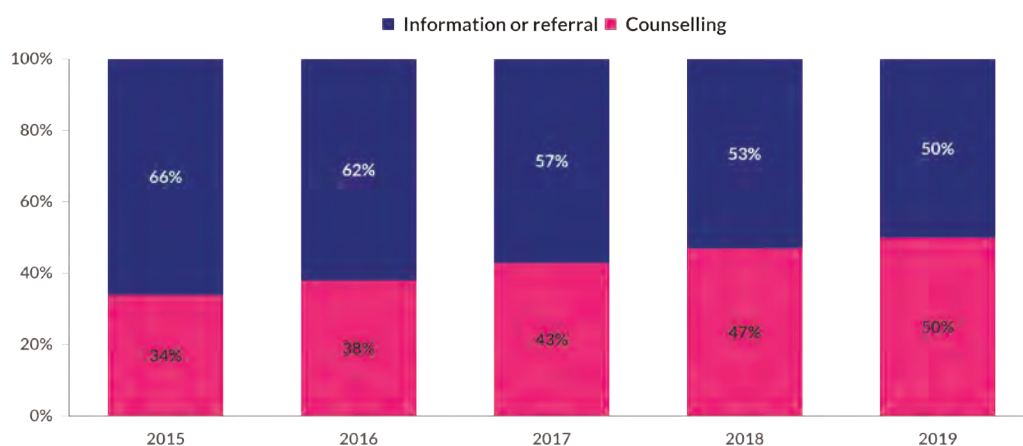
Rising demand for our service

In 2019, we received 107 more contacts each day than in 2015.

⁵ Response rate is the percentage of attempts to contact Kids Helpline which received a response, however, it does not represent the percentage of children and young people who contact Kids Helpline who receive a response, as many children and young people will make multiple attempts to contact the service.

More children and young people are seeking counselling support

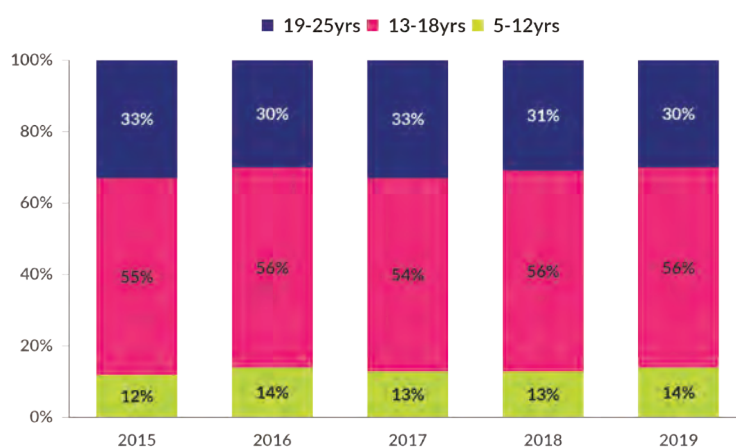
Rising demand for counselling support



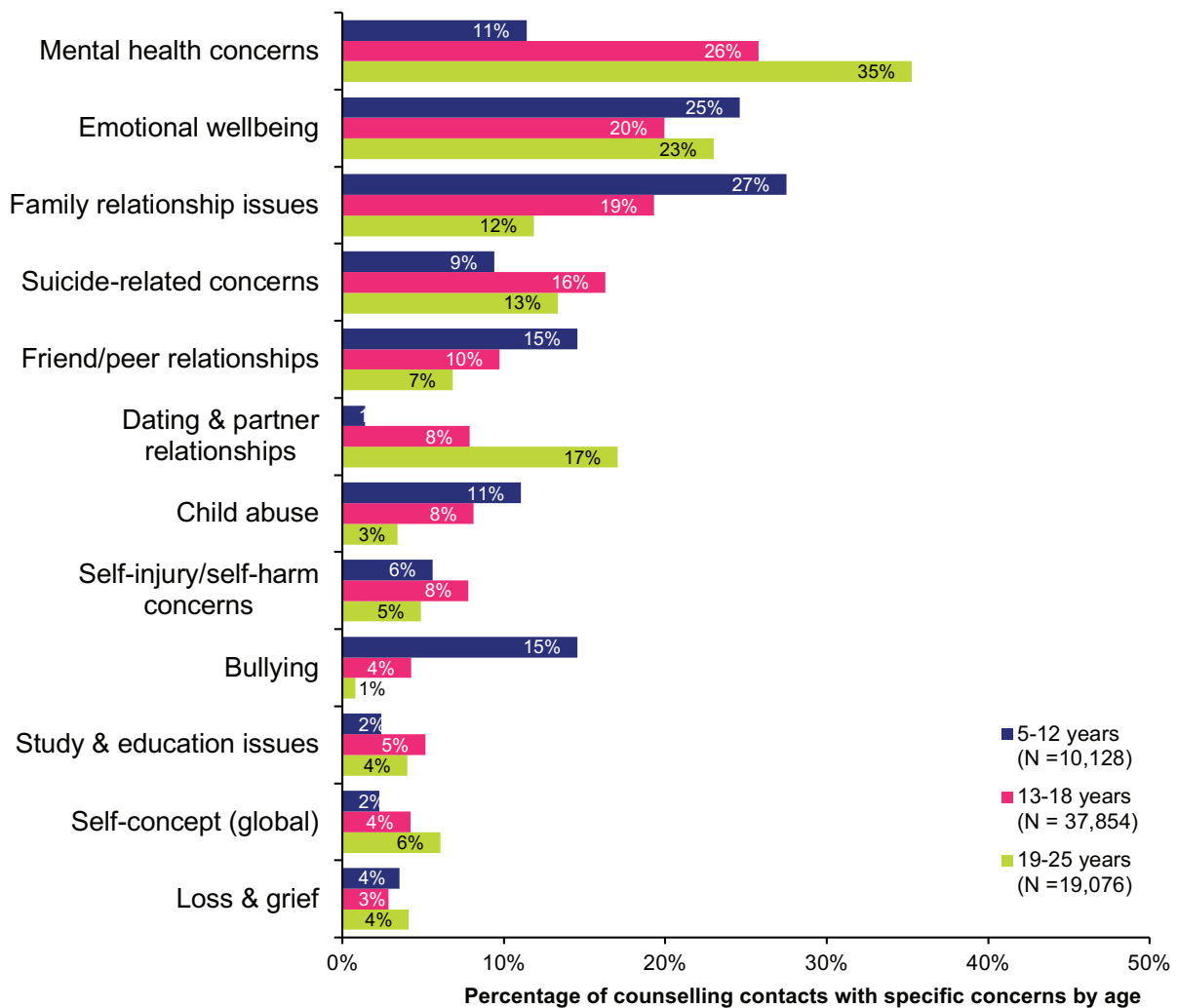
Age groups requiring counselling have remained stable over time

Stability in the age of our client group over time

2015-2019

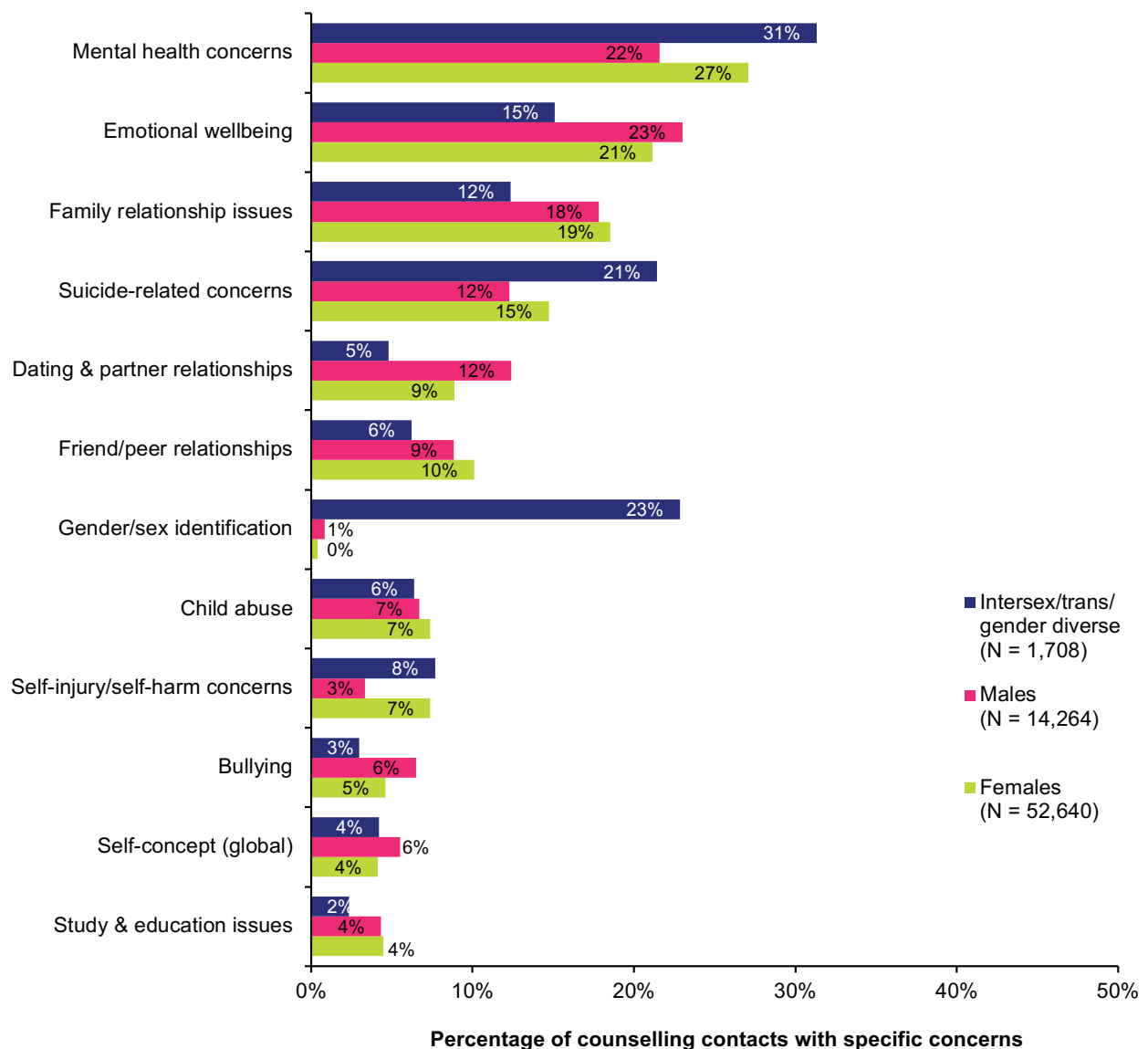


Mental health and emotional wellbeing remain the key issues for counselling support



Mental health and emotional wellbeing remain key issues for all contacts, particularly for intersex and transgender contacts

Overall a quarter of all counselling sessions relate to mental health concerns and one in ten are a young person presenting with an undiagnosed mental illness.

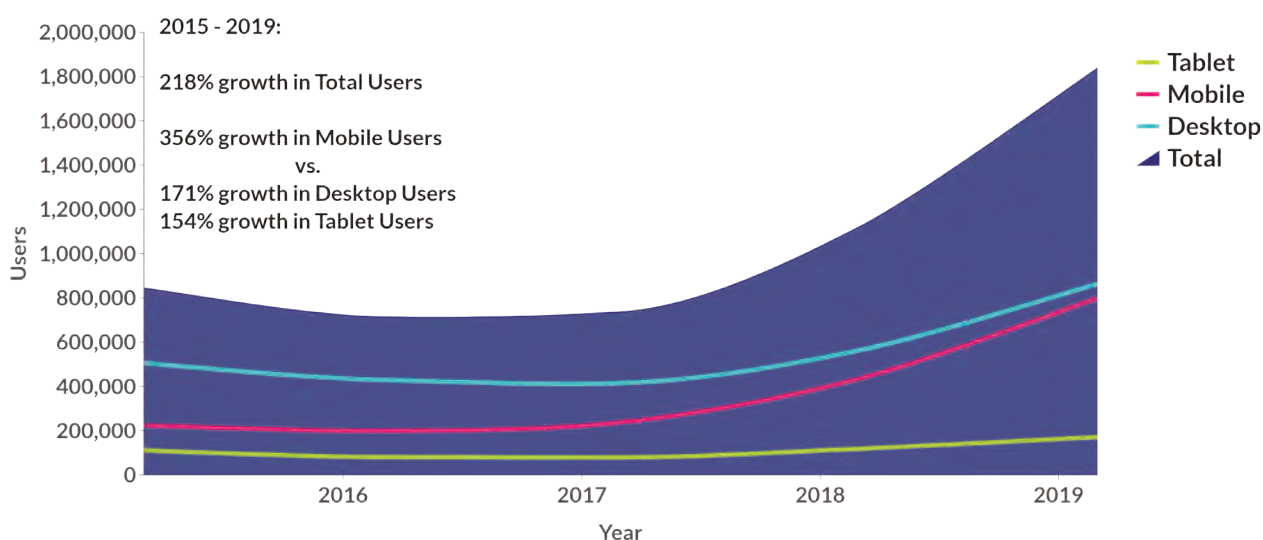


More children and young people using
our web-based information and services

1,414,591 Unique users **1,827,019** Visitor sessions
3,253,939 Unique page views

Kids Helpline web traffic

2015-2019



24/7 Accessibility



Phone



WebChat



Email Counselling



Circles



Website



Niggle App⁶

⁶ The app that allows you to capture your niggles and do something about them.



Empowering young people to help themselves and others

Our website – kidshelpline.com.au – has personalised navigation, illustrations and content created specifically to equip children, young people and parents to not only help themselves, but also get ideas on how to help others. The site has tips and information about the main issues affecting children and young people written by Kids Helpline counsellors for specific groups i.e. Kids, Teens, Young Adults and Parents and Carers, teachers and schools.

Kids (5-12 years)

Top five topics:

- | | |
|-------------------------------|---------------|
| 1. Being safe on the internet | 19,340 |
| 2. Fights with friends | 15,901 |
| 3. Bullying is not ok | 15,340 |
| 4. Everybody makes mistakes | 12,478 |
| 5. Feeling lonely | 12,316 |

Cumulatively, the topic about online safety (eSafety) reached 28,458 or 16% of all page views.

Teens (13-18 years)

Top five topics:

- | | |
|------------------------------|----------------|
| 1. Bullying | 314,126 |
| 2. All about respect | 123,713 |
| 3. Sexting | 70,931 |
| 4. Cyberbullying | 52,673 |
| 5. Feeling sad and depressed | 47,479 |

Bullying accounted for one third of all teens' page views, while 1 in 9 page-views (11%) was about online life (cyberbullying and sexting).

Young adults (19-25 years)

Top five topics:

- | | |
|--------------------------------|---------------|
| 1. Respectful in relationships | 12,777 |
| 2. Gender identity | 11,161 |
| 3. Impacts of pornography | 6,323 |
| 4. Family relationships | 6,035 |
| 5. Risk-taking | 5,105 |

Parents/carers

Top five topics:

- | | |
|---|---------------|
| 1. Helping kids identify and express feelings | 67,900 |
| 2. Supporting a child who is thinking about suicide | 27,864 |
| 3. Understanding child emotional abuse | 24,682 |
| 4. How Parentline can help you | 21,446 |
| 5. Anxiety in kids and teens | 12,611 |

Website insights

Kids Helpline has strategies for improving help-seeking for children and young people to improve mental health literacy, reduce stigma, and support the desire of young people for self-reliance.

This trend for help-seeking behaviours, illustrates that young people are relying on sourcing quality information themselves from the Kids Helpline website, in preference to seeking counselling help for issues they may be facing.

Website page views in 2019 research shows substantial change with trending topics.

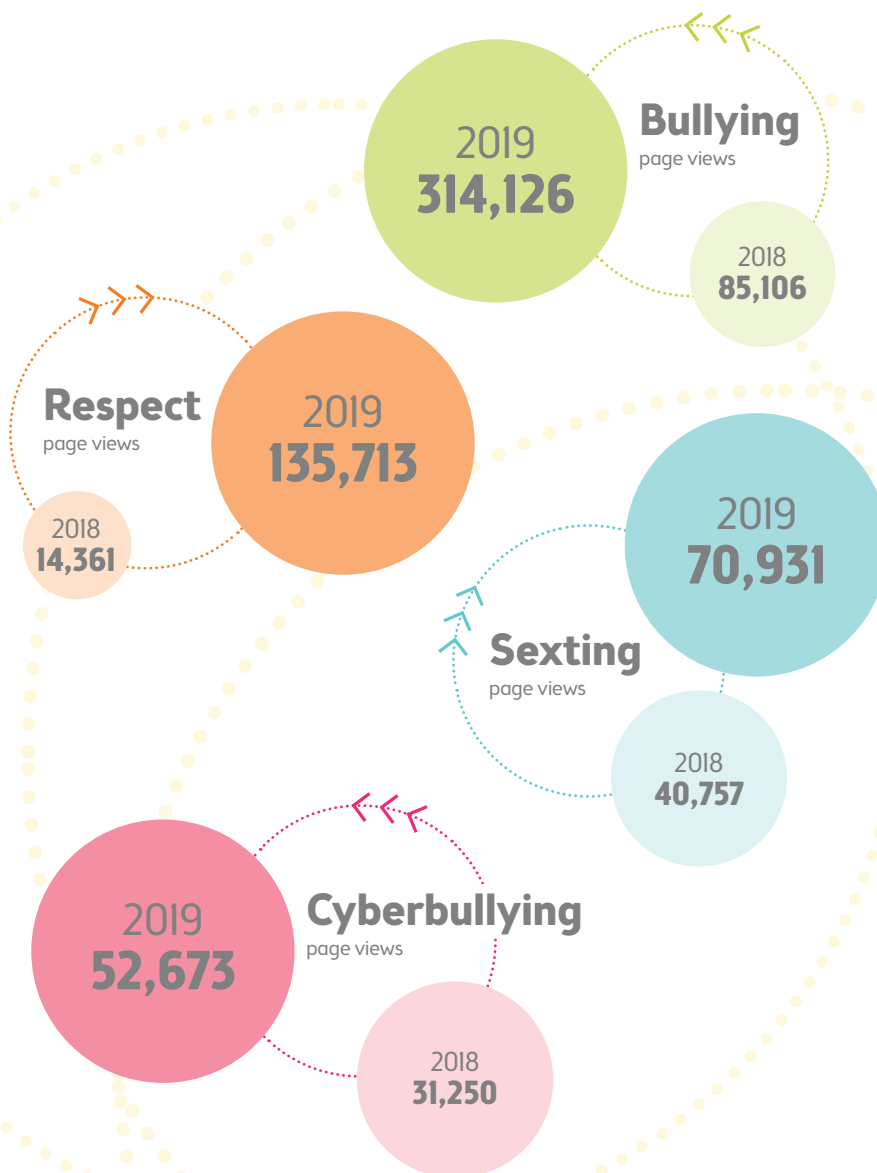
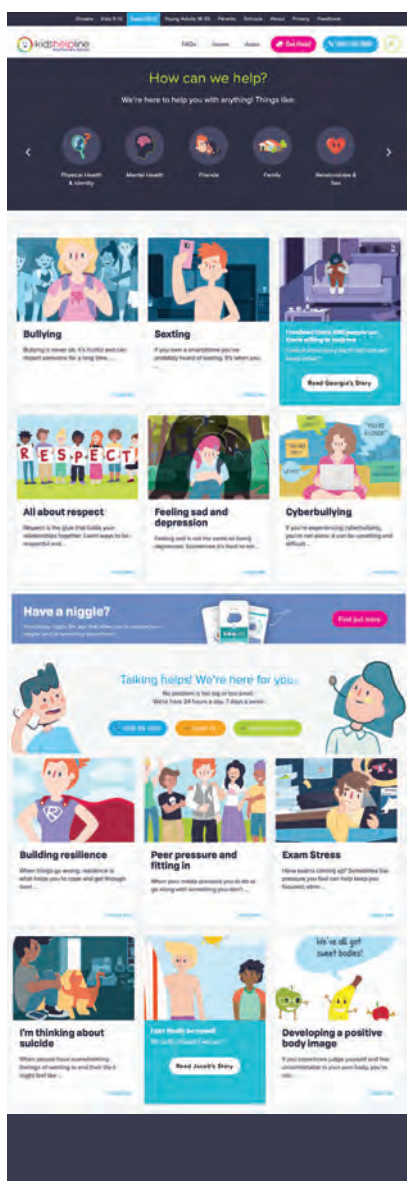
During 2019, teenagers aged 13 – 18 years searched the Kids Helpline tips and information pages for informational resources.

Bullying received a dramatic increase in 2019 to 314,126 vs 85,106 page views in 2018.

Second most frequently visited teens Issues Article topic in 2019 was **All About Respect** 2019 = 135,713 vs 2018 = 14,361 in 2018.

Sexting content to equip teens doubled in page views from 40,757 in 2018 to 70,931 in 2019.

Cyberbullying had 52,673 page views in 2019 vs 31,250 in 2018.



Barriers broken down with WebChat

Preferred modes of help-seeking have shifted significantly in the last 4 – 5 years. There continues to be a steady shift in children and young people's preference for contacting a counsellor via telephone towards using WebChat.

Demand has increased 204% through WebChat over the past 5 years with a marked disparity in gender preference for counselling modality, with girls utilising web counselling significantly more than boys (43% of all girls and only 28% of all boys use webchat).

In 2019, Kids Helpline had 49,334 successful web counselling sessions, which is a 21% increase over 2018.

Answered contacts via WebChat in 2014 were 21,082, growing to 49,334 in 2019.

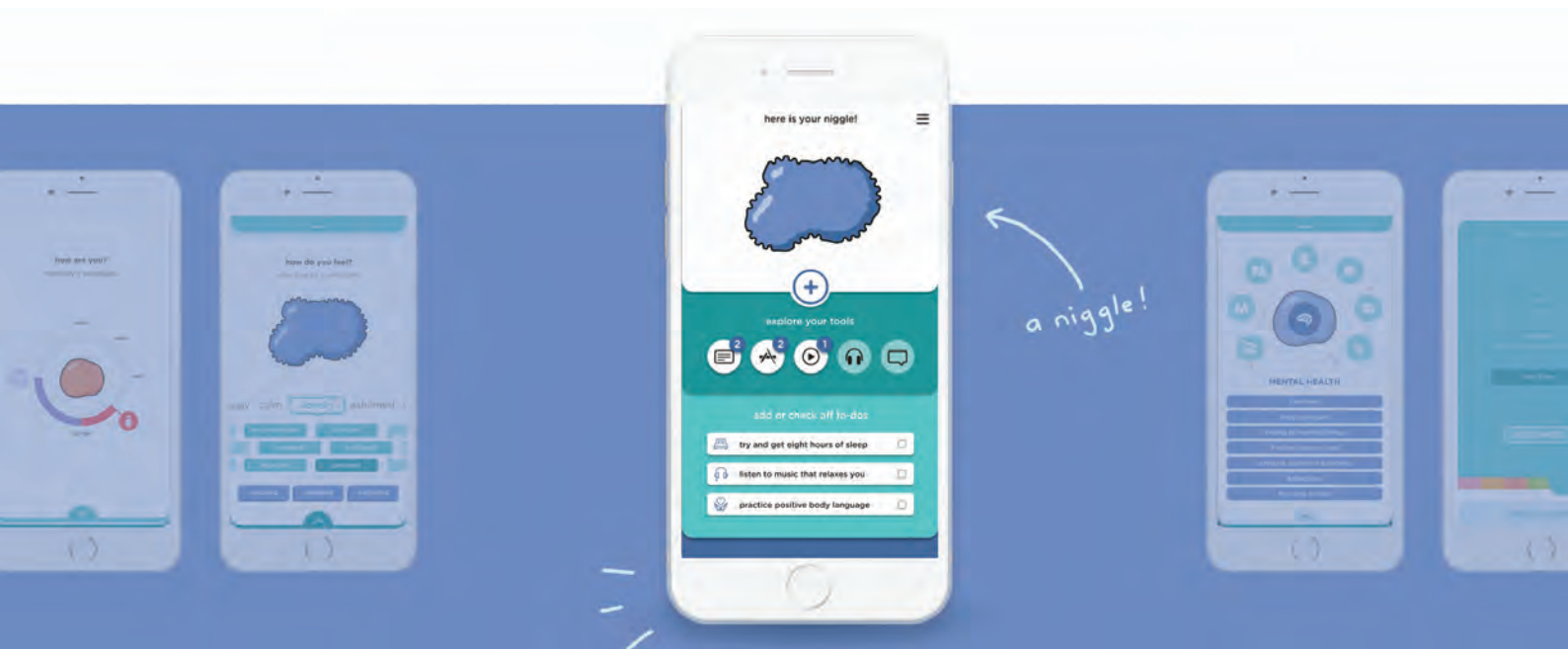
Demand increased for WebChat by 204% over 5 years.

Teens in the 13 – 18 year old age group are the biggest group of WebChat users at 50% of contacts.

WebChat counselling demand

| Year | 2015 | 2016 | 2017 | 2018 | 2019 |
|---------------|--------|--------|--------|---------|---------|
| Demand | 43,464 | 65,954 | 79,191 | 105,705 | 132,026 |
| Response rate | 55.48% | 48.16% | 44.45% | 38.69% | 37.37% |

2019 was the first year when digital counselling modes (email and web) were the preferred help-seeking method compared to phone, and accounted for more than half of all counselling contacts.



Introducing niggle.

The app that allows you to capture your niggles and do something about them.

Let's talk technology

There continues to be a steady shift in children and young people's preference for help-seeking, for evidence based wellness resources at their fingertips.

The new Niggle App was created in collaboration with QUT, and informed by a team of young people, counsellors, researchers, designers and mental health experts. An initial pilot study that involved about 700 young people also informed its design. The evidence-based app was developed to suit teenagers and young people 13 to 25 years of age.

This research-driven app allows young people to identify any mental health concern or 'niggle'. Hundreds of built in resources and guided strategies are available on the free niggle app to assist them to address those issues.

Kids Helpline Niggle App was launched in late 2019 to deliver a wellbeing toolkit that promotes self-help using the full resources of Kids Helpline by offering valuable information to teens and young people to check and monitor their mental health and wellbeing.

Supporting technology initiatives like the Niggle App helps us offer safety net options regardless of where in Australia the user is located. This online app makes it possible for young people to access help in a way that is comfortable for them and without the stigma that they may feel when accessing traditional mental health support services.

Get help with things like:

- Mental health
- Physical health and identity
- Friends
- Family
- Relationships and sex
- School and work
- Life issues
- eSafety

In November and December 2019, Niggle App was downloaded by 620 young people and used a total of 2,490 times.

Early intervention and prevention

Early intervention and prevention assists children and young people with decision-making and problem solving skills to effectively deal with challenges over the course of their lives. In addition to our core counselling service, Kids Helpline's schools' program and self-help resources aim to help prevent and protect.

OPTUS **yourtown** proudly celebrated 20 years in partnership with Optus in 2019.

Optus Digital Thumbprint with Kids Helpline, uses video technology to connect primary classrooms with Kids Helpline Counsellors. **yourtown** is proud of what this partnership with Optus has achieved since 1999, by utilising digital technology to help normalise help-seeking behaviour and assist children and young people to feel comfortable about seeking support.

Evaluation of the Optus Digital Thumbprint program

Responses to an evaluation survey were received from 1,229 students in 28 schools holding 61 sessions. Grades 4-6 students reported:

- gaining helpful ideas about positive use of technology by 75%;
- increased confidence to use technology by 67%;
- remembering the KHL phone number by 65%.



Bupa helps fund the **Kids Helpline @ School Wellbeing** program that includes topics about bullying, resilience, friendships and mental health.

Sessions are designed to raise awareness of issues related to mental health and wellbeing and encourage discussion about these topics. Aimed to improve students' mental health literacy, resilience, wellbeing and emotional intelligence, as well as enhancing student's communication skills within interpersonal relationships, and normalize and encouraging help-seeking behaviours.

Evaluation of the Wellbeing Program (Bupa)

Responses to an evaluation survey were received from 1,016 students and 175 teachers in 36 schools holding 41 sessions.

- 99% of teachers found the program has likely increased student understanding of the topic discussed;
- 100% of teachers found the program would have increased students understanding of help-seeking options;
- 75% of students reported gaining new helpful ideas on how to deal with the issue discussed;

Kids Helpline @ School program

Kids Helpline @ School (KAS) is a free early intervention and prevention program available to all primary schools across Australia.

28,797 primary school students from 304 schools participated in a total of 909 classroom sessions in 2019.

Schools participated from every state and territory, and more than a quarter (28%) of participating schools were located in regional or remote localities.

Teachers made extensive use of online educational resources developed by Kids Helpline to support schools' participation in the program, with over 75,042 page-views of these resources, and 35,335 visits to the KAS website home page.

78% of students reported an intention to try something new learned from their session;

67% of students reported increased confidence to deal with the issue discussed;

82% of students said they would consider contacting Kids Helpline if they had a concern or worry;

99% of teachers reported the session was likely to have positively influenced students' future choices and decision-making.

Kids Helpline @ High School program

4,799 high school students from 17 schools participated in a total of 99 classroom sessions in 2019.

Kids Helpline @ High School North QLD is funded by the Northern Queensland Primary Health Network (NQPHN). This program aims to increase the knowledge of mental wellness and help-seeking of high school students in the NQPHN region with topics covering School Transitions, Emotional Intelligence, Respectful Relationships and Developing Resilience



Online safety and wellbeing

Connecting online can come with some risks and dangers for children and young people.

Kids Helpline helps them understand what to do about online safety and highlights practical steps through information and support when they need it most.

Cyber-safety has been an issue for young people using the service in 2019, with 4% of all counselling contacts related to cyber-safety issues.

Kids Helpline also protects young people from cyberbullying by giving them the skills to deal with online bullying experiences.

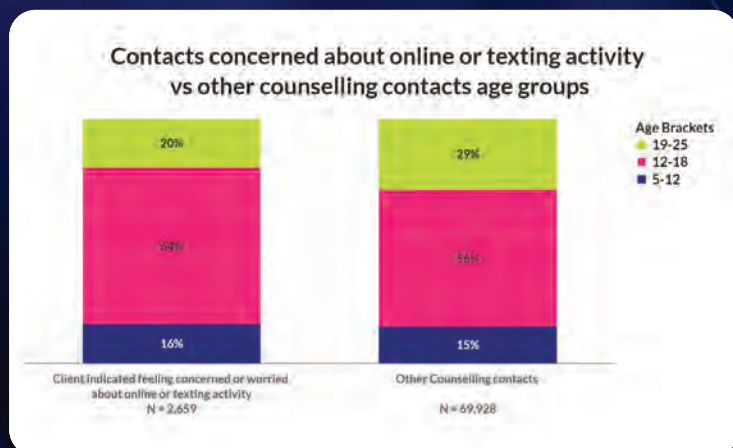
Thanks to our relationship with the Australian Office of the e-Safety Commissioner, children and young people can receive priority access to Kids Helpline web counselling via the eSafety website or referred directly.

To support its growing role in responding to the cyber-safety concerns of children and young people, Kids Helpline collects data to gauge the frequency of cyber-safety issues discussed in counselling sessions.

The total number of e-Safety-related contacts since 2012 is 17,389, noting our classification of these issues has changed over time to better capture cyber-safety related concerns. It is possible that this number may have been greater.

Key online safety and wellbeing trends are:

- The average yearly number of records related to e-Safety since 2016 is 2,716;
- In 2,659 (4%) of the 72,587 counselling contacts responded to by Kids Helpline counsellors, the child or young person disclosed experiencing cyber-safety issues to the counsellor.
- Compared with other counselling contacts, those where cyber-safety issues were disclosed were more likely to be from children and young people aged 13-18 years (64% cf. 56%) and less likely to be from young people aged 19-25 years (20% cf. 29%).



Social media

Instagram

Instagram has over 7,000 followers comprised mostly of 13 – 17 year olds (31%) followed by 18-24 year olds (19%).

By catering to young people on platforms they already use, we are able to connect with them through engaging content and to offer them practical self-help tools and tips. We aim to provide these resources as a prevention and early intervention strategy to engage with those who are pre-contemplative about help-seeking.

Facebook

Kids Helpline Facebook page has over 16,000 followers. It provides links to articles for teens over 18 years of age and helps to build brand awareness and showcase our wide range of resources, tips and information about diverse topics of concern.

Other support

Kids Helpline ran several campaigns, aimed at engaging with young people to generate authentic interactions that guided self-help conversations and reflection. We also conducted online research with young people around their preferred social

media content. Approximately half of respondents were already following us on one or more social media platforms. Their feedback overwhelmingly validated the current social media strategy and highlighted user-generated content as a potential opportunity.

As a result of the feedback we began creating and sharing real life stories using multimedia and tested alternative ways to give our audience a voice through polls, which allowed them to share opinions, questions or comments anonymously, which subsequently was used as social media content.

H R U? Podcast

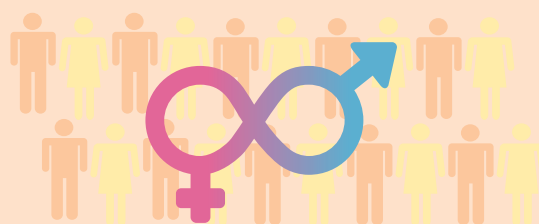
PEDESTRIAN.TV (PTV) partnered with Kids Helpline to create a safe and open space for conversation around mental health and the issues that Australian young people face today. From peer pressure, navigating finances, identity, relationships to study/work-related stress of 18-25 year olds. PTV introduced the podcast title name: H R U?. Referring to 'how are you?' this eight-part audio and video podcast series the Kids Helpline H R U? Podcast Campaign championed the expertise of Kids Helpline as well as establishing knowledge and trust around the organisation in the PTV core demographic.



Male help seeking continues to decline

Since 2007 contacts from males has gone from about one-third to one-fifth of contacts to Kids Helpline.

In 2019, almost eight out of ten (76%) contacts responded to were from females while approximately two in ten (21%) were from males.





**IT WAS GREAT TO TALK.
WANNA DO THE SAME?**

**CALL KIDS HELPLINE ON 1800 55 1800
OR CHAT VIA WEB CHAT OR EMAIL**

Innovation to encourage male teens to connect with Kids Helpline

Male teenagers are reluctant to contact Kids Helpline with two in ten (21%) seeking support in 2019.

Kids Helpline, together with our creative and media agencies, M&C Saatchi and Wavemaker launched an innovative campaign to encourage teenagers to open up about mental wellbeing.

In August 2019, the Truth 'n Loot campaign came to life on streaming platform Twitch with gaming influencers Naysy, Chanzas, Panda and the duo Skill up and Laymen Gaming, sharing the message that "talking really helps" during live-streamed play of the gaming phenomenon Fortnite.

Mental wellbeing is the number one reason teens reach out to Kids Helpline in Australia, a problem that is hard to address as teens tend to keep their issues to themselves, in particular male teens.

This campaign, running from August to December 2019, started the conversation with teen audiences to reach them at an early intervention stage by getting them talking about what's worrying them every day instead of waiting for crisis time.

The four live Twitch Fortnite battles gave teens the opportunity to engage in a raw conversation about mental wellbeing.

The Truth 'n Loot marketing campaign was about encouraging conversation – at any time, for any reason.

This happened organically on platforms like Twitch, so we refocused those discussions around mental wellbeing in an unobtrusive way. It's about showing young people that the troubles they face are not unique to them and need not be faced alone.

This campaign was also supported in social media as well as across the Twitch platform and on the Kids Helpline website.

Results were impressive:

- 1.8M teens were reached – of these were 780,000 young males
- Over 26 million impressions of the campaign across platforms
- Nearly 100,000 link clicks to Kids Helpline website

- 4,000+ hours of content watched on Twitch
- 2.9M fully played video views
- 76% of all fully played video views on Instagram were from young males
- 64% of all video views on Snap Chat were from young males

However, the true success of the Truth N Loot campaign evidenced in the four areas as follows:

- Many 'truths' were shared in the +6,000 unique chats in the live streams.
- These Truths' were real, raw and personal. This illustrated the power of the Gamers working to break down the stigma associated with talking about mental health.
- Of the average 9,000 unique views, an incredible 75% engaged in the live chat
- Kids Helpline saw an increase in live traffic on the days of the livestreams, with traffic from the 18 – 24 year old audience rising by 100% compared to STLY (Note: Traffic from audience under 18 years of age cannot be tracked by Google Analytics), and
- Kids Helpline saw a 60% increase in web-traffic from males (vs 31% increase in females) the days of the live streams.

CIRCLES – a new way to support young people

While young people are known to experience the highest rates of mental health problems and distress of any group, very few will approach a professional for help.



“Having a group of similarly aged people who are going through similar struggles as myself – having them there for me, along with the counsellors to talk to and console me really was invaluable. I will miss this, and it gave me much more of a reason to not kill myself, through checking in with everyone at least once each week.” supplied by past Circles participant.

(FGG) has supported Kids Helpline since 2014.

FGG has partnered with Kids Helpline in the KHL Circles project. KHL Circles is a purpose built, counsellor moderated mental health and emotional wellbeing social network that's safe, free and private for young people. It encourages peer-to-peer support and delivers expert group counselling supported by professional Kids Helpline counsellors 24/7. The partnership between Kids Helpline and the University of Sydney will produce new knowledge on the delivery of e-mental health services.

FGG is Australia's first philanthropic investment vehicle creating wealth for shareholders and supporting children at risk. Founded by Philanthropist Geoff Wilson of Wilson Asset Management, the company aims to provide shareholders with attractive investment returns and act as a source of funding for Australian charities. They are committed to making a difference with a focus on children at risk. They intend to donate 1% of their assets to charities each year.

Given the barriers to mental health support some young people face, and the fact that they are naturally turning to social networking sites to engage in knowledge-seeking and peer-to-peer support, social networking sites can play a major role in providing another option for mental health care.

Circles provides young people with a way to overcome isolation to connect with other people to become more empowered in their mental health pathway.

To connect with other young people dealing with the same issue, young people confirm an interest in joining an upcoming group. A Kids Helpline Circles group begins when enough members have signed up to start a group about a particular topic.

Kids Helpline reports that young people use internet-enabled mobile devices to increasingly seek mental health support and information through Kids Helpline Circles, as a free go-to online support group for young people aged 13-25.

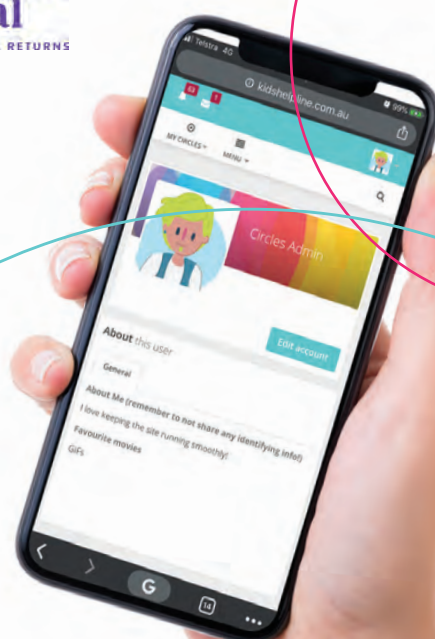
Connecting with a Kids Helpline Circles program is easy.

Kids Helpline counsellors are contacted by young people presenting with suicide ideation on a daily basis, and Circles has already played a life-saving role in addressing these issues, as evidenced by feedback from past Circles participants.

64% of Kids Helpline Circles participants with moderate to severe symptoms of Depression, Anxiety and Psychological Distress exhibited a reduction in those symptoms.

Kids Helpline Circles specifically has an advantage over other online environments as the groups encourage informal peer-led discussions, that are less intimidating and are very accessible.

**Future
Generation
Global**
INVESTMENT & SOCIAL RETURNS



**479 young people
participated in 2019**

Protecting children and young people

Kids Helpline response to protecting children is multi-faceted and comprehensive. We provide support and information to reduce vulnerability to harm before it happens, crisis intervention, and long-term support to help young people navigate significant issues impacting their wellbeing.

We provide a national voice for young people through our advocacy undertakings. Kids Helpline plays a critical role in protecting children and young people across Australia.

Dealing with the big issues

Child abuse, online safety, suicide, mental health and wellbeing

Children and young people contact us when they're feeling unsafe, when they're being abused, or when they're feeling like hurting themselves or others.

Suicide

10,396 Counselling contacts
(14.3% of all counselling contacts)

200 Counselling contacts a week or 28 a day

80% (8,358 contacts) included discussion of suicidal thoughts or fears

43% (851 contacts) involved immediate intentions of suicide

32% of all duty of care interventions initiated by Kids Helpline counsellors involved child abuse concerns.

43% of all duty of care interventions* initiated by Kids Helpline counsellors were in response to a young persons immediate intention to enact suicide

Child abuse and family/ domestic violence

5,244 counselling contact
(7% of all counselling contacts)

101 contacts per week or just over 14 a day

32% of all duty of care contacts related to child abuse

*A duty of care intervention involves Kids Helpline counsellors contacting emergency services and/or other agencies. In 2019 Kids Helpline initiated 1,876 duty of care concerns for significant harm or imminent risk of significant harm.

20% of all child abuse related contacts required ongoing counselling support.

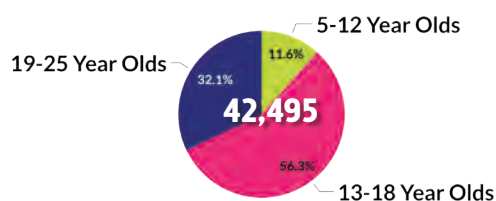
Children and young people who have experienced abuse and are dealing with the effects receive ongoing counselling support and case management from Kids Helpline.

Mental Health & Wellbeing

42,495 Counselling contacts
(58.5% of all counselling contacts)

817 Contacts per week or 116 a day

Mental Health & Wellbeing counselling contacts 2019 by age cohort



How we're funded

Kids Helpline cost \$12.85 million to operate in 2019, **yourtown** provided 72.5% of the funding thanks to the generosity of **yourtown** Art Union supporters and corporate partners. State and Australian Government funding represented \$3.5million at 27.5% of our funding.

The breakdown of the total funding from State and Australian Government Funding was as follows:

- \$3.2 million from Australian government funding representing 90.7% of the total government funding
- \$329,000 from State funding (9.3%)

State funding in 2019 was received from:

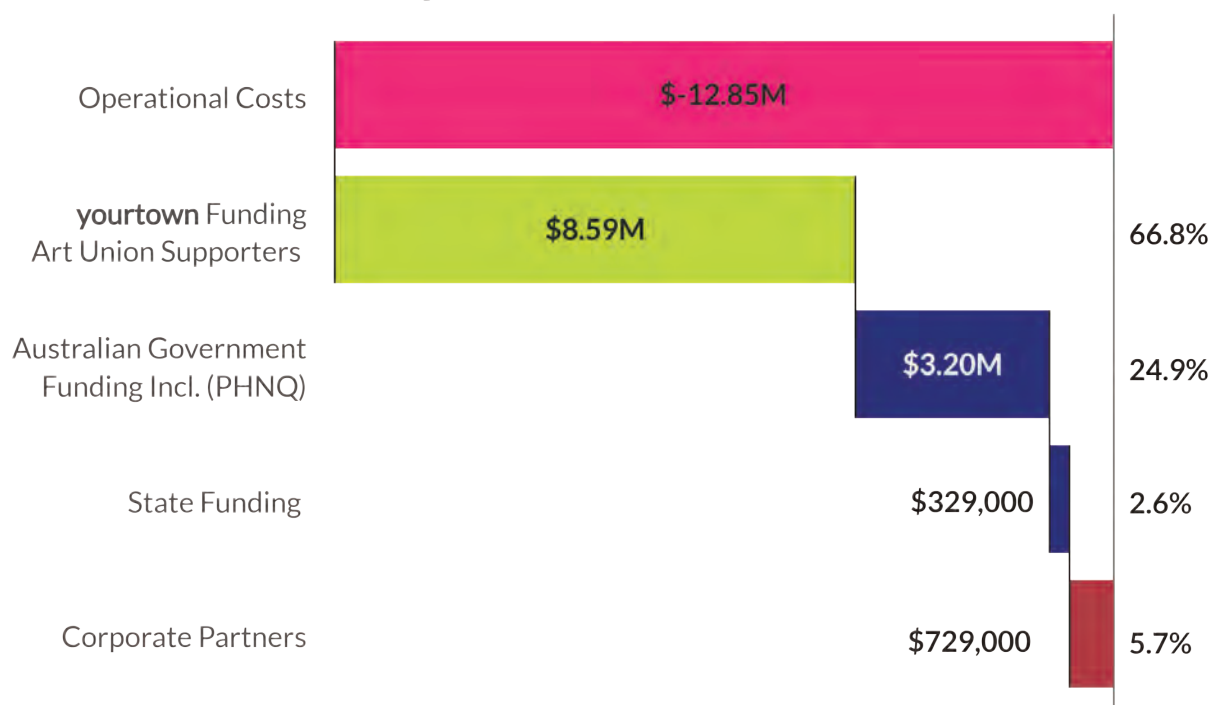
- \$259,000 from Department of Child Safety, Youth and Women – Queensland Government
- \$64,000 from Government of Western Australia
- \$6,000 is from Fee for Service

We care and we listen, any time and for any reason. This is the promise Kids Helpline has made to young people for 28 years.

With the growing demand on the services of Kids Helpline, we need your help to continue to meet this promise and enable us to invest in new programs and technologies.

Help children and young people nationally. Support Kids Helpline – kidshelpline.com.au/support

Kids Helpline Financials 2019



The Australian and NSW Governments both announced increased funding to Kids Helpline in 2019. Kids Helpline continues to work with all levels of Governments for increased financial support to meet service demand.

Differences between cultural groups'

At the individual level, Kids Helpline employs a therapeutic framework focused on empowering children and young people to deal with issues in their lives by identifying and developing their personal resources. It delivers confidential, non-judgemental counselling and support via a range of communication channels (phone, email and WebChat) to support children's sense of trust and comfort in using the service and their ability to access it freely from anywhere.

Cultural background has an influence on children and young people's concerns. The frequency with which 10 of the 12 most common concerns were discussed in counselling contacts in 2019 would appear to be related to the cultural background of the child or young person where known.

Aboriginal and/or Torres Strait Islander counselling contacts

Contacts from Aboriginal and/or Torres Strait Islander children and young people were more likely than contacts of other cultural backgrounds to focus on:

- suicide-related issues (19% cf. 11%)
- self-injury or self-harm (8% cf. 5% or 7%),
- bullying (5% cf. 4% and 4%),
- loss and grief (6% cf. 3% and 3%).

Other CALD counselling contacts

Contacts from children and young people from other CALD backgrounds appeared slightly or moderately more likely than those from either Aboriginal and/or Torres Strait Islander and/or non-Aboriginal and/or Torres Strait Islander/CALD children and young people to focus on:

- emotional wellbeing issues (24% cf. 23% or 20%)
- family relationship issues (21% cf. 16% or 16%)
dating and partner relationships (12% cf. 8% or 9%)
- friend and peer relationships (11% cf. 9% or 7%)
- study and education issues (7% cf. 3% or 4%), and
- self-concept (7% cf. 4% or 4%).



Ten year partnership celebrated in 2019

2019 saw us celebrate 10 years of partnership with the Australian Government in supporting young people experiencing concerns arising out of their online environment. Initially this support was provided in partnership with the Australian Communications and Media Authority (ACMA) and their ground breaking website cybersmart.gov.au. This relationship continued in 2015 when the Office of the Children's eSafety Commission was launched.

This decade-long partnership has evolved to respond to the emerging needs of children and young people in their online space. Kids Helpline provided (and continues to provide) prioritised counselling support via WebChat to children and young people referred directly from the cyber-smart website - and now esafety.gov.au.

In 2009 WebChat was still an emerging method of help-seeking for young people but today it is fast becoming the predominant means for young people seeking support. Platforms such as Facebook, Instagram, Snapchat and Tik Tok were either in their infancy or non-existent. Now they are entrenched in everyday lives of our young people. The establishment of this relationship was not only ground-breaking at the time but forward thinking - recognising the importance of keeping children and young people safe online and supporting them when they experience distress as a result of negative interactions.

In addition to counselling support, Kids Helpline and eSafety have also collaborated on a number of initiatives, including Young and eSafe, the eSafety and Mental Health group, and joint training and development opportunities for both Kids Helpline Counsellors and eSafety staff.

Over this time Kids Helpline has seen a change in help-seeking patterns and reasons for contact from young people to the service.

Acknowledgements

yourtown provided 72.5% of the funding for Kids Helpline thank to the generosity of supporters of the **yourtown** Art Union and Corporate Partners.

yourtown proudly partners with the following companies.

OPTUS



Australian and State Government contributed 27.5% to our funding during 2019.



How you can support Kids Helpline

Despite the generosity of the community, Kids Helpline is unable to meet the current demand from children and young people for counselling and other support.

'We are here anytime and for any reason.' This is the promise Kids Helpline has made to the children and young people of

Australia. Please help us to keep this promise by supporting the **yourtown** Art Union supporters or donating today: <https://kidshelpline.com.au/about/support-us>.



**We're here.
Anytime. Any Reason.**

kidshelpline.com.au
1800 55 1800 Free Call

If you have any questions, please contact:

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Corporate Affairs & Media Advisor
0423 843 786



Kids Helpline is a service of yourtown for 5 - 25 year olds

