

Media release



18 December 2020

The festive season is not so festive for everyone

Kids Helpline, a service of **yourtown**, now regularly responds to over 600 contacts from children and young people every day. Those aged from 5 to 25 years make contact either by telephone, WebChat or email. In addition to direct support, the Kids Helpline website provides a range of tip sheets and self-help resources receiving almost 4,000 daily page views.

“It’s been a really tough year, especially for children and young people, which is why many are looking forward to a Christmas break,” said **yourtown** Chief Executive Officer Tracy Adams.

“However many children around Australia will continue to be stressed and overwhelmed this Christmas, even though it’s usually a time of celebration and joy.

“Following the surge of demand during the early days of the pandemic, Kids Helpline continues to experience increased demand with a 38% increase September to November 2020 in our counselling work with children and young people who are receiving ongoing case management and support compared to 2019,” continued Ms Adams.

Ms Adams urges children and young people to keep relying on Kids Helpline as they deal with the consequences of changes to their life and routines.

“No child or young person should feel they are alone. They can connect to a counsellor via phone, email and web counselling with no issue too big or small. There is no shame in seeking help from our free service,” she said.

According to **yourtown** CEO Tracy Adams, since COVID-19 hit earlier this year, increased government funding has enabled Kids Helpline to employ over 70 additional counsellors to cope with demand, with more to commence in early 2021. Children and young people need to be aware that Kids Helpline is ready and available 24 hours a day, seven days a week, including Christmas Day.

“Kids Helpline plays an important role as a safety net to support young people. This year the intensity of support required by young people contacting us for counselling has certainly increased,” Ms Adams said.

yourtown is a national charity which delivers Kids Helpline, Australia’s only national 24/7 counselling and support service specifically for children and young people aged 5 to 25 years – free call **1800 55 1800** or online at www.kidshelpline.com.au

Facebook: @kidshelpline, Insta @kidshelplineau, Twitter @KidsHelplineAU.

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