

Media release



Access to Kids Helpline self-care resources soar during 2020

The self-care trend gained momentum during the coronavirus pandemic, with Kids Helpline website page views for 'Sexting' up 55% and 'Cyberbullying' up 39% since the same time last year for teens 13 – 18 years of age, reaching the highest levels since the website commenced in 2000.

Page views for the topic 'All about respect' also reached their highest levels since inception with a 60% spike from teens aged 13 to 18 years of age, coinciding with the COVID-19 lockdown restrictions imposed in 2020.

“Our website – kids helpline.com.au – has personalised navigation, illustrations and content created specifically to equip children, and young people with resources, tips and information about the main issues affecting children and young people, developed by our counsellors for specific age groups,” said **yourtown** CEO Tracy Adams.

As children and young people sought out tools and resources to aid their mental health and well-being, including their safety during the pandemic, searches from young children aged 5 – 12 years of age recorded a surge over 21% on the topic of 'Being safe on the internet'.

“Kids Helpline empowers young people to help themselves through the website, with on-demand content freely available to support children and teens. These website resources seek 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 comfortable and confident in sourcing quality information themselves from the Kids Helpline website.

“Sexting, cyberbullying and inappropriate online content can cause a direct increase in mental health problems in children and young people, including stress and anxiety”, continued Ms Adams.

She added: “The increase in Kids Helpline website page views in 2020 indicates the importance of providing content which is relevant, engaging and which also creates pathways to help seeking and professional supports.

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yourtown Corporate Communications & Media Advisor – Maree Reason-Cain Phone 0423 843 786