



kooth



Surrey Kooth CYP

Kooth Quarter 3 2022/23 Insight Report



NHS
Surrey and Borders Partnership
NHS Foundation Trust



kooth



Surrey and Borders Partnership
NHS Foundation Trust

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Period: 01-Oct-22 to 31-Dec-22

Population: 125000

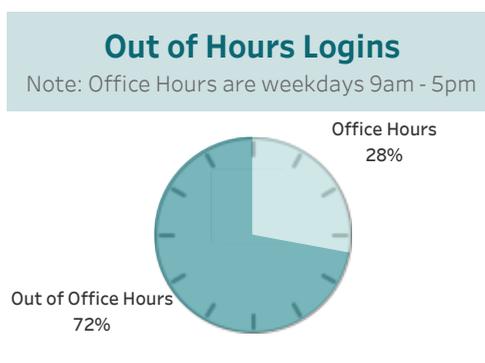
Population Reach (12 months): 2.2%

Note: Totals for No SUs are an aggregate of unique SUs over the period selected.

Registrations	Logins		Chats	
	No Logins	No SUs	No Chats	No SUs
539	4,648	788	263	130

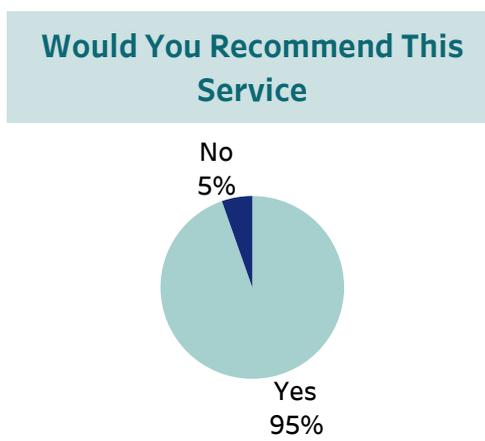
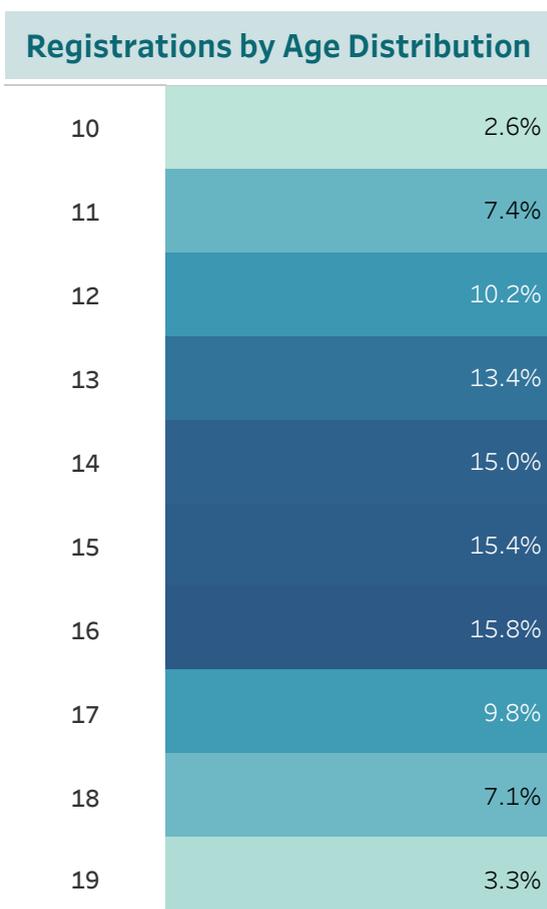
Registrations by Gender

Female	Male	NonBinary	Other
376	122	39	2



Messages

No Messages Swapped	No SUs
3,163	631



Articles Created

No Articles	No SUs
12	10

Forums Created

No Forums	No SUs
91	57

Top 3 Heard About

Where new registrants heard of Kooth

Rank	Source	Percentage
1	School	20.1%
2	GP	17.2%
3	School or teacher	10.3%

Mini-Activities

No Mini Activities	No SUs
41	33

Journals Created

No Journals	No SUs
748	392

Summary: 01-Oct-22 to 31-Dec-22

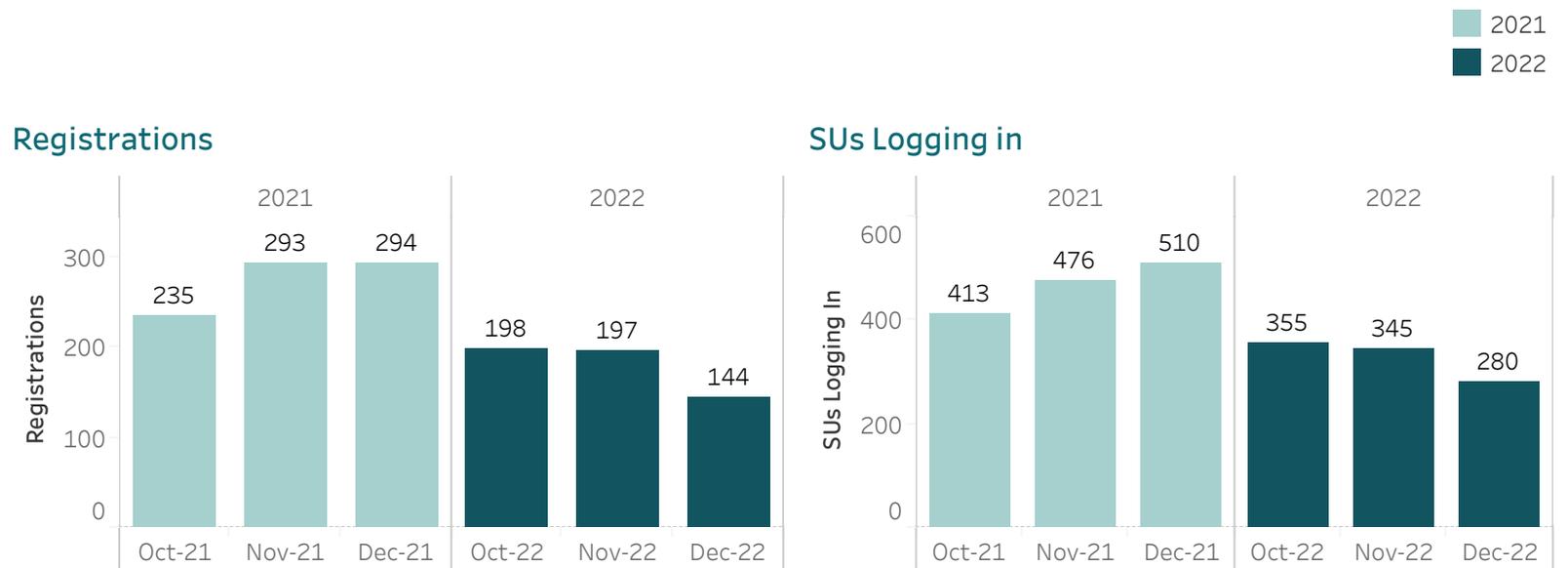
The grand totals of SUs reported in the Summary table is an aggregate of unique users over the period.

	Oct-22	Nov-22	Dec-22	Grand Total
No Registrations	198	197	144	539
SUs	355	345	280	788
No Logins	1,705	1,676	1,267	4,648
Logins per SU	4.8	4.9	4.5	4.7

Period: 01-Oct-22 to 31-Dec-22

Population: 125000

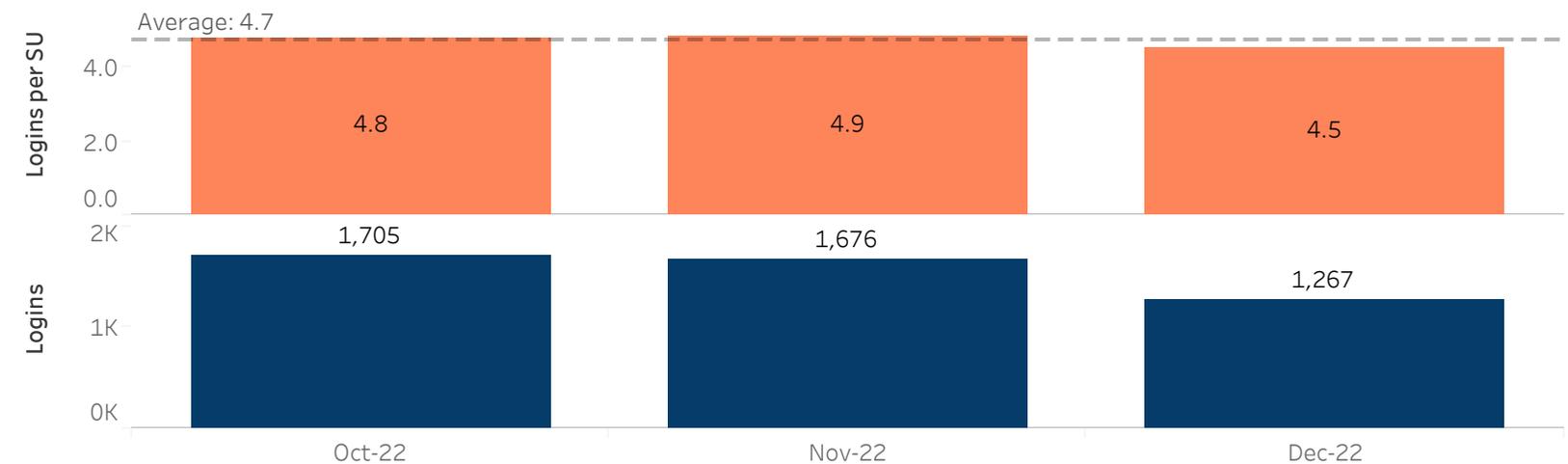
Population Reach (12 months): 2.2%



Cumulative Registrations in Period: This Year vs. Last Year



Logins



Summary: 01-Oct-22 to 31-Dec-22

The grand totals of SUs reported in the Summary table is an aggregate of unique users over the period.

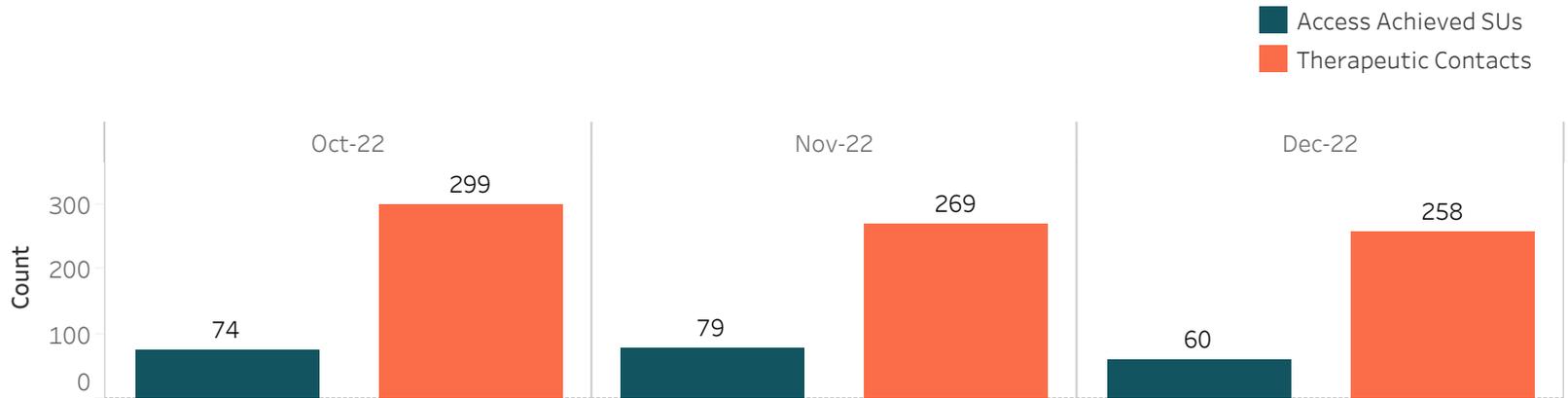
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Logins per SU	4.8	4.9	4.5	4.7

Period: 01-Oct-22 to 31-Dec-22

Access Achieved: U18s

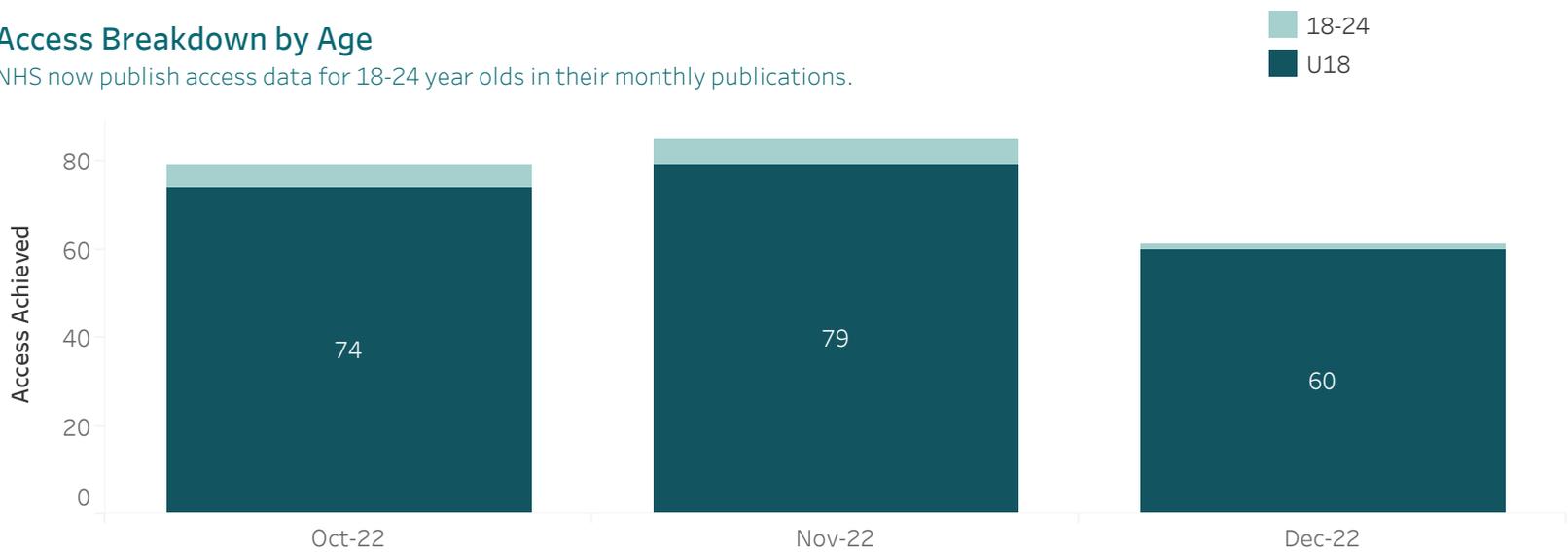
Access count for MHSDS: All U18 users achieving their first contact this fiscal year and in the reporting month i.e. if a user achieves access in April 2022 (FY22/23), they cannot be counted as achieving access in any other month in FY22/23 (as per our MHSDS submission).

Count of MHSDS contacts submission for the reporting month: All instances of a therapeutic contact in the time period, where contact is defined as either a therapeutic chat or a therapeutic message.



Access Breakdown by Age

NHS now publish access data for 18-24 year olds in their monthly publications.



12 Month Rolling Access by Age

12 month rolling count of access including the reporting month: All users who have achieved access in the last 12 months, up to the end of the time period.

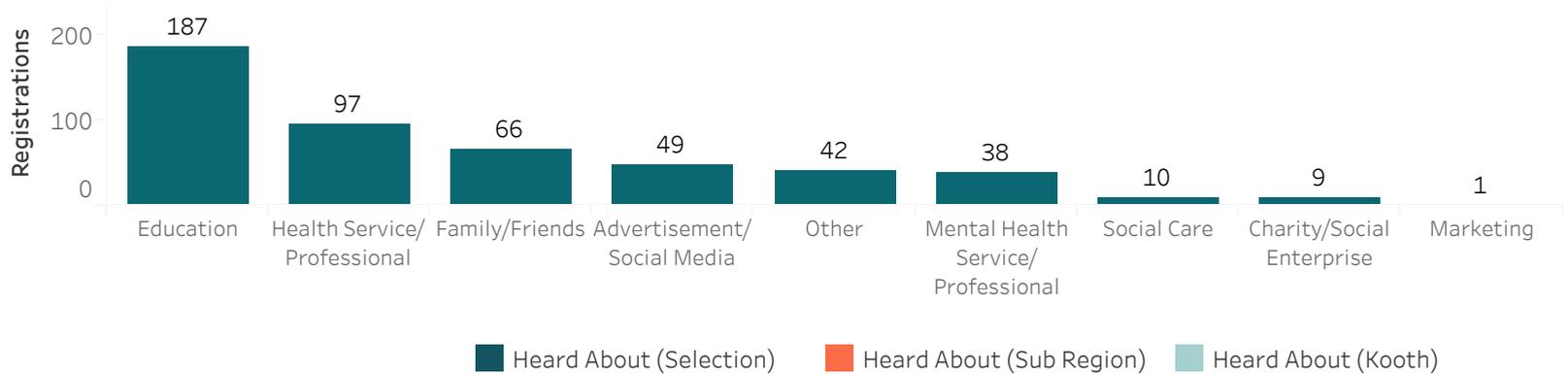


Summary: 01-Oct-22 to 31-Dec-22

Age Group at First Contact	October 2022		November 2022		December 2022		Grand Total		
	Access Achieved SUs	Therapeutic Contacts	12M Rolling Access						
U18	74	299	79	269	60	258	213	826	984
18-24	5	22	6	13	1	2	12	37	88

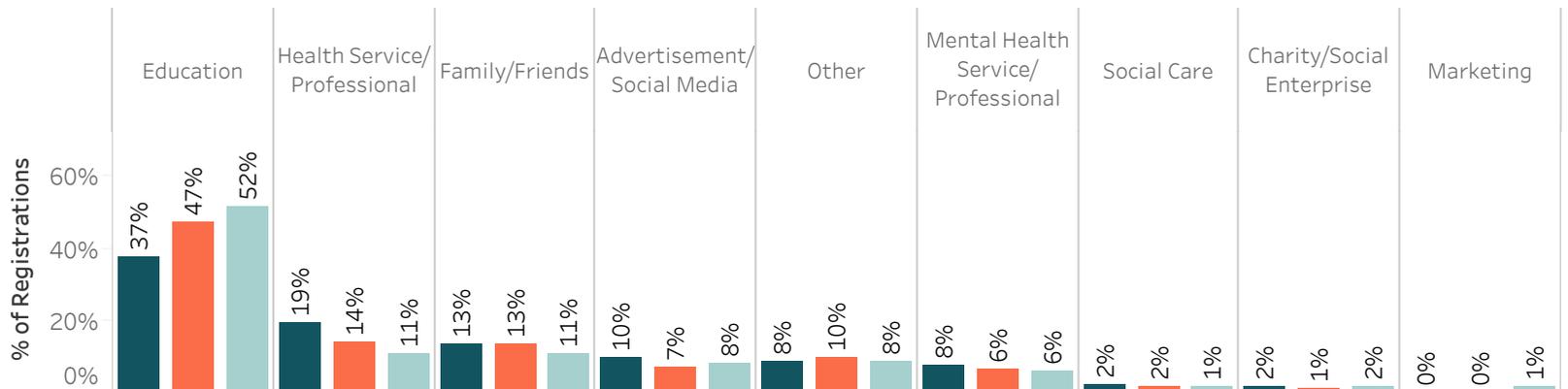
Period: 01-Oct-22 to 31-Dec-22

Registrations: How did you hear about KOOH?



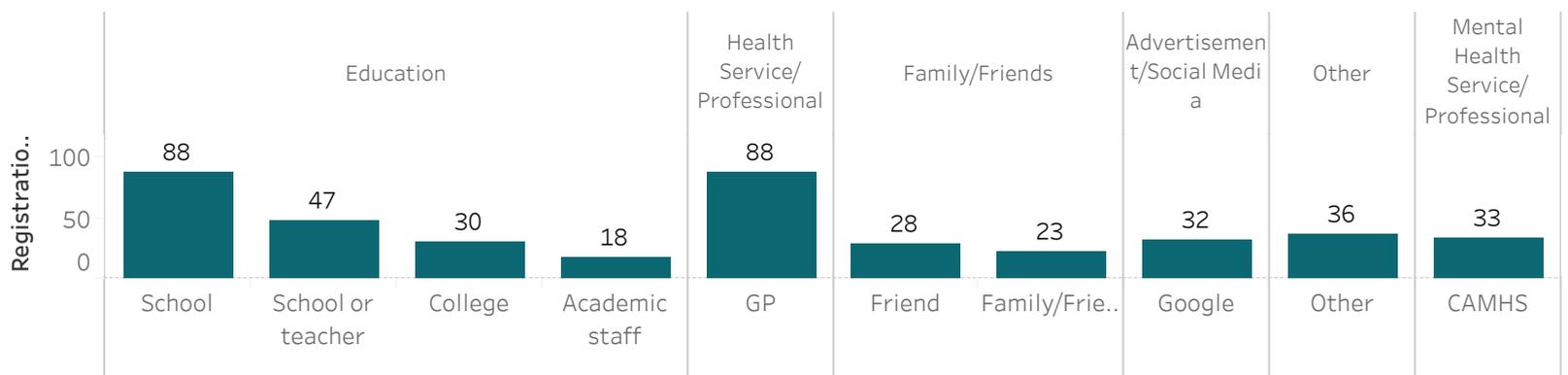
Heard About Comparison

Selection: Surrey Kooth CYP | Sub Region: South East



Registrations: How did you hear about KOOH?

Top 10, Categorized



Summary: 01-Oct-22 to 31-Dec-22

Top 10 Heard About Categories

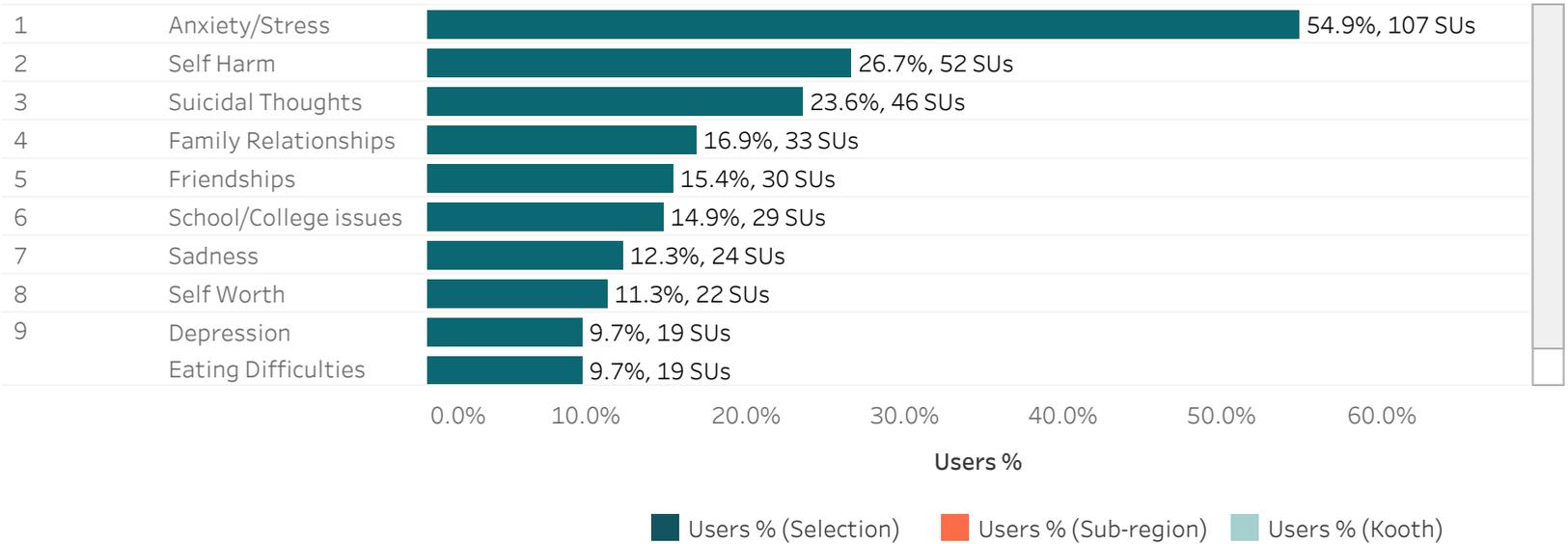
Category	Sub-Category	No Registrations
Education	School	88
	School or teacher	47
	College	30
	Academic staff	18
Health Service/Professional	GP	88
Family/Friends	Friend	28
	Family/Friends	23
Advertisement/Social Media	Google	32
Other	Other	36
Mental Health Service/Professional	CAMHS	33

Period: 01-Oct-22 to 31-Dec-22

Top 10 Presenting Issues

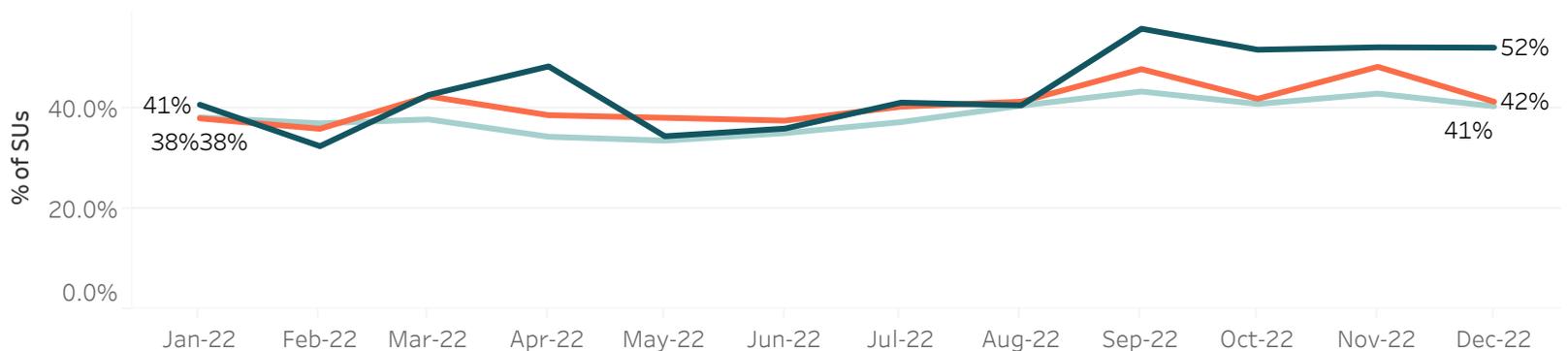
Issues presented during any interaction with the service, including Chats, Messaging and Moderation processes

Note: a service user can present with multiple issues in a period and can therefore sit within multiple issue labels, meaning the percentages will not sum to 100%.

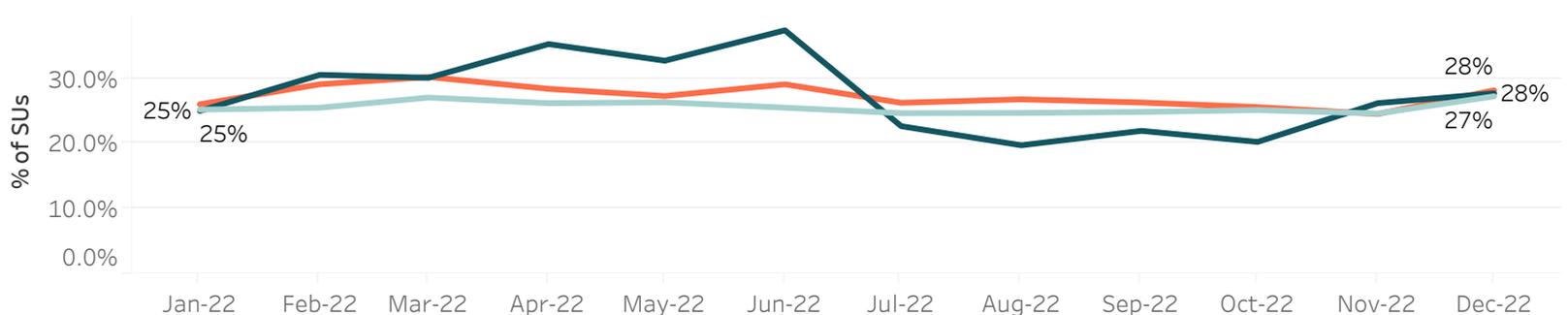


Selection: Surrey Kooth CYP | Comparative Sub-Region: South East

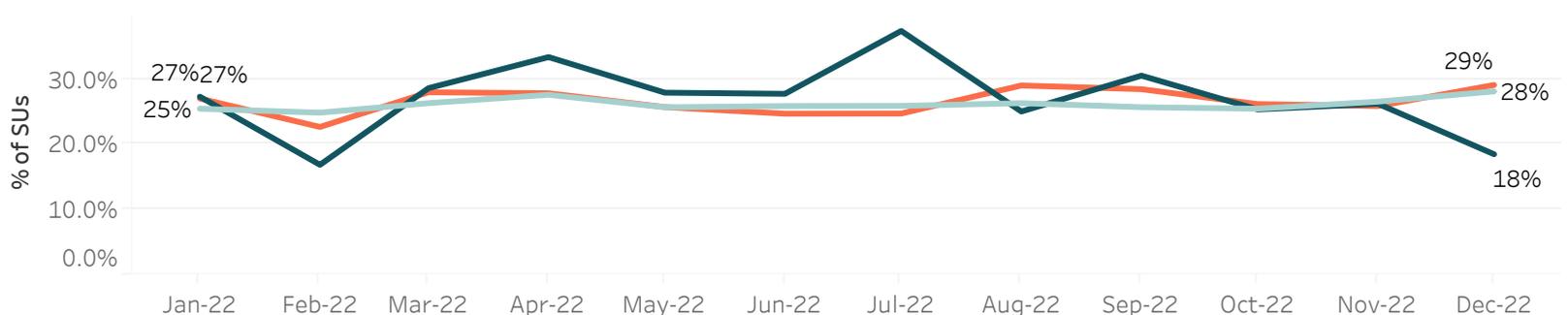
Proportion of users presenting with Anxiety/Stress



Self Harm



Suicidal Thoughts



Period: 01-Oct-22 to 31-Dec-22

Age Breakdown

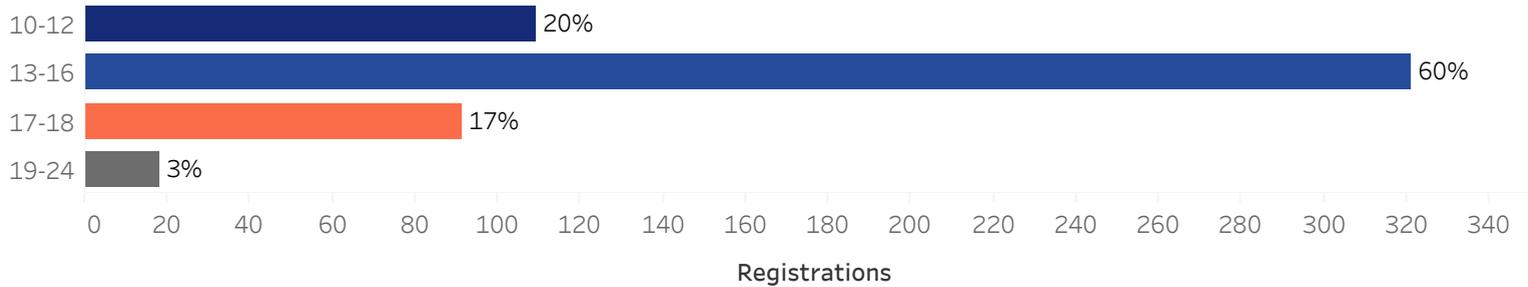
This breakdown compares the age composition in your area to the rest of the service. Note: only comparisons for the age range of your contract will be shown.

- Registrations (Selection)
- Registrations (Sub Region)
- Registrations (Kooth)

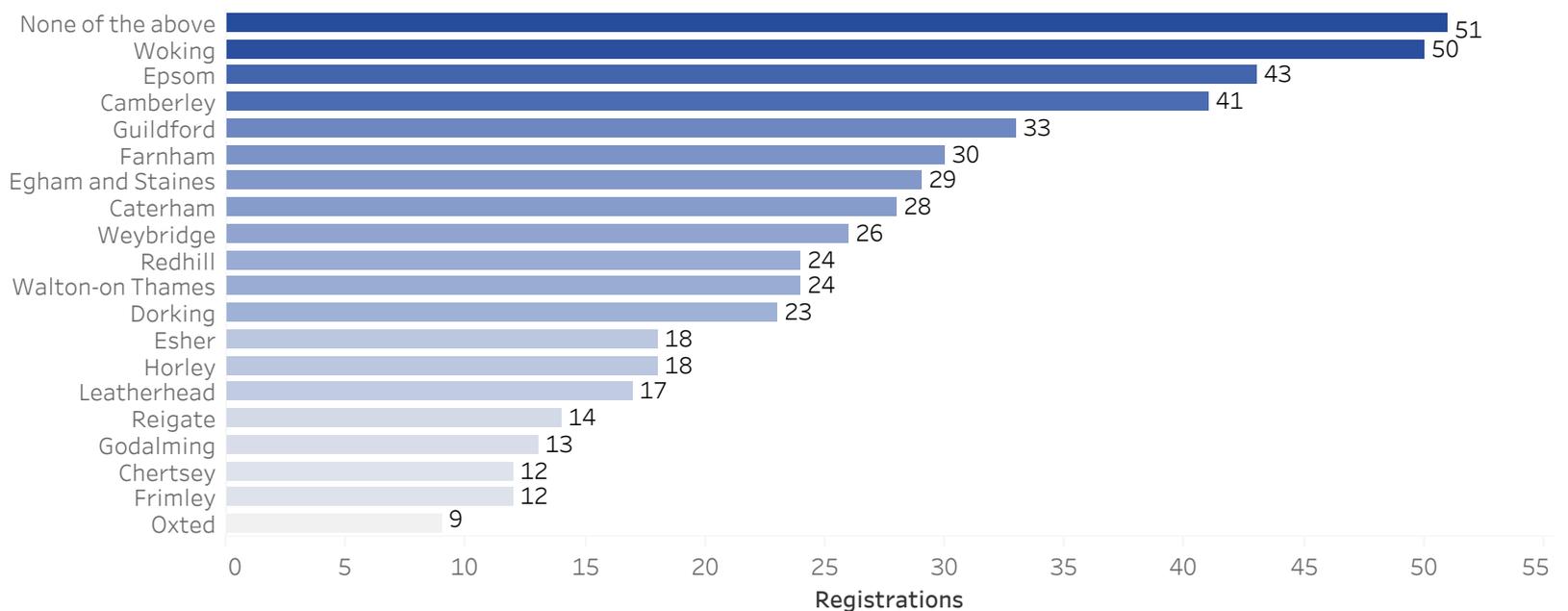
Selection: Surrey Kooth CYP | Sub Region: South East



Age Group Breakdown



Top Registrations by Sublocations: Max 20



Period: 01-Oct-22 to 31-Dec-22

Ethnicity Category

- White
- Mixed
- AsianOrAsianBritish
- OtherEthnicGroups
- BlackOrBlackBritish

Users Logging in By Ethnic Group

Your selection: Surrey Kooth CYP



Sub Region: South East



Service: Kooth

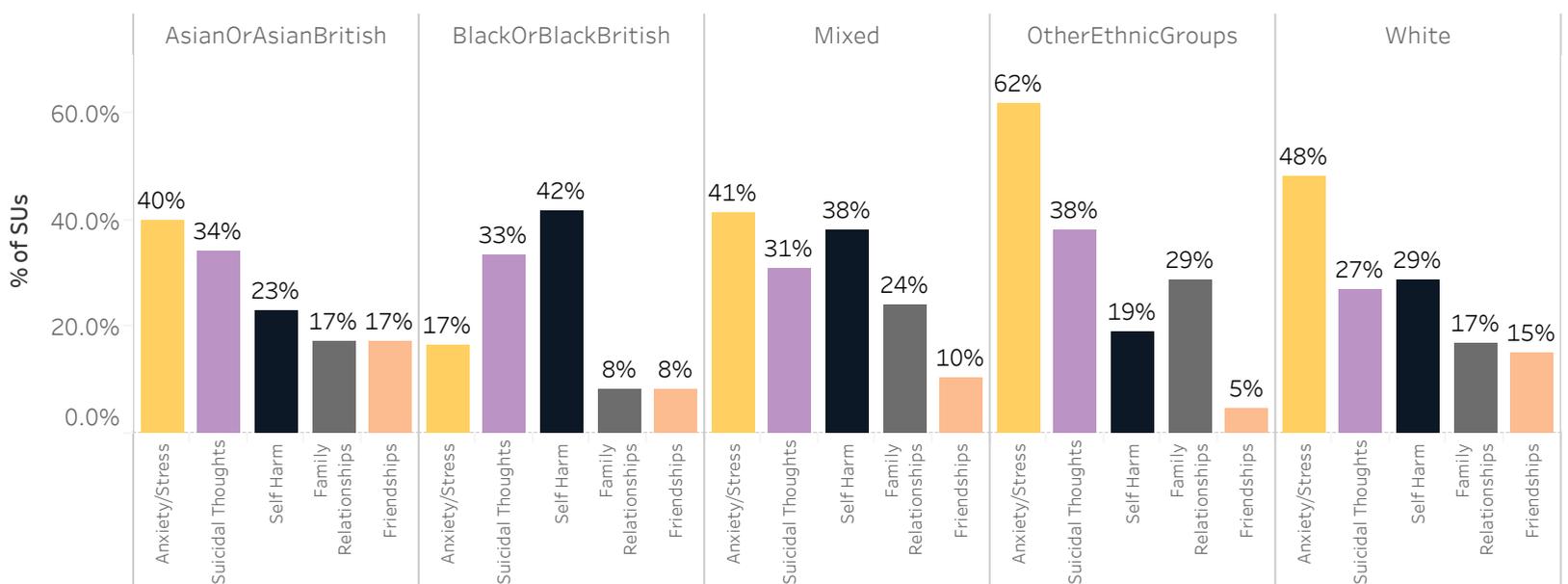


0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

% of Total SUs Logging In

Presenting Issues by Ethnicity : Surrey Kooth CYP

Across the last 12 months



Summary: 01-Oct-22 to 31-Dec-22

SUs Logging In

	Oct-22		Nov-22		Dec-22		Grand Total	
	SUs	% SUs	SUs	% SUs	SUs	% SUs	SUs	% SUs
Null	1	0%			2	1%	3	0%
AsianOrAsianBritish	23	7%	19	6%	13	5%	46	6%
BlackOrBlackBritish	11	3%	5	2%	5	2%	19	3%
Mixed	27	8%	22	7%	22	8%	56	8%
OtherEthnicGroups	10	3%	14	4%	4	2%	24	3%
White	255	78%	259	81%	220	83%	588	80%
Grand Total	327	100%	319	100%	266	100%	736	100%

Period: 01-Oct-22 to 31-Dec-22

Gender
 Female
 Male
 NonBinary
 Other

Users Logging In by Gender

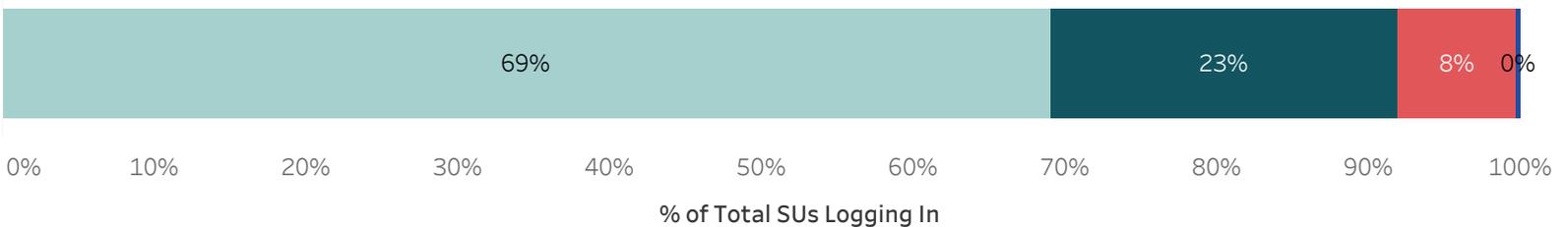
Your selection: Surrey Kooth CYP



Sub Region: South East

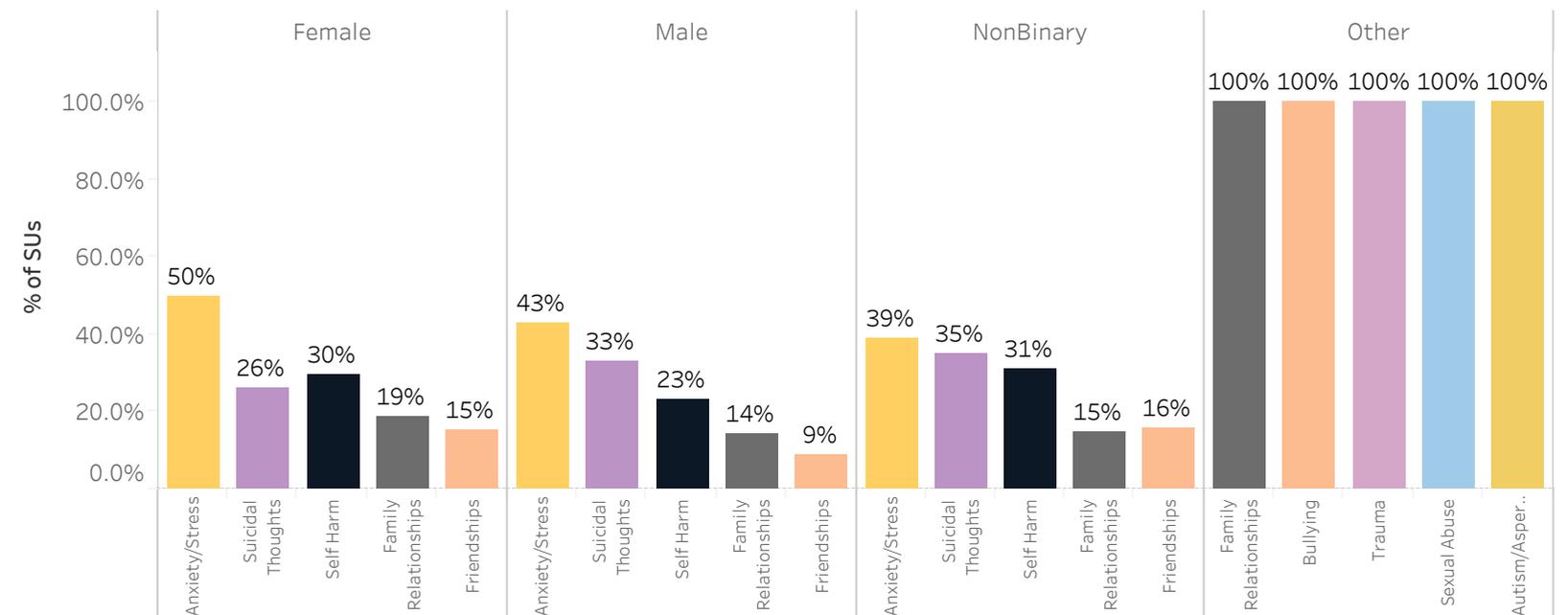


Service: Kooth



Presenting Issues by Gender: Surrey Kooth CYP

Across the last 12 months



Summary: 01-Oct-22 to 31-Dec-22

SUs Logging In

	Oct-22		Nov-22		Dec-22		Grand Total	
	SUs	% SUs	SUs	% SUs	SUs	% SUs	SUs	% SUs
Female	256	72%	252	73%	206	74%	569	72%
Male	70	20%	65	19%	51	18%	158	20%
NonBinary	29	8%	28	8%	21	8%	59	7%
Other					2	1%	2	0%
Grand Total	355	100%	345	100%	280	100%	788	100%

Period: 01-Oct-22 to 31-Dec-22

Age at Registration

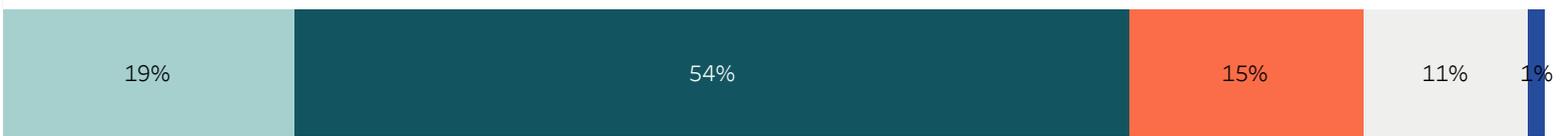
- 10-12
- 13-16
- 17-18
- 19-24
- 25+

Users Logging In by Age Group

Your selection: Surrey Kooth CYP



Sub Region: South East



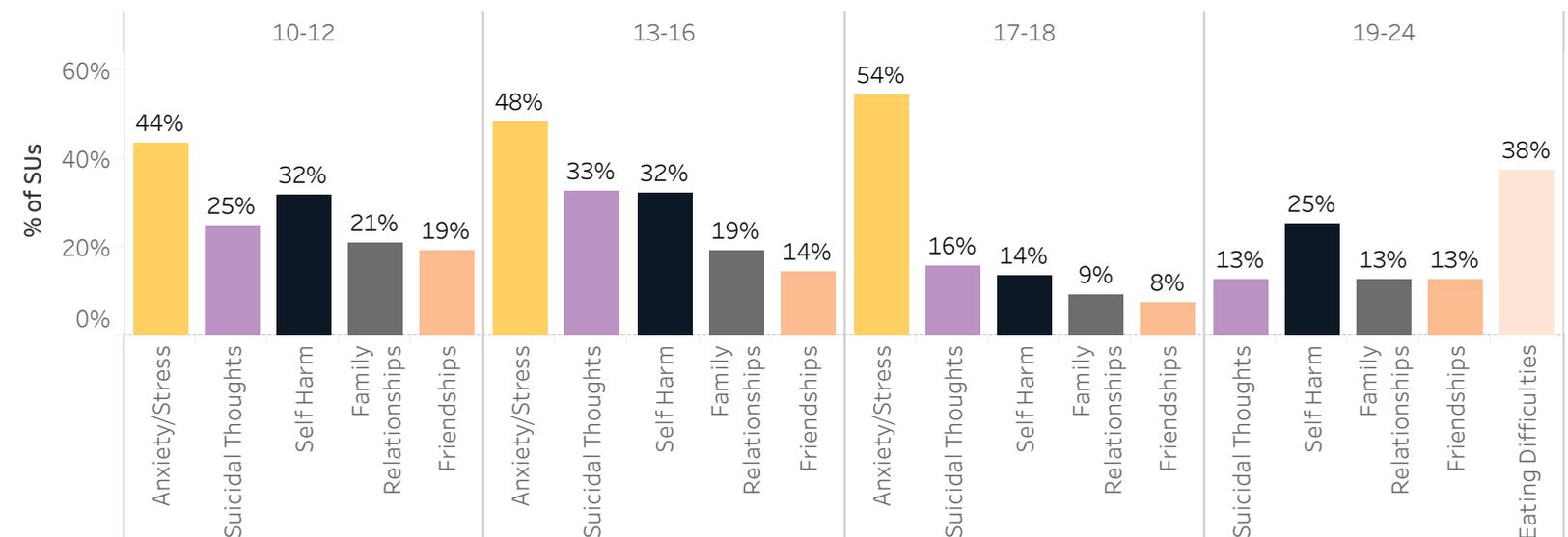
Service: Kooth



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
% of Total SUs Logging In

Presenting Issues by Age: Surrey Kooth CYP

Across the last 12 months



Summary: 01-Oct-22 to 31-Dec-22

SUs Logging In

	Oct-22		Nov-22		Dec-22		Grand Total	
	SUs	% SUs	SUs	% SUs	SUs	% SUs	SUs	% SUs
10-12	79	22%	67	19%	49	18%	159	20%
13-16	221	62%	217	63%	189	68%	490	62%
17-18	50	14%	53	15%	37	13%	121	15%
19-24	5	1%	8	2%	5	2%	18	2%
Grand Total	355	100%	345	100%	280	100%	788	100%

Period: 01-Oct-22 to 31-Dec-22

Measure of Need

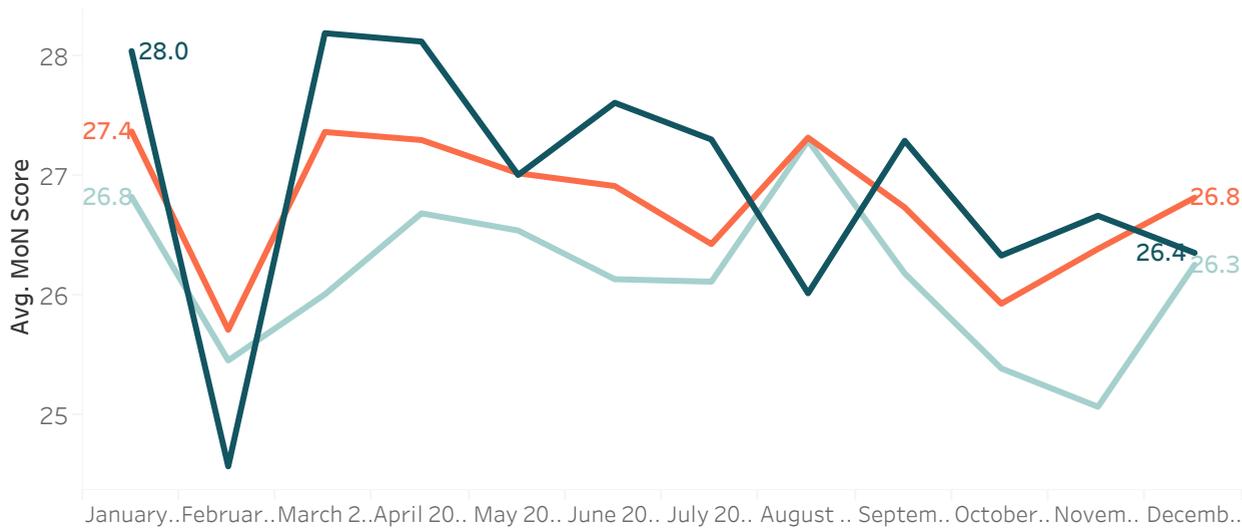
Measure of Need (MoN) is the name given to the first CORE instrument/questionnaire administered at the point of registration in the service.

Selection: Surrey Kooth CYP | Sub Region: South East

Avg. MoN Score

- Avg MoN Score (Selection)
- Avg MoN Score (Sub-region)
- Avg MoN Score (Kooth)

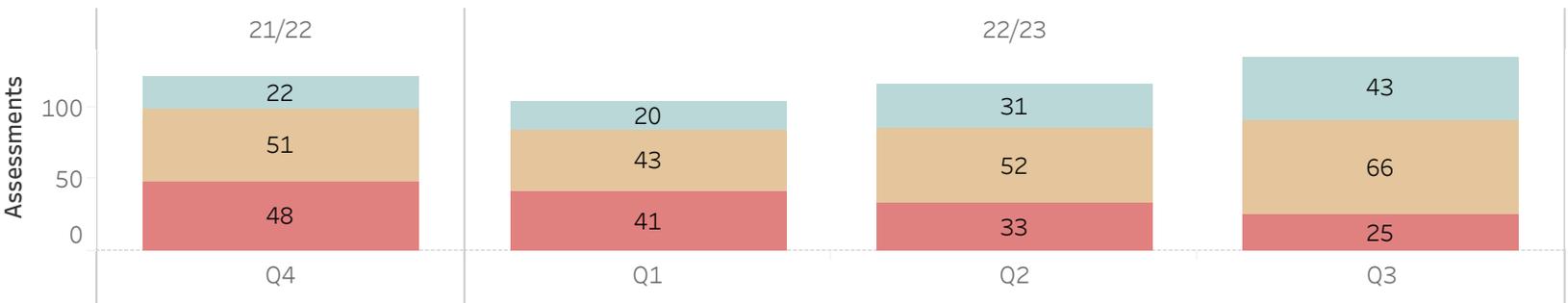
MoN Severe Threshold:
CORE Score of 25-40



Risk Status

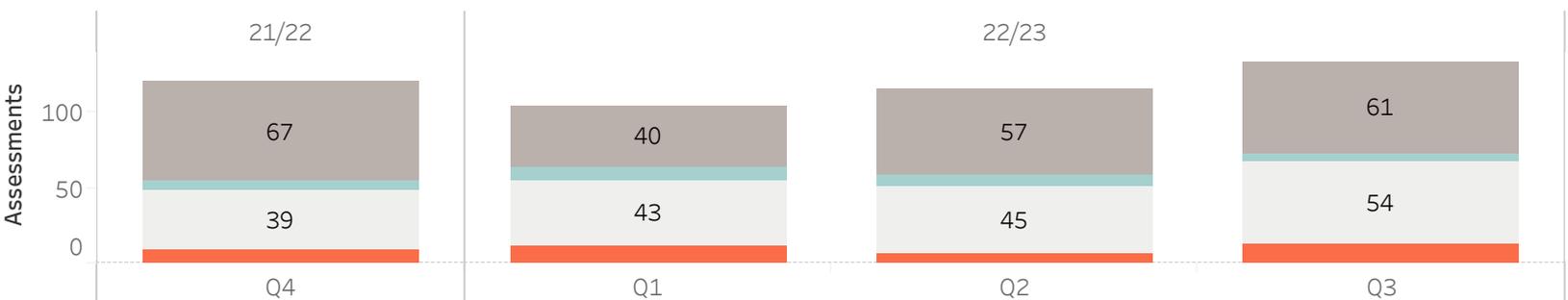
- Green
- Amber
- Red

RAG is a qualitative Red Amber Green assessment of risk and a traffic light system to manage the digital mental health service. It is a measure of perceived risk reported by practitioners within 24 hours of an interaction.



Escalations Graph

- First Risk
- De-escalation
- No Risk Change
- Escalation



Summary: 01-Oct-22 to 31-Dec-22

Risk Change	Previous Risk Status	Risk Status	Oct-22	Nov-22	Dec-22	Grand Total
First Risk	Null	Amber	9	9	8	26
		Green	10	9	5	24
		Red	3	5	3	11
		Total	22	23	16	61
De-escalation	Amber	Green	1		2	3
	Red	Amber		1	2	3
	Total		1	1	4	6
No Risk Change	Green	Green	7	4	5	16
	Amber	Amber	6	13	12	31
	Red	Red	5	1	1	7
	Total		18	18	18	54
Escalation	Green	Amber		4	2	6
	Amber	Red	1	1	1	3
	Total		1	7	5	13
Grand Total			42	49	43	134

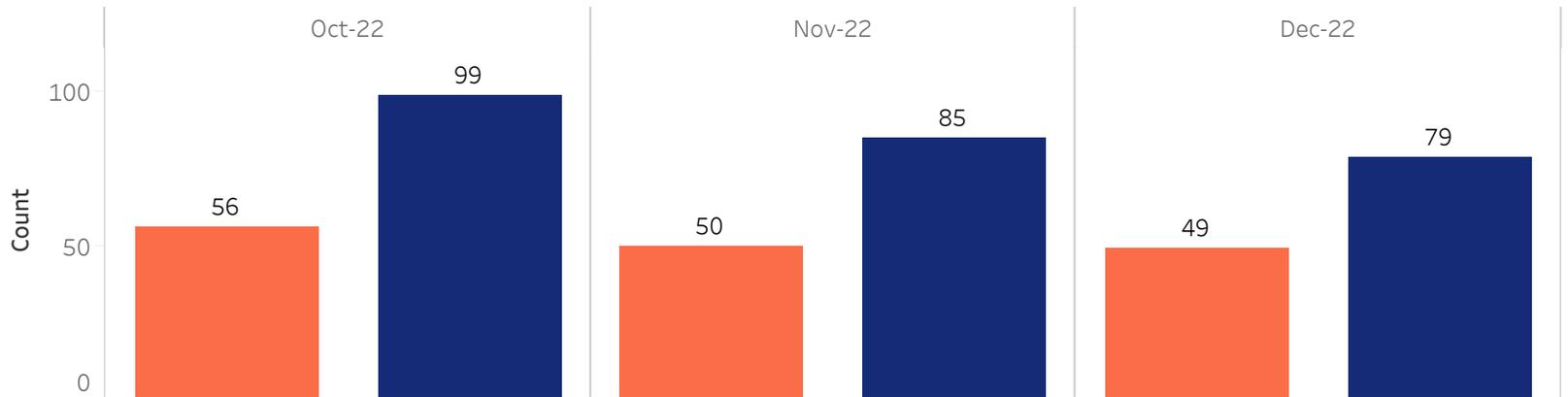
Period: 01-Oct-22 to 31-Dec-22

Chats

A chat is a internet delivered, live, text-based intervention between a service user and practitioner.

Note: an SU can chat or message multiple times in a period and therefore, can sit within multiple months when reported. This means when adding counts of months together SUs will be double counted. Therefore, the grand totals of SUs reported in the summary table is an aggregate of unique users over the period.

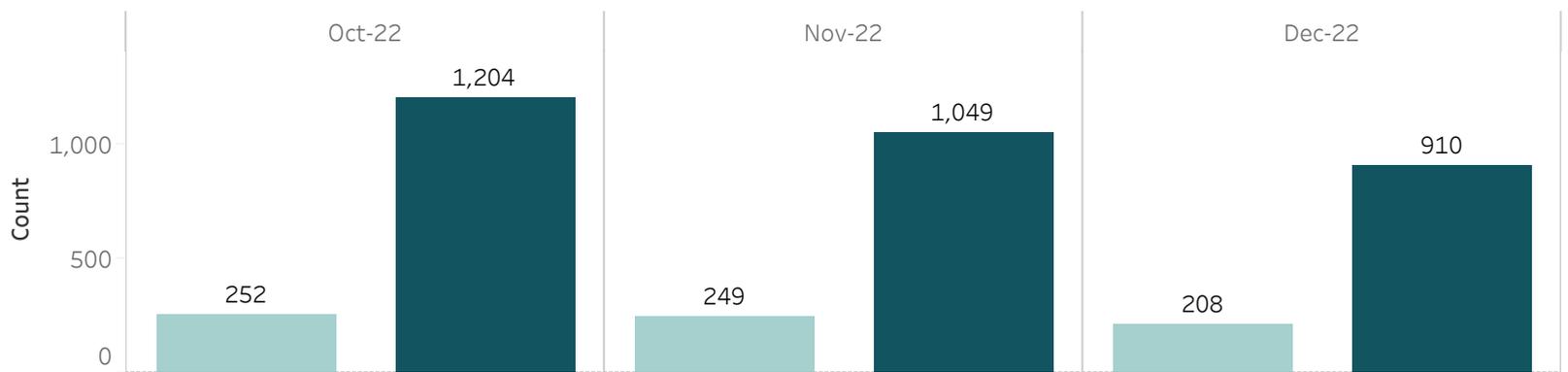
■ No SUs
■ Total Chats



Messages

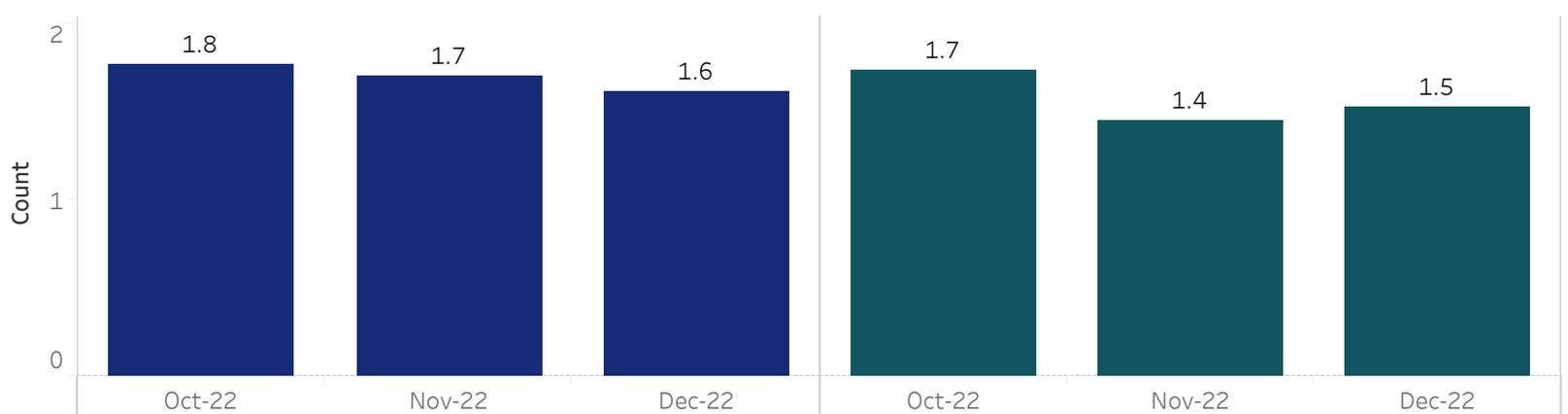
A message is an asynchronous communication sent by either a service user or a practitioner.

■ No SUs
■ No Messages Swapped



Chats and Messages per SU

■ Chats per SU
■ Messages sent per SU



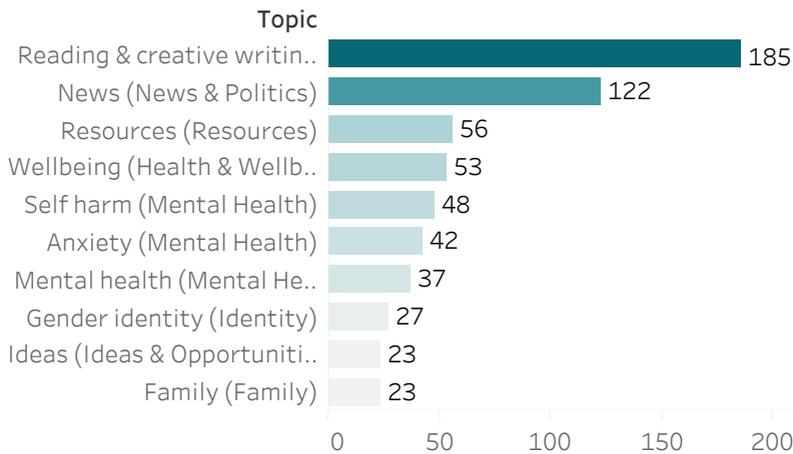
Summary: 01-Oct-22 to 31-Dec-22

	Oct-22	Nov-22	Dec-22	Grand Total
No Chats	99	85	79	263
SUs Chatting	56	50	49	130
Total Messages	1,204	1,049	910	3,163
SUs Messaging	252	249	208	631

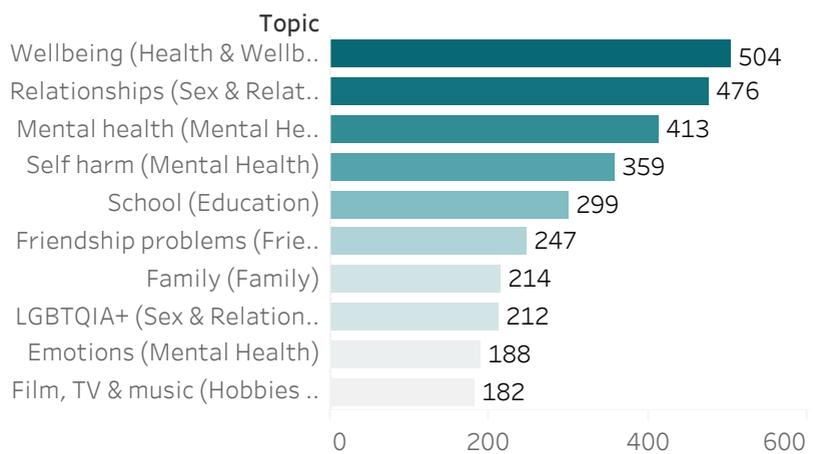
Period: 01-Oct-22 to 31-Dec-22

Note: an SU can view content multiple times in a period and therefore, can sit within multiple months when reported. This means when adding counts of months together SUs will be double counted. Therefore, the grand totals of SUs reported in the Summary table is an aggregate of unique users over the period.

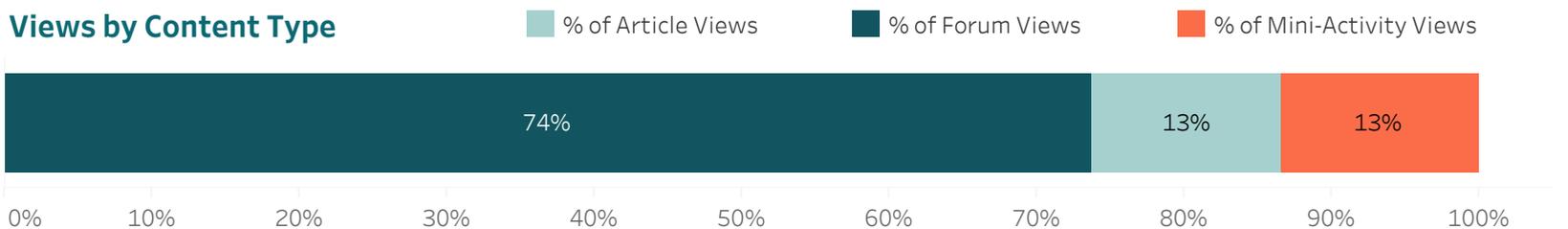
Most Viewed Articles (Top 10)



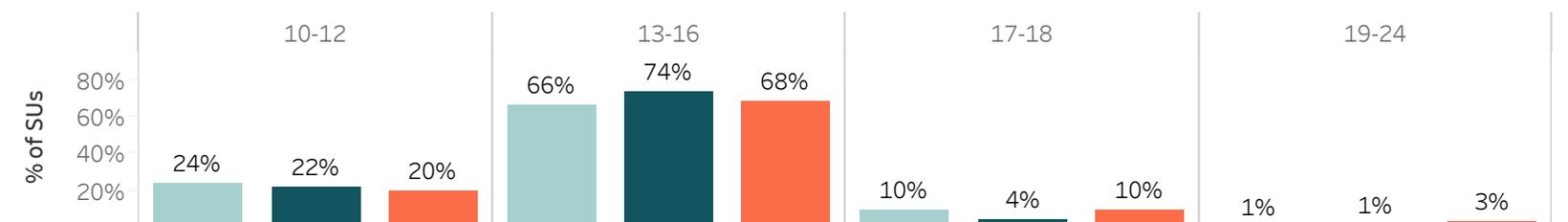
Most Viewed Forums (Top 10)



Views by Content Type

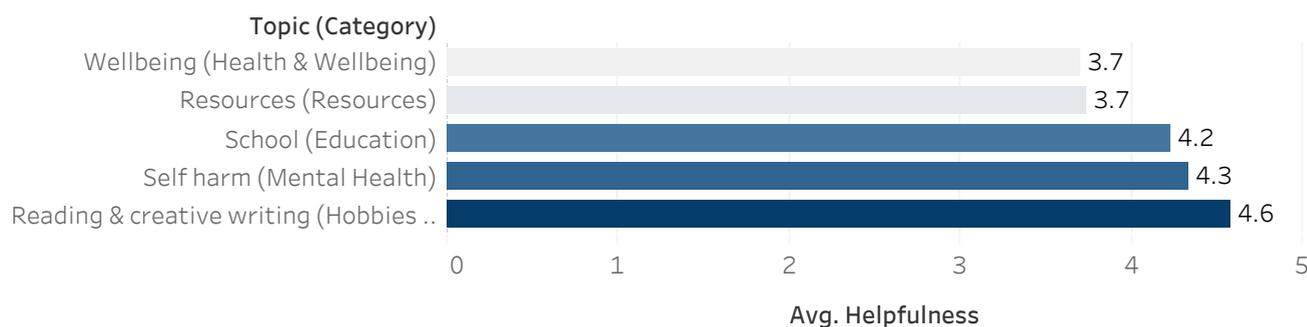


Content Type by Age



Community Measure or Peer Online Community Experience Measure (POCEM)

POCEM is an Experience measure developed at Kooth. It has been peer reviewed and examined cross-sectionally. It aims to assess the helpfulness and positive or negative experience of the content consumed at that time (forum related) in the platform and understand quality of care within this community.



% of Users who Found Content Helpful

i.e. users who scored the content consumed as >= 4

84%

Summary: 01-Oct-22 to 31-Dec-22

	Oct-22	Nov-22	Dec-22	Grand Total
Article Views	406	340	247	993
Forum Views	2,081	2,716	1,511	6,308
Mini-Activity Views	256	291	188	735
SUs Viewing Content	190	190	134	420

Period: 01-Oct-22 to 31-Dec-22

We have dedicated moderators who moderate Articles and Live and Offline Forums. Every post is moderated before it goes live on the site. Service Users are able to submit articles, and forum threads. They can also post replies on all of these areas.

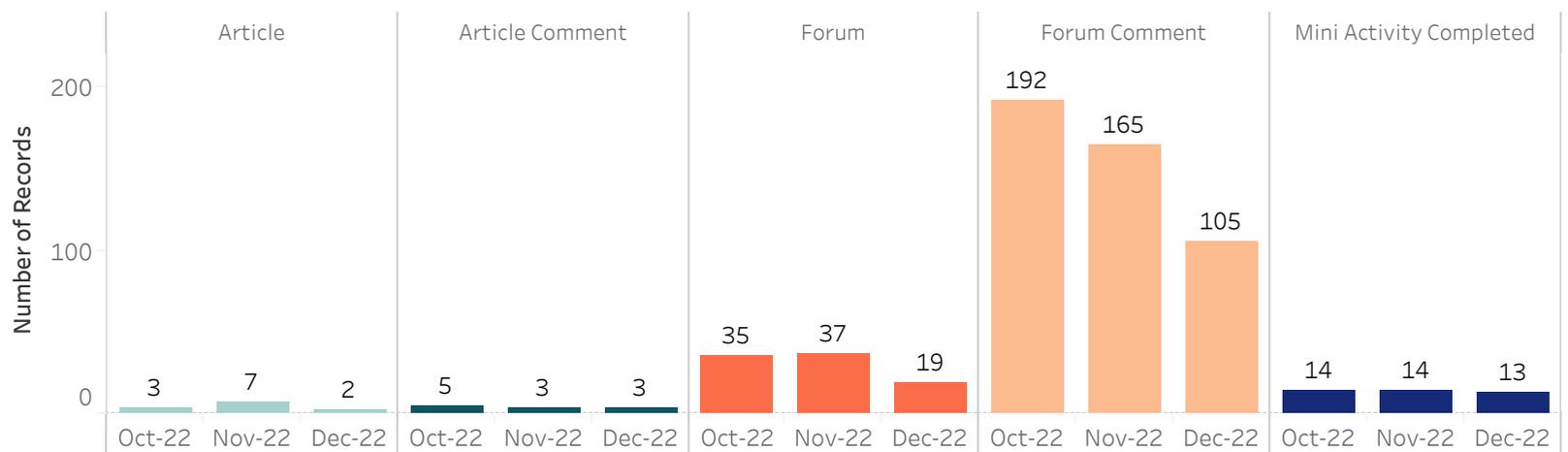
The Live Forums provide an online social and discussion space for its users on a range of differing themes. The Service Users who visit the site are able to drop in on pre-selected and pre-researched topic discussions.

Each night has a worker host directing the topic of discussion and a moderator, who will edit and publish each comment to ensure that the Live Forum is a safe and confidential place to be and that the discussion stays within the remit of the service boundaries. The Live Forums are heavily Service User orientated meaning that whilst a set schedule is in place, Service Users are able to voice their opinions on the topics, some of which have been specifically chosen by them. The Live forums are also archived, allowing the Service User to revisit any topics of interest for tips and advice.

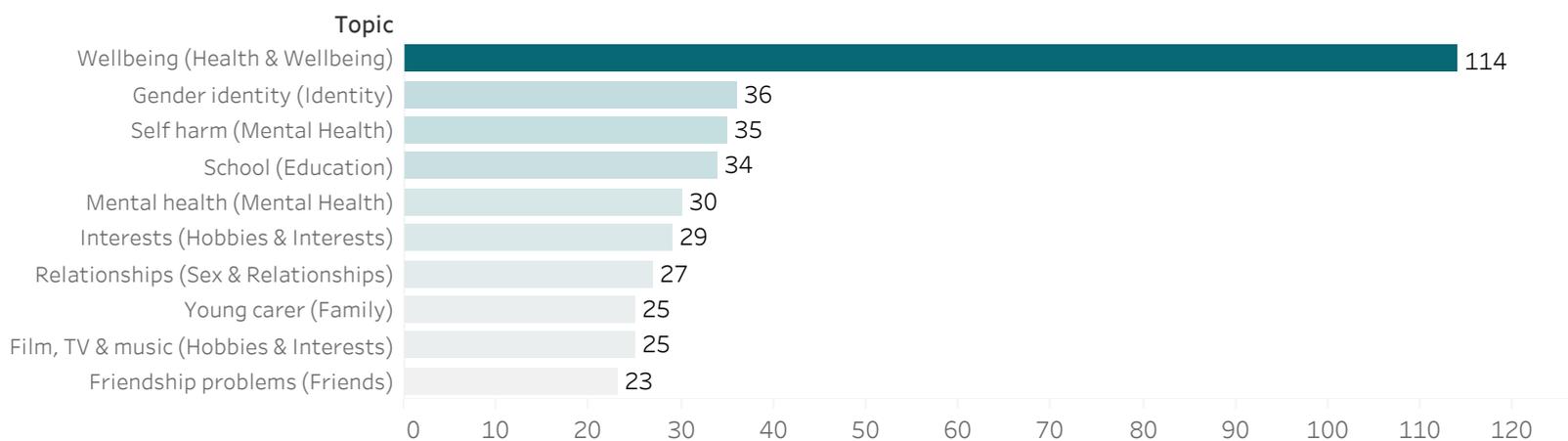
Mini activities are short step-by-step exercises or activities children and young people can engage with.

Note: an SU can create content multiple times in a period and therefore, can sit within multiple months when reported. This means when adding counts of months together SUs will be double counted. Therefore, the grand totals of SUs reported in the Summary table is an aggregate of unique users over the period.

Content Created by Month



Top 10 Most Commented Forum Topics within the Period



Summary: 01-Oct-22 to 31-Dec-22

Content Type		Oct-22	Nov-22	Dec-22	Grand Total
Article	Count	3	7	2	12
	SUs	3	5	2	10
Article Comment	Count	10	6	7	23
	SUs	8	4	5	16
Forum	Count	35	37	19	91
	SUs	23	26	17	57
Forum Comment	Count	208	166	109	483
	SUs	48	38	30	99
Live Forum Comment	Count	11	116	22	149
	SUs	3	2	1	4
Mini Activity Completed	Count	14	14	13	41
	SUs	12	12	9	33

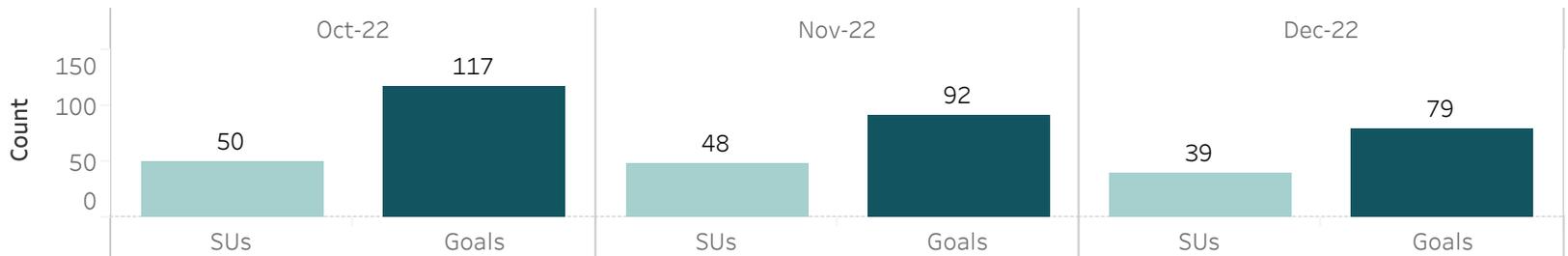
Period: 01-Oct-22 to 31-Dec-22

With the help of Professionals, service users set therapeutic goals that can be scored between 0 and 10, and are re-assessed each session.

Goals by Month

■ SUs
■ Goals

Note: The same goal can be moved in a subsequent month and can therefore exist across multiple months.



Goals Based Outcomes

The goal-based outcomes (GBO) tool is a simple and effective method to measure progress and outcomes of an intervention. It grew out of work with children, young people and their families in mental health and emotional well-being settings but can be used in any setting that is change-focused and goal-oriented – including adult and physical health contexts.

If a service user moves a goal by **3 points or more** then this is considered an **achieved 'Goal Based Outcome' (GBO)**.

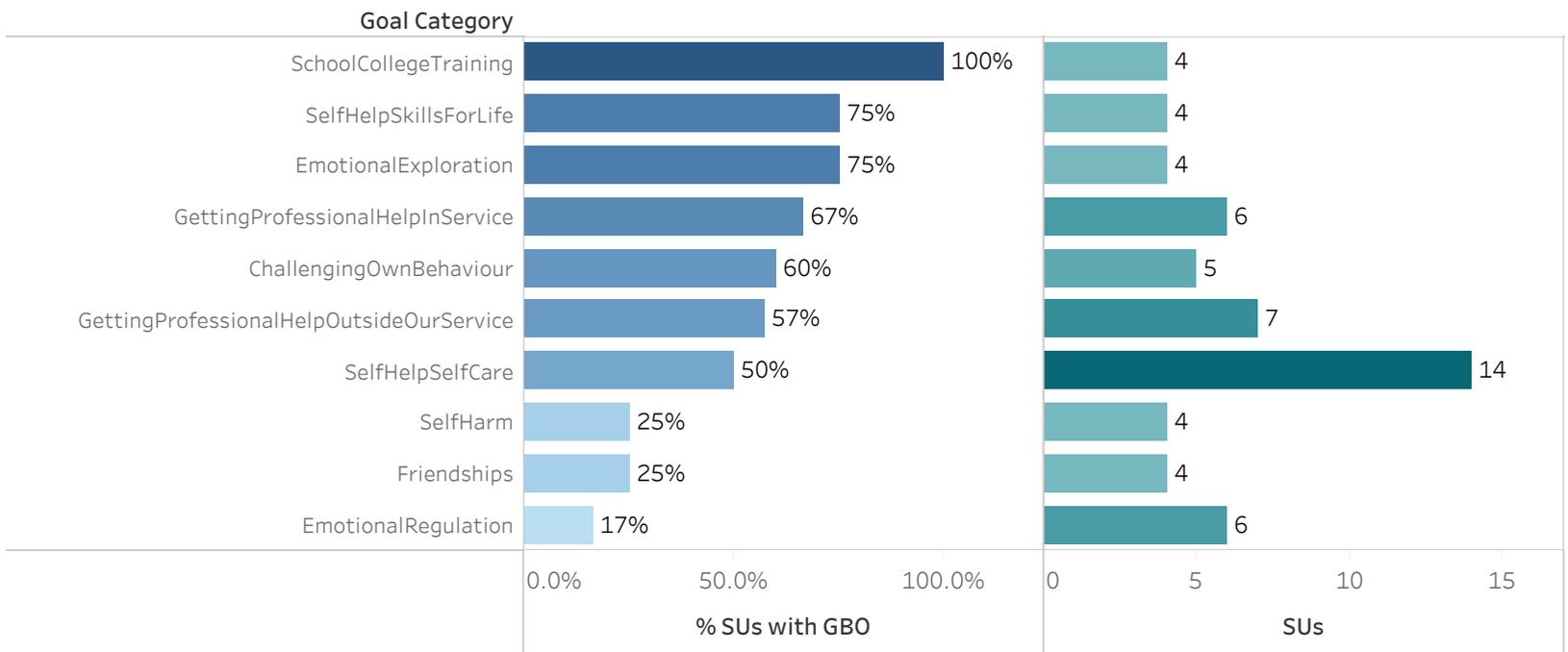
Note: only paired goals, that is, goals created at any point in time that are moved or updated by 3 points or more within a period qualify for goal based outcomes.

% SUs with GBO

58%

Top 10 Most Common Goal Categories: Ordered by % GBOs

This shows the number of Service Users with a new goal created in each category. Service user can have more than one goal.



Summary: 01-Oct-22 to 31-Dec-22

	Oct-22	Nov-22	Dec-22	Grand Total
Goals created or updated	117	92	79	288
SUs with Paired Goals	16	17	21	43
SUs with GBO	11	11	11	25
% SUs with GBO	69%	65%	52%	58%
Avg. Goal Score Movement	5.1	4.5	4.2	4.6

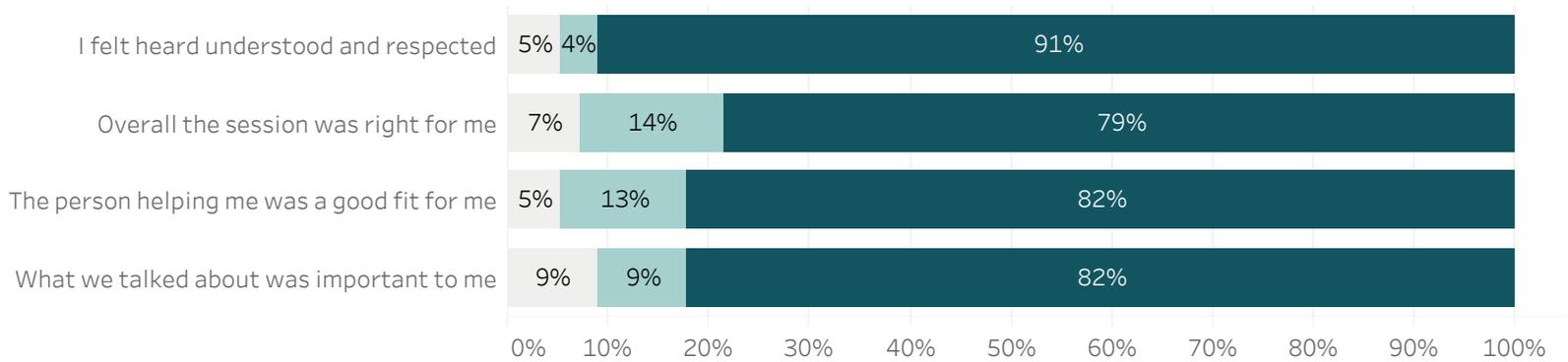
Goal movement analysis includes goals that have moved within the period. The Average Goal Movement shows the average goal score difference from goal creation to the score at the end of the period.

Period: 01-Oct-22 to 31-Dec-22

EoS is collated from completed questionnaires that appear at the end of every chat session. It provides some impact statements such as Friend's recommendation Net promoter score. The questions are focused on capturing the effectiveness of the therapeutic alliance. Research shows that Service Users are more likely to achieve positive outcomes when they score the intervention highly.

- A lot
- A little
- Not at all

224 Unique SUs Provided 56 Responses for Surrey Kooth CYP



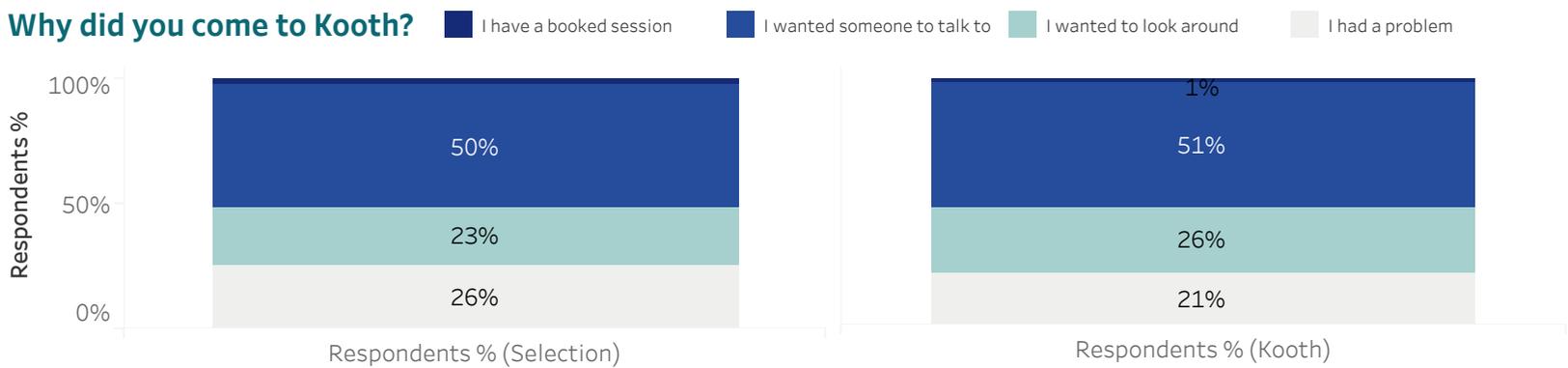
I would recommend counselling to a friend



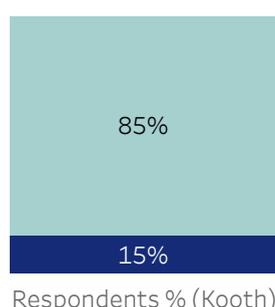
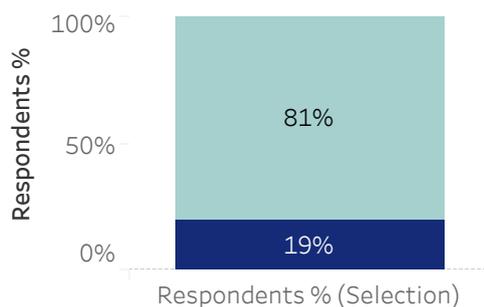
Homepage Feedback

This is obtained via a questionnaire that appears on a Service Users' homepage. It asks them why they came, if they found their visit helpful and if they would recommend the service to a friend offers valuable insight into the effectiveness of the service for those Service Users who choose not to access chat.

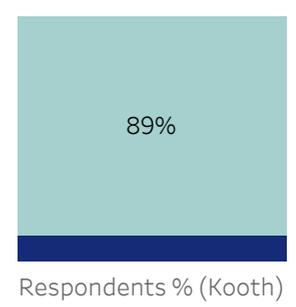
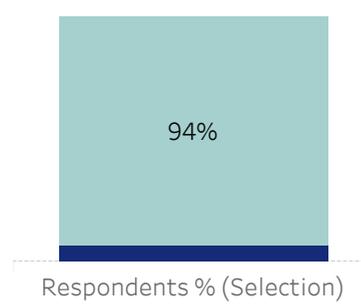
Why did you come to Kooth?



Would you recommend Kooth to a friend?



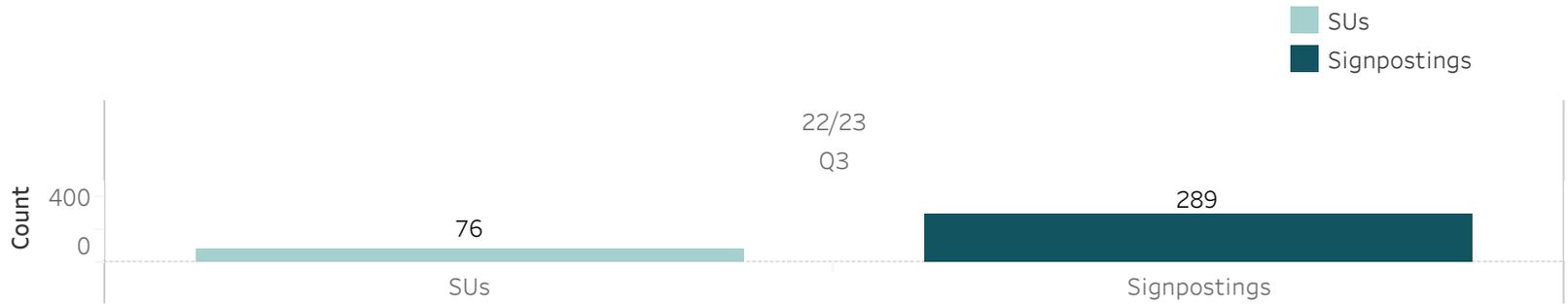
Did you think Kooth is a useful source of support?



Period: 01-Oct-22 to 31-Dec-22

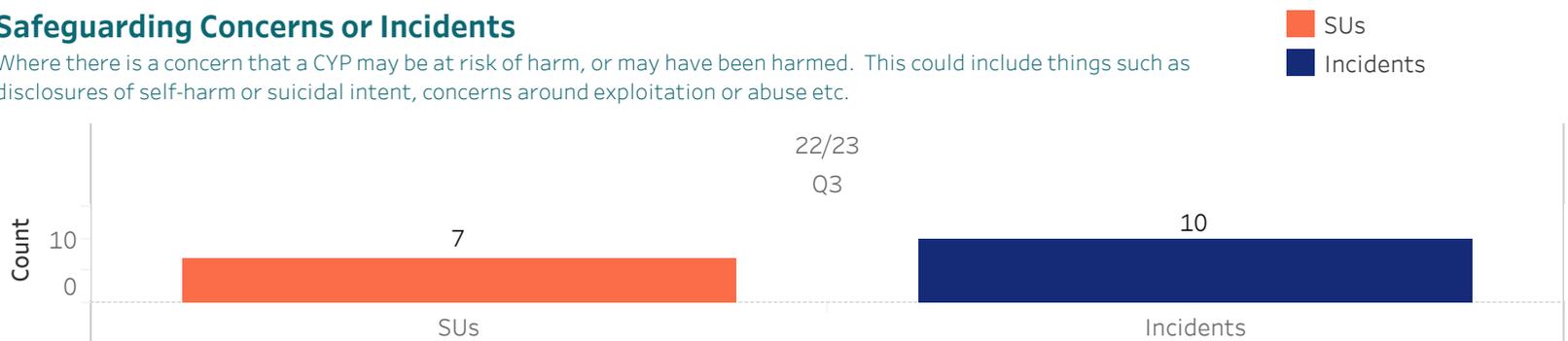
Signpostings

Signpostings are when the practitioner directs the service user to other sources of external support that may help them. This could include crisis signposting to services such as SHOUT or The Samaritans, with contact details so that the SU can contact them for additional support that Kooth may not be able to provide. It could also include signposting to more specific services if the SU needs additional support in a specific area, for example signposting to alcohol support services for someone struggling with alcohol dependency.



Safeguarding Concerns or Incidents

Where there is a concern that a CYP may be at risk of harm, or may have been harmed. This could include things such as disclosures of self-harm or suicidal intent, concerns around exploitation or abuse etc.



Concern Reason within the Period



External Referrals within the Period

We can make referrals to lots of different external services that may be able to work with a SU. The more common referrals are things like social care, police, CAMHS, housing etc.

Non statutory: This could be organisations such as Women’s Aid, Prevent (anti-terrorism), other health referrals, or more localised services that support with areas such as drug and alcohol support, domestic violence support, family support, clubs or work opportunities etc.



Summary: 01-Oct-22 to 31-Dec-22

Signpostings

	Oct-22	Nov-22	Dec-22	Grand Total
Signposted SUs	30	24	27	76
Signpostings	113	80	96	289

Safeguarding

	Oct-22	Nov-22	Dec-22	Grand Total
Safeguarded SUs	2	2	3	7
Safeguarding Incidents	3	2	5	10

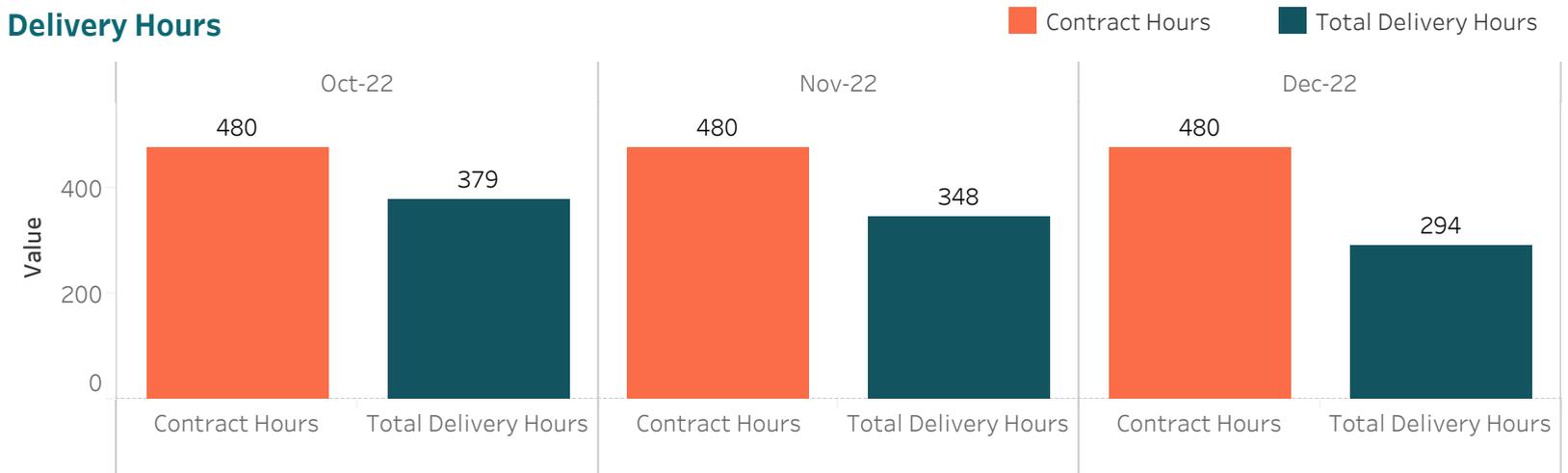
Period: 01-Oct-22 to 31-Dec-22

Here we measure the time taken to deliver the activities shown on previous pages. Seasonality and the lifecycle of a contract will have an impact on hours delivered in the quarter which should be considered when comparing actual hours to target.

Targeted Intervention hours (formerly Counselling hours) are made up of the time taken to deliver chats, messages and the required support such as time in casenotes and time spent on clinical governance and safeguarding.

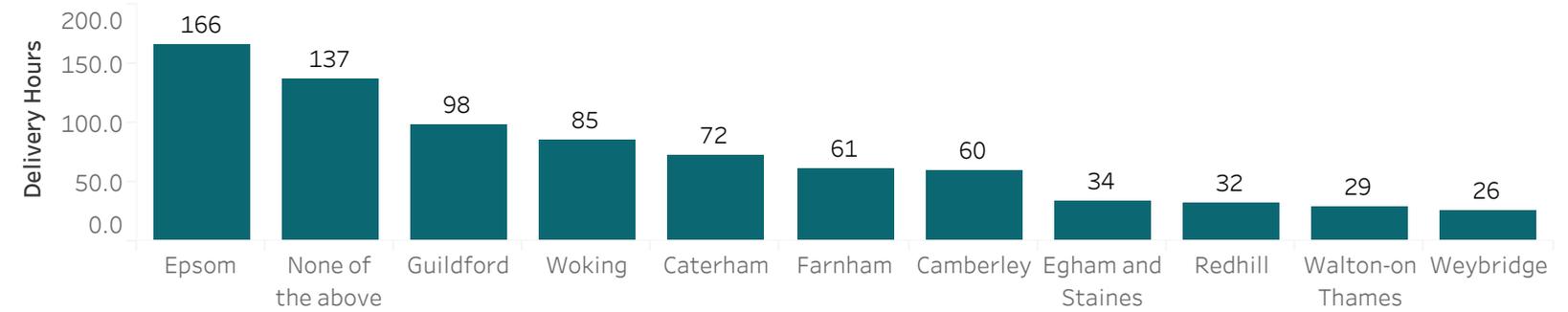
Community Support hours (formerly Moderation hours) is defined as time taken to moderate the content and self-directed activity submitted by Service Users in your area, such as comments, forums and article posts as well as journals and self-set goals.

Delivery Hours

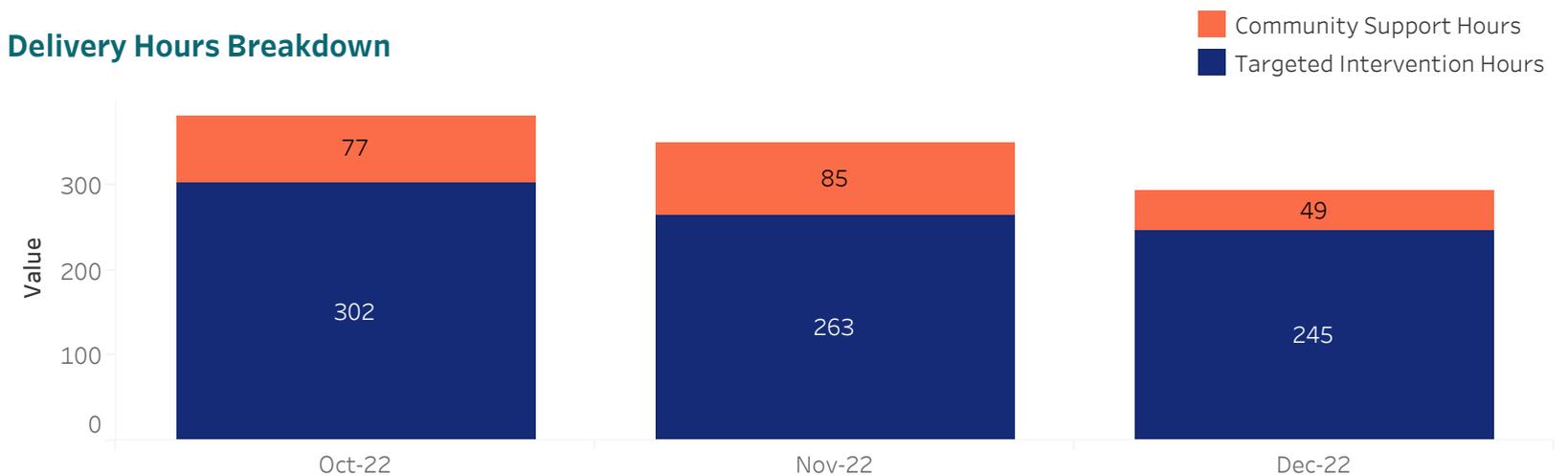


Delivery Hours by Sublocations

Max 10



Delivery Hours Breakdown



Summary: 01-Oct-22 to 31-Dec-22

	Oct-22	Nov-22	Dec-22	Grand Total
Total Delivery Hours	379	348	294	1,021
Contract Hours	480	480	480	1,440
% Performance	79%	73%	61%	71%
Community Support Hours	77	85	49	211
Targeted Intervention Hours	302	263	245	810

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