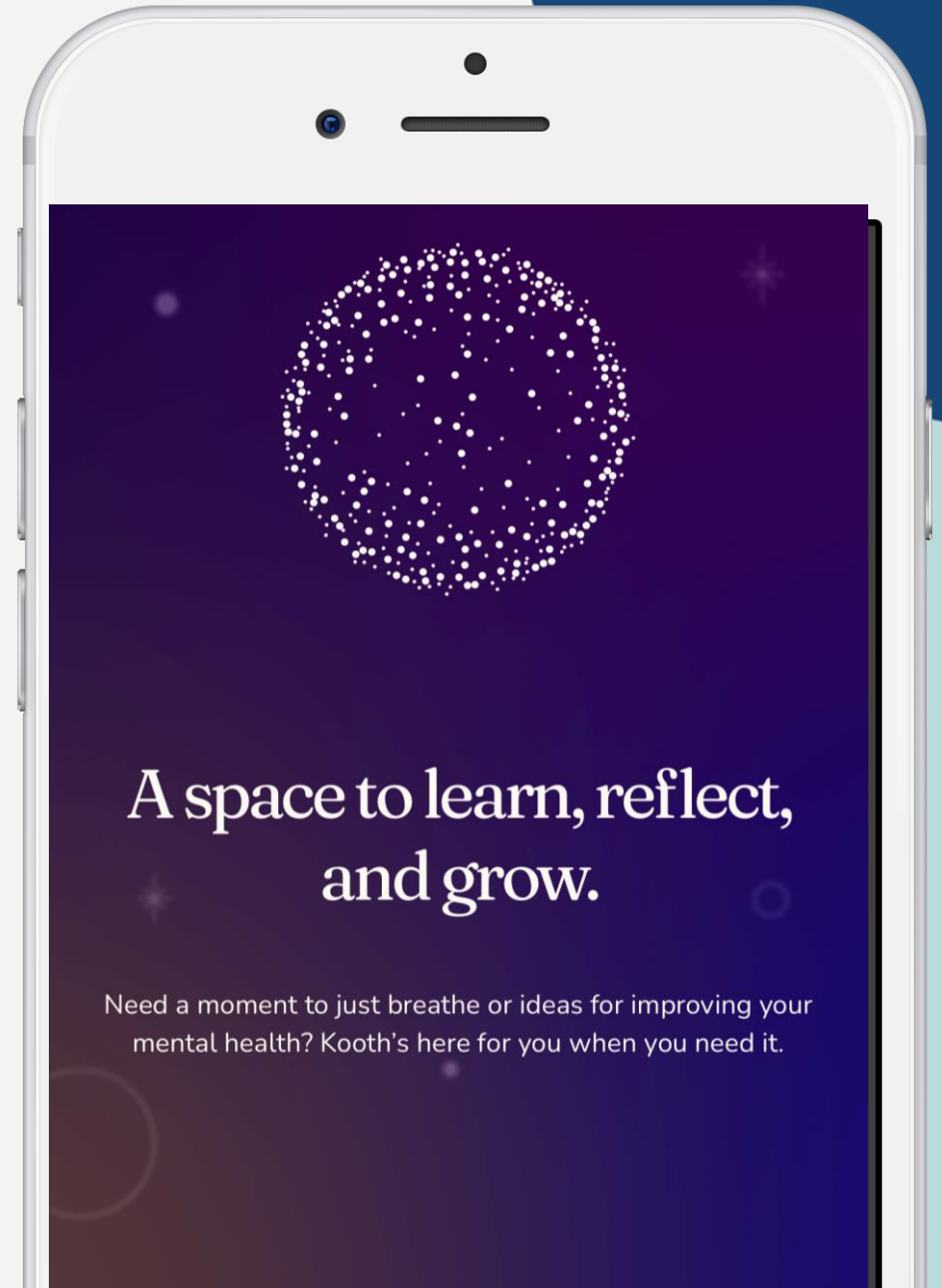




Online Mental Health & Wellbeing Support

Improving Access for Young People

Erin Davis
VP Government Relations, Kooth U.S.



The February 2023 CDC Report shows extremely unsettling trends.

Almost 1 in 3 high school girls have seriously considered taking their own lives.

30% of high school girls admitted to 'seriously considering suicide' at one point in their lives.

This is up 60% from a decade ago.

2011 vs 2021 Youth Risk Behavior Survey Data

The February 2023 CDC Report shows extremely unsettling trends.

40% of all high school students said that they'd felt so sad or hopeless within the past year that they were unable to do their regular activities

3 in every classroom will attempt suicide this year

13% of high school females and 7% of males are reported to have attempted suicide in 2021.

However it's not JUST national, this is of critical importance to mental health in Kansas

10th

Kansas had the 10th highest suicide rate in the nation for youths age 15-24 in 2016-2020.

2nd

Suicide was the second leading cause of death for Kansas early adolescents age 10-14 and youths age 15-24 in 2016-2020.

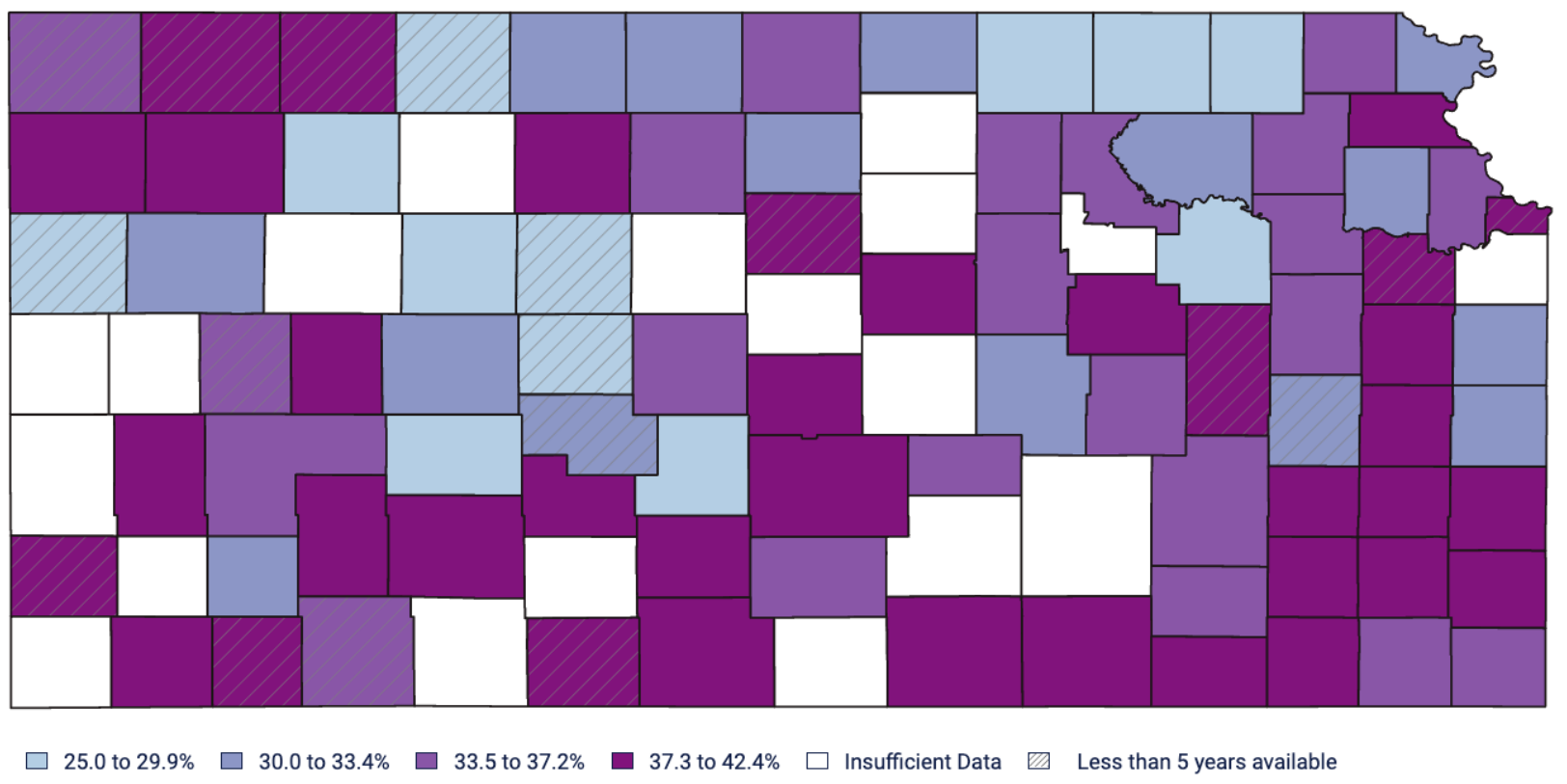
+63.8%

Kansas youth suicide rate increased 63.8 percent, from 13.0 per 100,000 population in 2001-2005.

>60%

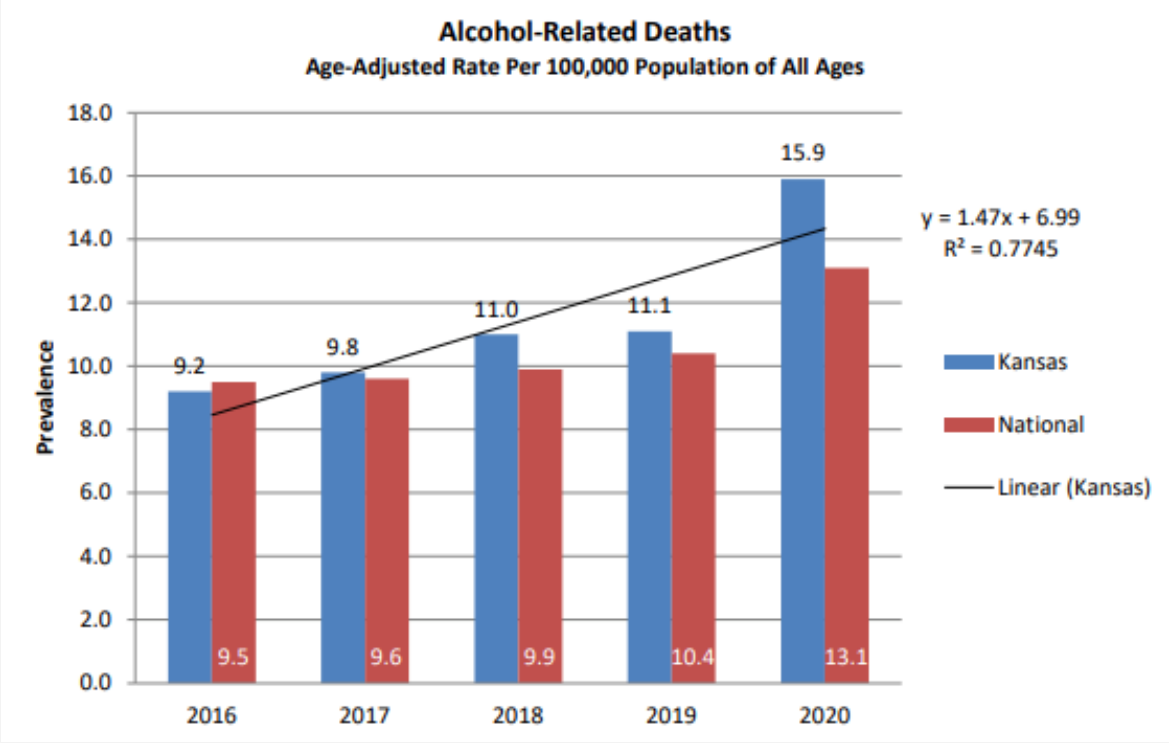
Of Kansas male youths who died by suicide in 2016-2020 died by discharge of firearms.

Student Depression rates across Kansas

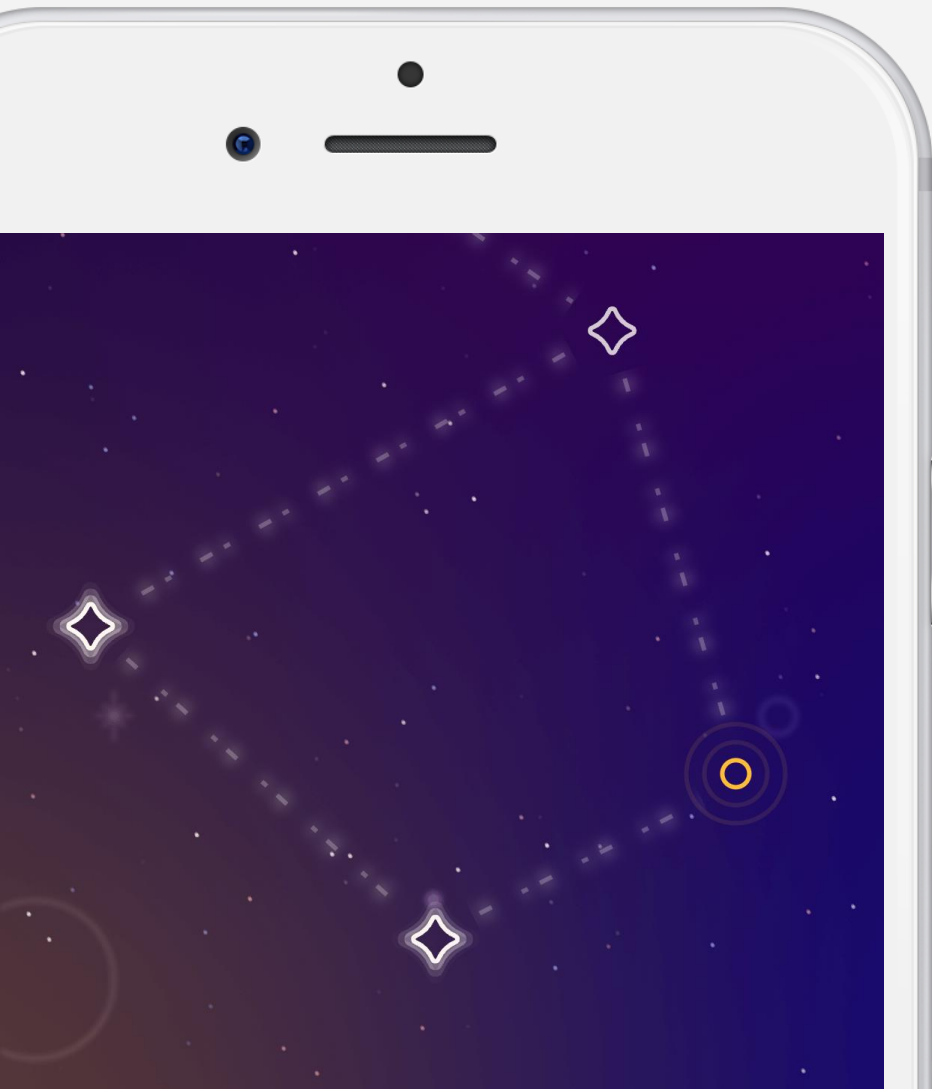


Source: Kansas Communities That Care Youth Survey <https://kansaspventioncollaborative.org/bhi-map/?ind=depression>

Since 2017, Kansas had a higher alcohol-related age adjusted death rate than the national rate.



Source: Kansas Behavioral & Mental Health Profile <https://kdads.ks.gov/docs/librariesprovider17/csp/bhs-documents/reports/kansas-behavioral-mental-health-profile-2022.pdf>



Kooth is the **gold standard** model of care for personalized, proactive and accessible digital support

Self-therapy

Offers therapeutic content and tools

Peer-Support

Provides safe, moderated community spaces

Professional Support

Enables asynchronous messaging, drop-in chat and structured/ongoing counselling

We understand that fresh, engaging content enables a key entry point

Resource

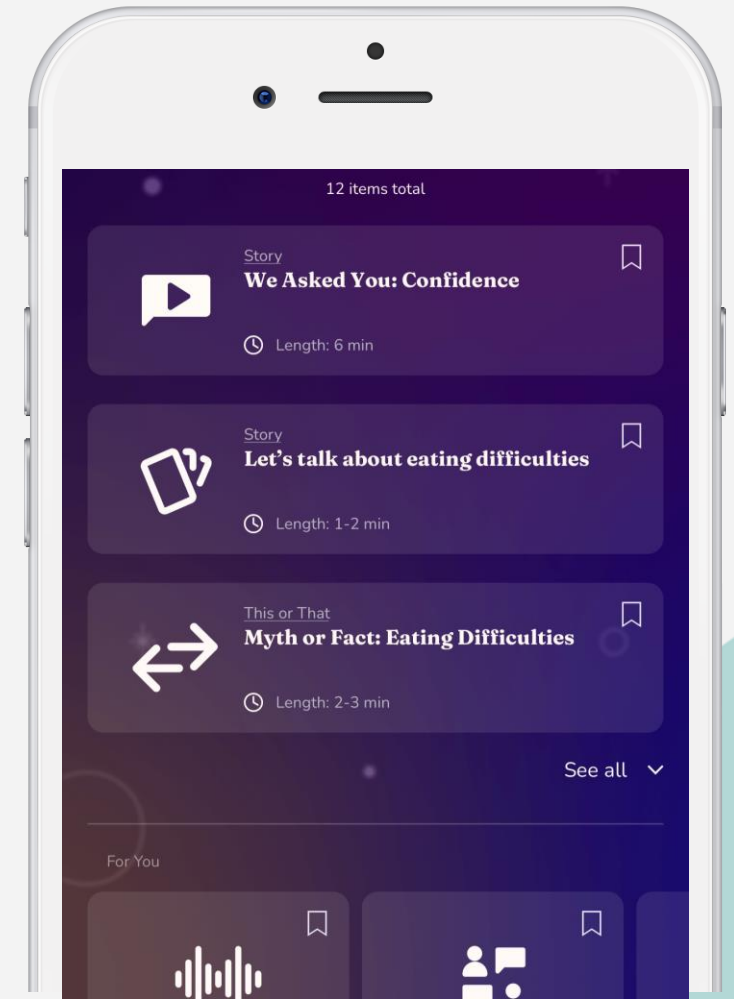
- Dedicated in house publishing team
- Safe process for moderating user generated content: 10k pieces moderated per week

Capabilities

- Age appropriateness
- Videos/activities - contentful integration
- Data driven feedback loops
- Language and localization

Innovation

- Content categorization to enable personalization
- Evidence-based self help content
- Partner network

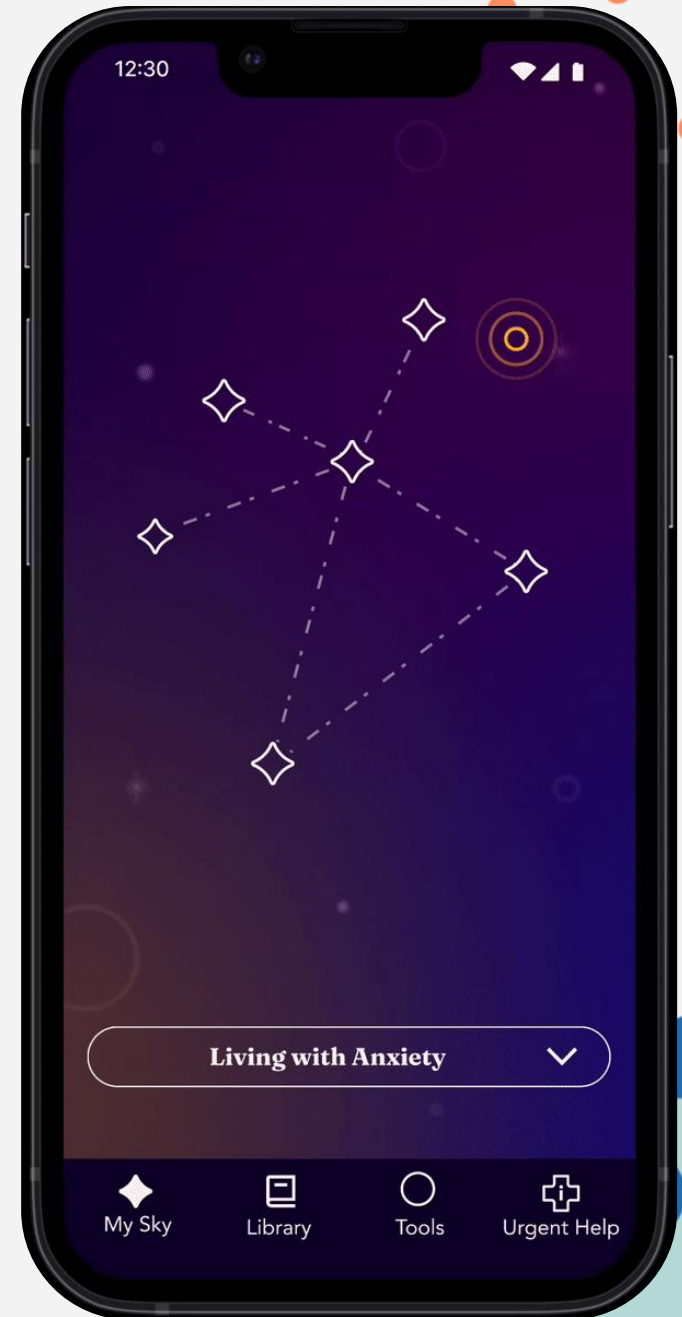


Research & outcomes are foundational at Kooth

For more than twenty years, Kooth has partnered with leading academic and commercial partners to understand, validate and improve the effectiveness and outcomes of our platform.

Our research team is continuously innovating to prove the effectiveness of Kooth within the community, and improving outcomes for our users.

We have pioneered measures for a new modality and proven outcomes:



Strong foundations for a **multiple-use case** platform

Evidence based innovation

Offer, proven real world results.

Accessibility

Serve populations without limits or thresholds.

Choice

Give individuals the exact access they want and need.

Safety

Assures clinical warnings and case escalation.

Use Cases

- Personalized Care
- Population Health
- Preventive Care
- Waitlist and Surge Management
- Early Interventions
- Just-in-Time Referrals

U.S. Economic Model

A cost benefit analysis to estimate the healthcare and broader community savings by implementing the Kooth platform.

Benefits

The Kooth program can help to reduce the number of children and young people (CYP) with:

- Suicidal ideation
- Self-harm
- Perceived impact of difficulties

Outcomes

Direct mental health outcomes are linked to:

- Reduced healthcare usage
- Reduced instances of destructive behavior
- Added educational attainment

Impact

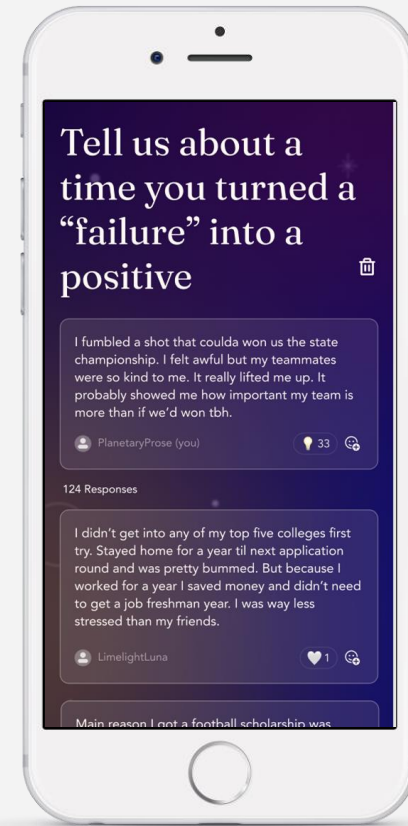
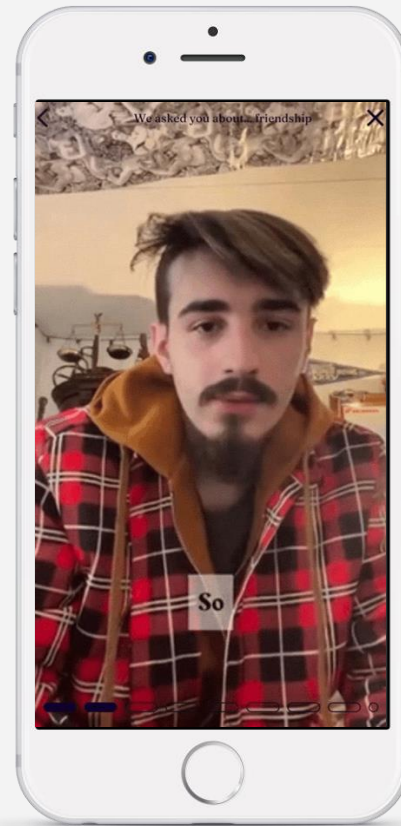
Each user of the Kooth program can:

- Reduce medical costs by an estimated **\$791** per year
- Add an estimated **\$93** per year in positive societal impacts

Chat-Based Counselling

Our Approach to Therapy

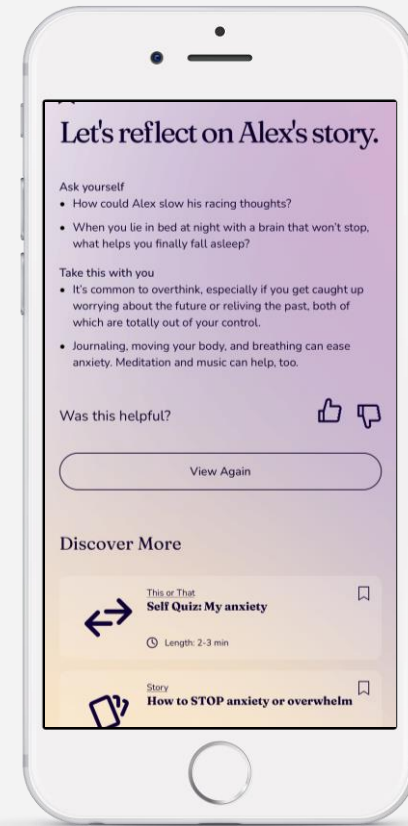
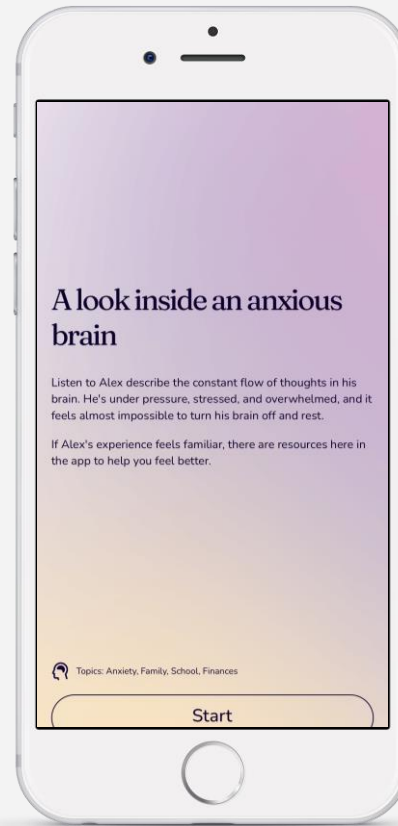
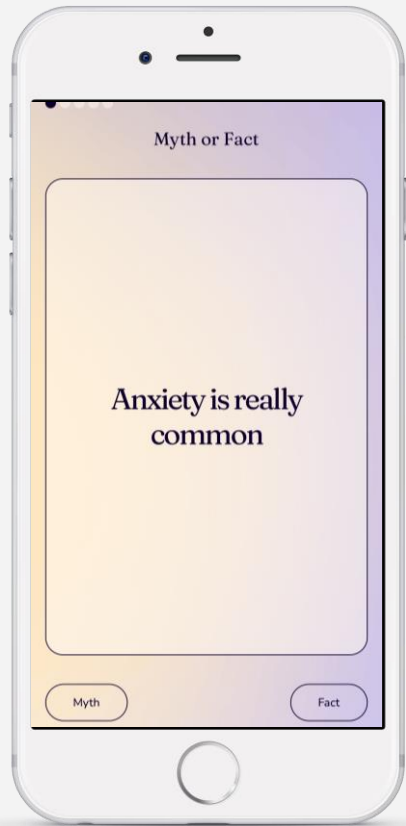
We currently offer chat-based counselling services through both booked and drop-in sessions.



Licensed Counselors

Mental Health Practitioners

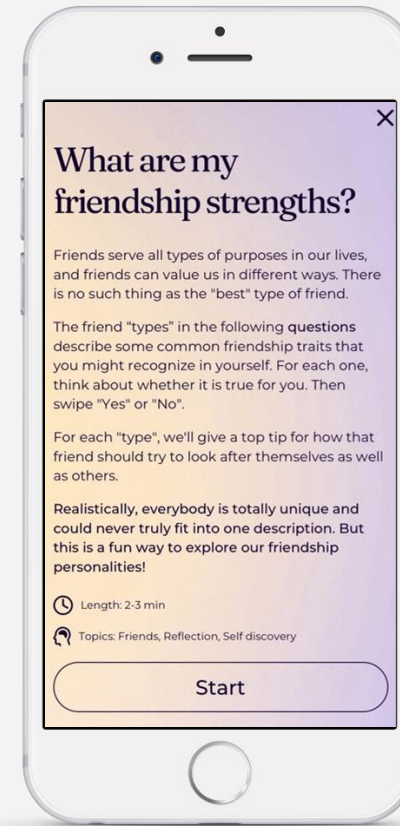
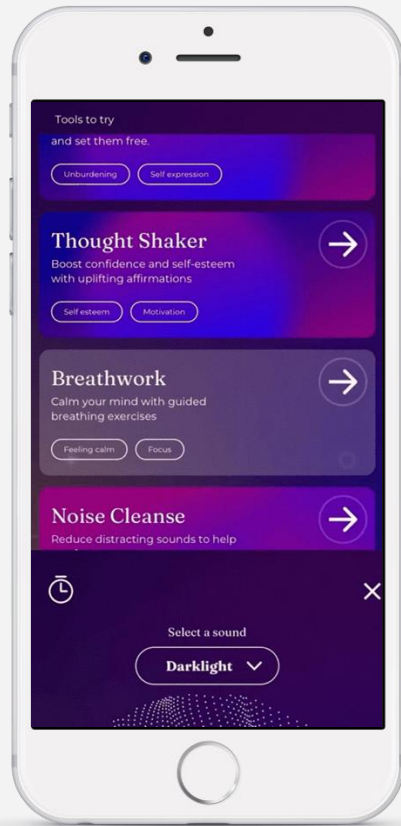
Counselors with Bachelor's degrees in behavioral health fields welcome users and help them navigate resources on the platform.



Supervision & Safety

Our Approach to Safety

All clinical staff are supervised and undergo thorough background checks for youth safety.



A world-class team underpins our excellence



User Support & Safety

Practitioner Team

Users gain access to qualified counselors and mental health practitioners.

Clinical & Safeguarding Team

Clinical professionals perform 20K+ safeguarding actions annually. Clinician flexibility, innovation, and commitment keep users safe.

Content Team

Subject matter experts create evidence-based content including 100K+ content pieces with an “alongside you” tone.



Service Improvement

Research & Data Science Team

Real-world data and evidence collection drive best practice and benchmarks for online interventions.

Product & Tech Team

Product managers and technologists continuously improve platform to allow for a better user experience and improved outcomes.

Participation Team

Dedicated participants works across communities to address prevailing needs and provide optimal services.



Integration & Client Support

Customer Team

Dedicated account managers who directly support launch, integration and reporting.

‘On-the-ground’ Engagement Team

Liaise with schools, districts, community groups and other groups as well as hosting in-person events to drive engagement.

Marketing & Promotion Team

Create engaging resources and grow engagement out of school hours through a multitude of channels.

Kooth offers **20 years of international leading evidence**, now with a significant presence in the U.S.

95%

Coverage across
UK's NHS

13+

Years of peer
reviewed research

1m+

C&Y Users
aged 11-25

15.1m

Lives covered

BACP

Accredited, only digital
platform.

7.7m

Clinical Interactions

5

U.S. states

Proven

Clinical and financial
outcomes

With our innovative and responsive clinical model: **I-RESPOND**

A robust data governance framework, privacy and security rules

CCPA



HIPAA



COPPA



GDPR



FERP
A



SOC-2



Accountability & Compliance

A dedicated U.S. compliance officer and experienced U.S. team who will ensure Kooth will comply with all state and federal regulations, including accessibility, privacy, legal and consent requirements.

Designed for privacy and security

Kooth is built around the EU's GDPR regulations. GDPR is one of the strictest data privacy laws in the world.



Thank you

Questions?
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