



MENTAL HEALTH INNOVATIONS

Shout - Text in a crisis?

How digital is meeting the needs of
children and young people





- Introduction to Mental Health Innovations & Shout

What have we learned?

- Who uses the Shout service?
- What do they talk to us about?
- When do they text?
- Why do they contact us?



- Introduction to Mental Health Innovations & Shout

What have we learned?

- **Who** uses the Shout service?
- **What** do they talk to us about?
- **When** do they text?
- **Why** do they contact us?



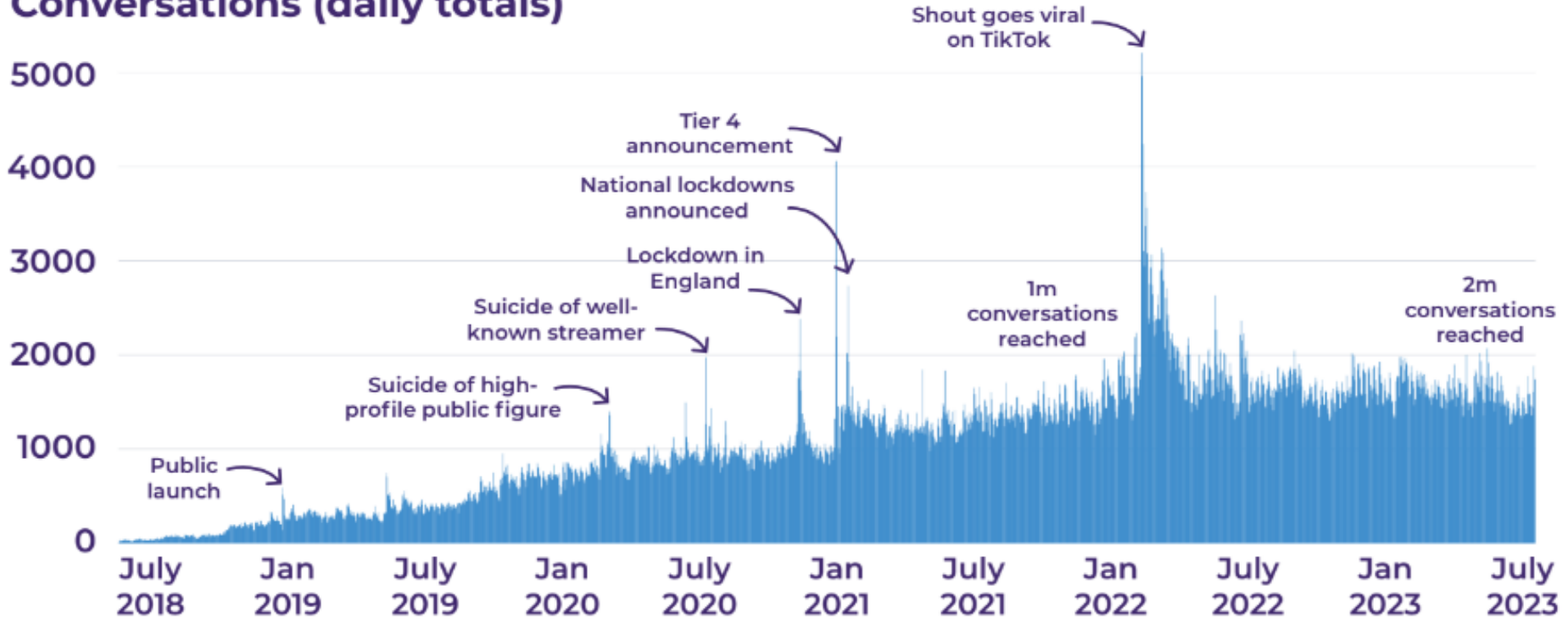
- Founded in November 2017
- *Our mission is to use data-driven analysis, clinical expertise and technological innovation to develop and sustain pioneering digital products and services that meet underserved needs and that improve the mental health of the UK population*
- Our first service is Shout 85258



- Launched in 2019
- The UK's first and only free 24/7 text messaging mental health support service for anyone struggling to cope
- Text SHOUT to 85258
- Powered by thousands of trained volunteers and supported by a dedicated team of clinicians and coaches, in the UK and New Zealand
- 2.2 million conversations with 750k texters from across the UK



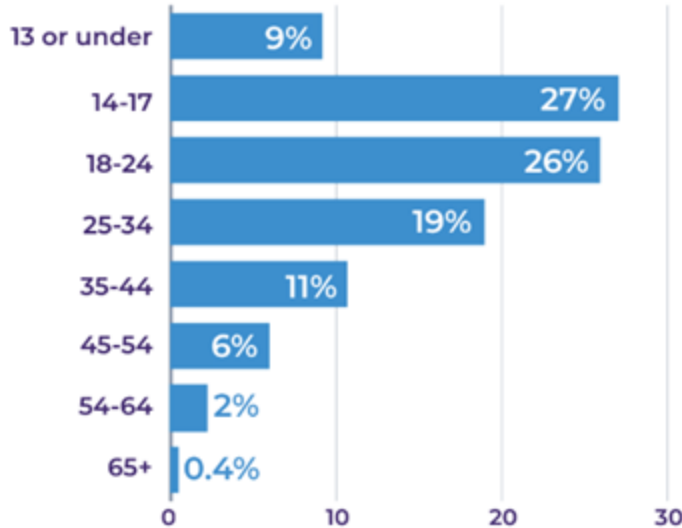
Conversations (daily totals)



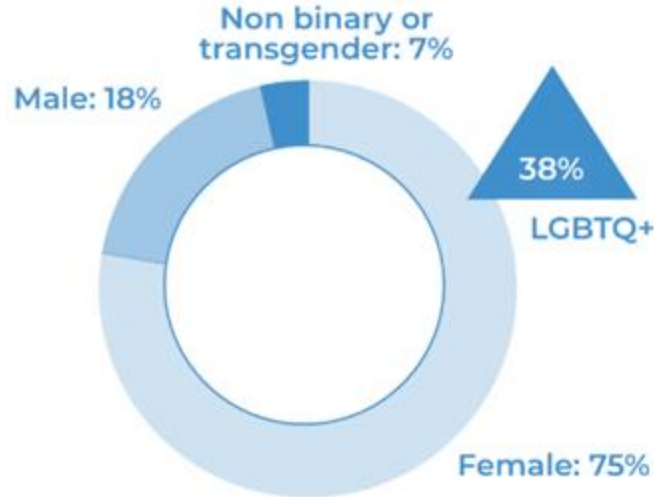
Who contacts us?



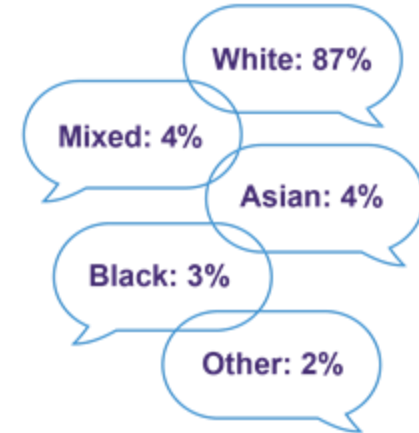
Age (% of Texters)



Sexuality and gender



Ethnicity



Neurodiversity: Autism (14%), ADHD (16%)

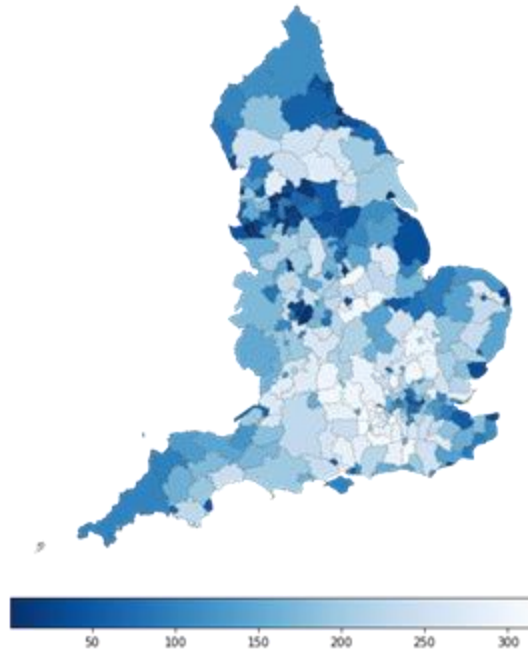
Who contacts us?



People who are most likely to be impacted by financial difficulties contact Shout:

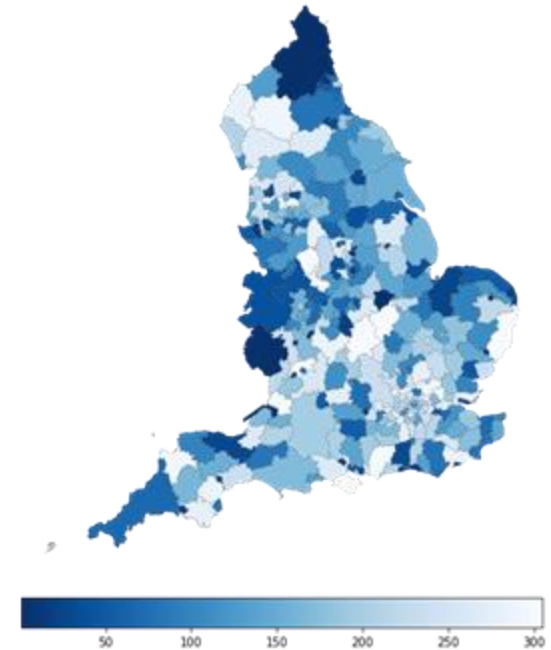
- **24%** of texters under the age of 18 are in receipt of **free school meals**
- Demand for Shout correlates with indices of deprivation (i.e., **people from more deprived areas are more likely to contact Shout**)

English population - IMD Score Ranking



1 = Most Deprived, higher IMD score

Shout texter population - Likelihood of contact ranking



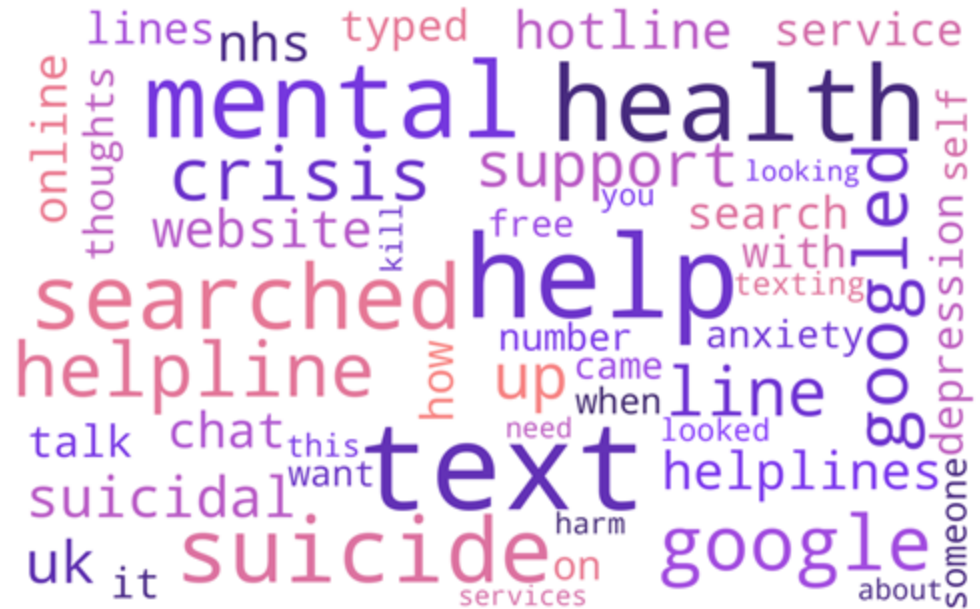
1 = More likely to receive contact from a texter in this area

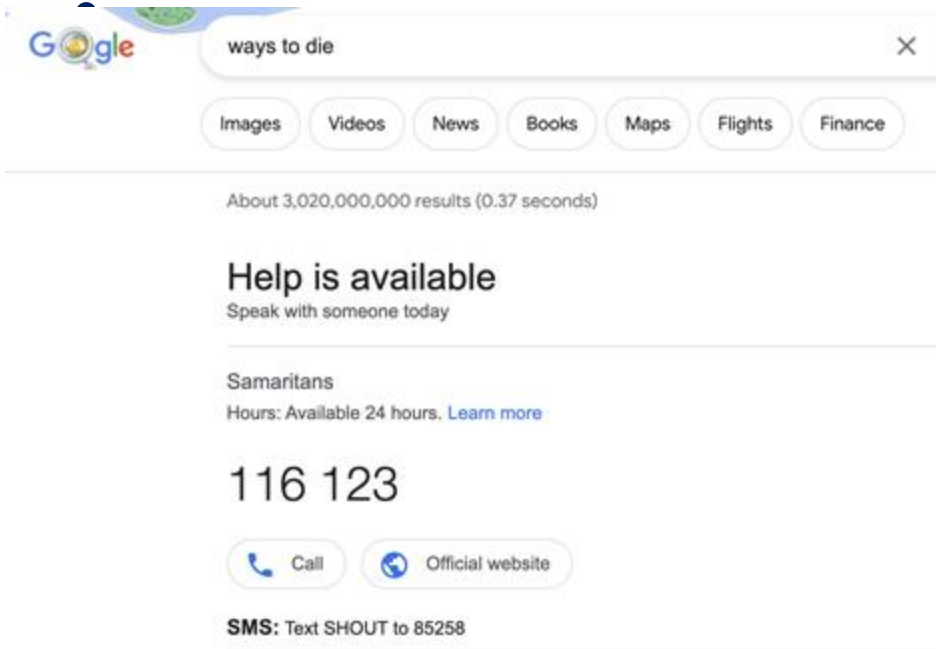
How do people find out about us?



- Google
 - 35%**
 - Google OneBox

- Family / friends **14%**
- Social media **14%**
- NHS / GPs, etc **11%**





- Added Shout in 2021
- New cluster of potentially-harmful search terms = 2% of all texters daily





Google

need help with eating disorder

Images Videos News Books Maps Flights Finance

About 282,000,000 results (0.35 seconds)

Help is available

Speak with someone today

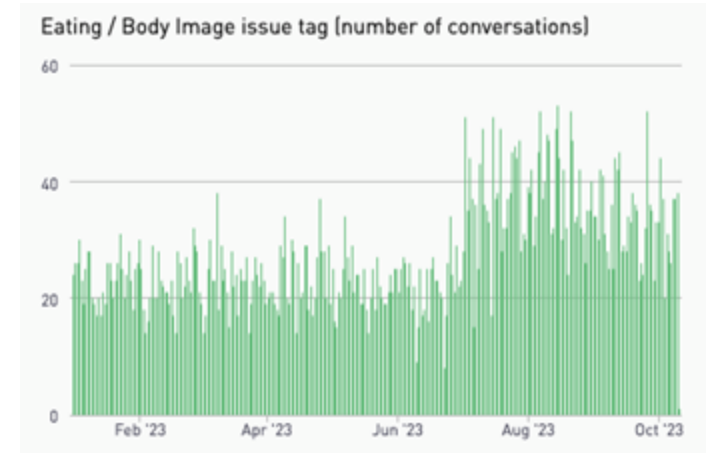
Beat Eating Disorders
Call hours: Weekdays 1PM–9PM. Weekends and bank holidays 5PM–9PM [Learn more](#)

England: 0808 801 0677 Northern Ireland: 0808 801 0434

Scotland: 0808 801 0432 Wales: 0808 801 0433 [Official website](#)

24/7 SMS: Text SHOUT to 85258
From [Eind A Helpline](#)

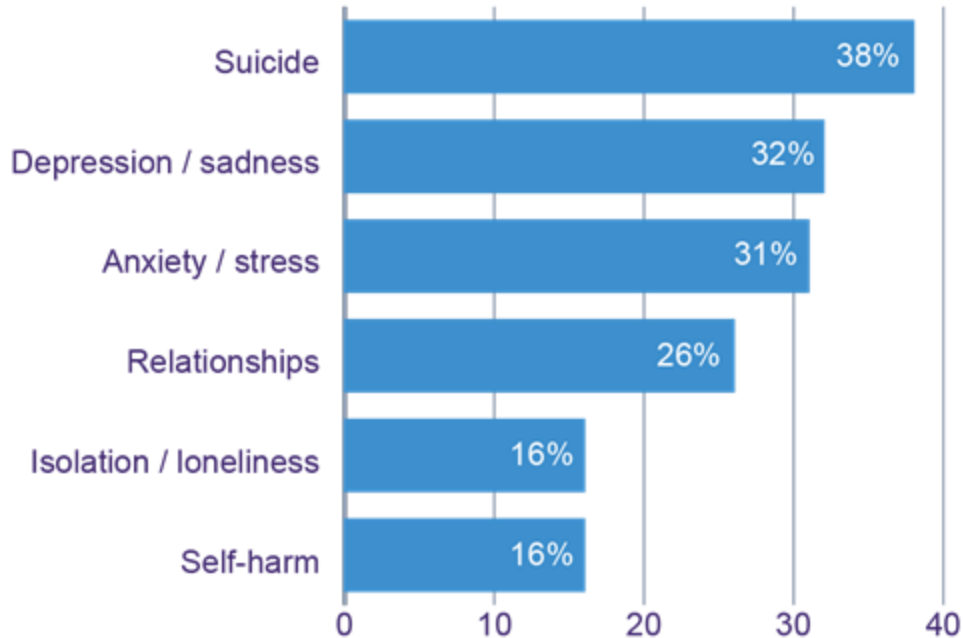
- Added to OneBox for eating disorder related searches in July 2023
- Conversations about eating disorders / body image doubled



What do people contact us about?

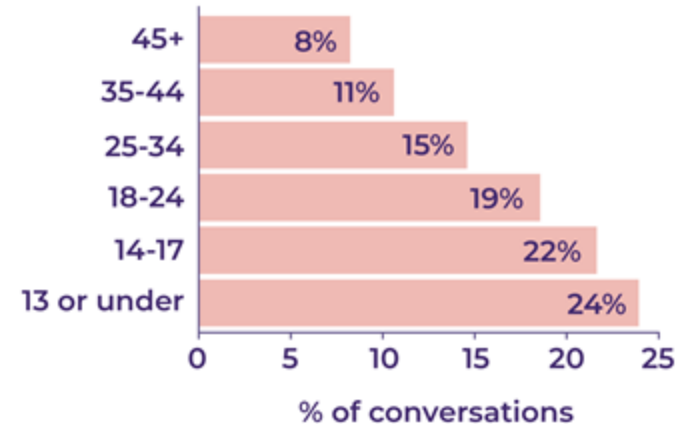


Most common issues (% of all conversations)

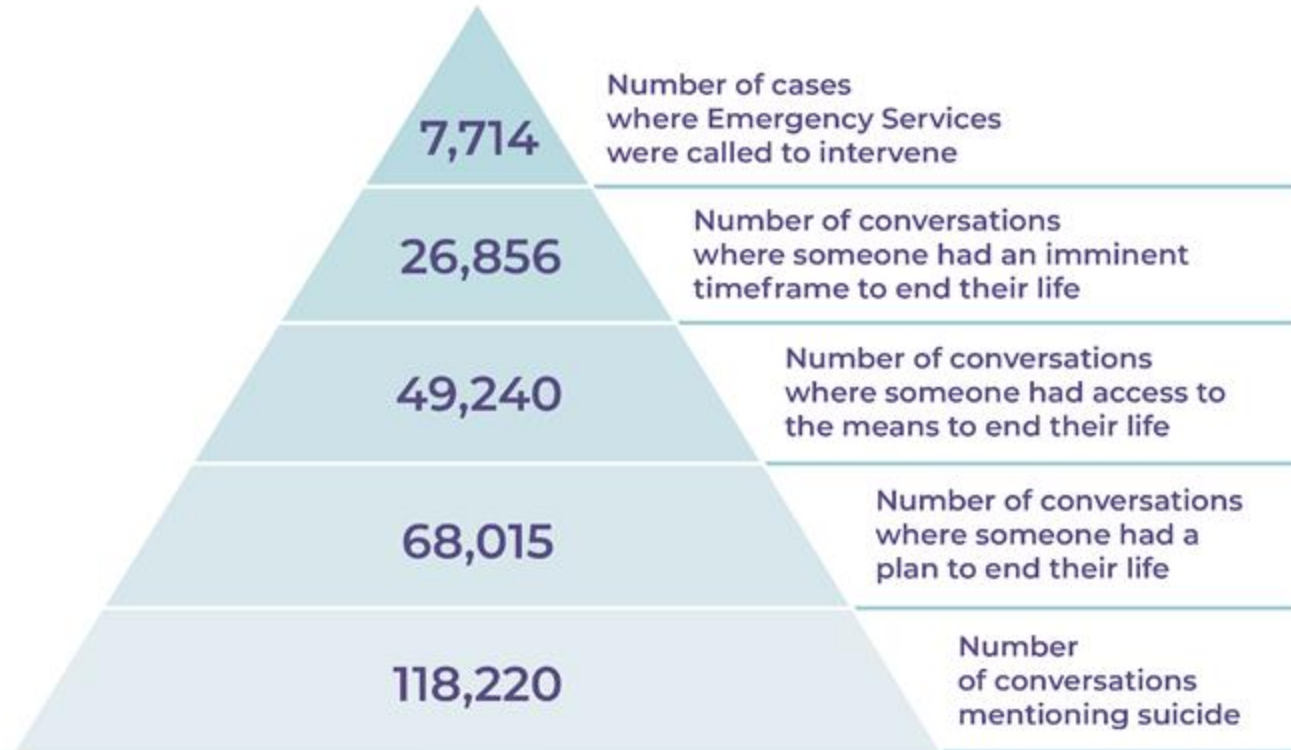


Some issues, such as self-harm, more common in younger texters

Self-harm



Most common issue is suicide

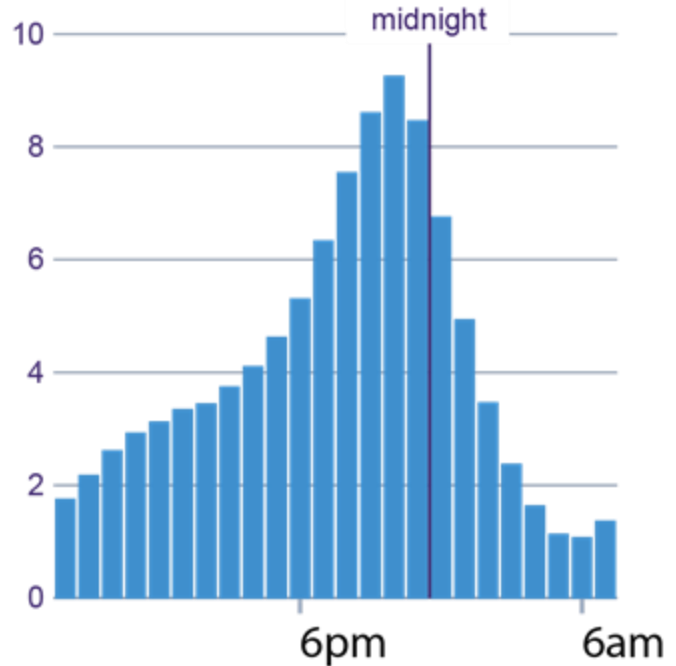


When do people contact us?



- When most other services are closed
 - 24 hours a day
 - 10-11pm is usually busiest
 - 7 days a week
 - Sunday & Monday are usually busiest

Conversations (average % hourly)



Why do young people choose Shout?



- They want to talk to someone who doesn't know them
54%
- They're more comfortable texting than speaking about how they feel
51%
- They don't have any friend, family or trusted adults they can talk to
31%



MENTAL HEALTH INNOVATIONS

Thank you

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