

# SATISFYING young clients

Research shows that Kids Help Phone clients are overwhelmingly satisfied with their counselling experience.

**98%** of phone clients say they would call Kids Help Phone again if they need help

**94%** of Live Chat clients say they would recommend Kids Help Phone to a friend

Here are some of their comments:

*“I think the people you pick for counsellors are fantastic and you should keep doing what you’re doing because what you’re doing is fantastic.”*

*“The person who helped me was amazing and extremely helpful. I really feel a lot better about my situation.”*

*“Kids Help Phone has saved my life multiple times.”*

## Kids Help Phone is reaching underserved and vulnerable youth

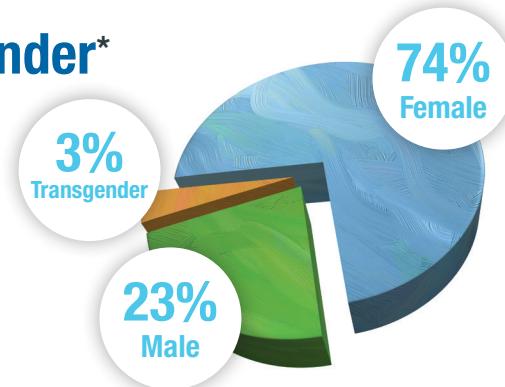
With a high percentage of LGBTQ+, immigrant, 1<sup>st</sup> generation and Black African or Caribbean clients, it is clear that Kids Help Phone helps some of the most potentially vulnerable young people in Canada.

[Kidshelpphone.ca/results](http://Kidshelpphone.ca/results)

## Kids Help Phone clients ARE DIVERSE

The research tells us a lot about our young clients, including gender, sexual orientation, generational status and racial, ethnic and cultural identities.

### Gender\*



### Sexual Orientation

**36%** of Live Chat clients self-identify as lesbian, gay, bisexual, queer, questioning or asexual (LGBQ+); 20% of phone clients

### Generational Status

**46%** are immigrants or 1<sup>st</sup> generation Canadians

### Racial-ethnic-cultural Background\*

**8%** are Black African or Caribbean – almost three times their representation in Canada’s population (3%)

**6%** are South East Asian, more than twice their representation in the population (2.5%)

\* Percentages based on phone counselling clients

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YOUTH MENTAL HEALTH

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1 800 668 6868  
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## Kids Help Phone IS HIGHLY EFFECTIVE

Research provides proof positive that Kids Help Phone is highly effective. Delivery of a vital, stand-alone, 24/7/365 service, Kids Help Phone is an essential part of the continuum of professional mental health care for youth.

Kids Help Phone significantly improves youth mental health and well-being.

If you are interested in learning more about how you or your organization can support the important work of our national charity, please contact:

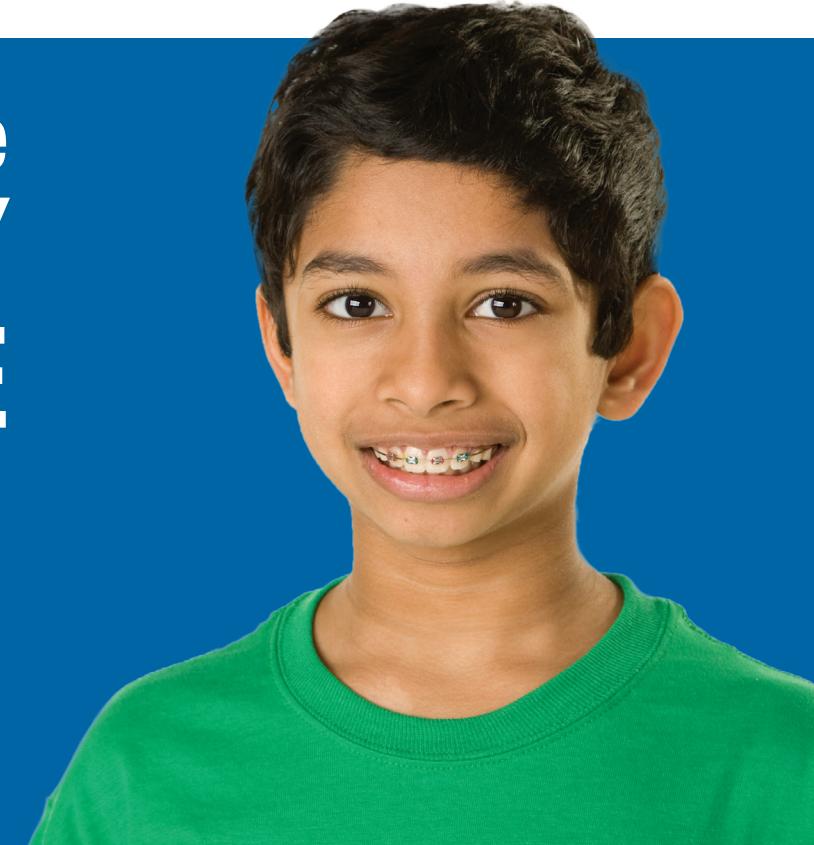
**Marilyn Brown**, Vice President, Revenue Development  
Marilyn.Brown@KidsHelpPhone.ca | 1 (800) 268-3062 ext. 8972

For more information about Kids Help Phone Counselling Services Research, please contact:

**Alisa Simon**, Vice President, Counselling Services and Programs  
Alisa.Simon@KidsHelpPhone.ca

**Sharon Wood**, President and CEO  
Sharon.Wood@KidsHelpPhone.ca

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**Kids Help Phone’s 2014 Counselling Services Research proves its service significantly improves youth mental health**

EVALUATION RESEARCH HIGHLIGHTS ►

[Kidshelpphone.ca/results](http://Kidshelpphone.ca/results)

# OVER 1,300 TIMES A WEEK 2 counselling formats

Young people receive confidential and anonymous one-on-one help from a professional Kids Help Phone counsellor an average of 1,300 times each week, through two counselling formats:



**Phone helpline**  
(24/7/365)



**Live Chat**  
(8 hours each evening, 5 evenings a week)

Feedback such as thank-you letters and calls let us know our service is appreciated, but anecdotal feedback does not provide a true measure of outcome effectiveness.

## Rigorous and systematic

The second major evaluation of our phone and chat counselling services has further quantified the outstanding benefits to young people in Canada that our donors enable Kids Help Phone to provide. Using a research model originally developed with The Ontario Centre of Excellence for Child and Youth Mental Health, Dilys Haner, MA, Vanier Scholar and Doctoral candidate at York University, led our rigorous 2014 service evaluations to:

- extend our understanding of the positive differences our counselling is making in the mental health and well-being of our clients;
- probe multiple characteristics of our clients and their needs; and
- provide guidance for program and service enhancement.

# Essential part of the CONTINUUM OF CARE

Research shows that Kids Help Phone is a critical adjunct or supplement to mental health resources in local communities. Available 24/7/365, we help kids before they can see local professional counsellors, or in-between appointments. We also refer clients to local resources where appropriate, drawing upon a database of 35,000 agencies and supports nation-wide.

67%

of callers had seen or are currently seeing a counsellor or therapist

64%

of those seeking chat counselling scored in the clinical range for a measure of depression\*

47%

of those seeking chat counselling scored in the clinical range on a measure of anxiety problems\*

## A trusted resource

The research also reveals that some clients come back more than once, for help with different challenges over their young lives.

31%

of phone clients have been using Kids Help Phone for more than a year

32%

of phone clients have called six times or more

\* According to the Youth Self-Report, a widely used part of the Achenbach System of Empirically Based Assessments

# VITAL stand-alone service

Kids Help Phone is often the **first** place young people turn to for help, and in many cases Kids Help Phone is the **only** source of counselling they access.

40%

have not spoken to anyone else about their problem before reaching out to a Kids Help Phone counsellor

75%

of Live Chat clients contact Kids Help Phone because we guarantee anonymity and “no one will know or tell on them”.

# Kids Help Phone COUNSELLING WORKS!

Research proves that Kids Help Phone counselling is highly effective. It leads to statistically significant changes in five crucial clinical indicators: reductions in distress; increases in clarity about their problem and increases in their awareness of options or strategies for dealing with it; increases in hope; and increases in confidence in their ability to overcome their challenges.

69%

of clients see their problem more clearly

73%

of phone clients and 64% of Live Chat clients become more hopeful that their problem can change for the better

75%

of clients experience an increase in confidence in their abilities to overcome their challenges.

85%  
of phone clients experience a reduction in distress