

## Findings from the West Yorkshire Digital Emotional Wellbeing Support Service Survey

Thank you to everyone who completed our recent survey about digital emotional wellbeing support services. We received a total of **107 responses** taking an average 6:05 minutes to complete.

The survey was aimed at children and young people who live in Kirklees, Calderdale, Leeds, Wakefield and Bradford and Craven who have used a digital platform to help with their emotional wellbeing, to help us to understand what you need from a digital emotional wellbeing support service. The survey was sent out and was open for a total of 63 days with a deadline of 8th December 2024. A summary of the key findings is at the end of the document on page 8.  
Your responses told us the following:

### We asked: where do you live?

#### You told us:

44% live in Leeds  
28% live in Bradford  
13% live in Kirklees  
8% live in Calderdale  
7% live in Wakefield

We noted a limitation that the survey wasn't clearly communicated that it was open to the Craven area.

### We asked: do you have access to the internet?

#### You told us:


98% yes  
2% no

We noted a limitation that the survey was online which didn't encourage people who don't have access to the internet to participate.

### We asked: what kind of device do you usually use to access the internet


#### You told us:

57% use a mobile phone  
26% use a laptop  
13% use a tablet  
4% use a desktop

 **We asked: where do you access the internet?**


**You told us:**

60% use the internet at home  
22% use the internet at school  
14% use the internet at a friend's house  
4% use the internet somewhere else which includes: youth groups, college, university, cafes, work, literally anywhere

 **We asked: do you now or have you ever used the internet for online emotional wellbeing support?**

**You told us:**

81% yes  
19% no


 **We asked: if yes, what did you like or dislike about them**

**You told us:**

Approximately 40 people told us what they liked  
Approximately 30 people told us what they disliked  
Approximately 10 people told us both

 **You liked:**

1. The anonymity
2. That it is confidential
3. That you don't feel judged
4. That it isn't face to face
5. The inclusivity of a website

 **You disliked:**


1. Waiting times
2. When you can't get through
3. When it doesn't say how long the queue is
4. When you get disconnected
5. When you have found it ineffective
6. When you feel it is strict and you can't open up and feel there a limits to how much you can talk
7. People using the same response such as 'I understand'
8. When you are asked a lot of questions when you just want to vent and get it out for someone to listen

9. When services use a BOT it isn't helpful
10. That there a limited amount of sessions, you would like dates for sessions

 **We asked: if no, please tell us why you don't access online emotional wellbeing support**

**You told us:**

- 28% don't want to
- 28% don't need to
- 24% don't feel safe
- 20% said something else including:
  - It never works
  - I've never known I needed it until now
  - I don't understand the definition
  - I don't know

 **We asked: how easy is it to find help online when you're feeling down or worried**

**You told us:**

- 8% very easy
- 34% easy
- 28% difficult
- 8% very difficult
- 23% don't know

 **We asked: how would you prefer to access digital emotional wellbeing support**

**You told us:**

- 36% using an app
- 31% web based
- 27% text
- 6% other, including:
  - Any of these
  - Depends on what the person is looking for, its good to offer multiple ways
  - Don't know
  - Both app and text
  - Prefer to talk in person
  - No wifi apps

 **We asked: what are the top three things you would visit a digital emotional wellbeing service for**

**You told us:**

1. Individual support
2. Chats and messaging
3. Online support programmes


**Others included:**

4. Online peer support and friendships
5. Articles and journals
6. Live forums
7. Mini activities and challenges
8. Therapy referrals and screening
9. Crisis
10. All of the above

 **We asked: would you like a service to include ways to track your mood or feelings over time?**

**You told us:**

- 61% yes
- 13% no
- 26% don't know

 **We asked: if using the digital emotional wellbeing service for individual support how would you prefer to contact someone**

**You told us:**

- 78% by text
- 9% by phone
- 8% by email
- 6% by another method including:
  - Call or text depending on how I am
  - Phone call but anonymous
  - Secure messaging via app or website
  - Web chat
  - Website
  - They would not like to contact someone



**We asked: what times of day would you most likely use a digital emotional wellbeing service**

**You told us:** *in majority order – 1. Scoring the highest number of responses*

1. 6pm-9pm (64)
2. 9pm-midnight (61)
3. 3pm-6pm (40)
4. Midnight-3am (33)
5. 12 noon-3pm (21)
6. 9am-12 noon (17)
7. 3am-6am (13)
8. 6am-9am (10)

This highlights a need for a 24-hour service



**We asked: what days you would most likely use a digital emotional wellbeing service**

**You told us:** *in majority order – 1. Scoring the highest number of responses*

1. Friday (80)
2. Sunday (78)
3. Monday (75)
4. Saturday (70)
5. Wednesday (69)
6. Tuesday (68)
7. Thursday (66)

This highlights a need for a service 7 days a week



**We asked: what things are important to you from a digital emotional wellbeing service**

**You told us:** *in majority order – 1. Scoring the highest number of responses*

1. It is confidential (information won't be shared with others without your permission)
2. It feels safe and secure
3. You can access individual support 24 hours everyday
4. It is anonymous (you don't need to give your name)
5. It is delivered by people who know your area and what services are available
6. Something else including:
  - You can let your feelings out without being judged
  - You feel listened to
  - Empathy and understanding rather than dismissal of feelings (have a cup of tea or a warm bath)
  - Offer call or face to face, stuff they ask is clear detail and accessible for neurodivergent individuals
  - Share feelings and get advice from other people like me
  - Quickly connect with someone who is expert and has medical knowledge



**We asked: how you would like to give feedback about the service**

**You told us:** *in majority order – 1. Scoring the highest number of responses*

1. Giving a score
2. Answering questions on a form
3. In a live forum
4. Another way including:
  - Text a message on the messages page or writing a post
  - I don't know



**We asked: what is your sex**

**You told us:**

70% girl

16% boy

6% non-binary

5% described this in another way

4% preferred not to say

This is in line with the breakdown by sex who use Kooth. For any future service more work is needed to target boys and underrepresented groups



**We asked: how old you are**

**You told us:**

Most respondents were between 13 and 17 years old.



**We asked: if you consider yourself to have a disability that stops you doing some everyday things**

**You told us:**

42% no

37% yes

21% prefer not to say



**We asked if you have any long-term conditions, impairments or illness**


**You told us:** *in majority order – 1. Scoring the highest number of responses*

1. Mental health condition such as having anxiety, stress, low mood
2. Neurodivergent conditions such as autism ADHD and or dyslexia
3. I don't have any long-term conditions, impairments or illnesses

 **We asked: what is your ethnicity**

**You told us:**

67% white  
18% Asian or Asian British  
5% Black, Black British, Caribbean or African  
5% Mixed or multiple ethnic groups  
5% prefer not to say

 **We asked: are you a young carer**

**You told us:**

82% no  
9% yes  
8% prefer not to say

 **We asked: what is your sexual orientation**

**You told us:** *in majority order – 1. Scoring the highest number of responses*

1. Heterosexual
2. Bisexual
3. Other

## Conclusion

The findings showed the importance of anonymity, the need for free and prompt services, and the preference for multiple access methods and communication via text. It also underscores the need for mood journals and the importance of considering the preferred times and days for support services.

The findings from the survey will be used to inform the requirements of our future digital emotional wellbeing support service.



## Key Findings:

1. **Anonymity and confidentiality:**
  - Anonymity is crucial for young people, though concerns about being identified persist.
  - Confidentiality is particularly important to young people.
2. **Service Accessibility:**
  - A free service is highly valued.
  - Communication with a real person is preferred.
  - Consideration is needed about access to wifi, data requirements, free text packages that young people have access to to be able to access any service.
3. **Waiting Times:**
  - Long waiting times are a significant concern; young people prefer prompt support.
4. **Difficulty Finding Help:**
  - 36% of young people find it difficult or very difficult to find online help when feeling down or worried.
5. **Access Preferences:**
  - Preferences are evenly split between web-based, app, and text options, indicating the need for multiple access methods.
  - The majority of young people use their mobile phone to access the internet from a number of places so any service needs to be accessible easily from anywhere.
6. **Mood Journal:**
  - 61% of children and young people would like access to a mood journal.
7. **Preferred Communication Method:**
  - Text is preferred over email or phone, though other options were not explored.
8. **Preferred Times for Support:**
  - The most popular time for accessing support is between 3pm and 3am, however young people would like to access a service 24 hours per day.
9. **Preferred Days for Support:**
  - All days are equally popular for accessing support.
10. **Feedback Preferences:**
  - 54% of the respondents prefer to give a score to provide feedback about a service.
11. **Demographics:**
  - 70% of respondents were female.
  - Limited feedback from males and those identifying as non-binary or others.
  - The majority of respondents were aged between 13 and 17 years.



### **Limitations**

Despite the best efforts of the team involved the survey was not shared on the West Yorkshire ICB communication platforms or channels which would have enabled wider sharing. Also, Craven was not clearly indicated on the survey, so children and young people from the Craven area may not have completed it for this reason.