

**COMMUNITY  
CREATIONS**

**spunout**

**text about it**

**50808**

*Technology & Mental Health: Just because we can, doesn't mean we should.  
But maybe sometimes we have to?*

*Frontiers in eMental Health - the future is now*

Mental Health Reform  
27th May 2022



**COMMUNITY  
CREATIONS**



Ireland's youth information platform,  
**by young people, for young people.**

### **Our Vision**

An Ireland where all young people are empowered with the information they need to live their best lives.

### **Our Mission**

To provide young people throughout Ireland with information, tools, resources and opportunities to enable them to make informed decisions and be a positive force in their own lives and in their communities.



[Information](#) ▾[Voices](#) ▾[Support](#) ▾[About Us](#) ▾

## Taking on life's milestones





## Pride in both my non-binary and neurodivergent identity



Founder of trans and intersex pride Dublin, Ollie Bell, shares their experience as a non-binary person living with autism.

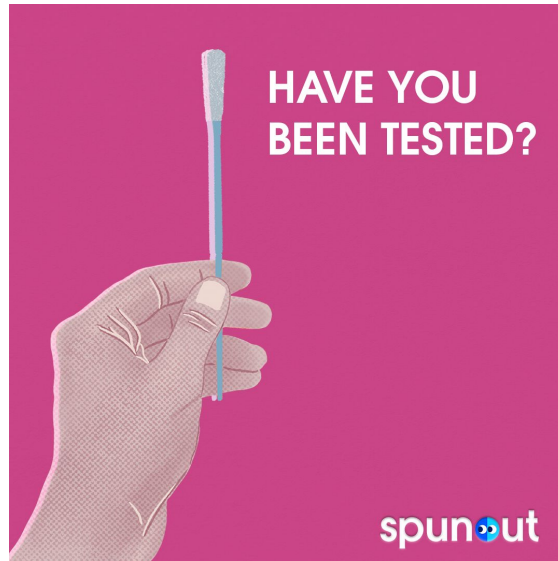
Written by [Ollie Bell](#)



### Voices - Experience

Young people share their personal experiences.





## Reach Q1 - 2022

Website sessions: **468,452**

We reached:

- **700,748** young people on TikTok
- **497,467** young people on Instagram
- **48,686** young people on YouTube

Our videos were watched by:

- **282,191** young people on TikTok
- **211,299** young people on Instagram
- **156,483** young people on YouTube

## Reader outcomes

77% of spunout readers report  
*“spunout.ie helped me to to  
make more informed  
decisions”*

**text about it**

**50808**



Seirbhís Sláinte  
Níos Fearr  
á Forbairt

Building a  
Better Health  
Service

### **Our vision**

That everyone in Ireland has someone to talk to when they need it most.

### **Our mission**

To offer a free 24/7 anonymous text-based service, providing everything from a calming chat to immediate support during a mental health or personal challenge, and connecting people to resources that can help them into the future.

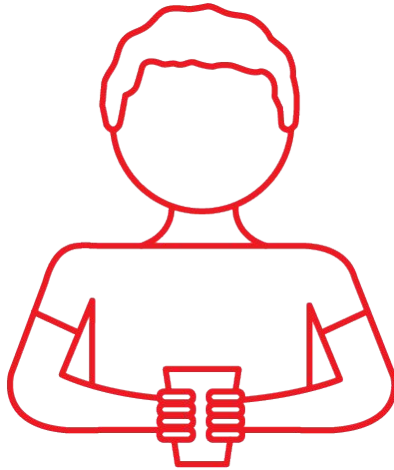
### **Our values**

People-centred, equitable, empathetic, innovative, safe, secure

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# How it works



**Texter**

Texter sends the word HELLO to 50808

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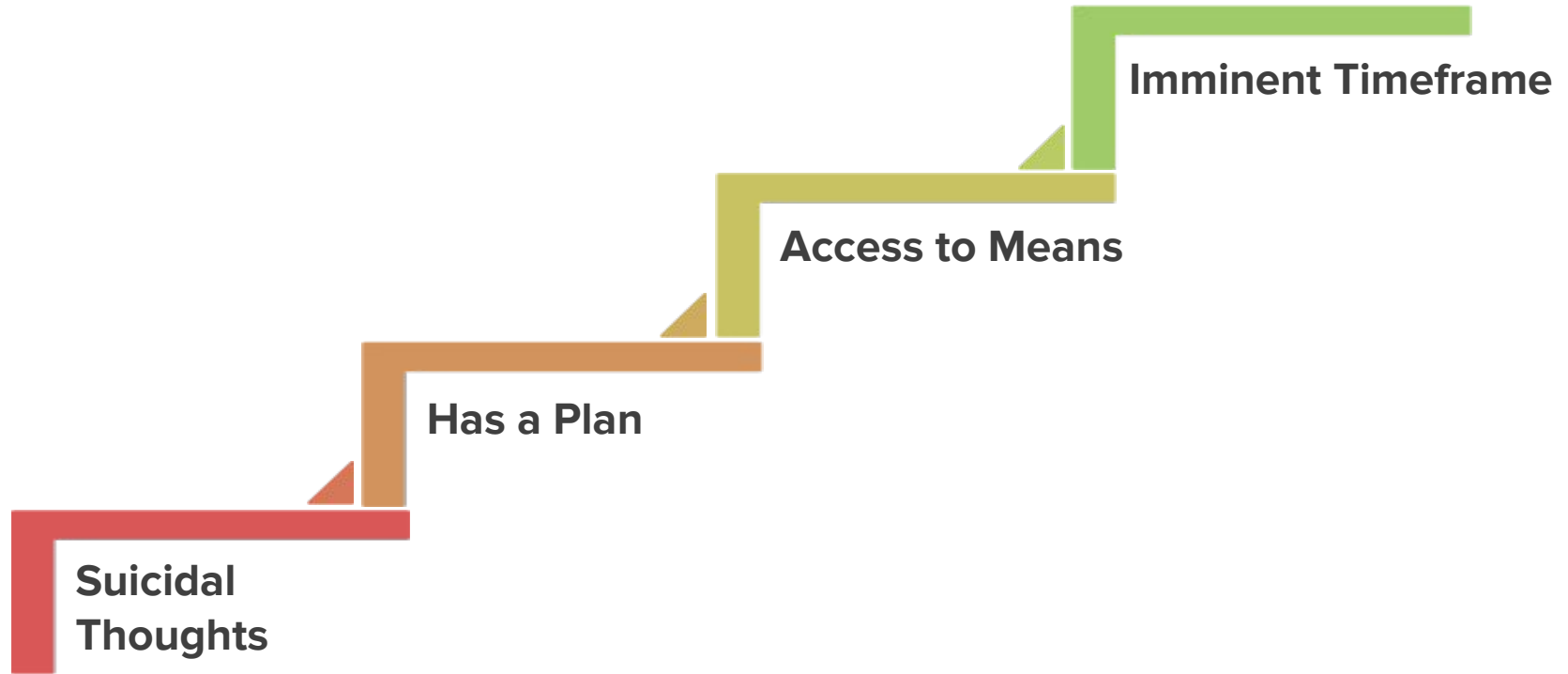
# Who responds?



# Five stages of a conversation

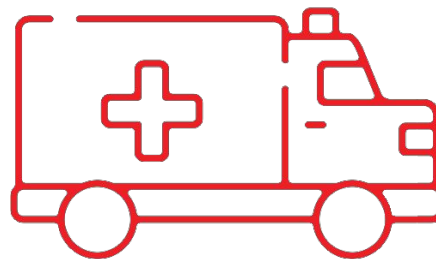
- 1. Build rapport**
  2. Explore
  - 3. Identify goals**
  4. Discover Next Steps
  - 5. Closing the conversation**
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# Exploring risk





# Active Rescue



Seirbhís Sláinte  
Níos Fearr  
á Forbairt

Building a  
Better Health  
Service

109,631

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# Messages exchanged

text about it

50808

# 3,614,102

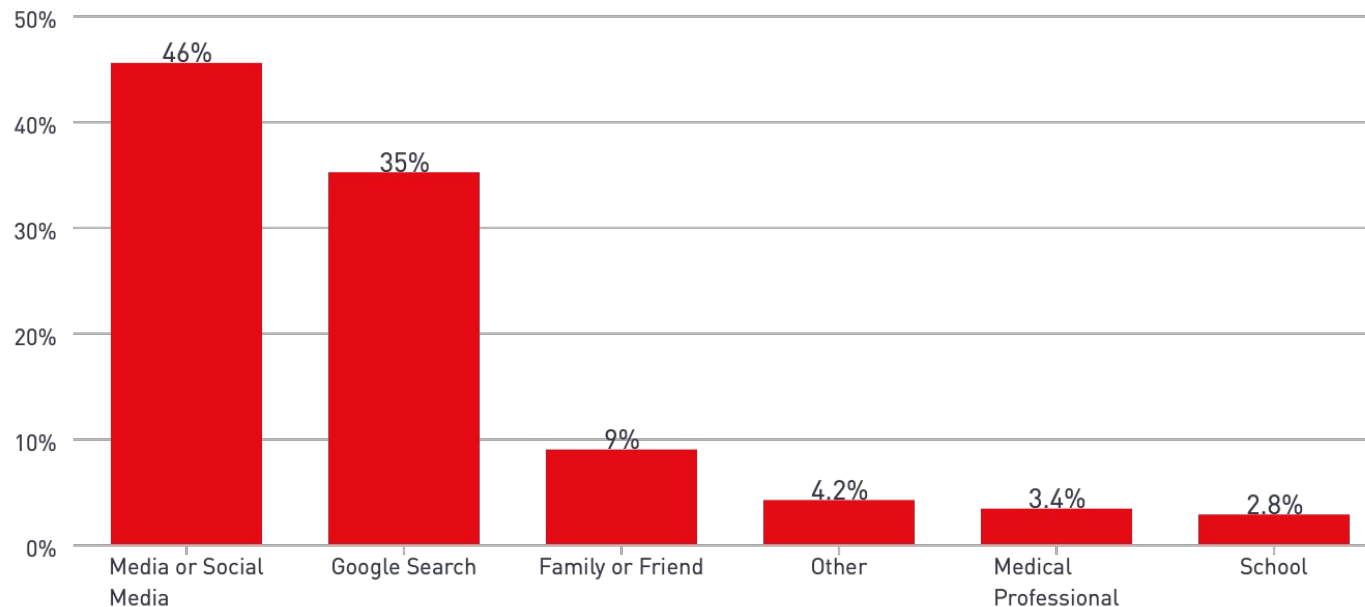
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# Where did you hear about 50808?

text about it

50808

Where texters heard about 50808



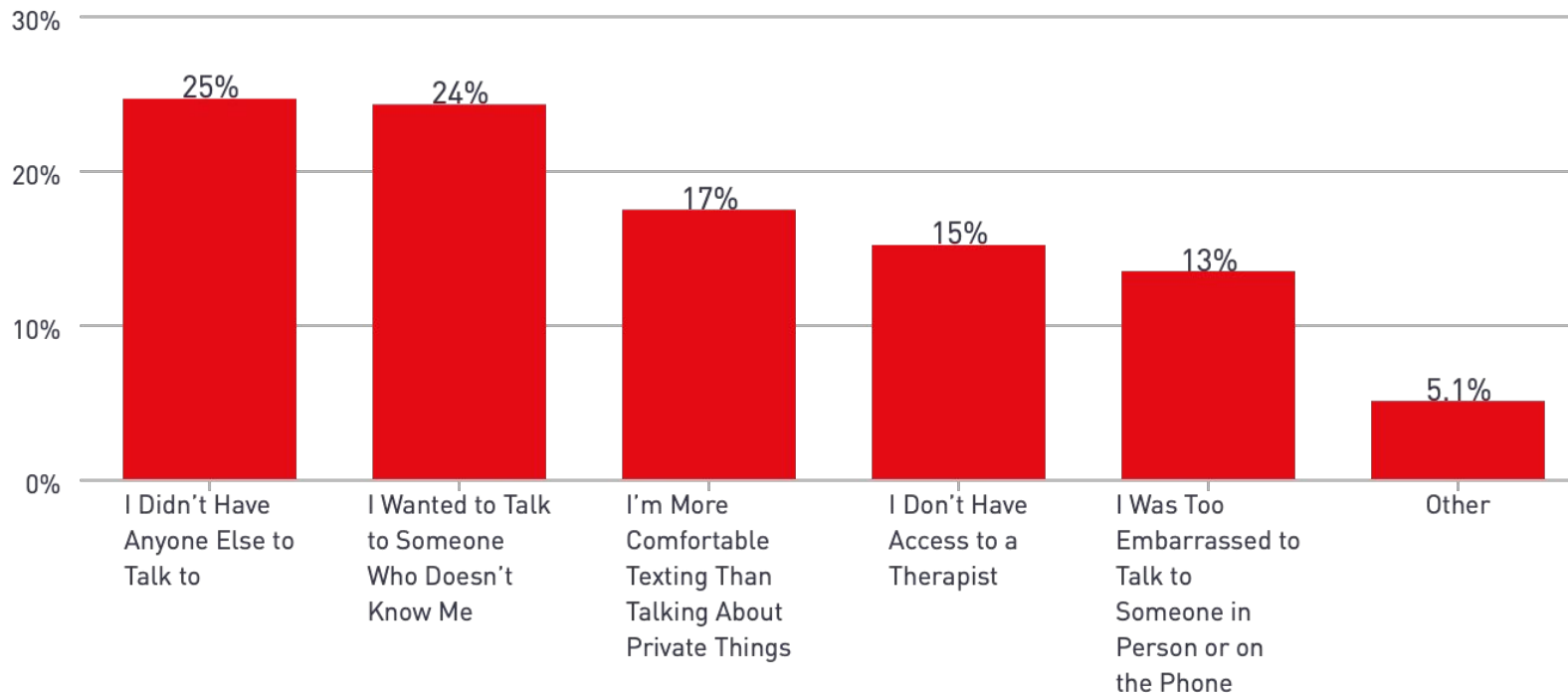


# Why did you text in?

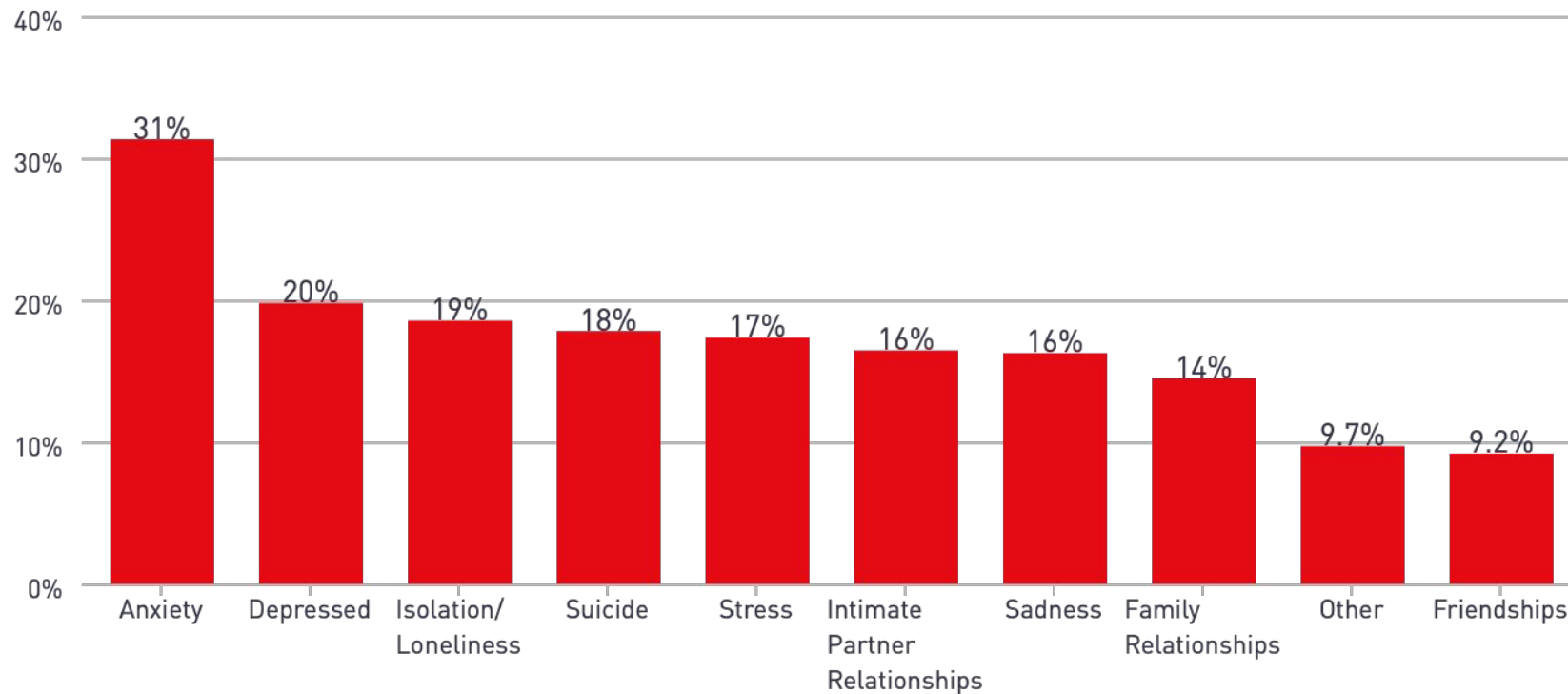
text about it

50808

## Why did you text in?



Top 10 Issues Discussed (% of conversations that mention each issue)



# Outcomes: Feelings

text about it

50808

Consider the feelings below, and let us know if they changed after you texted with a Crisis Volunteer today.

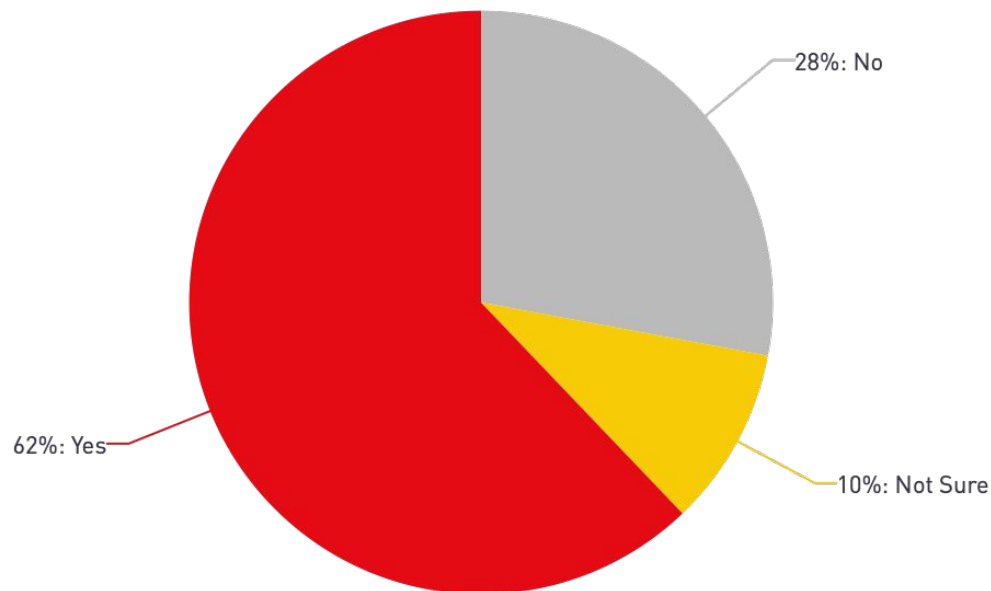
	Less	Slightly Less	Same	Slightly More	More
<b>In control</b>	4%	7%	21%	47%	22%
<b>Hopeful</b>	3%	4%	25%	43%	24%
<b>Relaxed</b>	3%	5%	20%	42%	31%
<b>Confident</b>	4%	4%	47%	32%	14%
<b>Willing to seek help</b>	3%	4%	24%	33%	36%
<b>Heard</b>	3%	3%	10%	26%	58%
<b>Cared about</b>	3%	3%	16%	27%	51%
<b>Supported</b>	3%	2%	11%	28%	55%
<b>Calm</b>	3%	4%	21%	41%	32%

# Outcomes: Disclosure

text about it

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Did you mention an experience or feelings that you have not shared with anyone else?

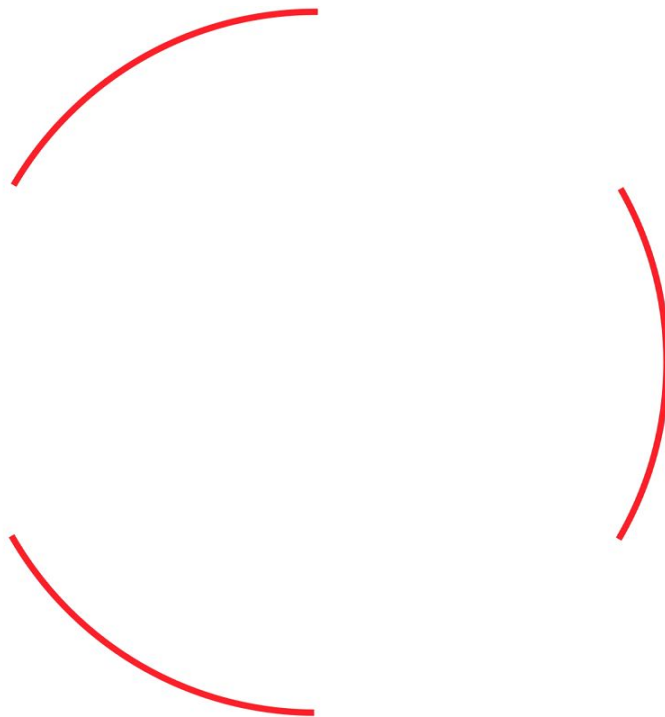




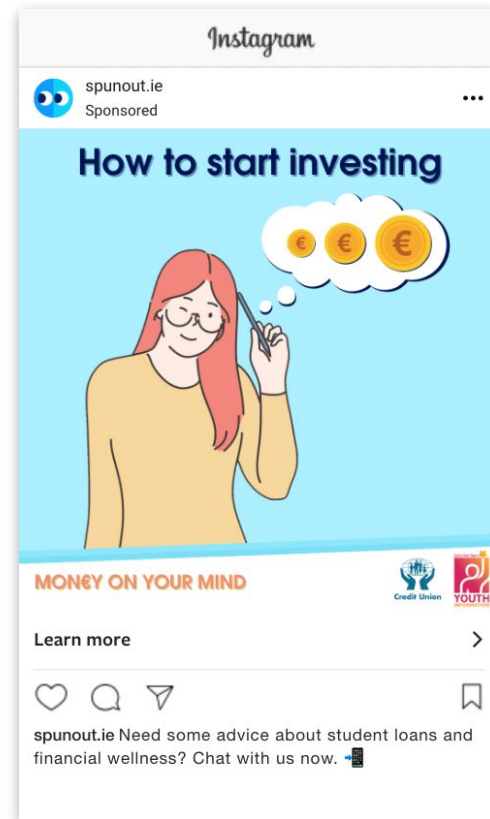
# Using AI to triage (or not?)

text about it

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# Chatbot vs. livechat



# discovery

beta



Start typing to search



Discover more

Talk to someone

## Helpline medium preference

Survey of 1,800 people aged  
16-34 living in Ireland - May 2021

Order of preference of  
helpline medium:

1. Whatsapp
2. SMS
3. Livechat
4. Phone
5. Email



# Thank you. Questions?

Get in touch:  
[ian@spunout.ie](mailto:ian@spunout.ie)

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