

A bit about ReachOut Australia

ReachOut Australia exists to help young people be happy and well. In addition to delivering Australia's leading online youth mental health service, ReachOut.com, the organisation is the lead partner in a Cooperative Research Centre providing world class thinking and products to improve the lives of young people.

Mental illness is the biggest challenge facing young Australians, with suicide the leading cause of death amongst 14-25 year olds. ReachOut Australia provides the help young people need, where and where they need it.

WHY REACHOUT AUSTRALIA?

Young people who use ReachOut.com are better able to cope with tough times and manage their mental health. Each year the number of young people helped by ReachOut.com has increased.

In our first year, around 15,000 people accessed ReachOut.com. Last year, over 1.4 million people accessed the site. That's around 4,000 people a day.

However for this generation of young Australians, and the foreseeable generations to come, mental health difficulties will be the biggest challenge they collectively face. Today:

- Suicide is the leading cause of death for young people age 15 to 24 in Australia
- 75% of all mental health disorders have their onset before the age of 24
- 70% of young people in distress do not get the help they need

We must raise the profile of mental health, reduce the stigma of getting help and ensure that all young people going through a tough time can access the help they need, when and where they need it. And the internet is key to this because of the low cost, the anonymity it provides and the scale of who we can reach.

- The internet is the number one source of information for young people, with 1 in 5 young people spending at least 20 hours a week on social networking sites
- 95% of young people are online
- 77% of ReachOut.com users scored high or very high levels of psychological distress
- 69% of people that access ReachOut.com have better understanding of their own experience
- 77% of young people showing high or very high levels of distress would be more likely to access

19-year-old male who, when asked what he liked about ReachOut.com, replied:

“Just that it was there. It was 1:30am, I was desperate and had nowhere to turn. I somewhat sarcastically went to Google and typed in ‘help’. This site was the first result. Thank you.”

**REACH
OUT.COM**

Helping all young people
be happy and well



help from at least 1 professional source after visiting ReachOut.com

- 80% reported that using ReachOut.com helped them to understand how to help themselves as well as their friends
- Almost half of ReachOut.com visits take place after 5.00pm and before 9.00am while face-to-face services have closed their doors.

HOW YOUR SUPPORT IS GOING TO HELP

Spreading the word

In addition to your fundraising efforts, every email you send, facebook post you make and conversation you hold, not only raises awareness about ReachOut.com, it also gets people to consider the importance of looking after their mental health the same way they would their physical health. This will have long lasting effects as well and may just be the catalyst for someone you know getting help.

ReachOut.com

We want all young people to be able to recognise when their mental health, or that of their friends, needs improving and take positive steps towards helping themselves. Each year, it takes \$2.5 million to ensure ReachOut.com continues providing the best possible service to young people.

In schools and mental health professionals

ReachOut.com Professionals provides resources, recommendations and advice for education professionals and youth support workers including GPs on a range of online intervention and tools that can be used to support young people experiencing mental health difficulties and to build young people's wellbeing and resilience.

Research and policy

Through our research on young people, technology and wellbeing, we want more young people to get help from services that work. By sharing our knowledge, collaborating with others and advocating for better policies that promote positive mental health for young people we can have an impact on mental health on a global scale.

Youth participation programs

Over our 15 years of partnering with young people, we know that we deliver a better service when young people are involved. It ensures that ReachOut's programs remain relevant to the changing needs of young people which means that our programs continue to help young people lead happier lives. What's more, we know that our youth participation programs are beneficial to the participants who gain an increased sense of belonging, new skills and the confidence to make changes in their world.



WHAT YOUR DONATIONS WILL GO TOWARDS

\$10 will help enable a young person to participate in our youth involvement program, learning skills to better cope with difficulties, solve problems, and communicate with others.

\$25 can help develop a fact sheet on a topic that is of concern to a young person like self-harm, depression or relationships.

The internet is the number one place for young people to access information. **\$50** will enable us to buy the technology - like mobile platforms - so that we can make it as easy as possible for people to access help.

\$100 will support 50 young people going through a tough time ensuring they get the help they need, when and where they need it.

\$300 will help cover the costs of sending printed resources to six Australian High Schools, where they'll support thousands of young people as well as our teachers.

\$1,250 will go toward research which will lead to more young people knowing about, using and benefiting from the ReachOut.com service.

It costs **\$9,000** to hold one workshop with up to 20 young people from all across Australia. They will be trained to drive conversations and keep our online forums a safe place for the 20,000 people that currently use them to talk about mental health and wellbeing.

\$25,000 will fund two campaigns, aimed at educating young people about different mental health issues - and reduce the stigma of asking for help.

“Finding this website has changed my life and may have even saved my life. For the first time I was beginning to understand what I was going through and strategies of helping myself to get through my tough time. I thought I was alone. So, so alone, like I was the only person who had to deal with this, and now I know that was, and is, far from the truth. But for those who don't know about ReachOut, there are many young people who have not realised this yet.”

Daniel, 22

