# ReachOut's Social Impact Framework

REACHOUT

ReachOut is Australia's leading online service supporting young people's mental health and wellbeing during tough times. We have more than 20 years' experience delivering free digital mental health and wellbeing resources for young people (and their families) using a strengths-based prevention and early intervention model.

ReachOut's purpose is to be the trusted and safe digital space empowering young people to feel better. We've developed a Social Impact Framework to help us demonstrate how our services can achieve this.

ReachOut's Social Impact Framework brings together three facets we can measure to tell our impact story — the positive outcomes that result for the audiences we reach who engage with our suite of digital services and products.

Outcomes

Engagement → Social Impact at ReachOut ← Reach
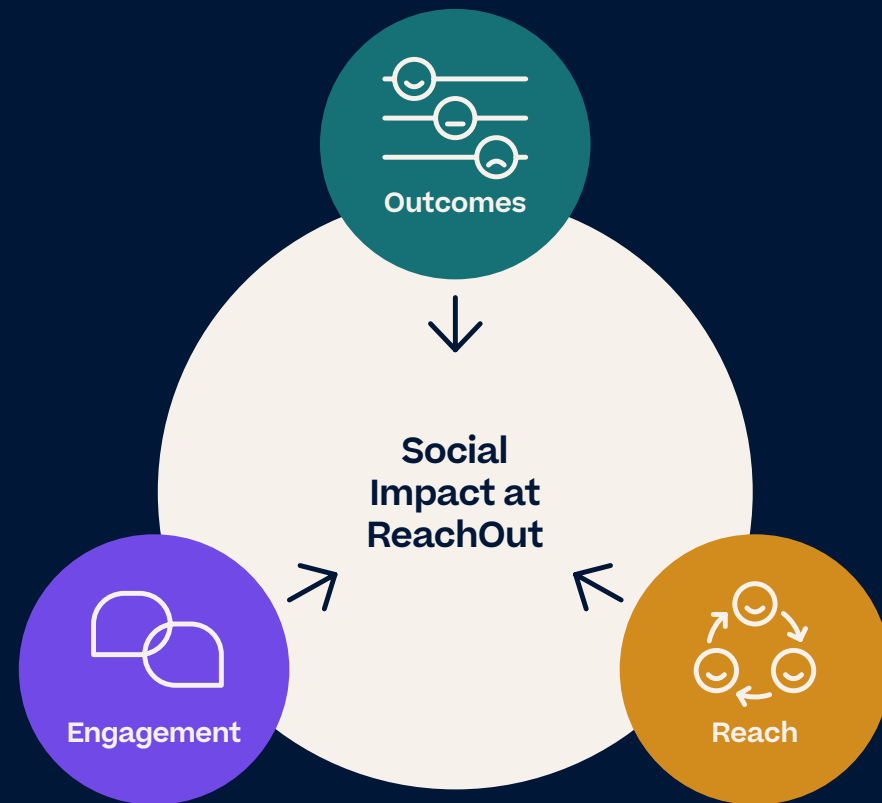
Engagement

We measure the digital **Engagement** of our users, to show the level of interest in our products and services. The more engaged users are, the more strongly they're on the path to experiencing positive change.

Outcomes

Outcome measurement allows us to capture the changes that we're confident can be attributed to the use of ReachOut's digital services. We've identified six core areas where we believe ReachOut can achieve positive change for users of our services.

Reach

We measure our **Reach** to understand our effectiveness as an online service and to find out more about our accessibility to different types of users who access ReachOut's services, particularly young people who might be more vulnerable to, or at greater risk of, experiencing mental health challenges.

ReachOut's Outcome Domains

REACHOUT

ReachOut's Social Impact Framework outlines key indicators for **Outcomes**, **Reach** and **Engagement**, across our services for young people, parents and carers, and schools. It gives us a blueprint for accountability and data-driven decision-making. It will help ReachOut to be built on the positive changes that support young people to feel better.

About ReachOut Australia

ReachOut provides a safe, online place for young people to chat anonymously, get support, and feel better. And, ReachOut's resources for parents and schools provide valuable information and advice to help them better support the young people in their lives.

1

Mental health literacy

"I have better knowledge and understanding about mental health"

2

Connection

"I feel more connected to others"

3

Better understanding of self

"I have a better understanding of what I'm/the young person I'm supporting is going through"

4

Sense of agency

"I feel more in control managing challenges to my/my child's mental health"

5

Relief from negative feelings

"I feel better than I did before"

6

Validation

"I feel OK about who I am and what I'm experiencing or feeling"

For more information about ReachOut's Social Impact Framework, contact the Research and Impact team on research@reachout.com