

ReachOut's

2022–23

Social

Impact

Report

ReachOut's 2022–23 Social Impact Report was written by Natalie Jurišić and Karen Wilcox. The report is based on an analysis of data collected from a range of sources, including digital analytics and social media data, service delivery data and feedback from users of ReachOut's services through our user surveys. For more information, please contact research@reachout.com.

ReachOut would like to thank all the young people, parents and carers, and other individuals who work with young people who have provided valuable feedback on our services. We acknowledge those with lived and living experience of mental health conditions and those who support them.

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Suggested citation: ReachOut, *ReachOut's 2022–23 Social Impact Report*, ReachOut Australia, Sydney, 2024.

We acknowledge the traditional owners of Country throughout Australia and recognise their continuing connection to lands, waters and communities. We pay our respects to Aboriginal and Torres Strait Islander cultures, and to Elders past and present. We recognise connection to Country as integral to health and wellbeing.

We also acknowledge people with lived and living experience of mental ill-health and recovery, along with their carers, families and supporters. We value the courage of those who share their unique perspectives for the purpose of learning and growing together to achieve better outcomes for all. We recognise their vital contribution to the sector and to the development of ReachOut's services.



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Overview

ReachOut has been supporting mental health and wellbeing for Australian young people for over 25 years. Young people and their parents, carers and teachers need accessible and relevant information about the mental health challenges they face. Through digital-first services and products, we meet young people where they are – online. We provide accessible website and social media content and peer-led services to deliver mental health information, tips and self-help, community connections and professional non-clinical support, including support through lived-experience peer workers.

ReachOut's purpose is to be a trusted and safe digital space that empowers young people to feel better.

In 2021, we began our journey to refine and enhance our approach to demonstrating ReachOut's impact. In early 2022, we developed a new Social Impact Model that captures our unique role in the mental health support system for young people, and from this we built a bespoke [Social Impact Framework](#) (SIF). In July 2022, we began data collection addressing the SIF indicators. Our social impact approach rests on the [Theory of Change](#), which provides a logical and evidence-based connection that links our services to their impacts.

Our first Social Impact Report

ReachOut's 2022–23 Social Impact Report captures key results across the three dimensions of our Social Impact Model – **reach, engagement and outcomes** – for the 2022–23 financial year. We use data that has been captured through digital and social analytics services (including Google Analytics), our user surveys (both site-pop-ups and annual surveys) and direct feedback from our 1:1 digital support users.¹

This report demonstrates how we are *reaching those who need us*, how users are *engaging with the support options* we offer, and how they are *experiencing positive outcomes* through using our products and services.

Our impact highlights

Reach

The social impact data we have collected for this report shows we reach Australian young people across a **diverse range of backgrounds and experiences**. Young people with a **high need for mental health support** are accessing ReachOut, as are those who **find it hard to get support elsewhere**. The parents and carers using our services come from a **range of family types** and backgrounds, including sole parents and those in blended or shared-care families.

In 2022–23:

1200 Over **1,200** people used our 1:1 digital support services PeerChat and Parent Coaching.

45% of our youth users had a '**possible serious mental illness**'.²

47% of our youth users and **24%** of parents/carers using Coaching **couldn't afford professional help**.

34% of our youth users were **sexuality diverse (non-straight)**.

11% of our youth users were **trans/gender diverse**.

7% of our youth users were **First Nations**.

22% of our youth users and **10%** of parent/carer content users spoke a **language other than English**.³

Engagement

Our social impact data also tells a story of high levels of engagement and satisfaction with our products and services. Our users find our content and socials trustworthy and credible. Many of the users of our website, online communities and PeerChat follow us on social media. Our Youth Online Community is a place young people want to come back to, with *returning users* forming almost a third of unique visitors.

33% of our youth users followed ReachOut on **Instagram, TikTok or Facebook**.

84% of our youth users rated our **social media** posts as *trustworthy and credible*.

91% of our youth users rated our **youth content** as *easy to understand* and **90%** rated it as *useful*.⁴

94% of Parents/Carers were satisfied with **Coaching**.⁵

90% of Parent/Carers would *recommend our website* to others.⁶

Outcomes

In addition, our 2023 surveys have shown that ReachOut delivers positive outcomes for those who use our products and services, with our users reporting improvements across our outcome domains. **Mental health literacy** is supported by ReachOut's psycho-educational website and services - users reported that our web content and resources helped to improve their understanding of mental health conditions and challenges and provided practical tips for support.⁷ ReachOut also helped young people to **better understand themselves** and their own experiences, and to feel better by providing immediate **relief from negative feelings**.

Users of our online communities and new PeerChat services reported increased **connection** and **validation** of their experiences, and this can help to reduce stigma around mental health challenges (Hu et al., 2020; Prescott et al., 2020). ReachOut's self-help and non-clinical approach was successful in supporting youth users to try new things to support their mental health, which supports young people's **agency**.

In 2022–23, ReachOut helped young people to:



feel better:

53% felt calmer; **52%** felt more positive; **50%** felt less anxious or worried



better **understand their feelings** and experiences: **72%**



improve their **mental health literacy**: **69%**



feel validated:

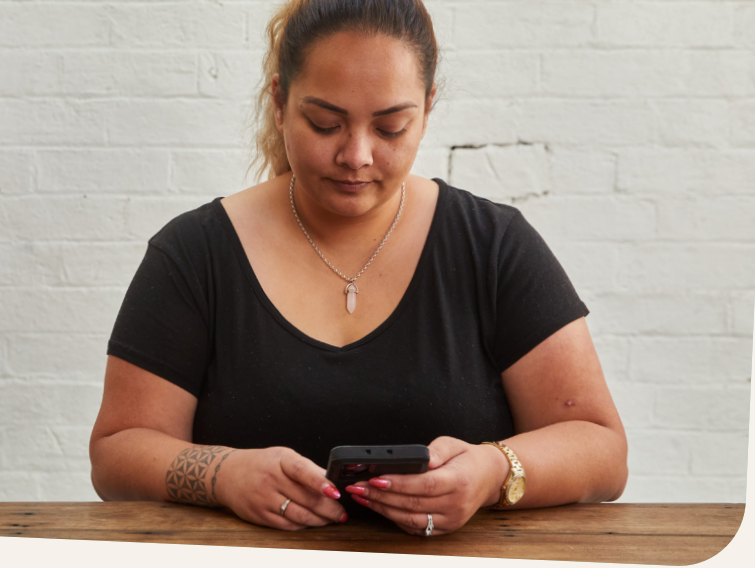
62% felt okay about what they are going through; **62%** felt more able to talk to someone about it



gain agency:

50% used self-help strategies; **61%** learnt practical self-help tips; **61%** tried new things themselves to support their wellbeing⁸; **42%** spoke to someone they trusted; **32%** sought professional help following engagement with ReachOut.

⁴ Source: 2023 Youth User Survey; ⁵ Of those who completed the program. Source: Service data; ⁶ Source: 2023 Parent/Carer User Survey; ⁷ 2023 user surveys; ⁸ The above three outcomes are an average across Content and Online Community user responses. The 'feel better' outcome is across all services for young people. Source: 2023 Youth User Survey.



'It's very practical information that seems to understand some of the big parenting challenges many of us face: there isn't a lot out there like this.'

(Parent/Carer, 2023 User Survey)

76% of Youth Online Community users felt **less alone** and **more connected**.

86% of Parent/Carer Coaching participants felt more confident about **recognising mental health problems** in their teen.⁹

70% of Parents/Carers said ReachOut content helped them feel **ready to try something new**.

87% of Parents/Carers felt they **understood** their teens' experiences **better**.

How ReachOut is making a difference

This first *Social Impact Report* has highlighted the ways in which ReachOut has supported young people's mental health and wellbeing. It shows how we play a critical role in providing equitable access to mental health, as a digital, non-clinical service, with our websites and communities having no service or cost barriers to entry. Our model enables us to reach large audiences and to engage them with our free resources, products and services. We connect with hard-to-reach or vulnerable young people and their parents and carers.

Young people are able to gain immediate relief using our website, tapping into our communities or connecting with our peer workers – all of which can help them to:

- shift negative feelings
- achieve clarity of mind and feel validated about what they have been experiencing
- try new self-help tips themselves
- seek help from other professional services or from family or community members.

Our social impact data demonstrates that young people who are seeking support feel high levels of trust in, and satisfaction with, our services, and they see these as relevant to their needs.

This report provides clear evidence of our contribution to youth mental health and wellbeing and will help to guide and progress our work in the coming years. More detailed information can be found in the following sections.

'[ReachOut] has helped me find information to help [me] cope, more than anyone else has. I can find information and advice on my own terms.'

(Young person aged 14–25 years, 2023 User Survey)

⁹ Service data, based on completion of two or more sessions.



Introduction

How our work impacts young people

Young people in Australia experience significant challenges to their mental health and wellbeing, with almost 40 per cent reporting having experienced a mental health condition in the previous 12 months (Australian Bureau of Statistics, 2022).

ReachOut supports young people's mental health and wellbeing during tough times through digital-first services. We have more than 25 years' experience of delivering free digital mental health and wellbeing resources for young people (and those who support them), using a strengths-based, psycho-educational approach for prevention and early intervention. Our cost-free, 24/7 support for young people, their parents/carers and educators in schools is available in the following forms:

- **Digital content:** across our website, our social media channels and published on other platforms (e.g. YouTube) for young people, parents/carers and educators in schools on a wide range of topics relevant to youth mental health.
- **Youth Online Community:** a professionally moderated discussion forum for young people.
- **Parent/Carer Discussion Forum:** a professionally moderated forum providing support for parents/carers.
- **PeerChat for young people:** a 1:1 text-based chat service with an experienced peer worker.
- **Parent/Carer Coaching:** our 1:1 service for parents/carers offering up to four collaborative sessions with an individual coach.

Our purpose is to be **the trusted and safe digital space that empowers young people to feel better.**

ReachOut is committed to demonstrating how we are achieving our purpose and showing our social value through our social impact work. In 2022, we developed an innovative model of social impact and a new Social Impact Framework (SIF), marking a strategic shift for ReachOut aimed at increasing our understanding of our value and strengthening our use of impact data for decision making.

Our impact measurement supports ReachOut to remain accountable – to our team, to those who support us and, most importantly, to the young people and their families who use our services.

ReachOut's 2022–23 Social Impact Report provides the key results from the measurement we've undertaken using our new SIF indicators. It builds our understanding of our performance and provides a foundation for using data to improve and innovate, so we can better support Australian young people.

Our unique Social Impact Measurement approach

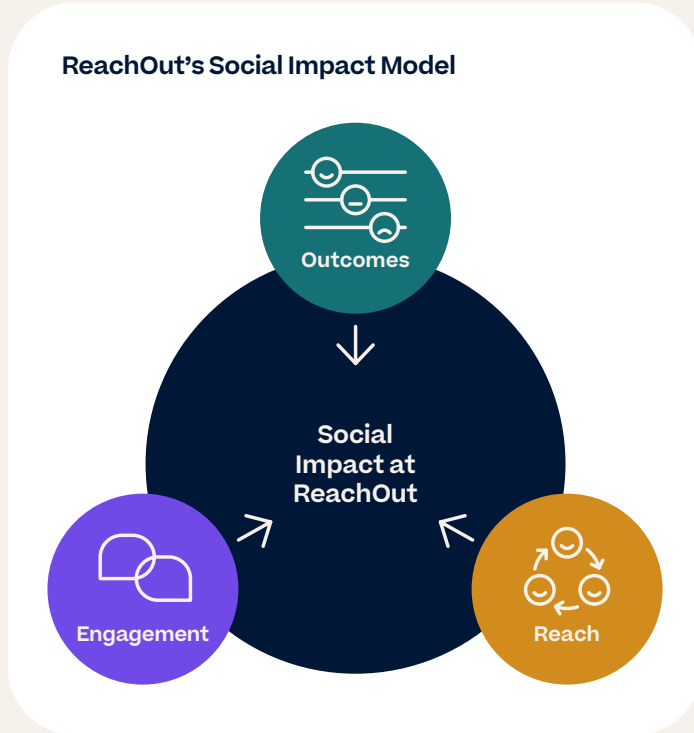
ReachOut has developed a bespoke approach to measuring social value, which is captured in our [Social Impact Model](#) and our [Social Impact Framework](#) (SIF). The SIF, developed collaboratively by the ReachOut team with input from young people, includes a specialised set of indicators and measures that address the key metrics for digital services such as ours, and provides clarity about the positive changes that happen for users of our services.

At ReachOut, we're always committed to best practice, and our social impact measurement work is no exception. This has meant ensuring that our work in developing our new approach to social impact measurement has been framed by the international [Principles of Social Value](#). The outcomes within our SIF capture what changes for young people, parents and carers, and educators who use our services. We have avoided overclaiming, and have 'measured what matters' to young people seeking support for mental health and wellbeing.

Our web-based support is entirely anonymous, which means there are limitations to how much we can know about the people who use our resources and services. Users of most of our products access ReachOut without screening, intake forms/appointments, registrations or sign-ons. The psycho-educational focus of services, such as our web and social media content presents us with practical challenges for measuring change. We are unable to 'follow up' people who engage with our content or to 'test' client outcomes. We have had to develop innovative ways of gauging our value that work with these challenges, without compromising the services we provide to our digital audiences.

ReachOut's Social Impact Model: Reach, engagement and outcomes

ReachOut's [Social Impact Model](#) incorporates three key components: **Reach**, **Engagement** and **Outcomes**. This approach addresses the unique features of the services we provide: entirely digital, anonymous, non-clinical and with a focus on self-help.



For this reason, we have optimised two key digital analytic indicators: **Reach** and **Engagement**. By incorporating them into our impact model, we have built an understanding of impact in three dimensions, which moves *beyond* seeing outputs simply as initial components in linear 'logic models' (Renger et al., 2019). Our site *reach* and user *engagement* metrics tell a story about our social value in their own right, in the context of digital information and support services. We want to ensure we understand that our services are reaching the young Australians who need our support, including those at greater risk for mental health challenges, and that they are engaging with the different support options we offer.

We also want to capture the positive changes – or **Outcomes** – for people who use ReachOut. Our work in capturing outcomes incorporates innovations in data collection that at the same time respect data security and the privacy and sensitivities of our audiences.

ReachOut's Theory of Change

ReachOut's Social Impact Framework rests on a strong [evidence base](#) that connects the work we do with the outcomes we aim to deliver for users of our services. Our Theory of Change captures how psycho-educational information, self-help and connection provided through our services can be plausibly linked to positive mental health impacts for young people.

ReachOut's six outcome domains

Our central goal is to bring about positive change for users of our services. Our impact story includes a focus on outcomes. ReachOut's Social Impact Framework, and the Theory of Change that underpins it, outlines **six outcome domains** – key areas of change for users of our services.

ReachOut's six outcome domains

- 1 Mental health literacy**
"I have better knowledge and understanding about mental health"
- 2 Relief from negative feelings**
"I feel better than I did before"
- 3 Connection**
"I feel more connected to others"
- 4 Validation**
"I feel OK about who I am and what I'm experiencing or feeling"
- 5 Better understanding of self**
"I have a better understanding of what I'm/the young person I'm supporting is going through"
- 6 Sense of agency**
"I feel more in control managing challenges to my/my child's mental health"

Our outcome domains and indicators were developed collaboratively using inputs and perspectives from a range of key stakeholders, including our teams. We listened to young people's stories about how we had supported them through past challenges. We identified outcomes relevant to an entirely digital, anonymous, non-clinical and self-help-oriented service.



Our data collection approach

The approach we took to data collection for our Social Impact Framework was underpinned by a commitment to ‘use as much of what we have’ as we could, in order to reduce the burden of data collection on our teams.

The data collected for this report has been derived from a range of sources and reflects indicators that were refined and developed as we implemented the SIF. We have used surveys of our audiences, including two survey types: brief pop-up surveys (‘Intercepts’) that capture a few metrics in ‘real time’, and Annual User Surveys. We recruited for our Annual User Surveys through site pop-ups and social media. Our surveys used self-reported ordinal scales to capture change metrics and key reach metrics such as levels of psychological distress in our audiences.¹⁰

We used Google Analytics and Heap platforms as primary sources to collect reach and engagement data, combining this with data collected on a range of other digital data platforms relevant to our suite of services.

In addition, ReachOut has introduced a number of innovative approaches to capturing data that help us to understand our audiences, and these provided additional insights that we have used in this report. These approaches include our PeerChat emoji-based check-in and the NextStep tool (which provides guidance to website content users who may need to seek further support).

All data in this report relates to Australian user data for the 2022–23 financial year, apart from our annual survey of parent and carer users, which ran from May to September 2023.

The remainder of this report summarises highlights of ReachOut’s Reach, Engagement and Outcomes.

¹⁰ The types of support provided by ReachOut (non-clinical, anonymous, unregulated site entry) mean that validated clinical outcome tools are not appropriate to use.

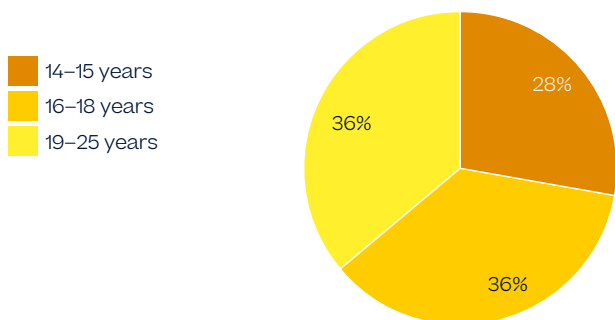
Our Reach highlights in 2022–23

What our Reach data tells us

We reach young people across our target age range, and have a wide reach of Australian unique visitors to our sites

Our Annual User Survey surveyed 14–25 year-olds to gauge our reach across ages, from teens to young adults (see Figure 1).

Figure 1: Age distribution of young people aged 14–25 who use ReachOut



Australian unique visits to our sites show that there were more than:

- **1.9 million unique visitors** who accessed our **Youth Content** site
- **407,000 unique visitors** who accessed our **Parent/Carer Content** site
- **167,000 unique visitors** who accessed our **Schools** site
- **670,000 users** who saw our social media posts for young people on Instagram, TikTok and Facebook.

More than **100,000** unique Australian visitors accessed our Youth Online Community, and more than **32,000** accessed our Parent/Carer Forum.

Our 1:1 services and online tools provide urgently needed support

Our two 1:1 digital services supplement the broad reach of our content through personalised support, with **361** 18–25 year-olds accessing the new PeerChat service and **870** parents/carers participating in ReachOut's 1:1 Coaching program during 2022–23.

Young people also used the tools that help guide them as they deal with challenges. Our [NextStep](#) online tool delivered targeted support to more than **11,000** users, guiding them to actions they might take based on their in-the-moment mental health needs. More than **10,000** users also accessed the crisis support pages on our Youth Content site, and more than **1,600** users clicked through to other sites that could provide further support, such as Lifeline or Kids Helpline.



We support users from a range of diverse backgrounds and family structures

As a digital-first, no-cost anonymous service, we can contribute to equitable access to mental health and wellbeing support for young people.

Our social impact data for 2022–23 shows our effectiveness, with:



34% of youth users identified as **sexuality diverse** (non-straight)



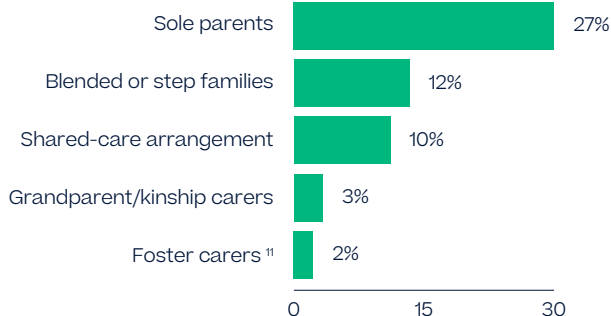
7% of youth users identified as **First Nations**



22% spoke a language other than **English**.

Parents/Carers using our services in the past 12 months represented a **diversity of family types**.

Figure 2: Family types using ReachOut's services in the past 12 months



Many young people using our services have a high need for mental health support

ReachOut's services provide support to young people with needs across the prevention and early intervention spectrum, with many users of our services demonstrating high levels of need.

Nearly half (45%) of young people aged 14–25 years using our services in the past 12 months fit the K6 criteria for a *possible serious mental illness*. In addition, **41 per cent** of young people who used the 'Check In' tool on ReachOut's Youth Online Community said that what they are experiencing is 'a lot to handle'.

Our services reach those who can't find support elsewhere

ReachOut plays a key role in reaching people who are facing barriers to accessing mental health support, and this demonstrates the importance of credible online services in the mental health support system. Our products and services help young people and their parents and carers to find a pathway for getting the help they need.

For young people using our services:



47% couldn't afford to get professional help



45% couldn't get into a support service because it was full



30% didn't have transport to get to a service.¹²

And for parents and carers:



32% of Coaching clients couldn't get an appointment with a professional



24% couldn't afford to get professional help



21% couldn't get to any services that could help them.¹³

Our services reach those who need information and support

Our impact data shows that ReachOut's **Youth site** was mainly accessed by users **seeking information or support** for themselves, or for a friend or family member (60%). For parents/carers, **58 per cent** accessed the site to **seek support for a parenting issue**.

Our Engagement highlights in 2022–23

A variety of measures help to show that users of ReachOut's services have a strong interest in our information and support, and stay tuned in. These include measures around user satisfaction and service quality, which support the engagement of our users.

What our Engagement data tells us

Young people and parents/carers are engaging with our content and socials

According to our annual surveys, our users engage with our content in various ways, including by reading, watching videos and completing quizzes. Of those who had used ReachOut in the past 12 months, **64 per cent** of young people aged 14–25 years and **56 per cent** of parent/carers had **read an article, story or email** from ReachOut. Nearly 4 in 10 (37%) young people had taken a ReachOut quiz, and 21 per cent had watched a video. **Seventeen per cent** of NextStep users engaged with the tool, receiving tailored support recommendations, and more than **6,500 referral links** were clicked.

In addition, **33 per cent** of our youth users **follow** our social media channels.

Our online communities are spaces users want to engage with

Our online communities are spaces that users want to come back to and engage with. Returning users comprised **29 per cent** of visitors to the Youth Online Community and **35 per cent** of visitors to the Parent/Carer Forum.



35% of registered users **'reacted'** to a post in the Youth Online Community (i.e. liked or used an emoji)



31% of registered users **'followed'** an Online Community 'space' (topic).

Our users report high levels of service satisfaction

Reported satisfaction levels are high for our **Youth website, PeerChat** and **Online Community**.¹⁴



77% were **satisfied** with the website information¹⁵



91% said it's **easy to understand**



90% found it **useful**



87% found it **trustworthy**.

Our **Online Community** users reported that it is:



'a **safe** and **supportive** place' – **88%**



'a place I can **trust**' – **81%**.



Feedback from users about our new **PeerChat service** shows:



81% of users were **satisfied** with the service



80% of users agreed it was a **safe** and **supportive** space



77% felt it was a place they could **trust**.

Our **social media posts** are also an important source of mental health and wellbeing content, and they rate highly for our users.

Young people see our **posts** as:



'trustworthy and credible' – **84%**



'containing good advice' – **79%**



'relevant' – **78%**.

Our **1:1 Parent/Carer services** also deliver very strong user satisfaction, with 94 per cent of those who finished the Coaching program **satisfied with the support** they received.¹⁶ Among users of our **website**, **75 per cent** agreed that the information it provides is **trustworthy** and **83 per cent** agreed it is **relevant**.¹⁷

Our Outcomes highlights in 2022–23

Users of ReachOut’s services tell us that, thanks to the information and support provided, they had experienced a range of positive changes in different parts of their lives. We outline outcomes across each of our six domains.



What our Outcomes data tells us

Our services help to improve users’ mental health literacy

ReachOut’s services seek to improve mental health literacy for our users by providing psycho-educational materials, tools and peer support.

ReachOut’s website content:



improves understanding of mental health and wellbeing challenges for:

- young people – **69%**
- parents/carers – **64%**
- educators – **76%**



builds **practical tips and knowledge** for:

- young people – **68%**
- parents/carers – **67%**
- educators – **74%**.¹⁸

Our Coaching service also helps parents and carers to better understand mental health challenges. After completing at least two sessions:

- **86 per cent** felt confident they could recognise when their teen was experiencing mental health problems
- **86 per cent** knew where to get information about things that influence their teen’s wellbeing.

‘It’s a good foundation for beginning to understand a new condition or something new that I or someone else around me is dealing with.’

(Young person aged 14–25 years, 2023 User Survey)

‘It really helped me discover ways in which I can support others ... I learnt so many new things.’

(Young person aged 14–25 years, 2023 User Survey)

‘It’s very practical information that seems to understand some of the big parenting challenges many of us face. There isn’t a lot out there like this [that’s of this quality].’

(Parent/Carer, 2023 User Survey)

Our services give users relief from negative feelings

ReachOut helps young people to feel better. Our services have been demonstrated to ‘stop the downward spiral’ for young people, by providing immediate relief from the negative feelings they are experiencing when they enter the website or use our services (ReachOut, 2020; ReachOut, 2022). Our social impact data for 2022–23 confirms the continuing value of our services in this outcome domain, and underlines how valuable our digital services are for young people who are feeling troubled or are experiencing tough times.

‘I like how lighthearted and positive the articles are to read. They make me feel much more comforted during stressful times.’

(Young person aged 14–25 years, 2023 User Survey)

Young people aged 14–25 years who used ReachOut in the last 12 months tell us it **helps them to feel better** in a range of ways. They feel:

😊 calmer – **53%**

😄 more positive – **52%**

😰 less anxious or worried – **50%**

😓 less stressed – **44%**

😞 less down – **43%**

Just over 7 in 10 (73%) young people aged 18–25 years using our PeerChat service tell us they **‘feel better’** after their chat with a peer worker.

‘[PeerChat] made me feel better about the problems I was going through.’

(Young person aged 14–25 years, 2023 User Survey)

‘it helped [me to] clear my mind and work through issues.’

(Young person aged 14–25 years, 2023 User Survey)

Our services help to build connection

ReachOut builds connection through our peer-led services. It helps young people to feel less isolated and parents to feel more connected with their teens and young adults.

- **76 per cent** of users of our **Youth Online Community** and **63 per cent** of users engaging with our **Youth Content** (including socials)

... say that it helps them to **feel less alone**

- **77 per cent** of **PeerChat** users

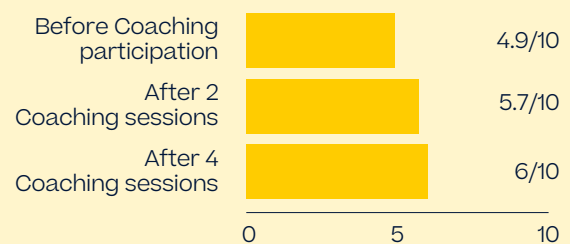
... say the service helps them to **feel there are others going through similar experiences.**

‘It’s somewhere you can remind yourself that you aren’t alone. There are other people going through similar things and it is okay to need help.’

(Young person aged 14–25 years, 2023 User Survey)

Parents/Carers who took part in our **1:1 Coaching Program** felt more **connected** with their teen (see Figure 3).

Figure 3: Average ratings for ‘spending and enjoying time together’ with their teen



‘[Coaching’s] been good to help me think about ways I can further connect with my teen and how to keep connection with my teen as a focus.’

(Parent/Carer participating in Coaching program, March 2023)

Our services help to **validate** users' feelings and experiences

ReachOut's services and products for young people, and for parents/carers, help to **validate** the feelings and experiences of those using our services, which contributes to reduced stigma around mental health challenges (Hu et al., 2020; Prescott et al., 2020).

'[It] makes me feel validated in my gender identity.'
(Young person aged 14–25 years, 2023 User Survey)

Almost **66 per cent** of users of both of our **online communities** find these spaces validating and **60 per cent** of young people and **68 per cent** of parents/carers say our **content** helps them to normalise what they are going through.

'... simply explained information that validated my experience and didn't make me feel like a bad parent.'

(Parent/Carer, 2023 User Survey)

'[I] feel validated that this [issue] has a name – [that] there is a recognised understanding of what my son is experiencing.'

(Parent/Carer, 2023 User Survey)

Our services help users to achieve **better self-understanding**

ReachOut helps young people to better understand what is going on for them. Users across our services tell us the content and the communities we provide help them to **better understand feelings and experiences** they face when mental health and wellbeing challenges arise.

The majority of users of our services felt **better able to understand** what was going on for them or those they cared for.

'It is really helpful for me to better understand my experiences, particularly around burnout and anxiety, why I am feeling the way I am.'

(Young person aged 14–25 years, 2023 User Survey)

We helped users **improve understanding** of their or their teen's feelings across each of these services:



75% – Youth Online Community



68% – Youth Content (incl. social media content)



62% – Parent/Carer Content



73% – ReachOut Schools.

'I read the article you sent me and it was very useful ... [It] helped me make sense of the situation and realise why things weren't working with the relationship.'

(Young person using ReachOut's Online Community, November 2022)

Our services give users a sense of agency

ReachOut's services help young people to develop a sense of agency around dealing with their challenges to mental health and wellbeing by equipping them with a range of strategies they can implement themselves. Young people reported that ReachOut encouraged them to **try a range of new things** to support their mental health and wellbeing.



50% used self-help strategies



46% sought further support online



42% spoke to someone they trust



'I always find one thing I can do, which is all I need in the worst times.'

(Young person aged 14–25 years, 2023 User Survey)

Parents/Carers also told us the information and support from ReachOut helped them to explore new approaches for supporting the mental health and wellbeing of a young person in their life.



43% used different ways of communicating



37% tried to support their young person in a different way



31% used self-help strategies

In addition, parents/carers and educators who use ReachOut reported **greater confidence** in their parenting and teaching of young people following their use of our services.

For parents/carers enrolled in the **1:1 Coaching** program, confidence in themselves as a parent nearly doubled after their participation in the program, increasing from **32 per cent** to **62 per cent**. **Seven in 10 (72%) educators felt more confident** about teaching young people about mental health and wellbeing issues after they had accessed ReachOut **Schools** resources.¹⁹

'I feel a lot more confident ... with this stuff. The strategies we've worked on are really practical and I can feel that they are going to make a real big difference.'

(Parent/Carer participating in Coaching program, October 2022)

'The things I am learning [in Coaching] ... I am remembering more within the difficult moments things I can do as a parent to support my teen.'

(Parent/Carer participating in Coaching program, 2022)

'Teachers feel more confident engaging in the topics that are a reality for our young people.'

(Teacher, April 2023)

What this report means for ReachOut

Our 2022–23 *Social Impact Report* provides a suite of important data points that we will use to inform our decisions, including strategies for continuous improvement and prioritisation of product development and research.

We will continue to work hard to make sure our support reaches people from diverse backgrounds, including a focus on First Nations young people, families and communities, through new Social and Emotional Wellbeing (SEWB) resources such as [Yarn Up](#).

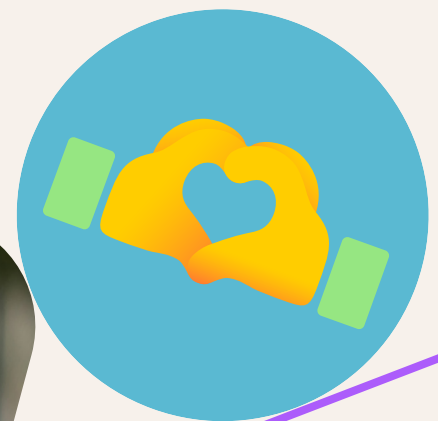
Our recent work in further exploring our audiences' needs through market segmentation research will also help us to target young people and parents/carers who most need our support. We will continue to experiment with innovative ways to increase our impact across our products and services by utilising personalisation, data and machine learning.

In addition, ReachOut is undertaking research to identify how young people are using newer digital platforms for mental health information, in order to ensure we can always meet them where they are – online.

In 2024, we will focus on several areas for improvement.

- We will optimise our Online Community experience for young people to ensure it continues to be a place they want to come back to and that it builds on connection.
- We will seek to more deeply understand parent/carer needs when it comes to supporting youth mental health, to improve our services.
- We will improve the experience for parents and carers who use our Coaching program.
- We will continue to experiment with innovative ways of delivering important mental health and wellbeing messages to young people using social media.
- We will grow our lived-experience workforce to support more young people who access the service to talk about something they are finding difficult and to reduce their sense of distress.

In 2024, we will work to enhance and iterate our Social Impact Framework by refining indicators and metrics and exploring benchmarks.



Conclusion



This report demonstrates ReachOut's social impact by showing that our services and products provide significant value for young people and their families and communities when they are facing tough times. ReachOut helps them to *feel better*. Our Social Impact Report 2022-23 provides evidence of the accessibility of a digital-first, self-help, anonymous and no-cost service for young people seeking to understand mental health and wellbeing challenges. Through our online resources and online communities, we are able to reach large audiences and to engage them with our resources, products and services.

We see high levels of trust, satisfaction and relevance to the needs of young people who seek support. This report also highlights the *difference we are making* across our six outcome domains. In a world where there are rising concerns about disinformation and 'fake health news' (Gisondi et al., 2022; World Health Organization, 2023), providing *trustworthy online information* and *positive peer connection* across a broad national audience base plays a critical role in the suite of policy solutions targeting the youth mental health crisis.

'ReachOut has helped me to be able to feel less stressed.'

(Young person aged 14–25 years, 2023 User Survey)

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