

Newsletter #3

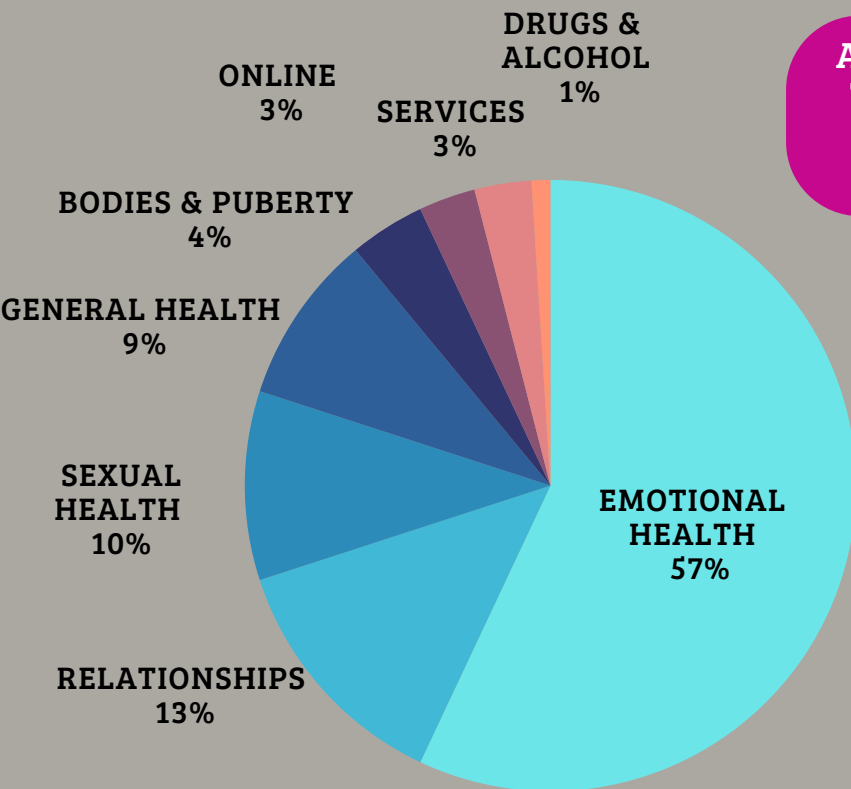
WWW.COOL2TALK.ORG - A SAFE SPACE TO ASK QUESTIONS FOR YOUNG PEOPLE AGED 12 TO 25

April 2024

Cool2talk is a website for young people aged 12 to 25 years old living in Tayside, The Western Isles, and Argyll & Bute. They can ask question about anything that's worrying them and get an answer back within 24 hours. The site is confidential and accurate, with questions answered by trained NHS staff

For more information on cool2talk watch our promotional video [HERE](#)

WHAT DID WE NOTICE IN 2023?

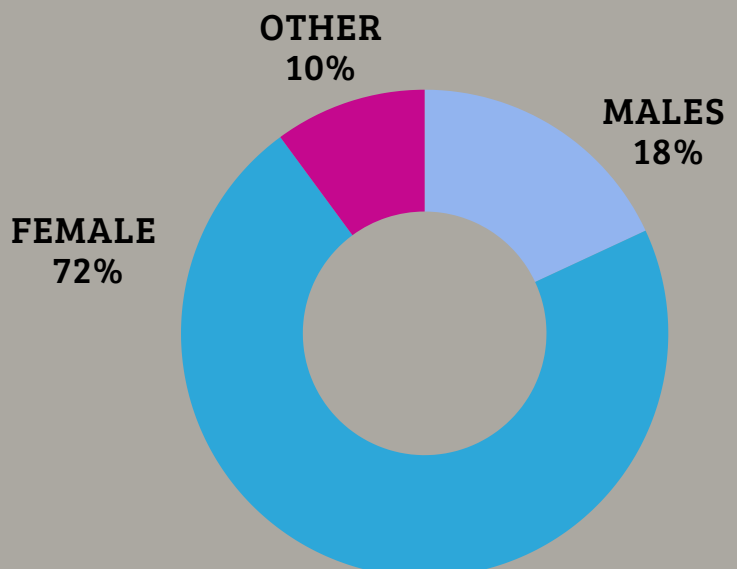


ALL QUESTIONS ARE TAGGED SO WE CAN MONITOR TOPICS & THEMES



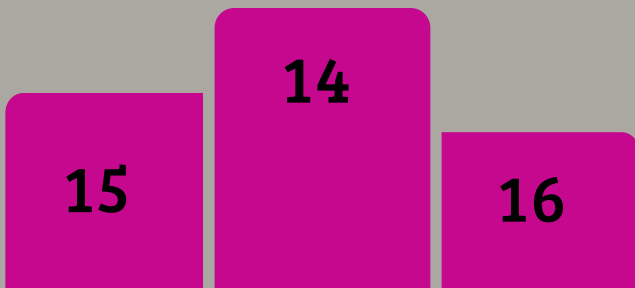
IT CAN BE DIFFICULT TO CATEGORISE QUESTIONS AS THEY'RE OFTEN COMPLEX AND VARIED. EMOTIONAL HEALTH REMAINS THE MOST FREQUENTLY ASKED ABOUT TOPIC ON THE SITE.

QUESTIONS ASKED BY GENDER

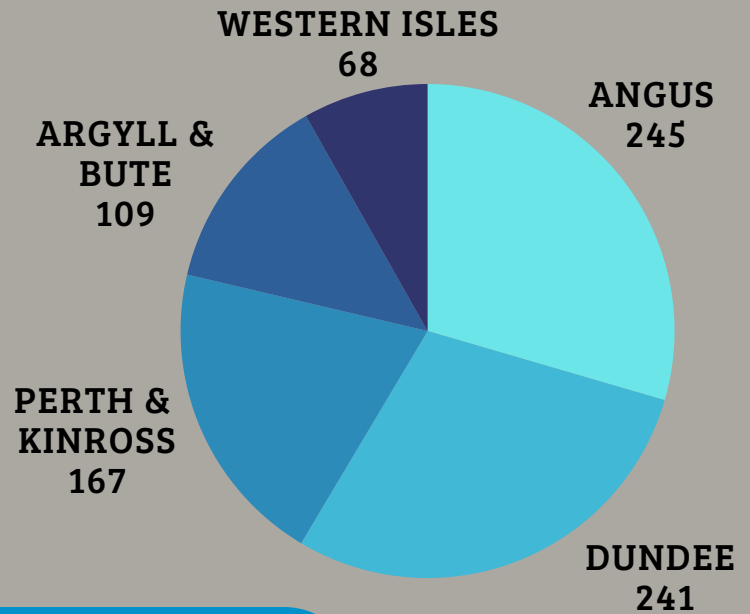


MORE FEMALES ASK QUESTIONS, BUT THERE IS AN ALMOST EVEN SPLIT BETWEEN YOUNG MEN AND WOMEN ACCESSING THE SITE TO LOOK AROUND

MOST COMMON AGE OF USER IN 2023



QUESTIONS BY AREA



WE CAN BREAK DOWN POSTCODE SPECIFIC DATA, SO IF YOU'D LIKE TO KNOW MORE ABOUT HOW YOUNG PEOPLE ARE USING COOL2TALK IN YOUR AREA PLEASE CONTACT ALLISON.STEWART@NHS.SCOT

FEEDBACK

IT WAS NICE THAT THEY CARE

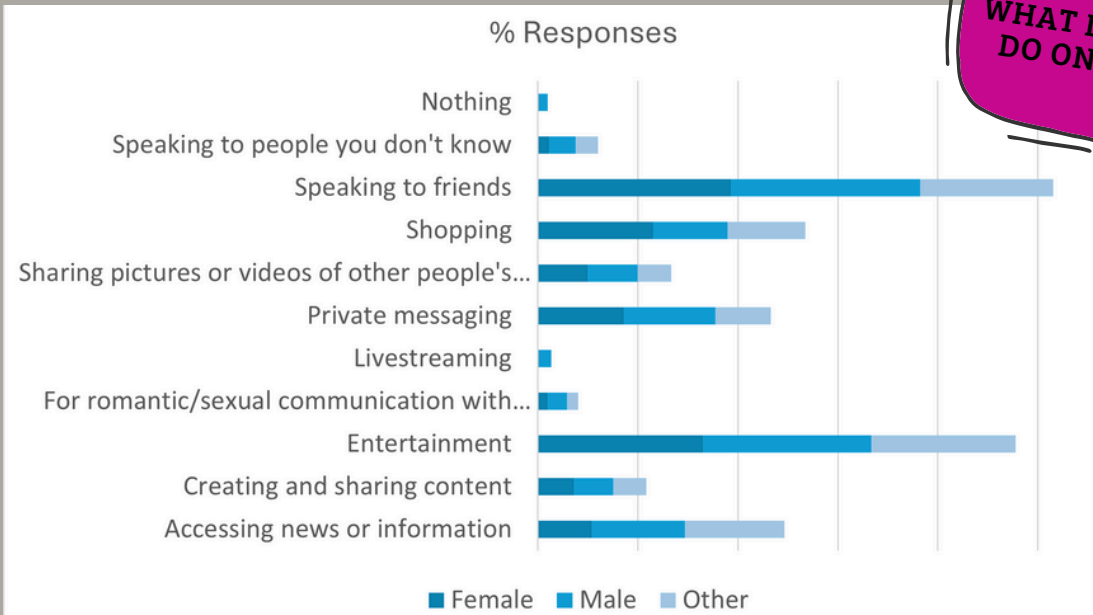
WHEN I ASKED MY QUESTION I GOT GIVEN MULTIPLE WAYS I COULD RESOLVE IT WHICH WAS HELPFUL AS I COULD SEE THE OPTIONS I HAD

I LIKED HOW YOU LINKED OTHER PAGES WITH MORE INFORMATION IN THE ANSWER. I ALSO LIKED HOW KIND AND UNDERSTANDING YOU WERE, YOU MADE ME FEEL A BIT MORE SURE OF WHETHER I SHOULD TALK TO A COUNSELLOR OR NOT, AND YOU MADE ME FEEL LIKE I'M NOT ALONE.

BEING REASSURED AND THE INFORMATION PROVIDED

YOUNG PEOPLE ONLINE SURVEY

LAST YEAR WE USED THE SITE TO ASK YOUNG PEOPLE ABOUT THEIR ONLINE LIVES. THE DATA WILL BE FED BACK ON COOL2TALK, USED TO INFORM OUR PRACTICE AND SHARED WITH OTHER PROFESSIONALS THROUGH OUR [SHBBV TRAINING CALENDAR](#). WE'VE HIGHLIGHTED SOME KEY FINDINGS BELOW BUT IF YOU'D LIKE MORE INFORMATION PLEASE CONTACT LINZI.MCKERRECHER@NHS.SCOT



WHAT DO YOU DO ONLINE?

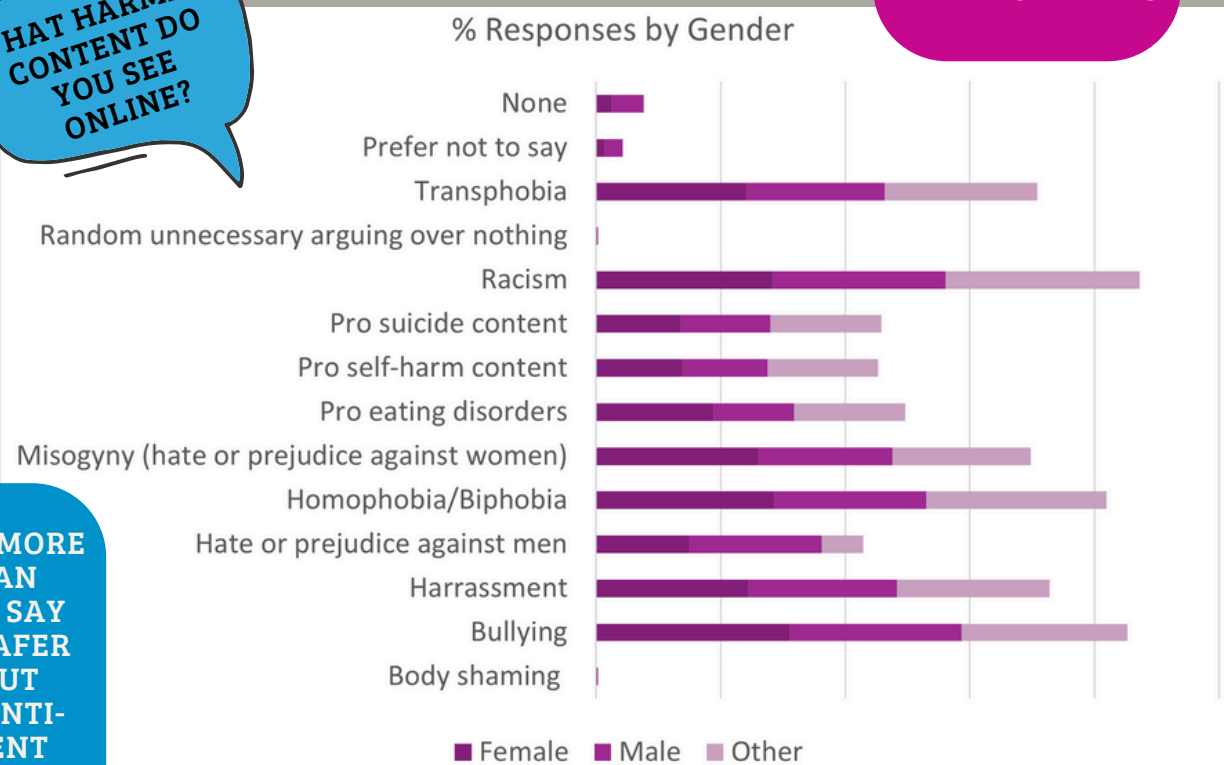
11 TO 13 YEAR OLDS WERE MOST COMMONLY USING TIKTOK

SNAPCHAT WAS PREFERRED BY THE OVER 17'S

WHAT HARMFUL CONTENT DO YOU SEE ONLINE?



MALES WERE MORE LIKELY THAN FEMALES TO SAY THEY FELT SAFER ONLINE - BUT SOME SAW ANTI-MEN CONTENT THAT AFFECTED HOW THEY FELT



WHAT DO WE HAVE PLANNED?

SOCIAL MEDIA CAMPAIGNS

WE ARE FINDING THAT THE BEST WAY TO REACH YOUNG PEOPLE IS THROUGH SOCIAL MEDIA. OVER THE LAST YEAR WE DID A SNAPCHAT CAMPAIGN AND THIS MASSIVELY INCREASED TRAFFIC TO COOL2TALK (SO MUCH SO IT BROKE THE WEBSITE FOR A SHORT BIT) WE ARE HOPING TO RUN THIS AGAIN IN 2024 TO PROMOTE.



CAMHS TIK TOK PARTNERSHIP

OUR TEAM ARE WORKING IN PARTNERSHIP WITH CAMHS TO PROMOTE OUR SERVICE THROUGH THEIR TIKTOK ACCOUNT. KEEP YOUR EYES PEELED FOR OUR WORKERS PROVIDING HELPFUL INFORMATION AND ADVICE TO YOUNG PEOPLE DURING MENTAL HEALTH AWARENESS WEEK.

INFORMED CHOICE CAMPAIGNS

OUR FOCUS THIS YEAR IS GOING TO BE AROUND MISINFORMATION OR LACK OF ADEQUATE INFORMATION PRESENTED TO YOUNG PEOPLE ON SOCIAL MEDIA. THIS CAMPAIGN WILL FOCUS ON COOL2TALK AND OTHER SERVICES BEING A SAFE AND RELIABLE SERVICE FOR YOUNG PEOPLE TO RECEIVE ACCURATE INFORMATION ABOUT THEIR HEALTH AND WELLBEING





ONLINE INFORMATION SESSIONS FOR PROFESSIONALS

OUR UPCOMING ONLINE INFORMATION SESSIONS ARE TAKING PLACE IN SEPTEMBER. WE'LL BE TALKING THROUGH CURRENT COOL2TALK TRENDS AND DATA AND ANSWERING YOUR QUESTIONS ABOUT THE SERVICE!

BOTH SESSIONS ARE THE SAME AND CAN BE BOOKED BELOW:

THURSDAY 5TH SEPTEMBER 4 - 5PM

TUESDAY 24TH SEPTEMBER 4 - 5PM

WELCOME TO THE TEAM!



HI, I'M ERIN!

I'VE RECENTLY JOINED THE COOL2TALK TEAM! I GREW UP IN DUNDEE AND HAVE SPENT THE LAST FEW YEARS WORKING WITH YOUNG PEOPLE AND ADULTS IN THE COMMUNITY.

I LOVE GOING TO THE GYM, EATING GOOD FOOD AND SPENDING TIME WITH FRIENDS, FAMILY AND MY GOLDEN RETRIEVER PUPPY!

I'M BOTH EXCITED AND GRATEFUL TO BE PART OF THE COOL2TALK TEAM AND LOOK FORWARD TO BEING PART OF SUCH A FANTASTIC SERVICE TO SUPPORT YOUNG PEOPLE, ALONGSIDE A BRILLIANT TEAM.



SOCIAL MEDIA PACK

WE HAVE SOME NEW SOCIAL MEDIA RESOURCES TO PROMOTE THE SERVICE TO YOUNG PEOPLE!

IF YOU'D LIKE THESE TO SHARE ON YOUR OWN OR ORGANISATION SOCIAL MEDIA, PLEASE GET IN TOUCH!

