



# How Kooth is democratising timely mental health support in Scotland

Offering Scotland in-the-moment and preventative mental health support, with no waiting lists



**The number of people with mental health conditions has doubled in Scotland over the last decade, with young people being the most affected group.\* This marked increase underscores the urgent need for accessible mental health support across the country.**

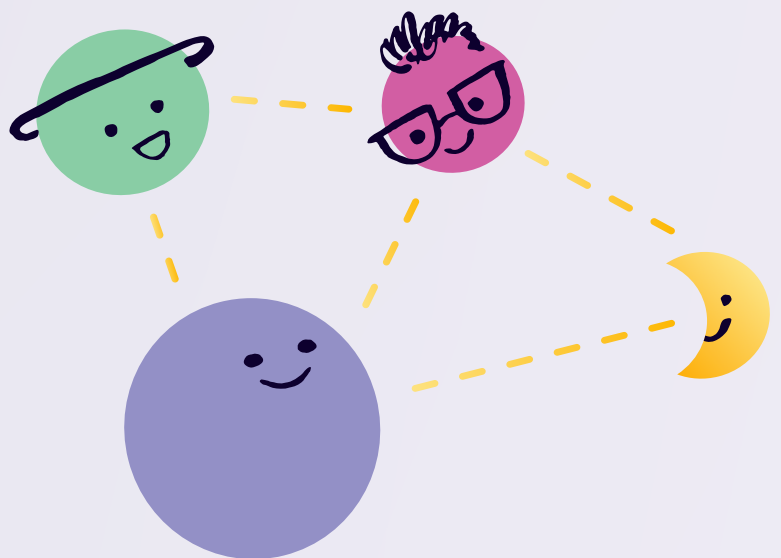
Kooth is the UK's leading digital mental health service, generating on average more than 3,000 logins every month across Scotland. If not for Kooth, many of those logging in – especially those in rural areas – would be stuck on long waiting lists, struggling to find help.

According to Dr Lynne Green, consultant clinical psychologist and chief clinical officer at Kooth:

“

We know that early help is essential. Being able to get help when you need it is key to turning the tide on the mental health crisis, giving people the tools and know-how they need to manage into the future. Waiting for support or not finding timely help can lead to escalation and in some cases can lead to an individual needing acute support in hospital. Democratising access to in-the-moment help can be life changing – while not burdening an already overstretched healthcare system.

With **87% of Scottish users recommending Kooth to a friend**, Kooth delivers timely and trusted support to people no matter where they are, preventing the escalation of mental health issues in the country.



\*BBC News, 'Young People Most Likely to Have Poor Mental Health', Oct 2024, [www.bbc.co.uk/news/articles/cly74lmgk8wo](http://www.bbc.co.uk/news/articles/cly74lmgk8wo)

# Supporting diverse needs

**With no waiting lists or thresholds for support, Kooth's platform supports Scottish individuals across a range of mental health and wellbeing challenges.**

Our data shows that Scotland's most prevalent mental health issues are:



Kooth's mental health practitioners support all of these presenting issues, as well as providing preventative interventions. In cases where specialist support is needed, our team will refer an individual to appropriate local services in Scotland while continuing to support them, if they choose.

# Service user activity on Kooth across Scotland

Kooth is a safe space where users can anonymously connect, share, and express themselves.

From June 2021 to September 2024:

**950+**

**articles shared and published** by children and young people

**22k**

**mini activities** were completed. These are short and manageable activities designed to support mental health and wellbeing

**34k**

**journal entries** were submitted. Everyone on our platform has access to an online journal where they can share their thoughts. These are reviewed for safety; individuals showing any signs of risk are supported by our wider clinical safeguarding team



**20k**

**therapeutic articles** were read. These are created by our professional team and also submitted by our service users. All content is pre-moderated before being published

**4k**

**new discussion boards** were created

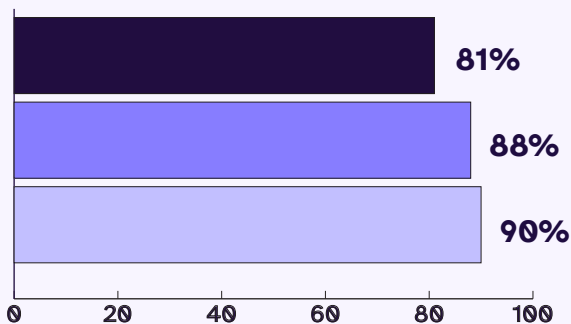
**90k**

**discussion boards** were explored. Discussion boards are pre-moderated and safe places where people can ask questions or explore issues with the service user community

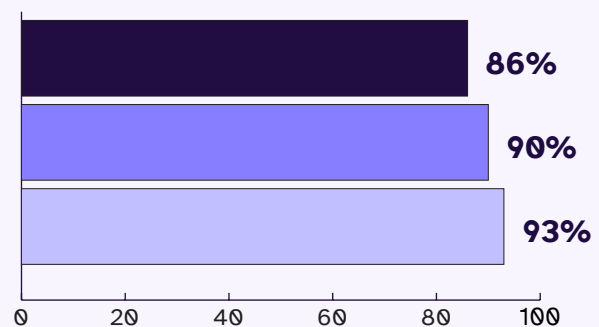
# Measuring outcomes and impact

Clinical outcome measures demonstrate Kooth's impact on mental health and wellbeing in Scotland.

## Outcomes data



(81% reported positive outcomes from a single session / 88% of users found Kooth's community content helpful / 90% of users found our overall service useful)



Overall feedback has been positive – 86% of users felt heard, understood, and respected, 90% found Kooth to be a useful and accessible source of support, while 93% would recommend Kooth counselling to a friend. **It's clear that the platform isn't just meeting a need—it's reshaping mental health support in Scotland.**

“

I've enjoyed our chats, they've helped a lot, and I mean a lot.

– Scottish young person on Kooth

“

Anyways, it has been nice chatting today! and after today, I'm feeling on top of the world. Overall, now compared to when I started at the first block of 6 weeks, I am doing better and I'm actually really proud of that.

– Scottish young person on Kooth

“

I feel I am in a stable enough place to be able to move forward... I truly believe you to be one of the very few things that helped to save my life. I don't know you and I understand that I can never know you but I will be forever grateful for the time you spent listening to me. I will NEVER forget you.

– Scottish adult on Qwell

# Case Study: Skye's Journey with Kooth



Reflecting on her experience, Skye shared:

**“Thank you for being there for me through some really, really rough days and weeks. You’ve taught me some valuable skills (that actually work), so thank you so much. I appreciate it a lot!”**

Skye reached out to Kooth for help with emotional challenges related to her autism, learning difficulties, and her caring role for her mother.

She found a safe space in Kooth's message support and live chats to express her feelings and build coping strategies. Kooth introduced Skye to tools like journalling, breathing exercises, and a 'soothe box', which helped her manage stress and communicate her emotions.

With Kooth's guidance, Skye began opening up to her teacher about her mental health and family dynamics. Although she showed no signs of self-harm or suicide ideation, she was provided with preventative crisis resources and safety planning.

Kooth continues to explore Skye's caring responsibilities, with a view to signposting her to her local Young Carers' Centre, alongside our ongoing support.



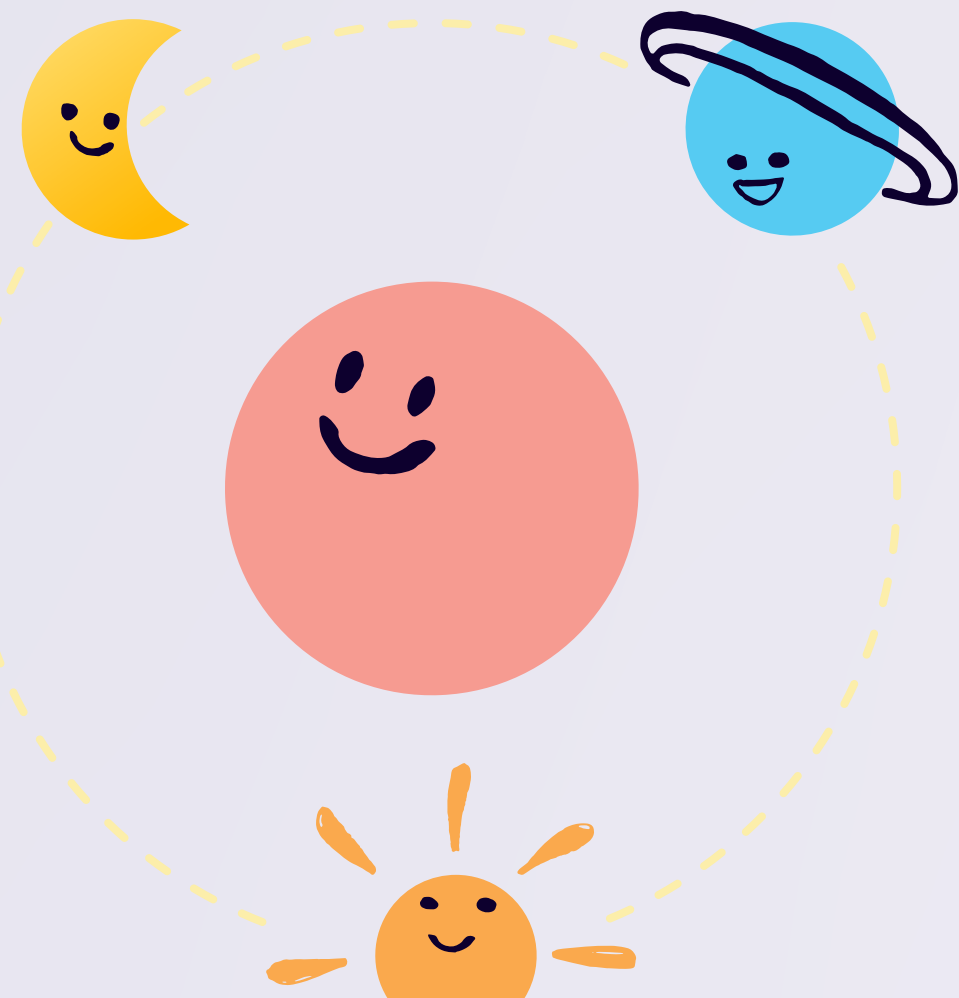
June 2021 – September 2024

# Reaching those who need it most

As well as being a highly accessible service, Kooth engages in extensive outreach work with local schools, colleges, services and GP surgeries as well as raising awareness of mental health via our social media channels.

Our commitment to delivering accessible, effective mental health support ensures that individuals in Scotland, regardless of geography or time of day, have a safe and welcoming space to receive support.

For more information, go to [connect.kooth.com](https://connect.kooth.com) or email **Kerry Smith** at [ksmith@kooth.com](mailto:ksmith@kooth.com)



Scan the QR code  
to find out more

