

## MeeToo - The future of student mental help starts now

**What is it?** MeeToo is a multi-award winning fully moderated, anonymous, mental help app for young people aged 11+. MeeToo safely enables young people to talk about difficult things and help themselves by helping each other. Beneath an engaging peer to peer social media feed, MeeToo integrates the latest psychological research into peer support and positive psychology. This promotes the development of protective factors such as emotional resilience, empathy, social skills, stress management and coping techniques. MeeToo provides a uniquely scalable solution to the current mental health crisis.

**Why we do it** 1 in 8 UK teenagers has a mental health problem and mental health issues cost the UK £105 billion a year and yet 76% of young people with a mental health issue *never* get treated. Our mission is to benefit millions of young people globally by measurably improving mental health and increase happiness in young people aged 11+.

**Impact** MeeToo has an exceptional level of user engagement. Launched in September 2017 we now have over 45,000+ registered users. We are endorsed by the NHS Apps Library, Digital Health.London (NHS), Teach First, and CAMHS (NELFT) and have a working partnerships with Shout.

### Why is it different?

**100% Moderation:** Every post and reply is checked before it reaches the app to eliminate all bullying, judgment or humiliation. Positive feedback and support is curated into the app.

**Peer Support:** MeeToo builds on the empirical success<sup>(1)</sup> of the peer support model - where young people help each other - by creating a free, standardized, and scalable solution that is accessible to the 84%<sup>(2)</sup> of UK teenagers who have a smartphone.

**Expert Help:** Discussions on MeeToo are guided by experts and trained 'super peers', to ensure every question gets a fully rounded solution.

**Inbuilt educational resources:** Resources are developed in response to users needs, so if there is discussion around a specific topic, relevant advice and information is integrated into the app.

**Creative Input:** MeeToo is a creative hub where young people are encouraged to express themselves artistically. Getting their work published gives users a sense of achievement and their creative input stops the app looking and feeling like a worthy "mental health" resource.

**Access to real world support:** Users can access a directory of specialist support groups and charities such as Childline, Young Minds or Brook through a closed loop system. Being able to do this privately allows them to explore support without feeling stigmatised.

**Sophisticated back end safeguarding:** The alert system picks up vulnerable people or risky posts before they hit the app and redirects those users to more appropriate support if necessary.

**Guided rejection:** When posts are withheld young people are given a clear explanation as to why their post failed so that they can learn from their mistakes.

### What does it achieve?

**Improved confidence and resilience:** MeeToo improves emotional articulacy by encouraging young people to identify and express their feelings. Positive feedback, advice and social support builds confidence, increases wellbeing and promotes emotional resilience<sup>(3)</sup>.

**Decreased stigma:** MeeToo allows young people to access advice support without labelling themselves as having a problem. It is a neutral space which allows young people to experiment with what it feels like to open up without drawing attention to themselves.

**Active support:** Support groups like Childline tend to restrict their counseling activities to empathic listening which provides passive support. MeeToo offers active support, practical advice and tools for change.

**Better educational outcomes:** A reduction in youth mental health leads to a 2-5 month loss in educational progress<sup>(4)</sup>, so improved emotional wellbeing benefits all young people psychologically, socially and educationally.

*(1) Cowie and Smith, 2010, (2), YouGov, 2014, (3) Prince-Embury, 2013 (4) Johnston et al., 2014*