



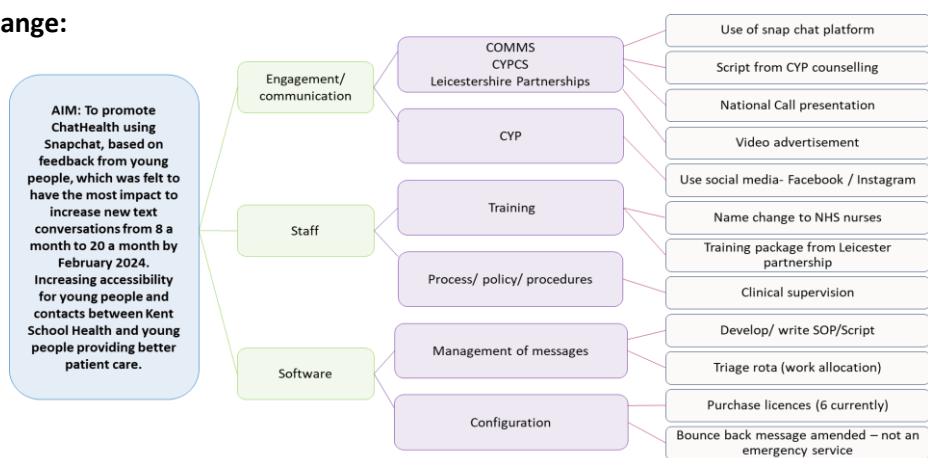
**Problem statement:** ChatHealth is a confidential text messaging service aimed at young people between the ages of 11 and 19, offering a quick and easy way to get support from Kent School Health (KSH) nurses. Support can range from ‘embarrassing bodies’ type questions, to pregnancy concerns and emotional health. During 2022, utilisation of ChatHealth was stable with an average of eight messages a month. This platform was not fully utilised and was not reaching young people including those experiencing health inequities.

**SMART aim:** To promote ChatHealth using Snapchat, based on feedback from young people, which was felt to have the most impact to increase new text conversations from eight to 20 a month, by February 2024, increasing accessibility for young people and contacts between Kent School Health and young people and thereby providing better patient care.

**Measures to track improvement**

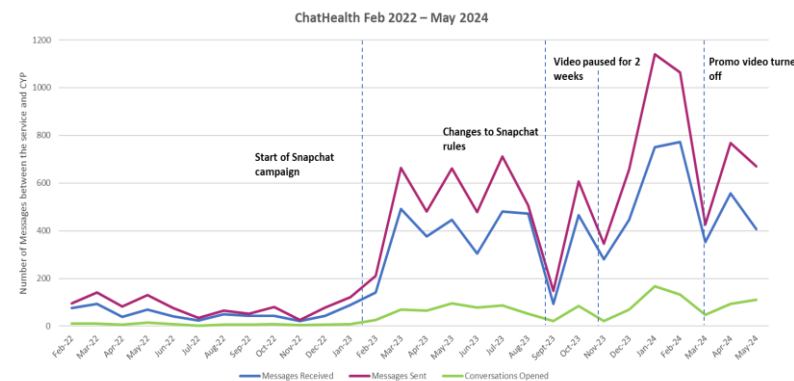
- Value - young people’s feedback
- Accessibility to KSH nurses - volume of conversations with young people
- Engagement - number of messages between colleagues and young people
- Impact - top themes of required support.

**Tests of change:**



**Data:**

- New conversations increased by 700%.
- Videos were viewed more than 830,000 times by those aged 15-18 living in Kent.
- 48% male swipes and 52% female swipes (swipe is a Snapchat term for opening a message)
- Approximately 5% of messages were high risk and promptly referred to specialist services.
- Messages were received from those experiencing health inequity including those who were home educated and attending pupil referral units.
- An average of 82 new conversations per month.



**Results: What we learned**

- ChatHealth exceeded their target of an increase in **50%** engagement and achieved an increase of **700%**.
- Based on young people’s feedback, Snapchat instant messaging is an effective method for engaging.
- Snapchat has enabled KSH to increase visibility.
- Young people respond positively to the confidential and anonymous nature of this service.
- Top themes: emotional wellbeing/worry, relationships, anxiety/panic attacks and sexual health.

**Next steps**

- Consider additional clinical supervision for colleagues with ChatHealth licenses.
- Arrange a listening event and review PDSA cycle with colleagues.
- Continue analysis of data reviewing impact of campaign ensuring safe and effective practice for staff and young people
- Add specialist community public health nurses to ChatHealth rota, to increase capacity providing continuity of service.
- Consider a texting service rather than face to face/telephone contact as an appropriate service for some young people when supporting with emotive and uncomfortable health concerns

‘Thank you to all who messaged me on here. You all really helped me get through the toughest time of my life. So, I just want to thank everyone for that.’ (Boy aged 15)

‘Thank you so much I really appreciate this system I’m really grateful that there’s a platform that I can use to get the help that I need so thank you so much. Just listening to me was really helpful. I think ChatHealth will be really beneficial for lots of people like me’. (Girl aged 15)