

# Project Overview

The emotional well-being of children and young people is a key priority for Bracknell Forest.

Following extensive needs assessment and consultation, the Public Health team commissioned an innovative new service offering professional counselling and support to young people via an online service.

The 'kooth.com' service was an immediate success with positive feedback coming not only from young people, but also the school staff and other professionals working with them.

A significant increase in uptake at the end of 2015 coincided with a significant decrease in referrals to secondary mental health services.



This suggested that the service, along with other initiatives getting underway in schools, were having a positive impact.

In 2016 the Public Health team were commissioned by the local CCGs in East Berkshire to manage a project aimed at promoting mental health awareness in schools.

These included class room sessions which produced statistically significant increases in awareness and confidence .

The programme also saw the Public Health team producing animated films and other media in collaboration with children and young people.

The result has been a unique set of resources that can be shared on social media and that have had a great reception both within and beyond Bracknell Forest.