

# Good2Talk / Allo J'écoute

**Alisa Simon** - VP, Counselling Services and Programs at Kids Help Phone

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1.866.925.5454  
or connect through 2-1-1

Post-Secondary Student Helpline

# What is Good2Talk?

Funded by the Ministry of Training, Colleges, and Universities':

Good2Talk is a free, confidential and anonymous helpline offering professional counselling and information and referrals for mental health, addictions and well-being to post-secondary students in Ontario.



Ligne d'assistance pour les étudiants  
des collèges et des universités



Post-Secondary Student Helpline

# 24/7/365



Post-Secondary Student Helpline

# Who Does Good2Talk Serve?

**Good2Talk** serves college and university students in Ontario, with a primary focus on those ages 17 to 25.

# A Holistic Definition of Mental Health

*"...a state of well-being in which an individual realizes his or her own abilities, can cope with the normal stresses of life, can work productively, and is able to make a contribution to his or her community..."*

- World Health Organization, 2005

## **Diagnosable Mental Illnesses:**

- ☑ Eating disorders
- ☑ Psychosis and schizophrenia
- ☑ Substance abuse/addictions
- ☑ Mood disorders (bipolar, depression)
- ☑ Anxiety
- ☑ Suicidal ideation

## **Other Mental Health Factors:**

- ☑ Anxiety and stress
- ☑ Employment concerns
- ☑ Suicidal ideation
- ☑ Sleep difficulties
- ☑ Relationship challenges
- ☑ Substance use
- ☑ Coping with failure
- ☑ Financial concerns
- ☑ Disability challenges
- ☑ Other

# Good2Talk Partners



**Kids Help Phone**  
**Jeunesse, J'écoute**



**When you don't know  
where to turn.™**



**Ontario Centre of Excellence  
for Child and Youth  
Mental Health**  
**Centre d'excellence de l'Ontario  
en santé mentale des  
enfants et des adolescents**



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# Good2Talk Call Trends

**Since June 2013, a total of 20,771 people have received professional counselling or information and referral for mental health from Good2talk**

## **Top three concerns for I&R calls:**

- Non-diagnosed mental health issues
- Anxiety disorder
- Mood disorder

## **Top three concerns for counselling calls:**

- Mental/emotional health: anxiety
- Partner relationships: breaking up
- Mental/emotional health: depression

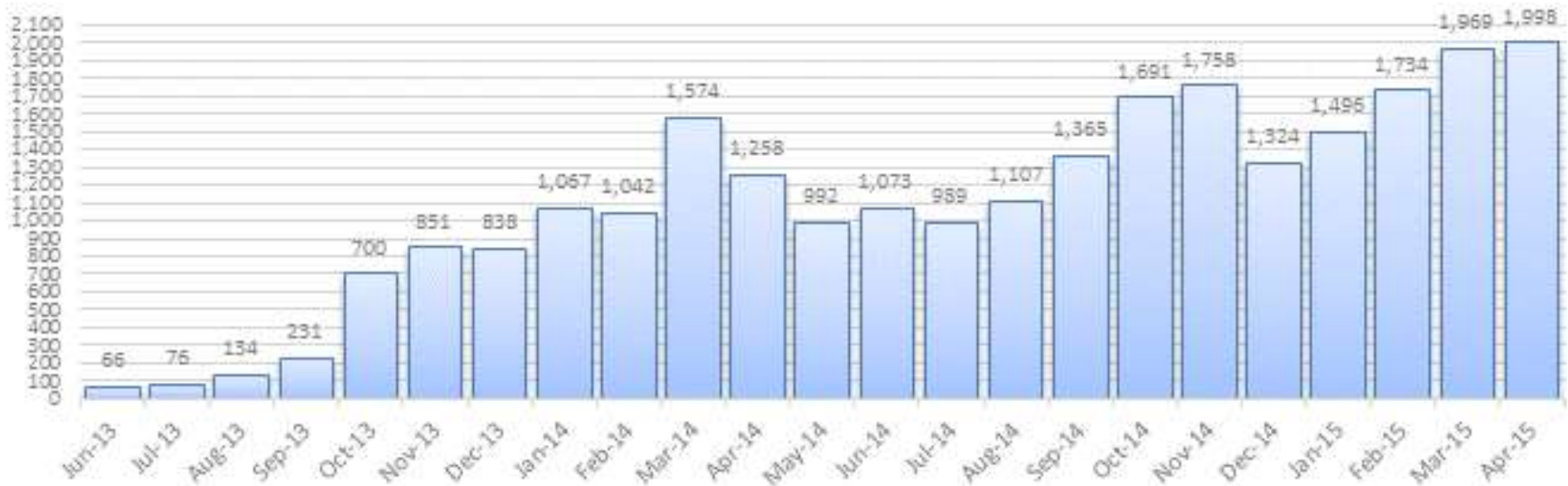
# Good2Talk Call Trends

- Ave. wait time 46 seconds
- Ave. length of counselling call 27 minutes
- Ave. length of I&R call 4.3 minutes

# Call Volume Highlights

**Since June 2013, more than 20,000 students have received professional counselling or information and referral for mental health from Good2talk**

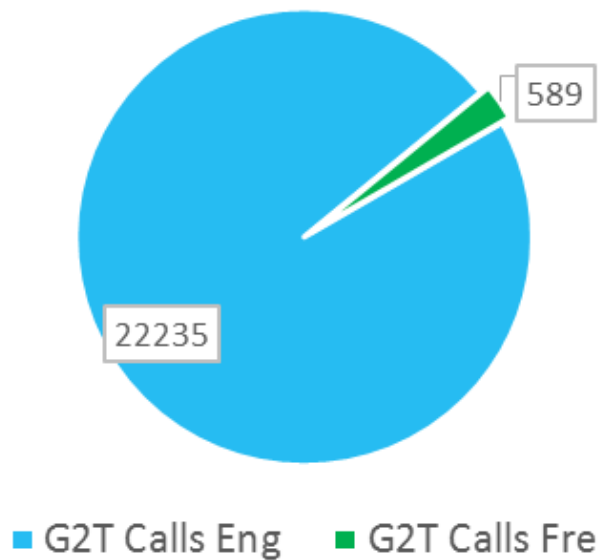
G2T Calls, Monthly



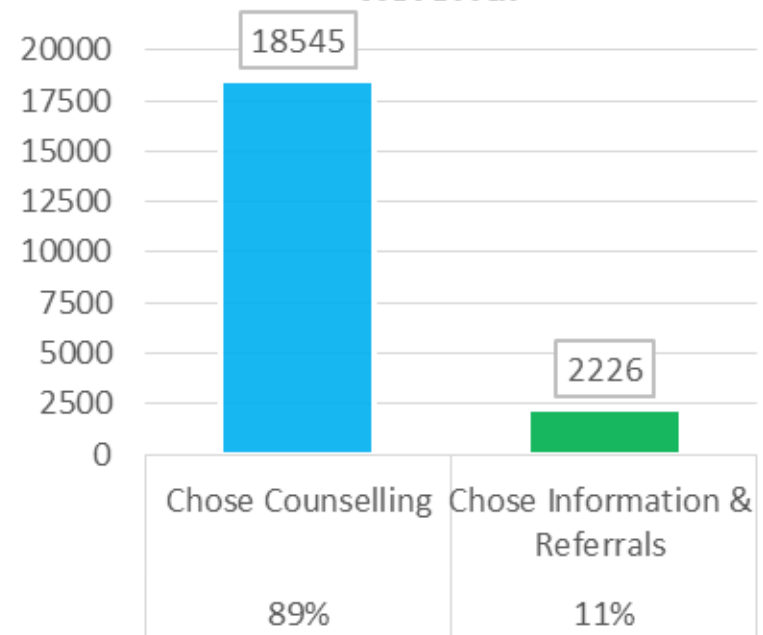


# Good2Talk Statistics June 1<sup>st</sup>, 2013 to April 30<sup>th</sup> 2015

## G2T Eng vs Fre Calls

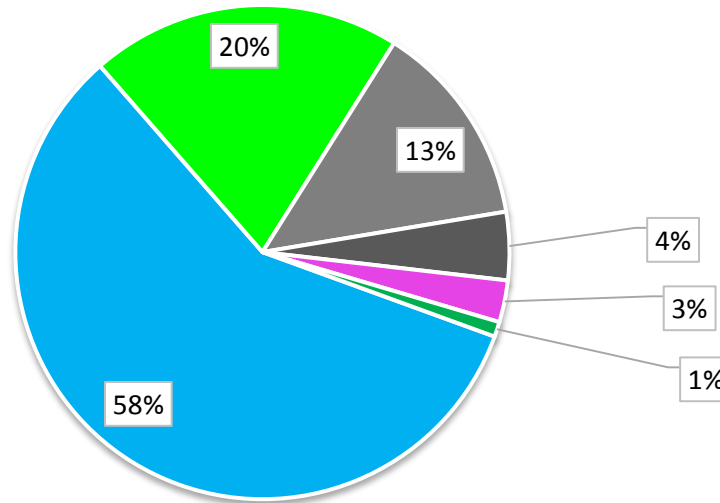


## Counselling vs Information & Referral



# School Breakdown for Counselling Calls

The chart below demonstrates that the majority of callers contacting Good2Talk Counsellors are university students.

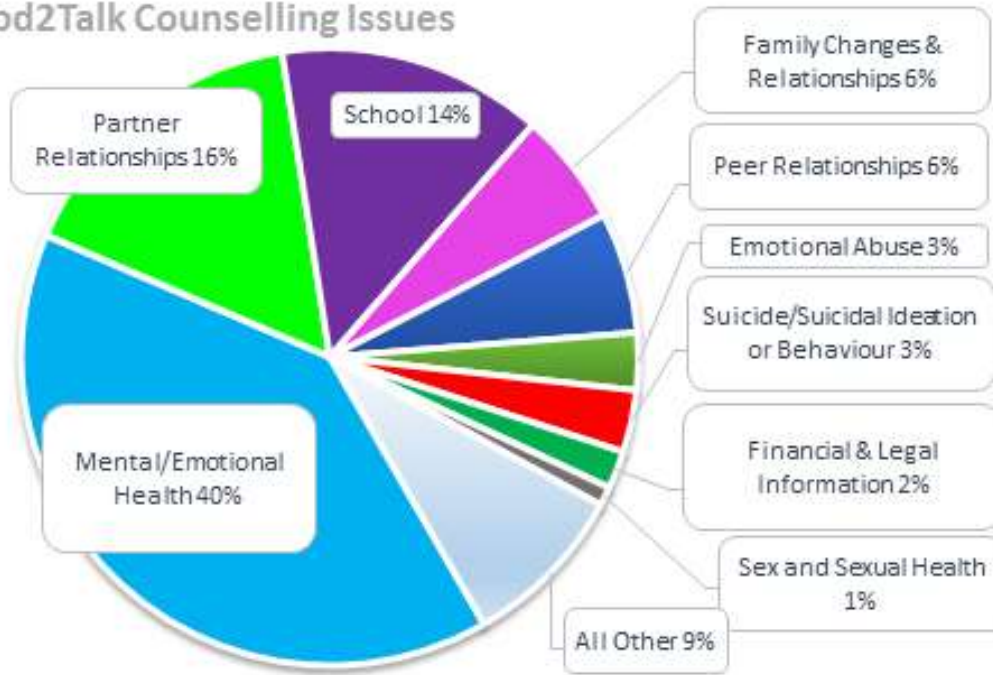


■ University 58%   ■ College 20%   ■ Did not ask 13%   ■ Did not disclose 4%   ■ Not a Student 3%   ■ Other 1%

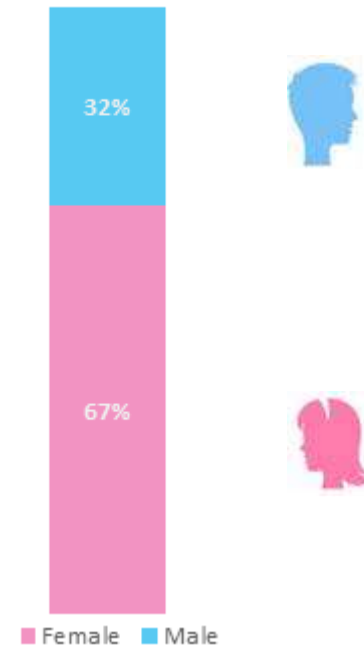
# Counselling Call Issues

The primary reasons students are calling Good2Talk / Allo J'écoute Counsellors are:

Good2Talk Counselling Issues



Gender



# Good2Talk Evaluation

## Evaluation Team Members

### **The Ontario Centre of Excellence for Child and Youth Mental Health**

Tara McFadden  
Melissa Jennings  
Evangeline Danseco  
Jacqueline Stol

*Previous team members:*

Ilana Smyth  
Katherine Thompson

### **Partners Evaluation Working Group**

#### **ConnexOntario**

Laura Cornish  
*Previous: Natasha Dennis and Karna  
Trentman*

#### **Ontario 211**

Karen Milligan

#### **Kids Help Phone**

Carolyn Mak  
Rachel Jacobs  
Alisa Simon  
Dilys Haner  
*Previous: Margot Haldenby*

# Good2Talk evaluation planning



- Started process with kick-off meeting where we discussed:
  - general logistics
  - goals of the helpline
  - what it will do for students
  - vision for the evaluation

### NEED IN THE COMMUNITY

TO ADDRESS THE MENTAL HEALTH, SOCIAL AND EMOTIONAL NEEDS OF POSTSECONDARY STUDENTS

### RATIONALE(S)

A HELPLINE PROVIDES A WAY OF ACCESSING PROFESSIONAL COUNSELLING, INFORMATION AND REFERRAL SERVICES 24/7

### TARGET POPULATION

STUDENTS 17-25 ATTENDING ONTARIO'S COLLEGES OF APPLIED ARTS AND TECHNOLOGY AND ONTARIO'S PUBLICLY FUNDED UNIVERSITIES

### PROGRAM GOALS

TO PROVIDE CALLERS AN OPPORTUNITY TO DIALOGUE WITH A PROFESSIONAL COUNSELLOR ABOUT MENTAL HEALTH AND CONCERNS IMPACTING THEIR SOCIAL AND EMOTIONAL HEALTH  
TO PROVIDE ACCURATE, ACCESSIBLE AND TIMELY INFORMATION, SUPPORT AND RESOURCES RELATED TO MENTAL HEALTH AND SUBSTANCE USE THAT IS CULTURALLY RELEVANT  
TO PROVIDE CONFIDENTIAL, ANONYMOUS, 24/7, 365 DAYS/YEAR TOLL-FREE BILINGUAL SERVICE

### REQUIRED RESOURCES

- Counsellors
- Information and referral specialists
- Funds – MTCU
- Information Technology
- Marketing and communications
- Call centre technology
- Stakeholder contributions

### ACTIVITIES

- Counselling assessment
- Developmentally appropriate, culturally relevant counselling support
- Crisis intervention

### SHORT TERM OUTCOMES

↑empowerment

↓perceived problem severity

↑awareness of personal strengths

↓perceived distress

↑hope

↑identification of next steps and options

↑awareness of appropriate services

### MEDIUM TERM OUTCOMES

↑help-seeking behaviour

↑coping skills

↑self-advocacy skills

↑problem-solving skills

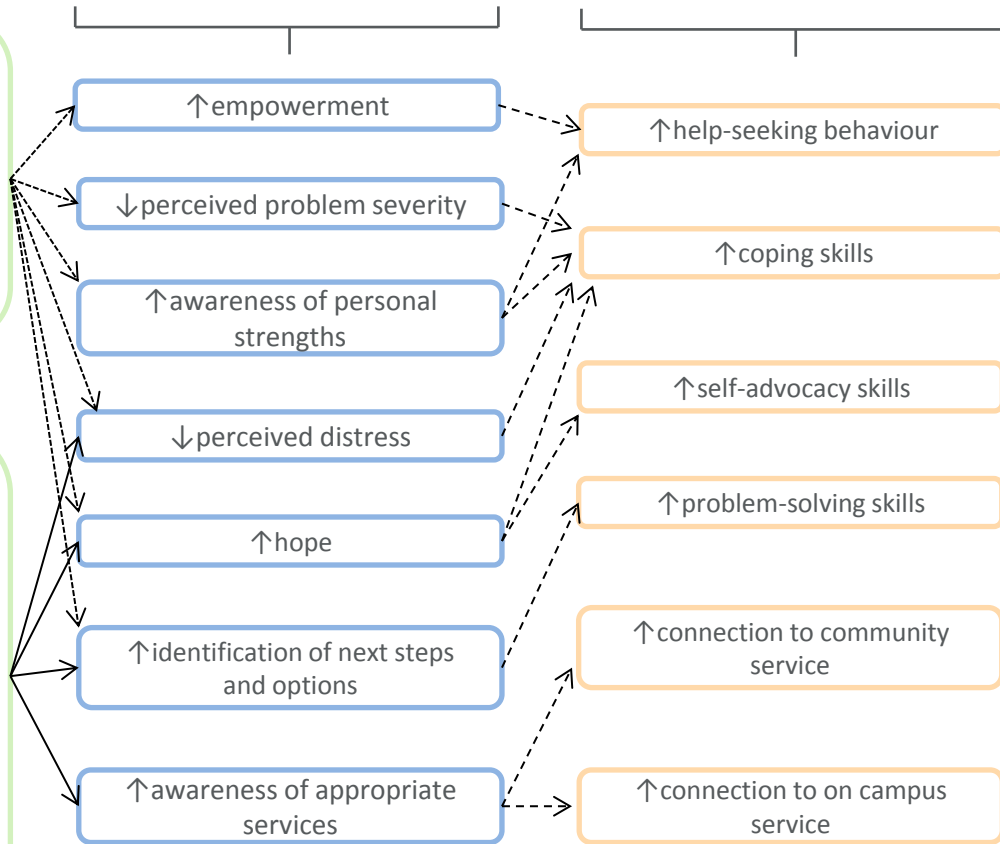
↑connection to community service

↑connection to on campus service

### ASSUMPTIONS

- Students will call Good2Talk
- On-campus supports will refer to Good2Talk
- Good2Talk will support students seeking help for the first time and those currently receiving services
- Good2Talk will increase accessibility to appropriate services
- Good2Talk provides a safe space to process challenges that impact or are about mental health

- Information about and real-time referral to appropriate on or off campus services
- System navigation
- General mental health and substance use information
- Ongoing gathering of validated, up-to-date referral information



# Good2Talk Evaluation Questions

Process evaluation questions	Data collection strategy
<ul style="list-style-type: none"><li>• What are Good2Talk's call statistics?</li><li>• What concerns are discussed during the phone call?</li></ul>	Partners provide data about each call
<ul style="list-style-type: none"><li>• Who accesses Good2Talk?</li><li>• How do callers hear about Good2Talk?</li></ul>	Partners provide data about each call Information collected on caller telephone survey
<ul style="list-style-type: none"><li>• What are the callers' views on the support they receive?</li></ul>	Information collected on the caller telephone survey
<ul style="list-style-type: none"><li>• What are campus professionals views of Good2Talk?</li></ul>	Information collected through online survey and focus groups

# Good2Talk Evaluation Questions

Outcome evaluation questions	Data collection strategy
<ul style="list-style-type: none"><li>• Do callers experience an increase in knowledge and awareness?</li><li>• Do callers experience an increase in positive behaviour and decision making skills?</li><li>• What is the rate that callers intend to follow-up on referrals provided?</li></ul>	Data collected through the caller telephone survey



# Evaluation Timeline



## Planning included:

- logic model development
- evaluation framework
- literature review
- data sharing agreement
- development of all documents to be used in evaluation
- ethics review

# Evaluation Timeline



## Evaluation training:

- a webinar to train Good2Talk staff transferring to the evaluation.
- an in-person training on the evaluation and survey administration for Findhelp staff

# Evaluation Timeline



## Caller data collection:

- callers invited to a telephone survey by Good2Talk staff and transferred to survey administrators if appropriate
- conducted in two phases: pilot (2 weeks) and full implementation (6 weeks)

# Evaluation Timeline



## Campus data collection:

- survey invitation sent out through CICMH e-blast, as well as, contact lists of Good2Talk staff and partners
- at the end of the survey, invitation to participate in focus group
- after initial interest follow-up done by evaluation lead
- resulted in two online focus groups to accommodate geographic distance between participants

# Evaluation Timeline



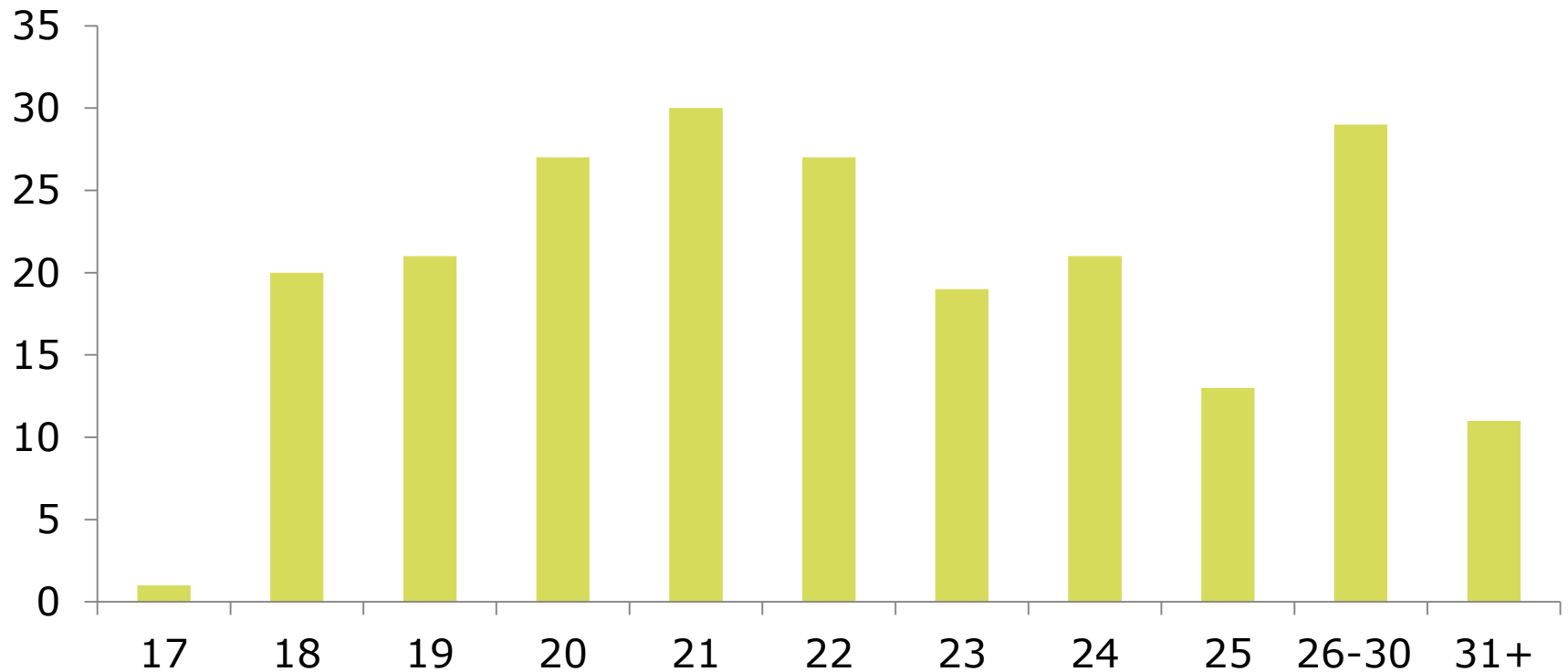
- data analysis done by the Centre
- final report written by the Centre with support and feedback from evaluation working group

# Caller Survey Sample



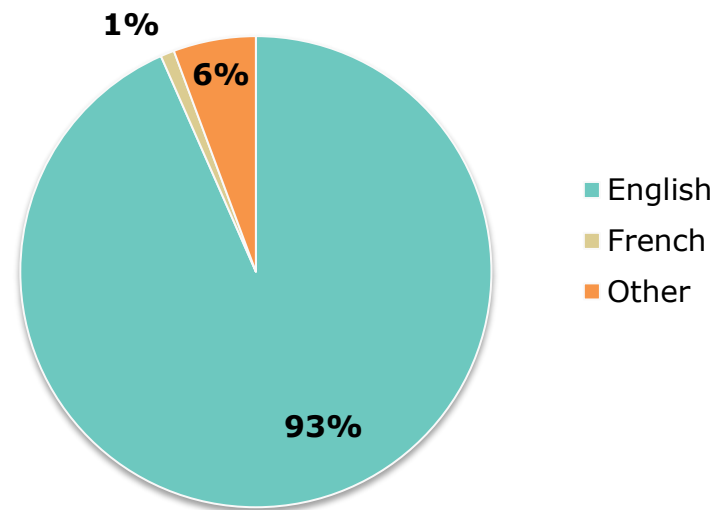
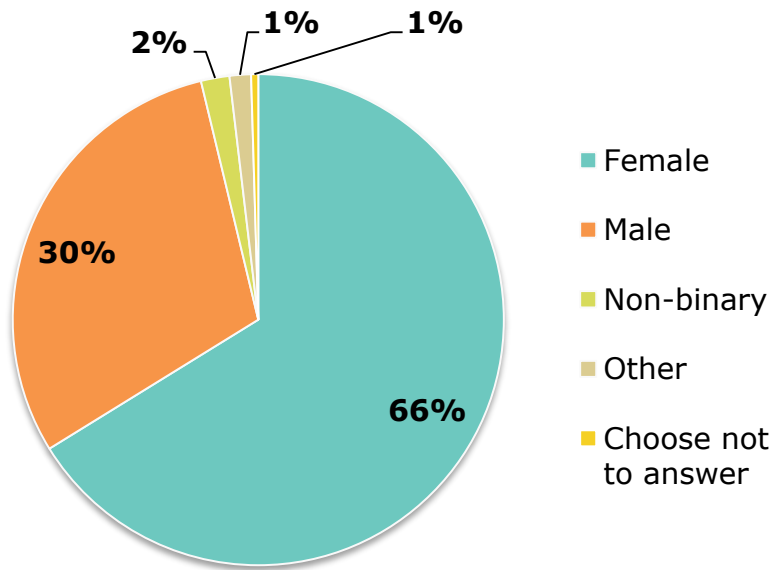
# Caller Survey Sample – Age

Most respondents fell within the Good2Talk target demographic but a surprising amount fell outside (18%).



# Caller Survey Sample – Demographics

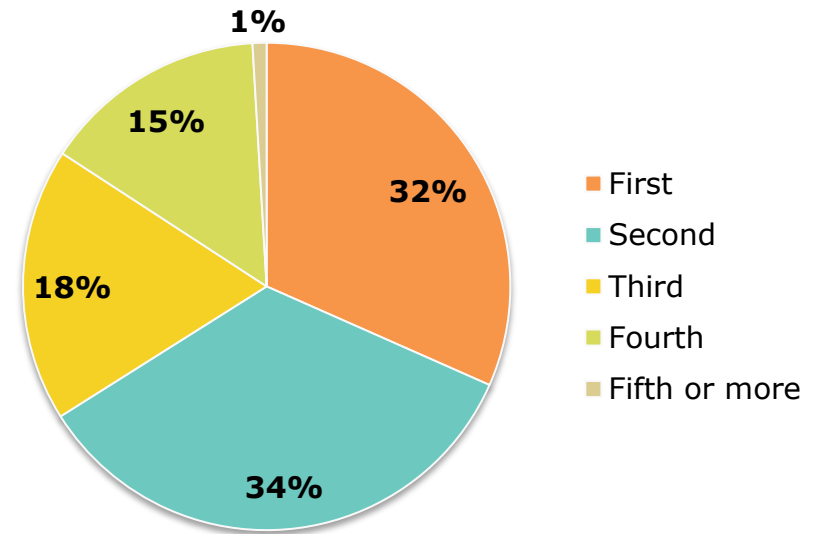
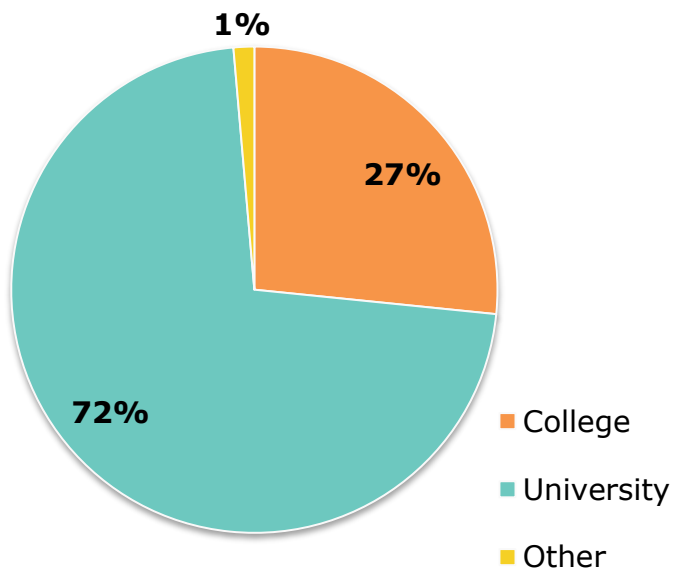
Most respondents self-identified as female and as speaking English as their primary language.



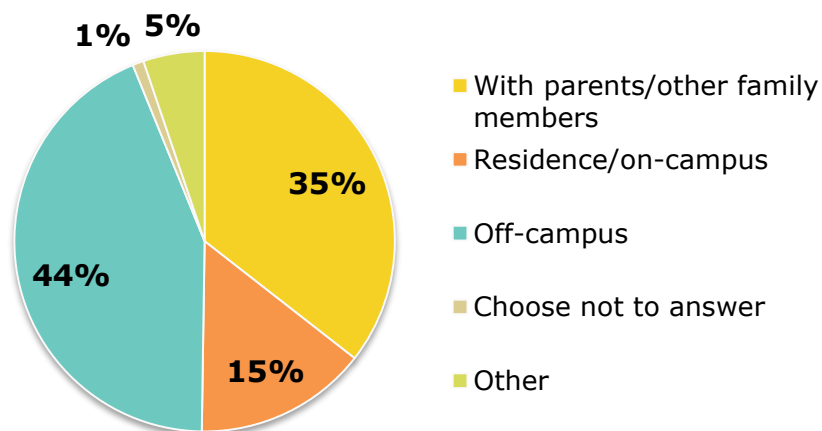


# Caller Survey Sample – School Information

Most respondents were attending university and were currently in their first or second year of their program.

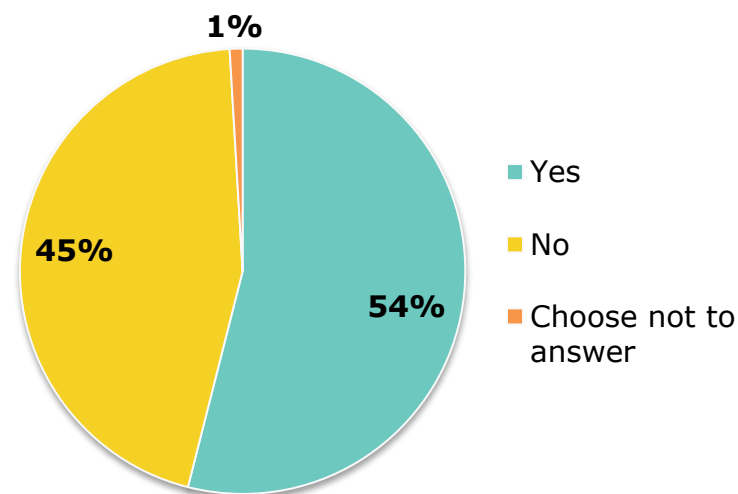


# Caller Survey Sample – Living Situation



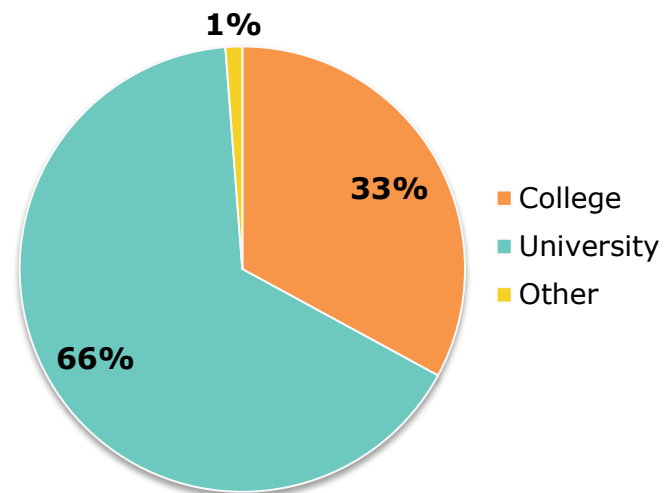
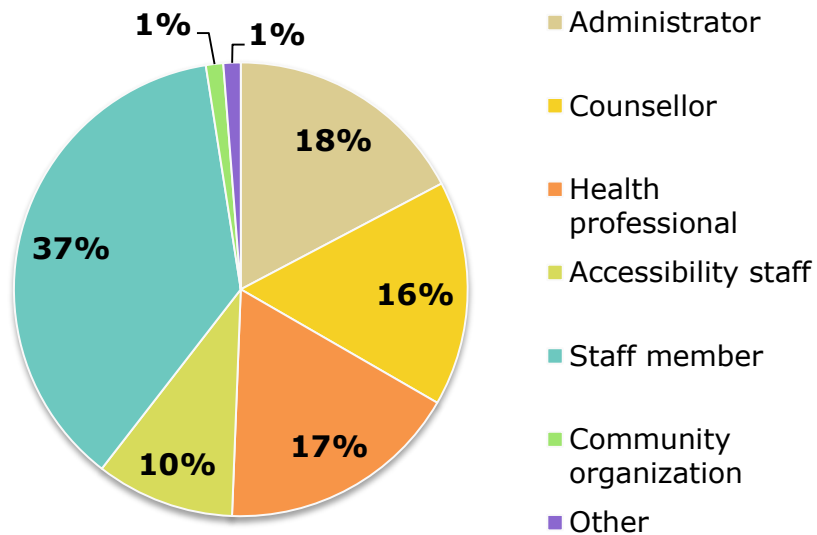
**Living situation**

## Did you move away from your home community?



# Campus professionals survey sample

82 participants completed the online survey for campus professionals.

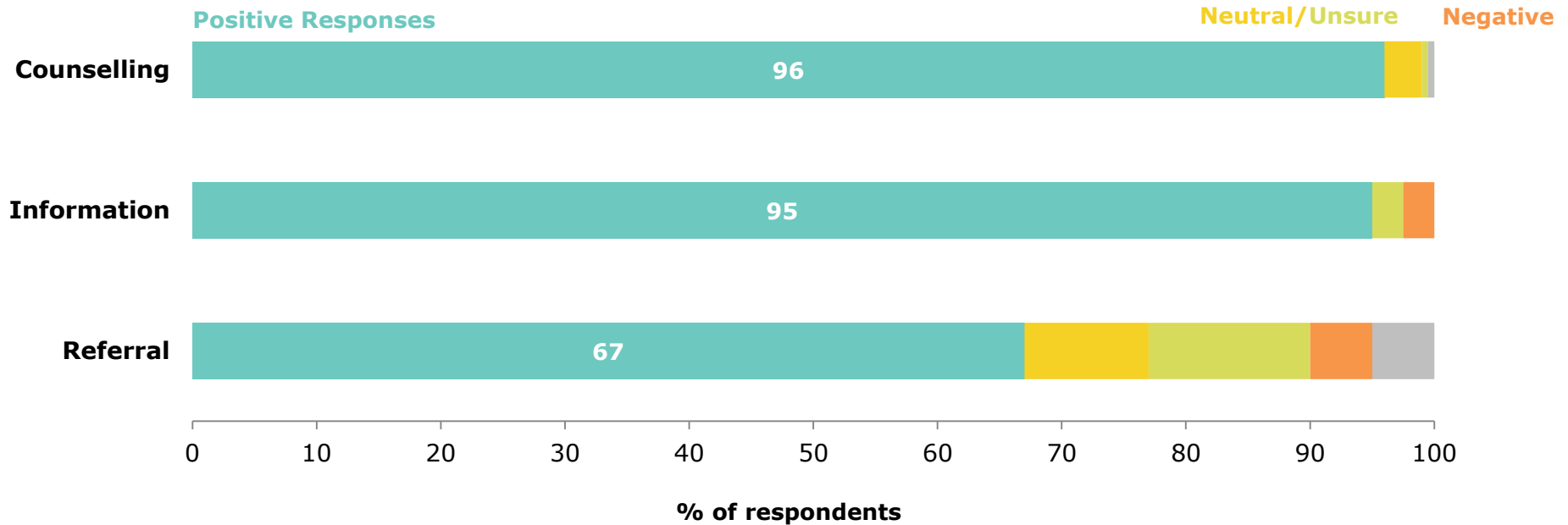



# Focus Group Sample

	Focus Group 1 (n=4)	Focus Group 2 (n=6)
<b>Profession</b>	<ul style="list-style-type: none"> <li>• Faculty member</li> <li>• Case manager</li> <li>• Health education and program coordinator</li> <li>• Counsellor</li> </ul>	<ul style="list-style-type: none"> <li>• Social worker (Counsellor)</li> <li>• Crisis response coordinator</li> <li>• Residence coordinator</li> <li>• Director of counselling and accessibility services</li> <li>• Mental health nurse</li> <li>• Student support services</li> </ul>
<b>Post-secondary type</b>	<ul style="list-style-type: none"> <li>• 2 college</li> <li>• 2 university</li> </ul>	<ul style="list-style-type: none"> <li>• 3 university</li> <li>• 3 college</li> </ul>

# Evaluation Findings – Callers' Views of Good2Talk

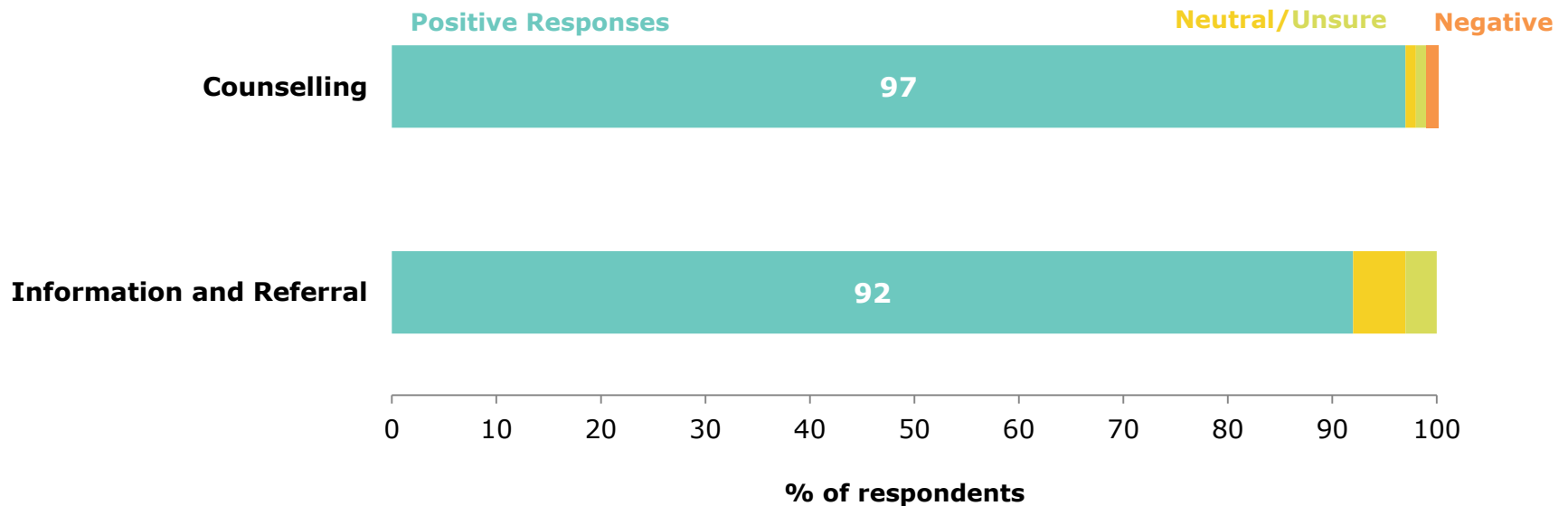
The Good2Talk helpline helped me with at least one concern I wanted to address.



\*  Represents those who chose not to answer

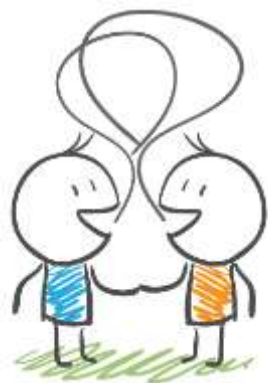
# Evaluation Findings – Callers' Views of Good2Talk

During my call to Good2Talk I thought that the person I spoke with listened to me and heard what I had to say.



# Evaluation Findings – Callers' Views of Good2Talk

**94%** of callers would call Good2Talk again if they needed help.



If a friend was experiencing a personal problem, **94%** of callers would encourage them to consider calling Good2Talk.

# Qualitative Feedback From Callers

“Comparing to other distress lines I have called you have superior service, maybe because you have a three prong approach: counselling, information and resources. I think it is a great service especially for this population.”

“The counsellor was excellent. I have called different helplines but this is the first time I spoke to someone who listened and provided support like this. I am very impressed.”

“Keep up the good work. It helps when people are willing to listen to what you have to say. You feel validated.”



# Evaluation Findings

## Campus Professionals' Views of Good2Talk

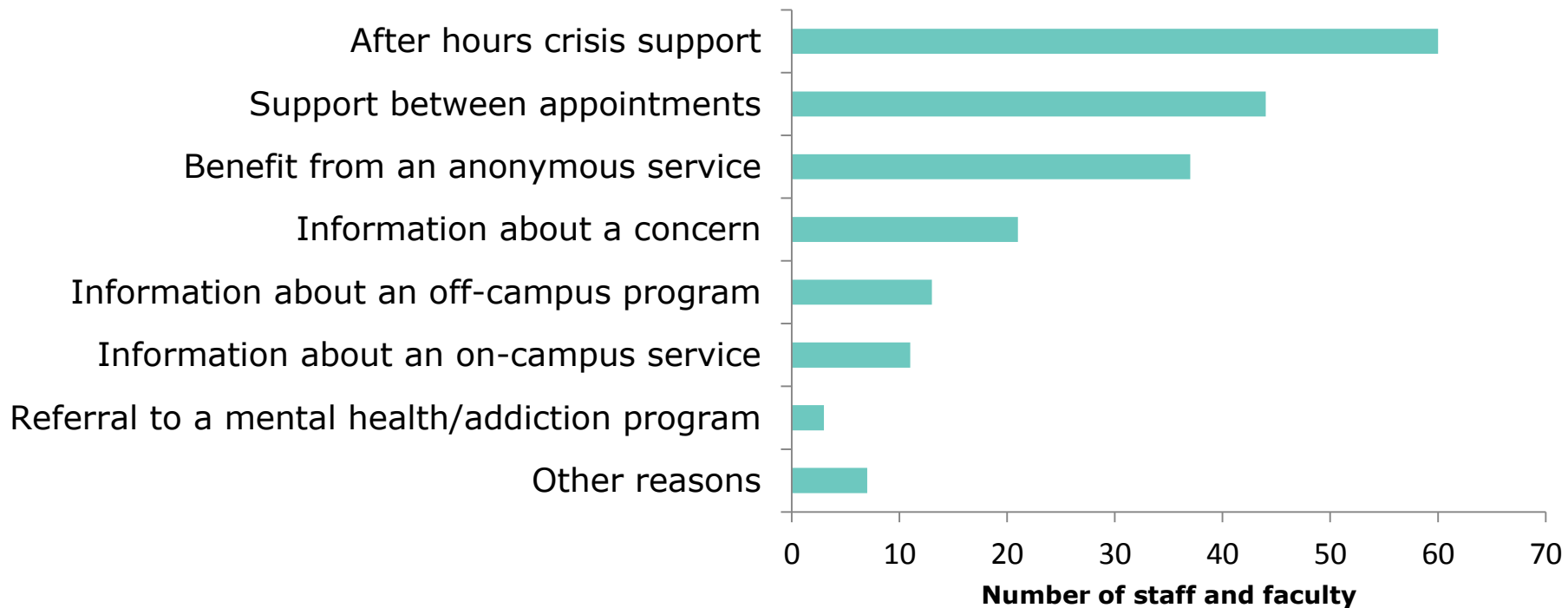
**84%** of respondents had recommended the Good2Talk helpline to post-secondary students.

Of those who recommended Good2Talk, during an average week **47%** told between 1 and 5 students.

# Evaluation Findings

## Campus Professionals' Views of Good2Talk

Reasons for referring to the helpline:



# Evaluation Findings

## Campus Professionals' Views of Good2Talk

### Key focus group findings

- **Good2Talk is helpful because it is accessible and supplements other services.**
  - 24/7/365
  - short wait times
  - anonymous and confidential
  - bilingual
  - provides counselling information and referral
- **Good2Talk is post-secondary friendly.**
- **Good2Talk is staffed by professionals which enhances its credibility.**

# Evaluation Findings

## Campus Professionals' Views of Good2Talk

### Key focus group findings

- **Suggested opportunities for Good2Talk**

- more data be shared back with campus' both from the evaluation and why people are calling the line
- expanding to include web and text-based options (currently out of scope)

# Qualitative Feedback From Campus Professionals

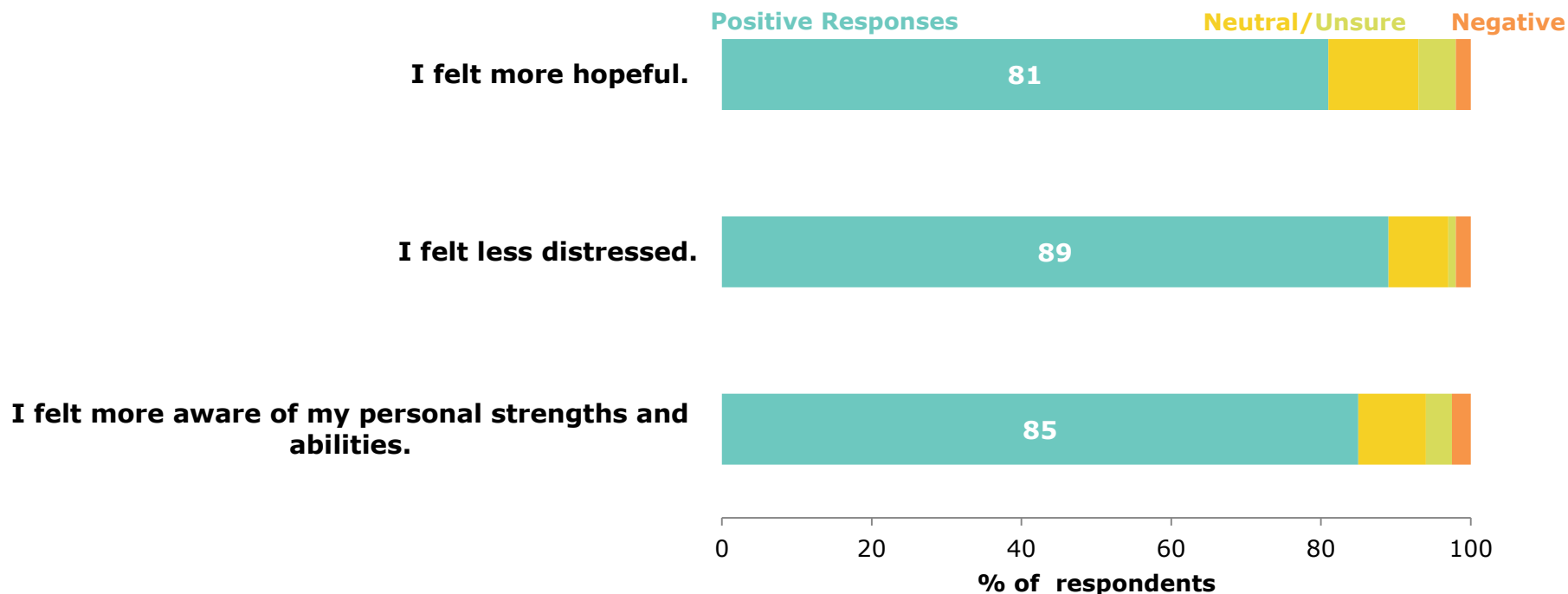
"I liked how [Good2Talk] was not only connected to counselling but to the resource piece as students could get resources where they need them."

"[Good2Talk] is an invaluable resource that supports the on-campus supports for students. This extends the continuum of care and resources for post-secondary students."

"[One of the things that is working well about Good2Talk] I would say is the quality of the staff working. I find it's nice to refer students and assure them that they're not calling a random phone centre somewhere, that you have people who are well trained to take the call."

# Do callers experience an increase in knowledge and awareness by the end of the call?

## Counselling calls



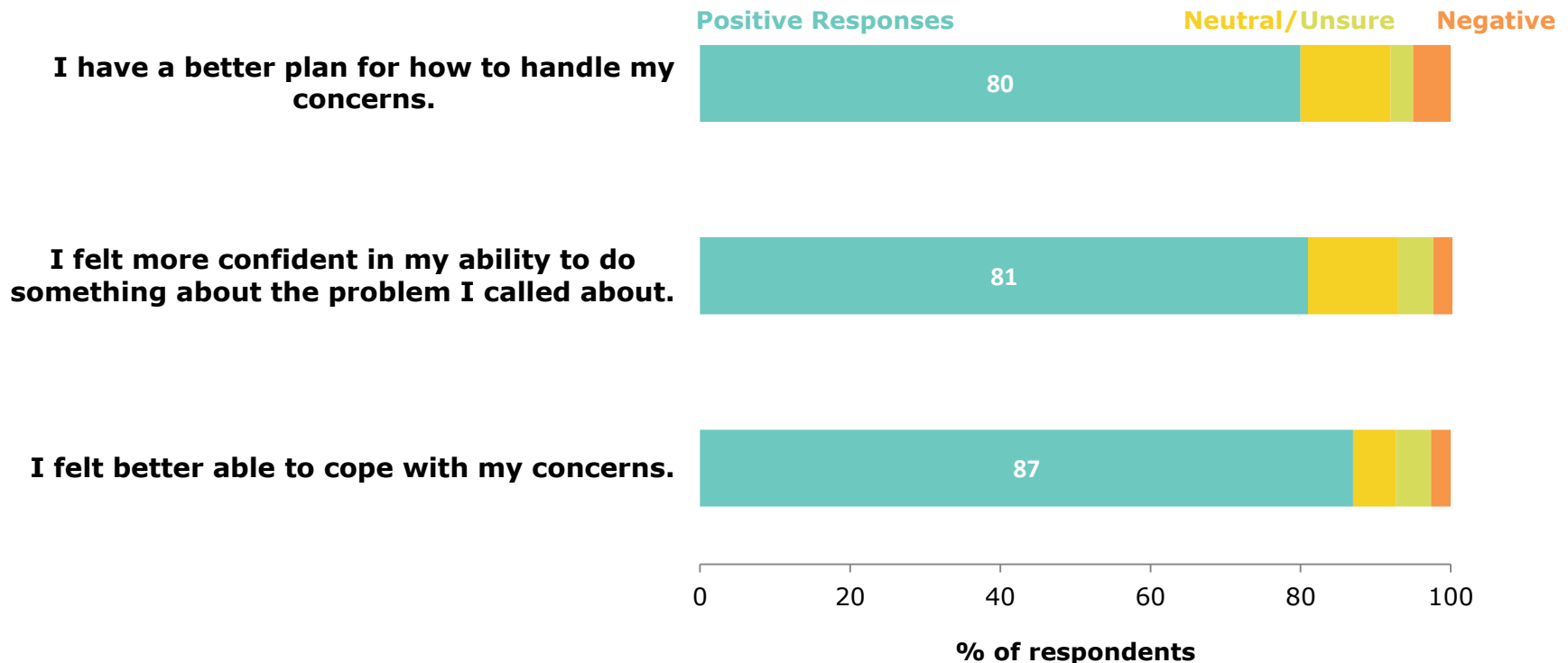
# Do callers experience an increase in knowledge and awareness by the end of the call?

## Information and referral calls

**84%** of callers agreed they felt more aware of available services after their information and/or referral call to Good2Talk.

# Do callers experience an increase in positive behaviour and decision making skills by the end of the call?

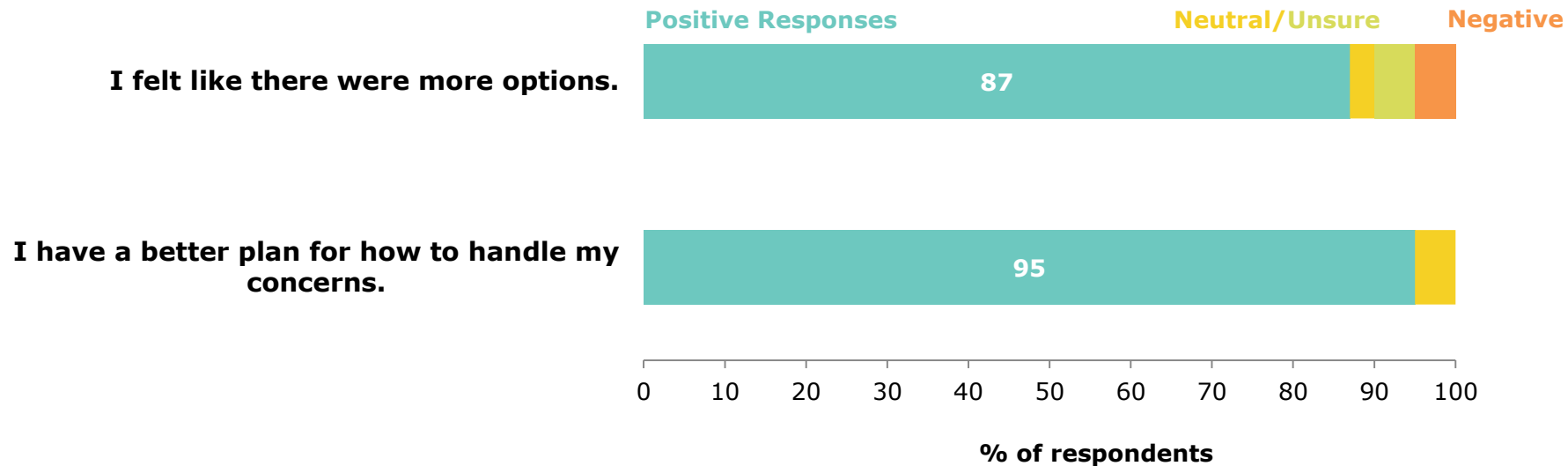
## Counselling calls





# Do callers experience an increase in positive behaviour and decision making skills by the end of the call?

## Information and referral calls



# What is the rate that callers intend to follow-up on referrals provided?

- **70%** of callers intended to follow-up on the referral they received.
- Of those, **94%** stated it was clear to them how to take the next steps in contacting the referral.

# Evaluation Summary

Generally speaking, Good2Talk was found to be a beneficial service that both post-secondary students and campus professionals were satisfied with.



# Questions and Discussion



Further questions or comments about Good2Talk?

Please contact: Alisa Simon [alisa.simon@kidshelpphone.ca](mailto:alisa.simon@kidshelpphone.ca)

Would you like more information about the evaluation?

Please Contact: Tara McFadden [evaluation@good2talk.ca](mailto:evaluation@good2talk.ca)



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**Thank You**