Essential support for under 25s

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Head of Fundraising & Philanthropy

What is The Mix?

The Mix is a multi-channel support service for young people 25 and under driven by their participation and volunteering.

Our mission is that every young person should be able to make informed choices about their physical and mental wellbeing to ensure they live better lives.

Our objective is to become the first point of contact for any young person seeking help or information on any subject wherever and whenever they need it.

The Mix – the digital safety net for young people

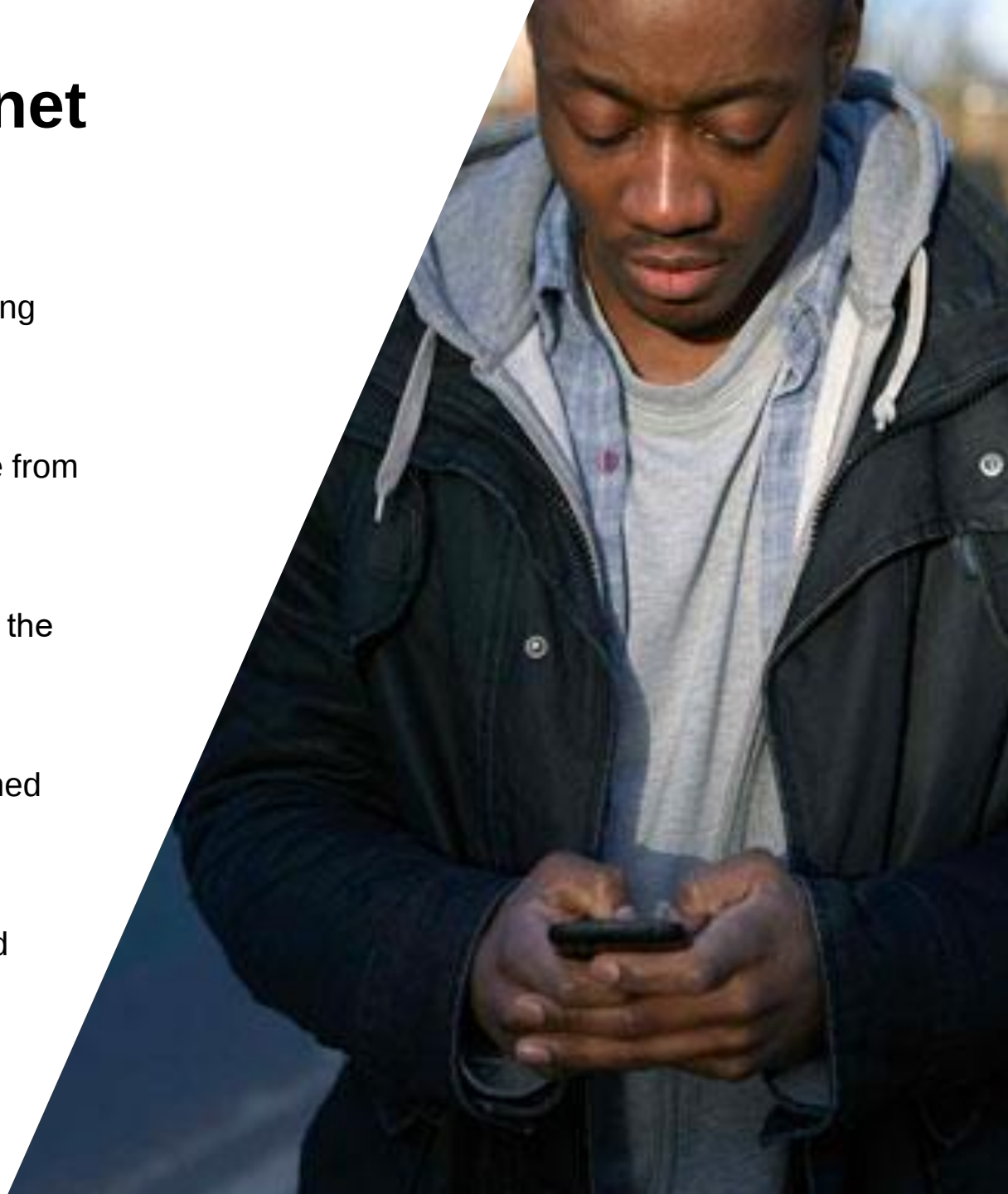
Accessible: Our website is available whenever and wherever young people need it; 24 hours a day, 365 days a year.

Holistic: We provide support on any issue young people may face from money, jobs and mental health, to sex and relationships.

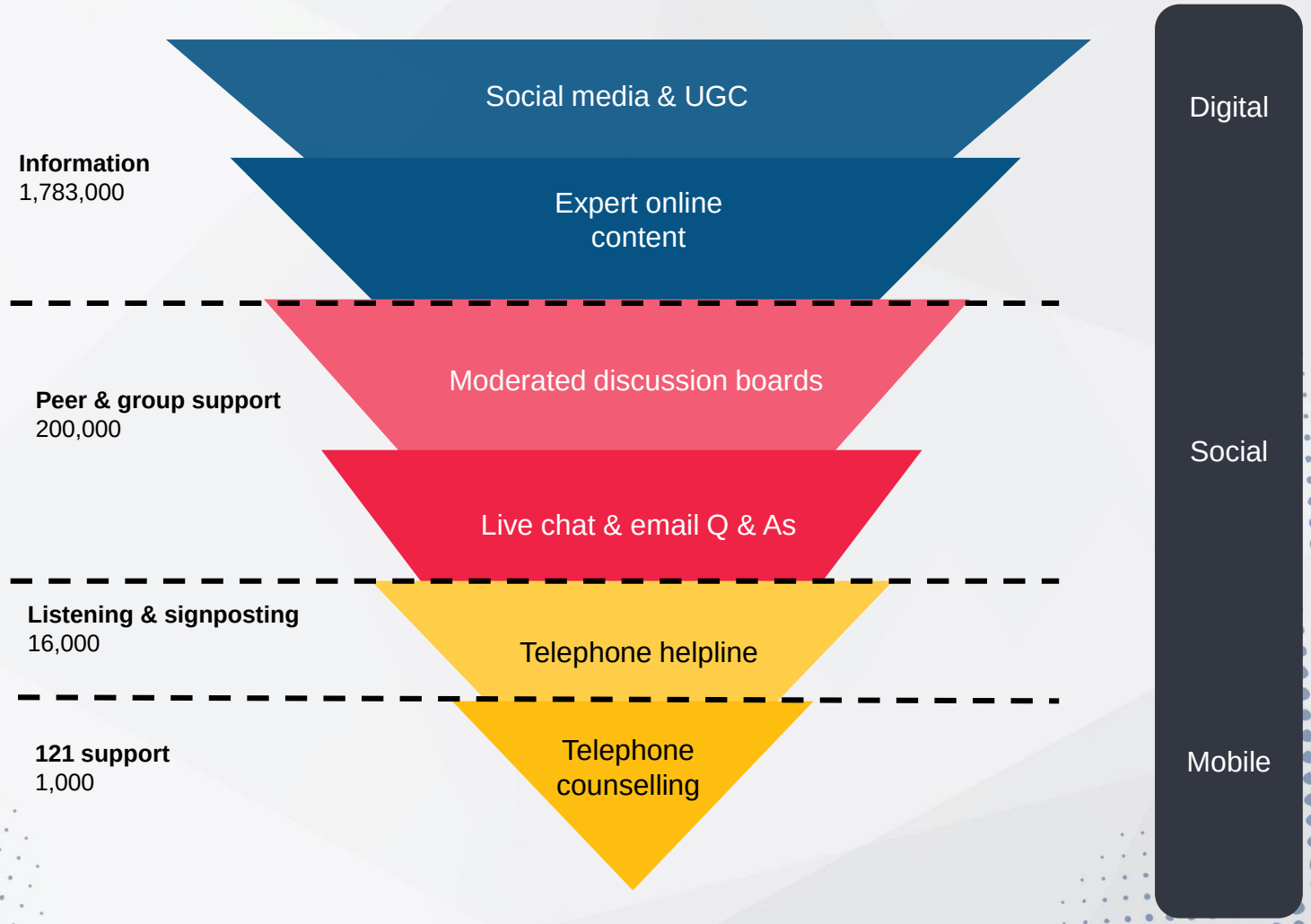
Trusted: We’re experts in talking to young people and understand the issues they face. 81%of young people tell us that they trust us.

For young people, by young people: Our services are co-designed and co-delivered with young people.

Collaborative: We work to ensure we complement existing on and offline services to meet young people’s needs.



The Mix as a platform



Our cost per intervention is just **66p**

THE MIX

What we do

The Mix works through the digital, social and mobile channels used by young people

Expert information - Over **2,000** articles and videos developed with young people and experts

Group chat - A nightly moderated live chat groups where young people receive support from their peers.

Peer community –An online moderated peer community designed to help young people to work through issues and support resilience.

Digital tools and apps – engaging young people in interactive information and learning.

Helpline – A Freephone telephone & web chat helpline open from **11am** to **11pm** offering listening support, information and onward access to specialist services.

Telephone counselling service – A free telephone counselling service offering eight sessions to support the psychological wellbeing of young people

Training and volunteering – accredit training and digital social action opportunities

Signposting – help young people locate and make best use of specialist and local support services (Local Advice Finder/Step finder)

Our Impact

We have 8 million unique users worldwide: 2 million were young people under 25 in the UK.

Positive change

- 84% said they would make a positive change as a result of visiting our digital services
- 75% contacted the services recommended by our helpline

Reach

- Unique users of our digital services grew by 33% over the last 12 months.
- There has been a 47% rise in those seeking help with mental health issues

Recommendation

- 94% of young people said they would visit our digital services again
- 96% said they would refer a friend to The Mix

What young people say about us

"I started using The Mix chat to seek mental health support, as I feel unable to confide in those around me. I like the idea being with others who understand my mental health. Chat makes me feel like I'm not alone."

Chat user

"I love the supportive environment and talking to people who understand and getting great advice which I try to implement."

Board user

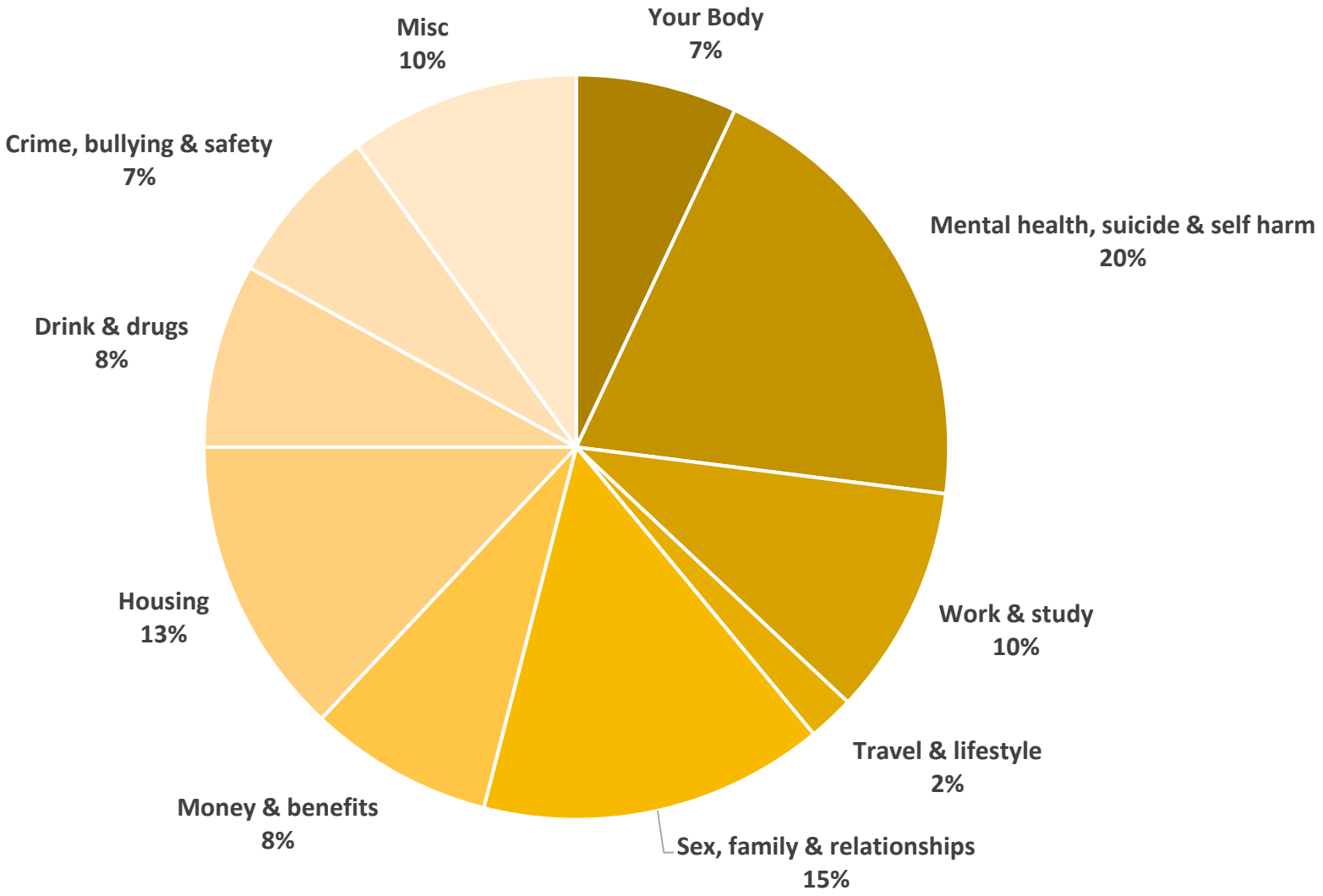
"Great to talk to someone quickly and easily over the web chat. Sometimes it can be scary to make a phone call and upsetting, this really helped."

Helpline user

"I have been experiencing severe anxiety symptoms for a very long time and was recently diagnosed with GAD, the video in particular has helped me gain greater insight in handling negative feelings, doubts and personal insecurities in my otherwise incredible relationship."

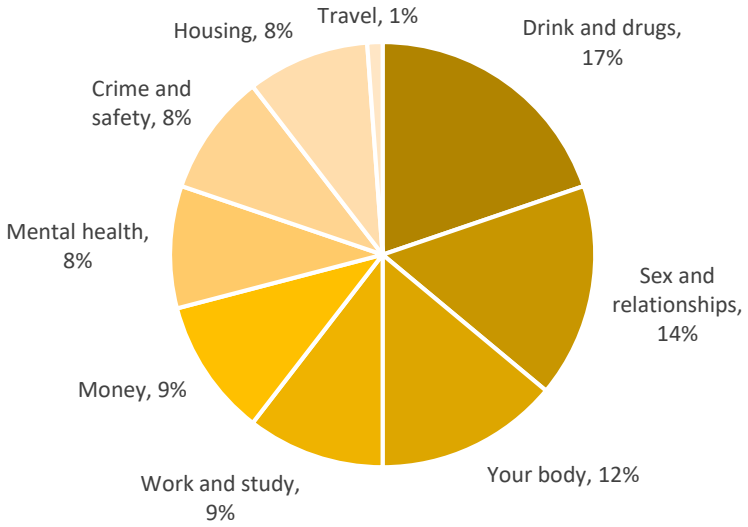
Website user

Support young people are seeking

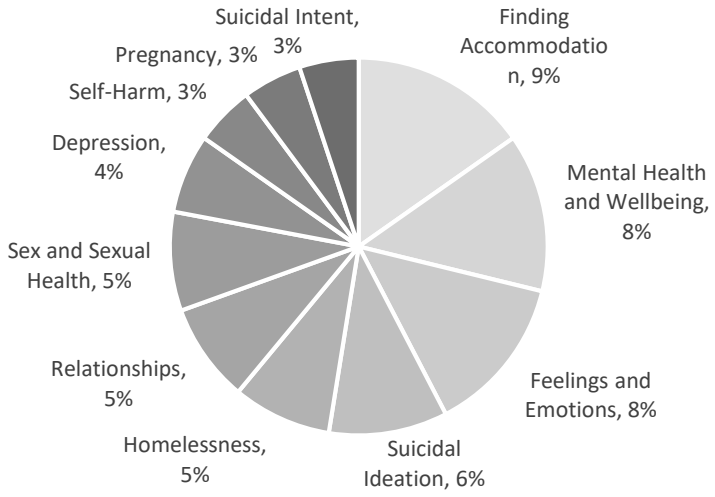


Support young people are seeking – by channel

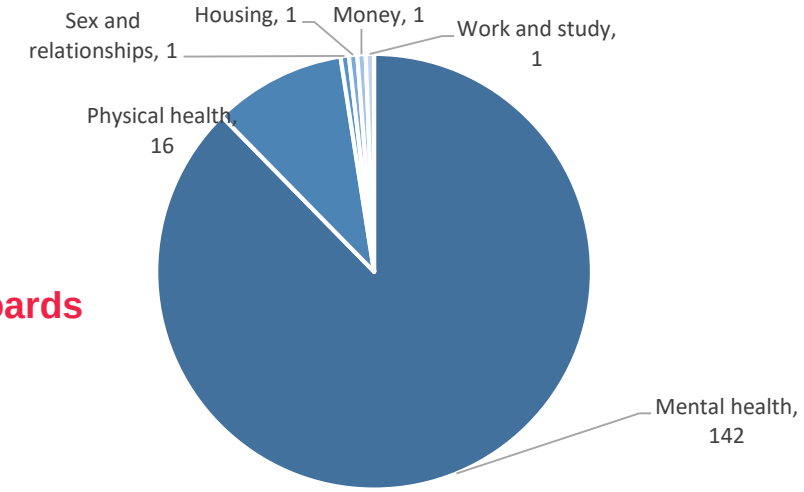
Sections visited on The Mix



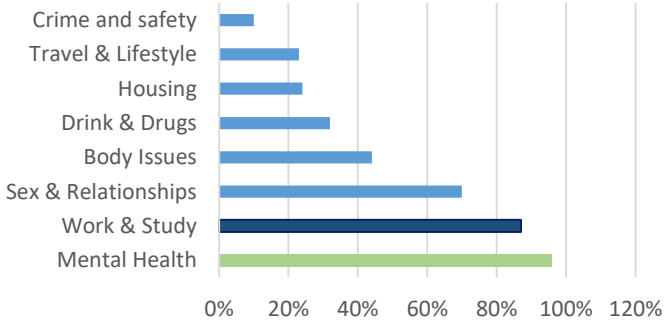
On the helpline



On the boards



Issues logged on Chat



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Working in partnership

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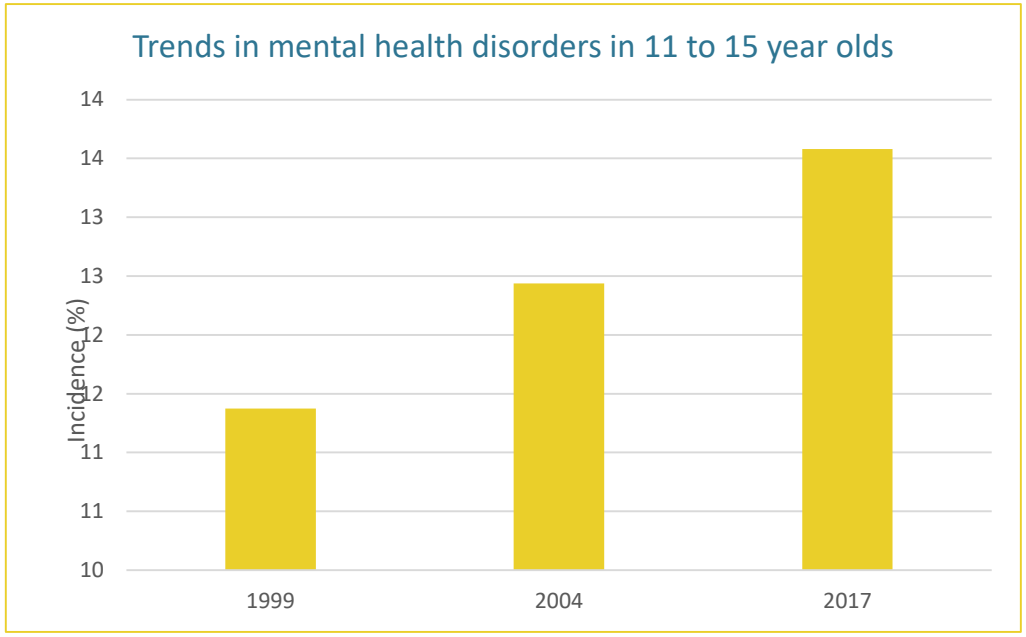

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> We think digital technology is here to stay, and we want it to be part of the solution. New digital habits may be a double-edged sword, but the benefits can be huge.

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SERVICE DESIGN

1. Choice is key

Young people are used to choosing how, where and how much to interact online

2. Don't just listen: change

Listen authentically and commit to constant evolution

TECHNOLOGY

3. Enable easy access

Minimise delays and barriers at all costs. Be creative with triage: consider bots and AI

4. Invest in tech

Evolve with technology, and work hard on integration for a frictionless experience

PEOPLE & SYSTEMS

5. Value volunteering

Volunteering engages users, harnesses their enthusiasm and scales your reach to boot

6. Be part of the journey

Complement existing services; collaborate closely with others

Essential support for under 25s

- **Immediate channels** (such as phone or text) are great for support during emergencies
- Investing in building a strong and trusted **youth brand** facilitates cross-channel interaction and reduces ‘bounce’ (leaving the service after only one interaction)
- There are strong **gender preferences** for different channels: men prefer immediate channels, being most likely to use phone (50%), while female users prefer webchat (53%)

Essential support for under 25s

2. Don’t just listen: change

If we don’t…	If we do…
• We risk losing young people to our services – they stick to what they know and love • We risk losing users’ trust and attention when they are with us, as they feel ‘talked at’	82% trust our information or advice 78% found it relevant to them. We win users and their trust, and co-produce even more impactful services.

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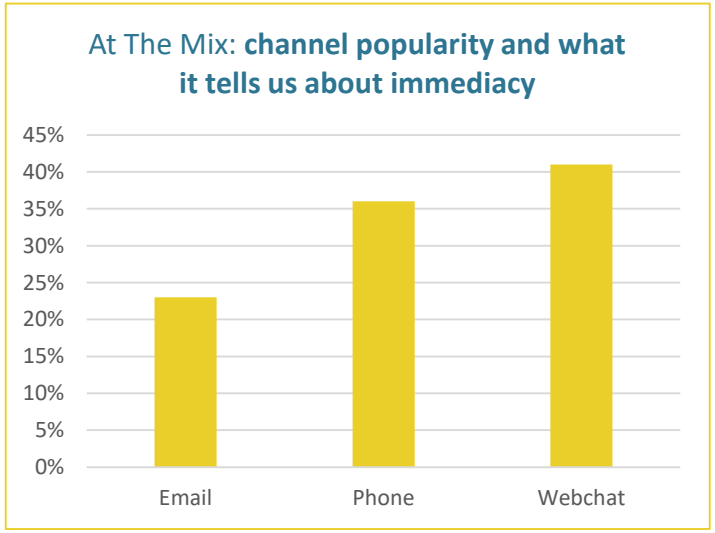
3. Enable easy access



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4. Invest in tech

Why do we offer mental health services online? There are a number of very good reasons:

Young People go online first.
They're more likely to take their mobile phone when they run away from home than their wallet

Using digital technology enables young people to connect with their issues quicker.
The social restrictions that normally inhibit face-to-face interactions are often loosened in digital contexts, making way for important breakthroughs

Young People's needs are not nine to five.
Young people tend to seek support outside of office hours – when traditional face to face services are not always available

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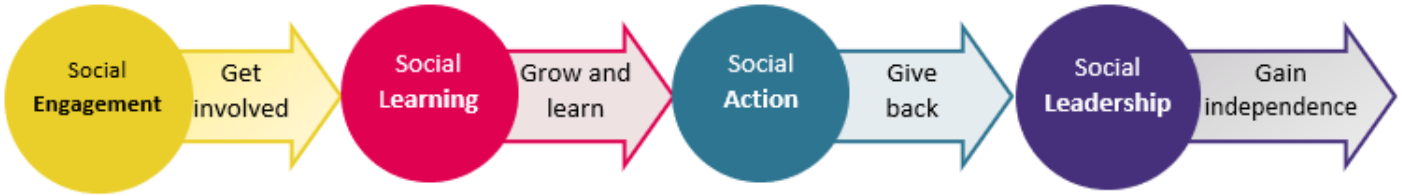
5. Value volunteering



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The future

It takes a lot to stay relevant: we need to move as quickly as the young people we serve and the technologies they use.

ARTIFICIAL INTELLIGENCE

PARTNERSHIPS AND REACH

DATA AND SYSTEMS

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6. Be part of the journey

Benefits to CCGs:

Tap easily into The Mix's huge reach and high trust levels
Less clinical environment and tone removes barriers for certain groups of people
Prevention/early intervention potentially saves money and harm: fewer referrals into statutory CAMHS services

Benefits to The Mix:

Links to the ground work we usually wouldn't be able to help our beneficiaries access
Association with the NHS strengthens positioning as valid and trustworthy source
Adds to The Mix's body of content, which improves S EO status, and vice versa

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How can we work together?

- Reach out to young people to understand what they think of your service
- Co-Create platforms and articles
- Co-Create the largest UK mental health pulse check on under 25’s