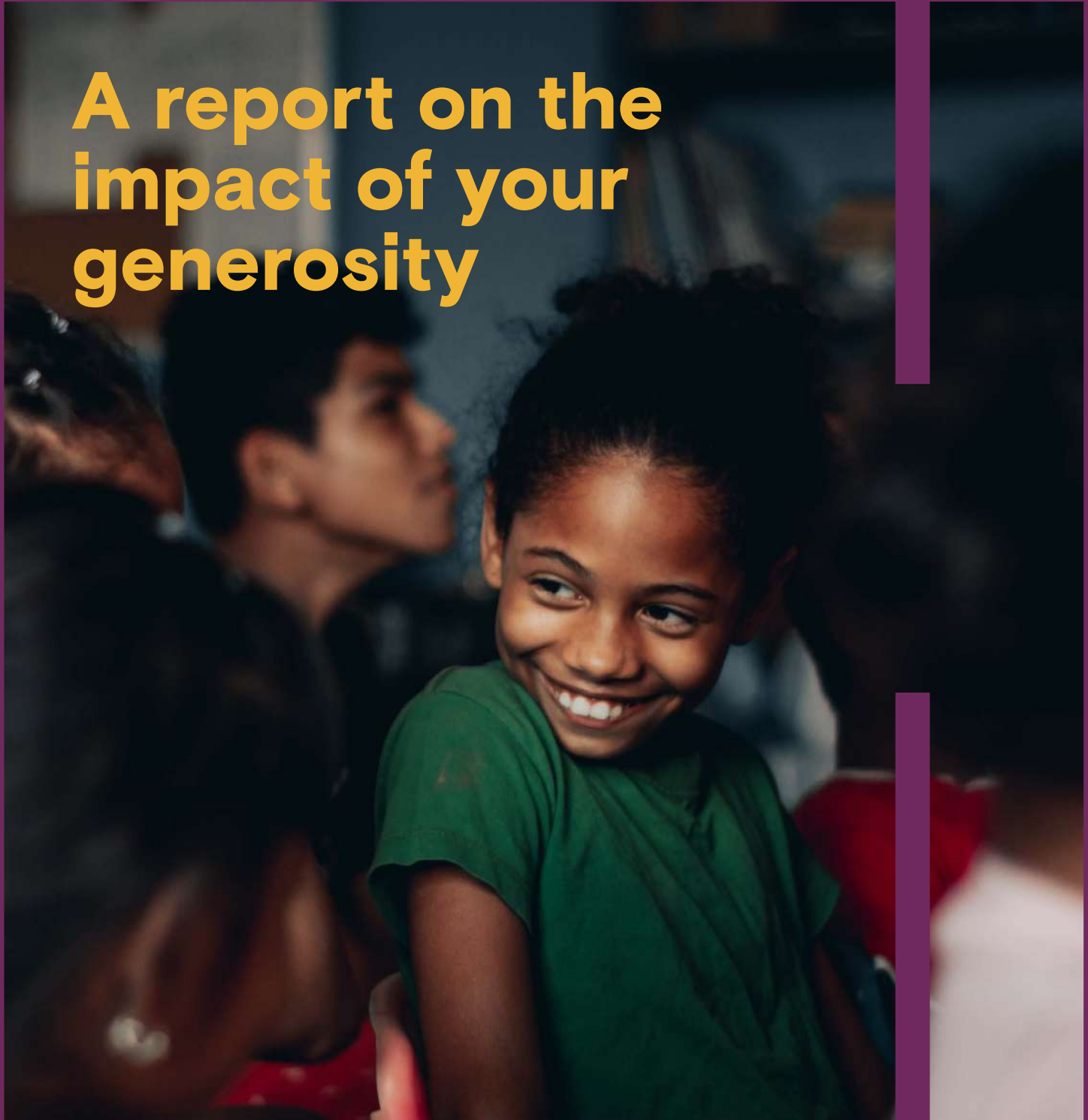




**Feel
Out
Loud**

A report on the impact of your generosity



Presented to Sobeys Inc.
June 2023

@KidsHelpPhone
KidsHelpPhone.ca

On behalf of the entire team at Kids Help Phone, thank you for your partnership to transform the landscape of mental health support for all youth across Canada. We are grateful for Sobeys' commitment to mental health equity as we walk this critical journey together. Your support of [RiseUp powered by Kids Help Phone](#) and [Finding Hope](#), Kids Help Phone's Action Plan for Supporting First Nations, Inuit and Métis Young People, has helped make significant progress in our mission to break down barriers to support youth in all communities across Canada. We are delighted to provide you with an update on RiseUp in this report and will provide a more fulsome update about Finding Hope in the Fall.

As you will read in this report, the launch of [RiseUp powered by Kids Help Phone](#) – Canada's first and only 24/7 e-mental health service for Black youth – has directly led to continued and persistent growth in the number of Black youth reaching out via text, Live Chat and phone. Sobeys invested at a foundational moment that shored up Kids Help Phone's ability to establish and scale trusted supports that Black youth could see themselves in.

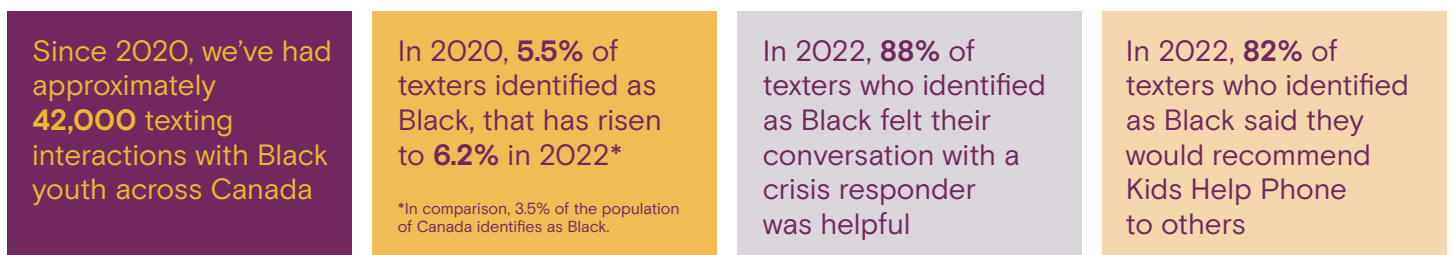
With a new action plan underway to deepen engagement, raise awareness and drive innovation, we will continue to break down barriers and create impact for Black youth to thrive in their world.

None of this would be possible without you. Thank you.



Your Impact by the Numbers

By empowering the launch of RiseUp and the formation of Kids Help Phone's Black Youth Initiatives team, Sobeys' generosity has directly contributed to exponential growth in the volume of African, Caribbean and Black youth connecting with us for support.



<p>What Black service users reached out about in 2022 via text</p> <ul style="list-style-type: none"> • Anxiety and stress: 21% • Relationships: 19% • Depression: 17% • Isolation: 11% • Suicide: 10% 	<p>What Black service users told us about how Kids Help Phone impacted their lives</p> <ul style="list-style-type: none"> • 88% said they found their conversation helpful • 85% said they got the support they were looking for • 82% said they would recommend Kids Help Phone to other young people • 75% said they shared something with Kids Help Phone that they have never shared with anyone else • 38% said if they had not reached out to Kids Help Phone, they would have ignored the issue or hoped it went away
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The RiseUp Action Plan to Support Black Youth

Empowered by your investment, last year Kids Help Phone formally launched the RiseUp Action Plan to Support Black Youth. Informed by Black youth, Black community leaders and Black-led organizations, the RiseUp Action Plan was designed to guide the way we shape and develop a future state where systemic anti-Black racism is eradicated.

The RiseUp Action Plan is a significant step toward fulfilling our promise to maximize access to support for Black youth, demonstrate impact and achieve resilience and sustainability as an organization dedicated to breaking down barriers to mental health services for Black youth.

To develop the RiseUp Action Plan, we engaged extensively with Black youth to learn about the barriers they face to accessing mental health services. The top barriers they spoke about include:

- Lack of awareness of services available
- Fear and distrust of mental health care system
- Lack of representation and relatability
- Stigma and misinformation
- The impacts of systemic anti-Black racism

Using this feedback, leveraging our data and through further engagement with Black youth, community leaders and organizations, we created a five-pillar action plan that is community-informed and community-led, centred on Afro-diaspora wellness and healing practices, intersectional, transparent and adaptable.



“I’m grateful that you listened to me. It’s not that nobody cares, but I don’t let people listen and with you being the first person I let in, it was such a productive conversation.”

– Black service user who reached out to Kids Help Phone

The Five Pillars of the RiseUp Action Plan are:

01 • INNOVATE

INNOVATE new and responsive ways of supporting Black youth mental health and wellness. Ex: Initiate new outreach and partnership strategies to promote RiseUp within Black communities.

02 • AMPLIFY

AMPLIFY awareness of services that support the well-being of African, Caribbean and Black youth. Ex: Increase conversations with Black service users to 10% of all sessions by 2025 and establish relationships with Black content creators to help us connect with Black youth across Canada.

03 • INCREASE

INCREASE the representation of diverse youth of the Afro-diaspora throughout all of Kids Help Phone's service offerings. Ex: Recruit 100+ Black volunteer crisis responders each year as well as deepen the possibilities of our work with Kids Help Phone's Black Advisory Council.

04 • EVOLVE

EVOLVE service offerings to suit the unique needs of Black youth and their communities. Ex: Tailor methods of support, apply feedback through constant innovation, expand our existing services and more.

05 • EMPOWER

EMPOWER with our data to guide best practices and service provisions for African, Caribbean and Black youth throughout Kids Help Phone's services and beyond. Ex: Focus on optimizing the RiseUp dashboard, sharing data with partners and Black communities to influence policy and landscape change, host national conversations about mental health and Black youth and more.

The RiseUp Dashboard: Together, We Rise for Black Youth Through the Power of Data

Kids Help Phone is home to one of the world's largest data resources on youth mental health. This data informs our strategy, action plan and constant improvements to our services. In addition, it supports our efforts with governments and policymakers. It has also allowed us to create many internal data dashboards for program staff and other members of the Kids Help Phone team.

While protecting the identities of the individuals and communities we work with, these dashboards share important insights about how and why youth interact with our services so that staff can constantly adjust, pivot and respond to the changing needs of young people.

With Sobey's support, in 2022 we created a dashboard for [RiseUp powered by Kids Help Phone](#). A critical part of our overall evaluation of the program, the RiseUp dashboard reveals trends and issues in user interactions and informs capacity needs, risk avoidance, and in future, shape dialogue with Government and Public Policy forums.

The dashboard has also allowed us to easily and regularly update monthly data shared on [RiseUp's new landing page](#), a co-creation with youth, to ensure it is a helpful portal with tools, information and resources specific to Black youth across Canada.



Black Youth Initiatives Team Staffing Updates

Thanks to your support, the Black Youth Initiatives team is evolving — and growing!

Welcoming Barbara Chiamaka Ukwuegbu as the interim Manager, Black Youth Initiatives, a program supported by The Slight Family Foundation

In 2022, Kids Help Phone's Black Youth Initiatives Manager, Tamar Brannigan, went on parental leave. In the Fall, we were thrilled to welcome Barbara Chiamaka Ukwuegbu (she/her) as the interim Manager, Black Youth Initiatives.

Born in Nigeria, Barbara currently resides in Winnipeg on Treaty One Territory in the homeland of the Métis Nation. She graduated from the University of Manitoba with an advanced Bachelor of Arts degree with a concentration in psychology and family social science.

Barbara is very passionate about community development, storytelling, writing, social justice, 2SLGBTQIA+ issues, intersectionality, mental health advocacy, Black youth wellness and sexual and reproductive health. She has an extensive background in project management, systems navigation, program facilitation, community engagement, brand storytelling and newcomer initiatives. Barbara also runs a free financial literacy workshop for Black youth during the summer months.

She is thrilled to join Kids Help Phone to foster organizational growth and knowledge development about the needs and successes of Black youth — and we are thrilled that she's here!

We added to the team! RiseUp is now also supported by the Engagement Coordinator, Black Youth Initiatives.

More Highlights from 2022

Tamar Brannigan in conversation with the Honourable Carolyn Bennett

In February 2022, Tamar Brannigan — Manager, Black Youth Initiatives, a program supported by The Slaight Family Foundation - engaged in an Instagram Live chat with the Honourable Carolyn Bennett, Minister of Mental Health and Addictions and Associate Minister of Health. Tamar and Minister Bennett discussed the current challenges facing Black youth when it comes to their mental health and the urgent need to break down barriers to support.



To help raise awareness of RiseUp, we recently partnered with Wattpad — a popular online digital storytelling platform — to ask Black writers to pen letters to their high school selves. Reflecting on their experiences growing up as people of colour and sharing advice with their younger selves, each writer offered words of wisdom, comfort and support to youth now walking in their footsteps.

Read their inspiring letters!

[Rodney's Letter](#)

[Nicole's Letter](#)

[Saint's Letter](#)

Staff Training

As part of our efforts to ensure we are providing and designing services that meet the diverse needs of the youth we serve, **all 430 Kids Help Phone staff and 1,500 active volunteer crisis responders**, engaged in a new training module called Courageous Conversations: Serving Youth from the Afro-diaspora. Through this training, the team learned about the unique barriers to support experienced by Black youth and approaches to interacting with Black youth that will ensure their comfort, safety and trust.

Other training modules to support the wellness of young people include Supporting Indigenous Young People, Neurodiversity in the Workplace, Disordered Eating training with [BodyBrave](#) and an Empathetic Strain & Secondary Traumatic Stress webinar with [TEND Academy](#). These sessions were rolled out to volunteer crisis responders, professional counsellors and staff.

[Read a text support Q&A with a Black crisis responder](#)

“Seeing services focus on Black youth mental health is important because discrimination not only impacts our kids’ mental health but also impacts how we as adults recognize our implicit and explicit biases.”

– Kay Thellot, professional counsellor at Kids Help Phone

Upcoming Initiatives

In 2023, we look forward to building on the incredible groundwork laid in 2022. This year, we will be focusing on reaching more Black youth across Canada by engaging with social media influencers, creating spaces for Black youth to share their stories and developing a detailed outreach plan to connect and collaborate with Black youth, Black community leaders and Black youth-serving organizations nationwide.

We are also in the process of developing RiseUp: A Black Engagement Program, a program to increase and deepen engagement with Black youth and enhance the presence of Kids Help Phone in communities nationwide. Following a model similar to Kids Help Phone's successful Weaving Threads: An Indigenous Engagement Program, the initiative will create a Canada-wide network of volunteer champions and ambassadors in Black communities and urban centres to connect youth to resources and critical supports from Kids Help Phone and our partners.

We look forward to collaborating with Sobeys to operationalize this Action Plan – working in partnership with organizations supported by Project Forward.

Program Expenditures

Funding Allocation	2021-2022	2023-2024
Clinical Service Delivery	\$207,181	\$442,000
Service Delivery	\$207,181	\$212,000
RiseUp: A Black Engagement Program (<i>a network of Black ambassadors to connect youth with KHP services</i>)	\$230,000	\$230,000
Program Delivery and Effectiveness	\$79,398	\$235,000
Black-focused diversity and inclusion training	\$54,554	\$100,000
Black crisis responder recruitment / training		\$60,000
Evaluation & Measurement	\$24,844	\$75,000
Program Development and Leadership	\$55,804	\$273,050
Black Advisory Council (BAC)	\$5,298	\$100,000
Focus groups with youth	\$50,507	\$173,050
Technology, Infrastructure, & Next Generation	\$104,000	\$110,000
Keyword launch	\$41,437	
Technology customization and maintenance	\$62,563	\$110,000
Health Promotion & Program Outreach	\$303,616	\$1,179,000
Promotion, Marketing, Communications	\$262,166	\$850,000
Outreach Staff	\$41,450	\$129,000
Influencer Program	\$200,000	\$200,000
Total	\$750,000	\$2,239,050



Photo: Charlene Halkett

Highlights from Finding Hope, Kids Help Phone's Youth Action Plan for Supporting First Nations, Inuit and Métis Young People

Sobeys' incredible investment to accelerate the work of Finding Hope: Kids Help Phone's Indigenous Youth Action Plan has ignited tremendous progress in our efforts to break down barriers to mental health support for Indigenous young people. Fuelled by your partnership, we have launched new access points, designed new community-based programs and initiatives that reached into Indigenous communities, developed meaningful partnerships with Indigenous organizations and leaders across Canada and engaged in extensive outreach activities to raise awareness of Kids Help Phone's services among a population of young people in urgent need of culturally responsive mental health services.

Part of this work has been expanding the Kids Help Phone resources and services available in Indigenous languages. In October, Kids Help Phone added two First Nations languages to our professional phone counselling service: plains Cree and Ojibwe are available in professional phone counselling through a translator. Plains Cree and Ojibwe will be available in professional phone counselling through a translator daily.

The addition of these new languages is helping to ensure Indigenous youth are able to access support in their preferred languages — a critical step forward in our efforts to be a more accessible service, committed to mental health equity and justice for everyone.

Finally, the Indigenous Advisory Council (IAC) is in the final stages of the development of an updated strategy that will see us through to 2025. The new strategy will build on the extraordinary progress that has already been achieved with your support, positioning Kids Help Phone as a global leader in mental health. justice and equity.

None of this work would be possible without Sobeys. On behalf of the entire team here at Kids Help Phone: Thank you. We are so grateful.

Since the launch of Finding Hope in 2019, we have served Indigenous youth **47,800 times** through text and **80,400 times** through our community outreach initiatives.

10% of all texters identify as Indigenous (as compared with 7% of the population).

We added **108 Indigenous-specific services** to **Resources Around Me**, bringing the total number of Indigenous resources listed in the database to **4,177**.

In Q3 2022, there was a year-over-year increase of 31% in self-directed web sessions to kidshelpphone.ca/Indigenous.

99 First Nations crisis responders recruited through our crisis texting service.

Brighter Days: New modules launched

Over the past year, with your support, we have been hard at work planning, building and rolling out the foundational modules of [Brighter Days: An Indigenous Wellness Program supported by Sun Life](#), a new initiative of Finding Hope that was launched in 2021.

Developed by Indigenous educators, school counsellors and community program workers, and led by Kids Help Phone's Indigenous Advisory Council, the program is offered to any group of Indigenous youth between the ages of six and 29. It's available in both audio and video format and has been designed to support youth with the skills, tools and resources they need to find hope and wellness in the midst of crisis as well as build long-term resilience.

Each Brighter Days session begins with an introductory recording from Jordin Tootoo, a former NHL player and the first of Inuk descent. The group can then choose from a series of culturally responsive modules, each exploring a specific theme related to mental health.

The new modules finalized and launched in 2022 include:

- Managing Anxiety, hosted by traditional hoop dance artist and social media influencer James Jones ([@NotoriousCree](#));
- Understanding Abuse, featuring Ojibwe actress and poet Mary Black; and
- Mental Wellness and Self-Care, featuring Anishnaabe public speaker and influencer Sherry McKay.

With a goal to launch several new modules each year going forward, we are currently working on modules exploring healthy relationships and grief for roll out in 2023. The topic of grief was specifically requested by Indigenous communities — particularly those impacted by higher-than-average suicide rates. All new modules will be hosted by or feature Indigenous influencers, artists or media personalities.

Following a distinctions-based approach — which respects and acknowledges the specific rights, interests, priorities and concerns of First Nations, Métis and Inuit people — we will also be re-recording the introductory session with Métis and First Nations influencers. Jordin Tootoo will remain the influencer for the Inuit version.

In 2022, thanks to Sobeys' generosity, this program reached more than 510 Indigenous youth, through the delivery of 51 mental health sessions in 18 Indigenous communities across Canada.

Annual Weaving Threads Forum

Our inaugural Weaving Threads Forum took place in November 2022 in Toronto. As part of the Finding Hope Action Plan, this annual forum intends to strengthen relationships between Kids Help Phone staff, the Indigenous Advisory Council, and Indigenous influencers, champions and ambassadors by bringing them together for in-person sessions of skill building, professional development, mentorship, networking and learning. The Weaving Threads Forum is a key part of building a stronger community of support in Indigenous communities across Canada.

Reaching out, changing lives

Since the launch of Finding Hope in 2019, our outreach efforts — meaning direct engagement with Indigenous communities across Canada — have been crucial to the strategy's success.

When we first set out to understand the barriers Indigenous youth face to accessing mental health support, the biggest obstacle we discovered through conversations with youth themselves was also a simple one: they didn't know Kids Help Phone existed, let alone what services we offer.

Over the past several years, we have focused on improving awareness of Kids Help Phone among Indigenous youth through targeted outreach in schools and communities with high populations of First Nations, Métis or Inuit young people. Guided by the Indigenous Advisory Council, we have also worked in close partnership with Indigenous leaders — both youth and adults alike — to help educate young people about what we do while ensuring our services are safe and culturally responsive.

Kids Help Phone Thank you. P™



Feel Out Loud launch event. Randell Adjei, Poet Laureate of Ontario with Kimberly Ann, performing an original spoken word and dance accompaniment.

As we forge ahead with Feel Out Loud, the largest movement for youth mental health in Canada's history, we are keeping equitable access to our programs and services at the movement's core, so young people across Canada can have a place where they can feel seen, heard and safe. Sobeyes is an integral part of this work.

Thank you again for being by our side as we strive to ensure all youth in Canada have access to the support they need to thrive in their world.

Together, we're unlocking hope and building a brighter, stronger future for everyone.

Please don't hesitate to contact us if you have any questions or would like to discuss the impact of your generosity.

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Watch the Feel Out Loud Anthem



["What I Wouldn't Do \(North Star Calling\)"](#)