



Supporting Young People in Aotearoa

Shae Ronald – CEO, Youthline Auckland





Youthline - Who We Are

- Youth Specialist Community Development Organisation
- Started in 1970 by a group of young people to support young people to access services
- 9 Centres across Aotearoa
- Collective Impact model with Youthline Auckland as the backbone organisation
- CEO of Youthline Auckland, National Coordinator and Spokesperson
- 60FTE and 196 volunteers in Auckland
- 50th Anniversary in May 2020
- *“I felt super alone and I finally found the courage to reach out. When I felt this, only Youthline gave me full support”*



Youthline: Key Statistics 2018/19



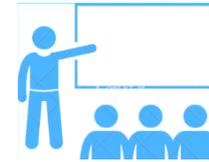
34,542

young people we
worked with last
year



373

Active Helpline
volunteers



1,182

presentations of Youthline
in schools across New
Zealand



273,410

contacts to our Helpline
hubs nationwide



2/5

texts were presenting
around suicide, self-
harm, anxiety, or
depression



1/5

texts were related to
suicide



Get Help

- 24/7 Helpline
- Face to face counselling
- Youth mentoring



Learn and Grow

- Youth development programmes in schools and communities
- Helpline volunteer training pathway



Contribute

- Helpline volunteers
- Youth advisory groups
- Event volunteers

Youthline

State of the Generation

August 2019



COLMAR
BRUNTON

A Kantar Company





**BACKGROUND AND
METHODOLOGY**

Changing lives.

BACKGROUND AND OBJECTIVES

THE OBJECTIVES OF THE 'STATE OF THE GENERATION' WERE:

- To measure youth health and find out what issues young people are facing today
- To understand how youth access information and go about solving their problems
- To understand how young people feel about asking for help
- To gauge where Youthline fits in and what Youthline can do to provide better services
- How have these changed since 2016?

In addition to these objectives, there is an ongoing need to better understand the issues faced by young people from different cultural backgrounds and how they go about seeking help. Specifically, those with an Asian background and those with Māori and Pacific Island backgrounds.

METHODOLOGY

WHO

n=406
16-24 year
olds



WHAT

15 minute
online survey
using the
Colmar Brunton
panel



WHEN

22nd July to
9th August
2019



WHERE

From across
New Zealand





SAMPLE PROFILE

Changing lives.

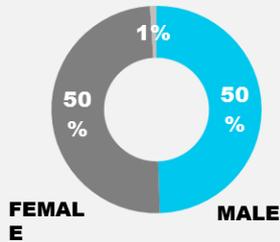
SAMPLE PROFILE

AGE

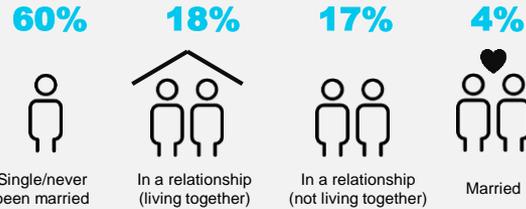
16-17 18%
18-20 31%
21-24 50%

GENDER

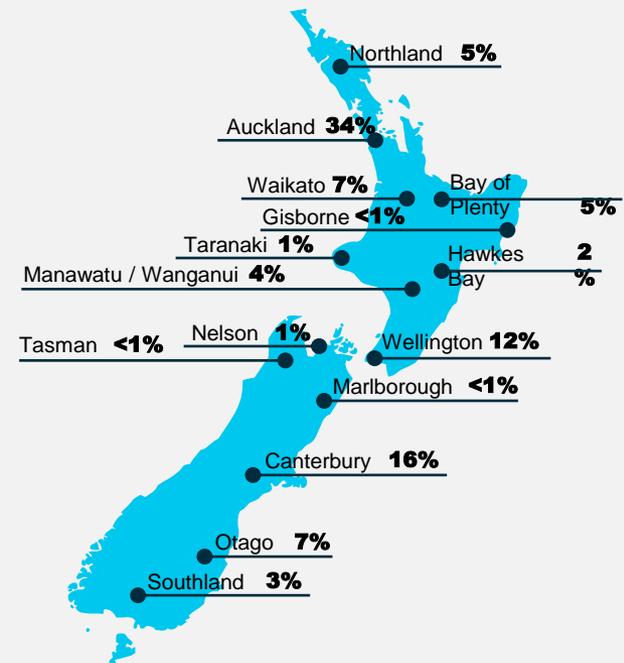
GENDER DIVERSE



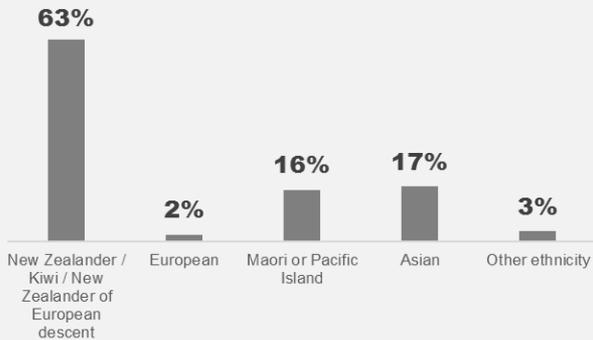
RELATIONSHIP



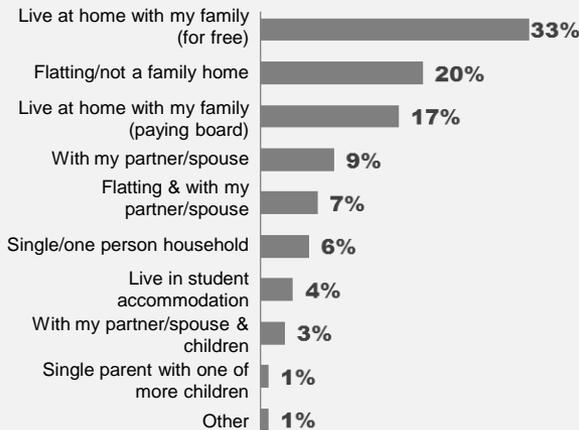
REGION

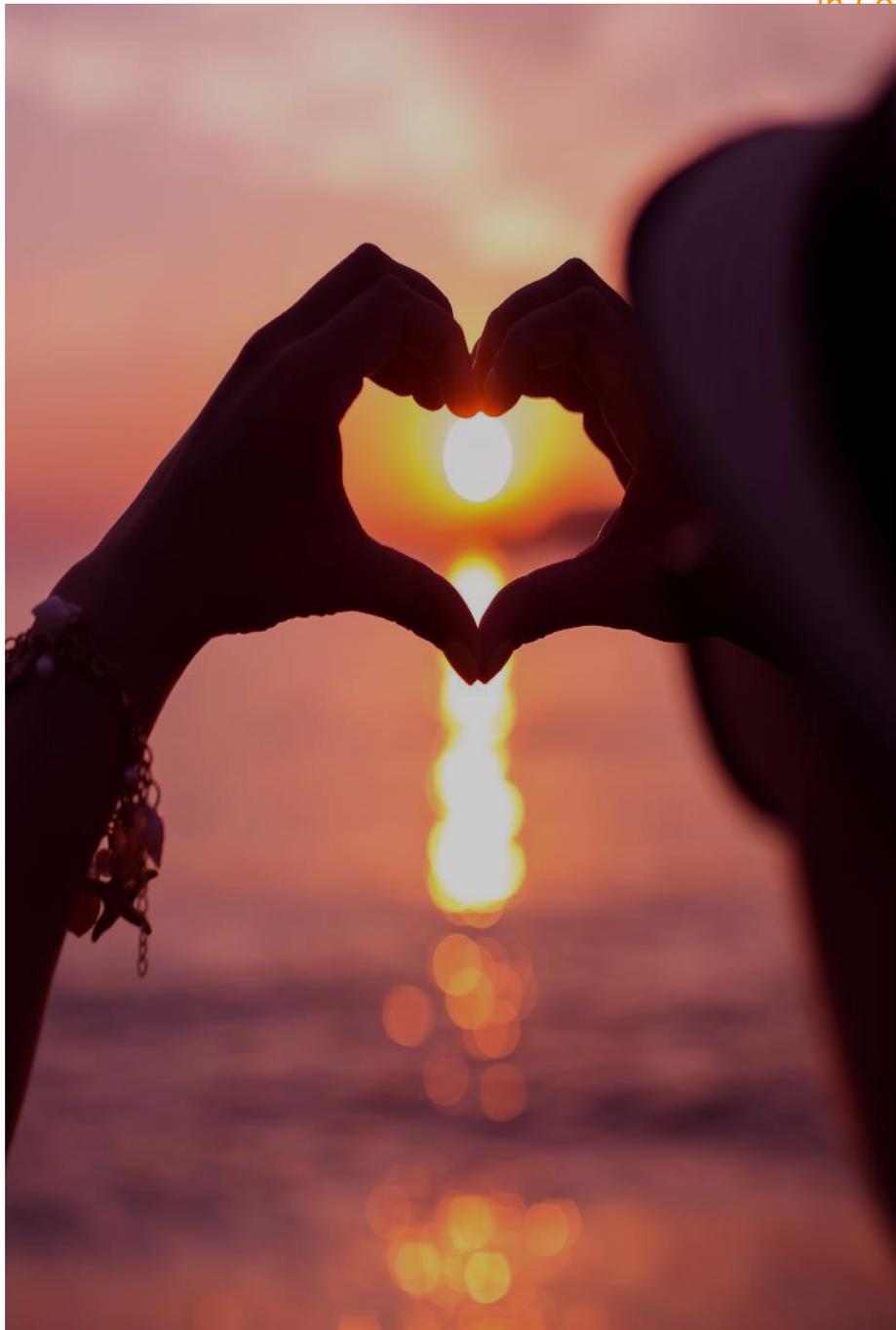


ETHNICITY



HOUSEHOLD



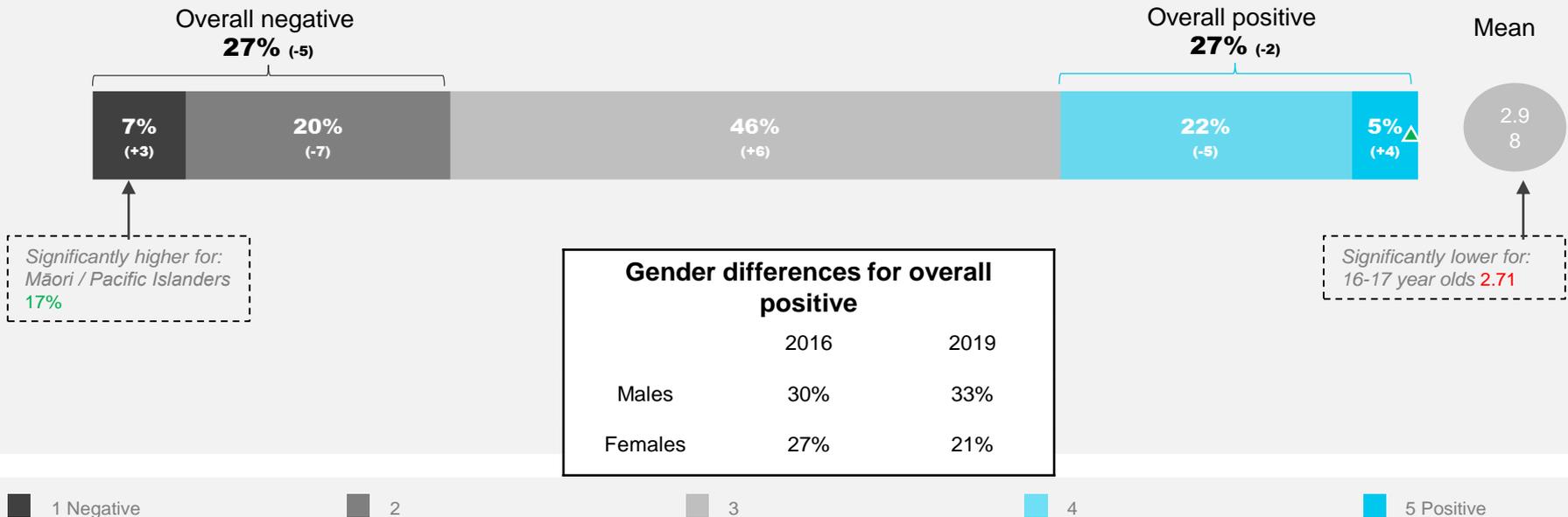


YOUTH IN GENERAL

Changing lives.

The proportion of youth feeling positive overall is similar to 2016, although more are in the top box of feeling positive. 16-17 year olds and Māori / Pacific Islanders are less likely to feel the community views young people positively.

PERCEPTIONS OF YOUTH



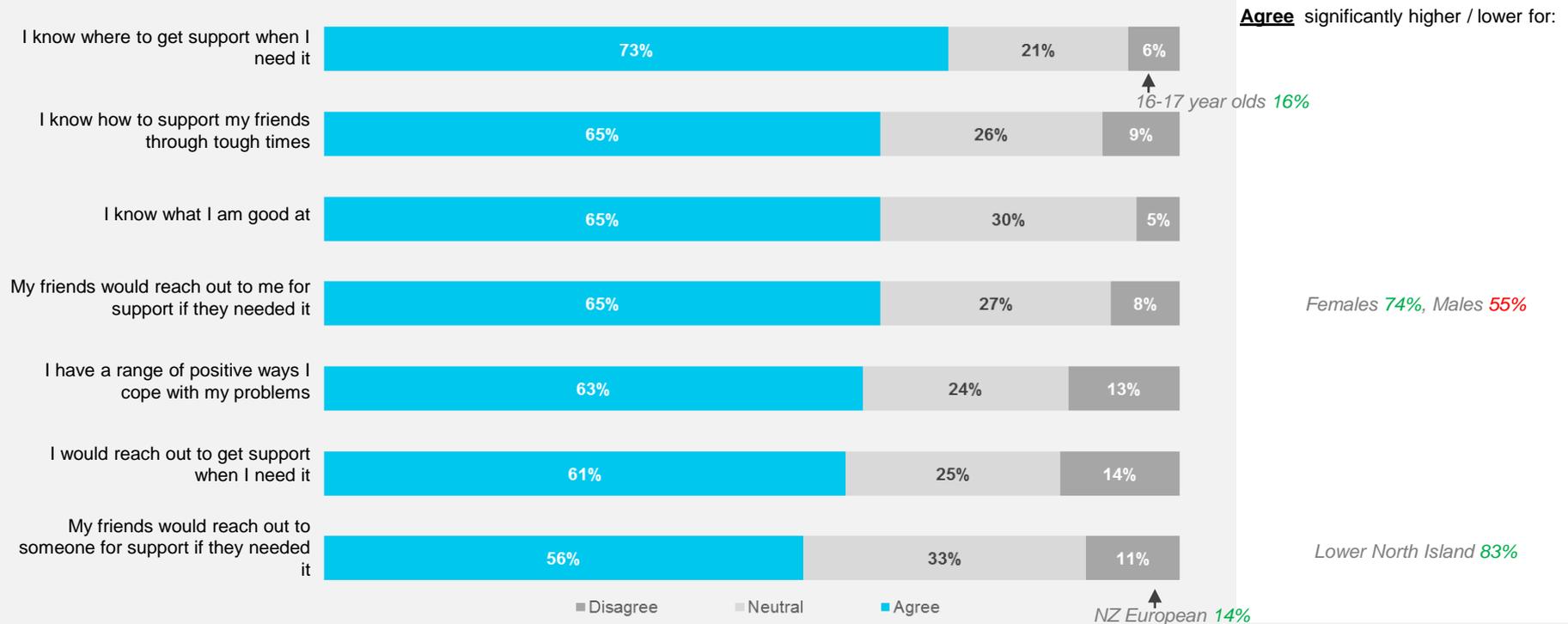
(+/-) Difference compared to 2016 results

xx/xx Significantly higher | lower than total

▲ Significantly higher | lower than 2016

The majority of youth agree they would know where to get support, and could support their friends through tough times, although younger teens much less likely to know where to get support if they needed it. Still, around 1-in-10 young people don't feel they have positive ways to cope, would not reach out for help, and don't think their friends would reach out either.

PERCEPTIONS OF SELF



xx/xx Significantly higher | lower than total
 ▲ Significantly higher | lower than 2016

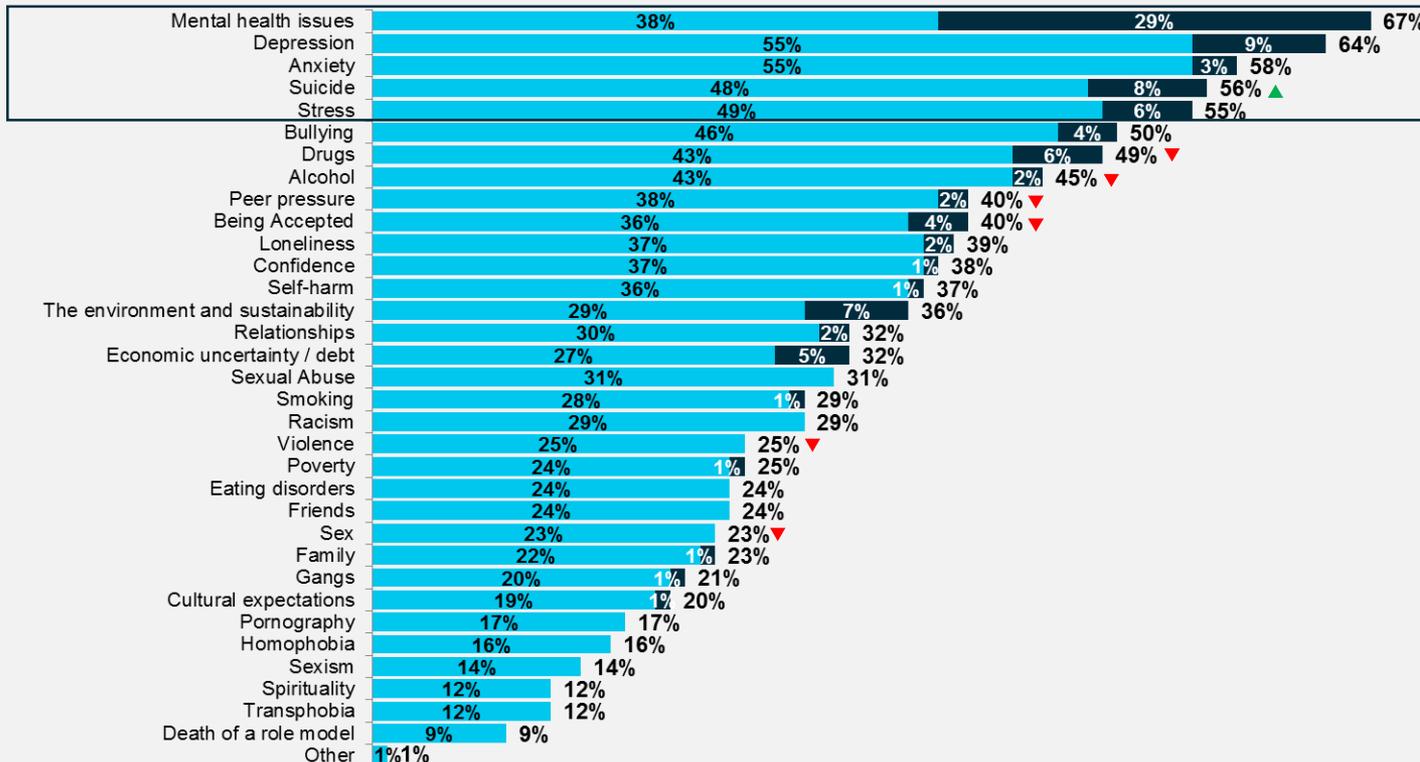


ISSUES FACING YOUTH TODAY

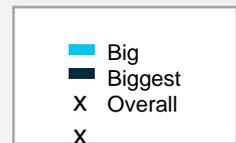
Changing lives.

The biggest issue faced by youth today relate to mental health. Compared to 2016, significantly more young people view suicide as a big issue for their generation.

BIGGEST ISSUES FACING YOUNG PEOPLE TODAY



83% of young people cited mental health issues, depression or anxiety as affecting their generation today.



xx/xx Significantly higher | lower than total
 ▼▲ Significantly higher | lower than 2016

Although still in the top 10 issues youth face today fewer youth are likely to consider drugs, alcohol, peer pressure and acceptance as issues faced by young people than in 2016. Mental health is by far considered the single biggest issue.

BIGGEST ISSUES FACING YOUNG PEOPLE TODAY

TOP TEN BIGGEST ISSUES

1. MENTAL HEALTH ISSUES	67%
2. DEPRESSION	64%
3. ANXIETY	58%
4. SUICIDE	56% ▲
5. STRESS	55%
6. BULLYING	50%
7. DRUGS	49% ▼
8. ALCOHOL	45% ▼
9. PEER PRESSURE	40% ▼
10. BEING ACCEPTED	40% ▼

TOP TEN SINGLE BIGGEST ISSUES

1. MENTAL HEALTH ISSUES	29%
2. DEPRESSION	9%
3. SUICIDE	8%
4. THE ENVIRONMENT AND SUSTAINABILITY	7%
5. STRESS	6%
6. DRUGS	6%
7. ECONOMIC UNCERTAINTY/DEBT	5%
8. BULLYING	4%
9. BEING ACCEPTED	4%
10. ANXIETY	3%

Q1. What do you think are the biggest issues facing young people today? Q2. What do you think is the single biggest issue facing young people today?
Base: n=406

xx/xx Significantly higher | lower than total
▼▲ Significantly higher | lower than 2016

Some issues are more prevalent amongst certain demographics than others. Compared to all New Zealand youth, Māori / Pacific Island youth are more likely to mention suicide and drugs, while Asian youth are more likely to mention racism. Suicide is more likely to be mentioned by 16-17 year olds than older age groups.

ISSUES FACING YOUTH TODAY – GROUP DIFFERENCES

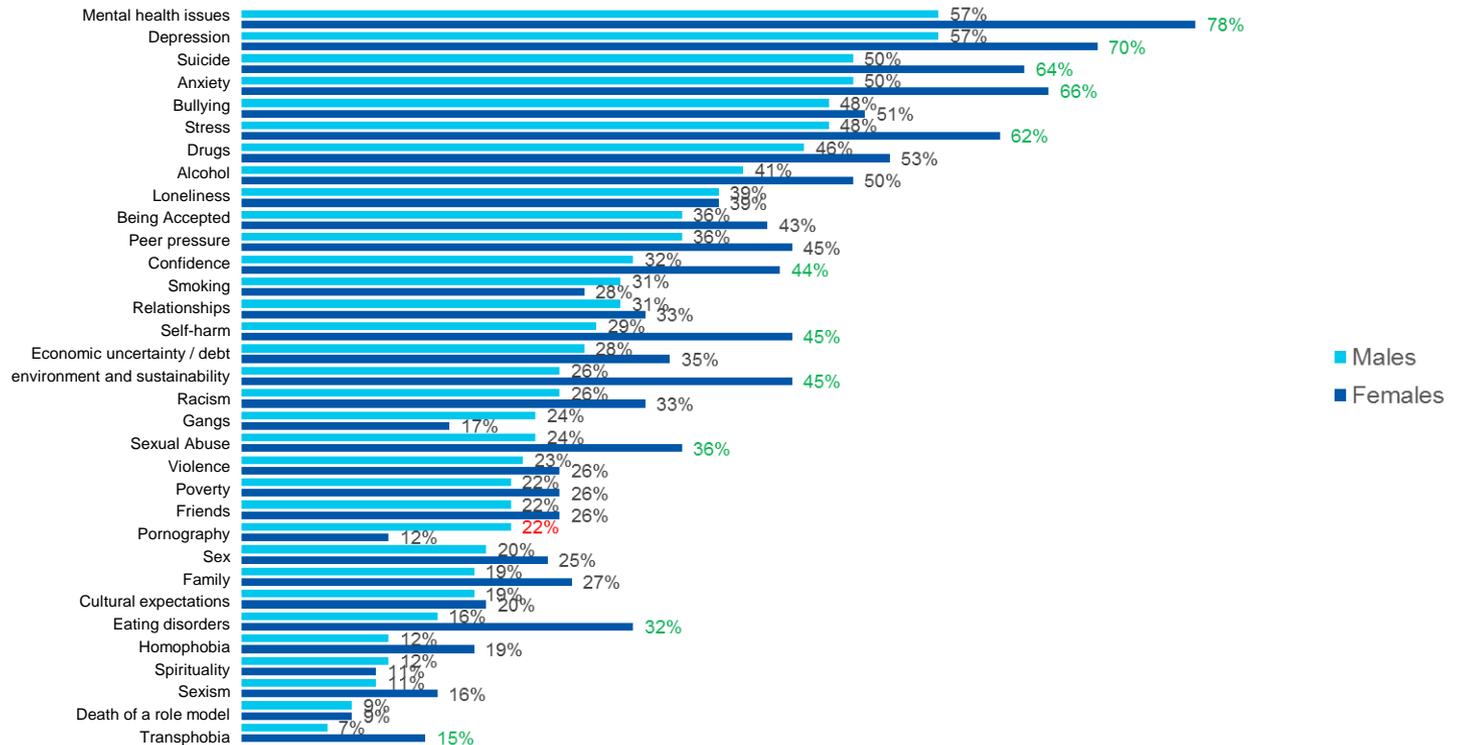
NZ EUROPEAN		MĀORI/ PASIFIKA		ASIAN	
1. MENTAL HEALTH ISSUES	70%	1. MENTAL HEALTH ISSUES	72%	1. STRESS	57%
2. DEPRESSION	66%	2. SUICIDE	69%	2. DEPRESSION	57%
3. ANXIETY	58%	3. DRUGS	66%	3. MENTAL HEALTH ISSUES	54%
4. SUICIDE	58%	4. DEPRESSION	64%	4. ANXIETY	52%
5. STRESS	54%	5. ANXIETY	63%	5. RACISM	48%
16-17 YEAR OLDS		18-20 YEAR OLDS		21-24 YEAR OLDS	
1. SUICIDE	66%	1. MENTAL HEALTH ISSUES	66%	1. MENTAL HEALTH ISSUES	71%
2. DEPRESSION	65%	2. DEPRESSION	61%	2. DEPRESSION	65%
3. ANXIETY	58%	3. ANXIETY	60%	3. ANXIETY	56%
4. MENTAL HEALTH ISSUES	58%	4. STRESS	57%	4. SUICIDE	54%
5. STRESS	55%	5. SUICIDE	55%	5. STRESS	53%

Q1. What do you think are the biggest issues facing young people today? Q2. What do you think is the single biggest issue facing young people today?
Base: n=406

xx/xx Significantly higher | lower than total
 ▼▲ Significantly higher | lower than 2016

Females have a greater perception than males of the issues facing their generation, particularly around mental health related issues, stress, confidence, self-harm, environment / sustainability, sexual abuse, eating disorders and transphobia. Males more likely to believe pornography is a big issue.

GENDER DIFFERENCES IN THE BIGGEST ISSUES FACING YOUTH TODAY

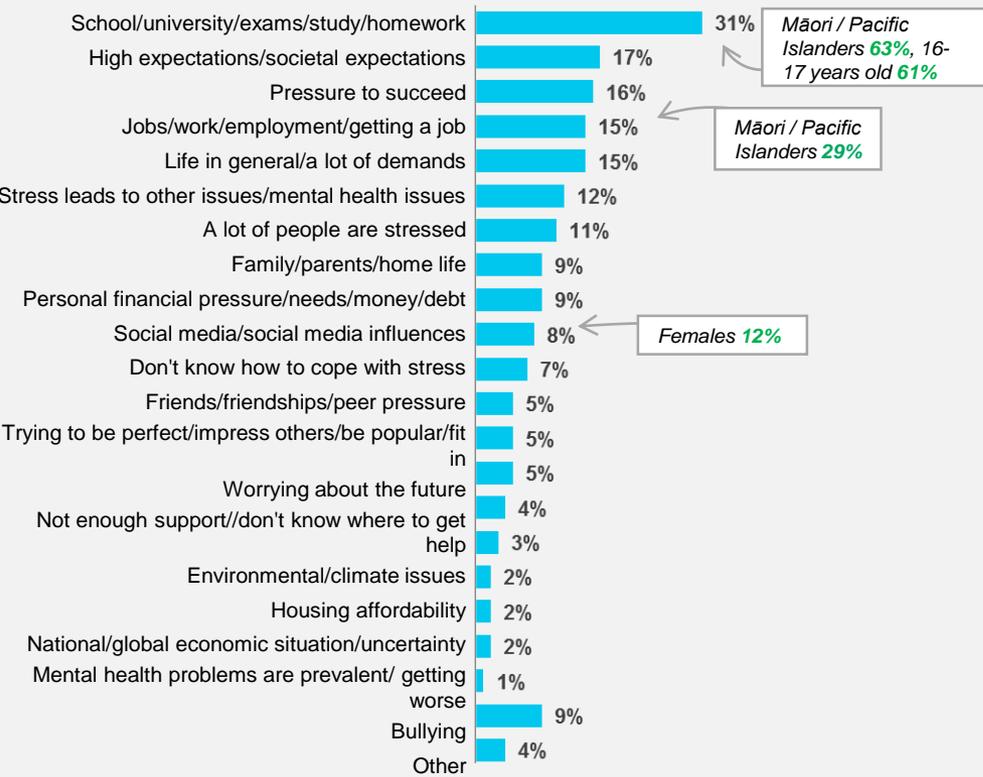


Q1. What do you think are the biggest issues facing young people today? Q2. What do you think is the single biggest issue facing young people today?
 Base: n=406 (Males n=202; Females n=201)

xx/xx Significantly higher | lower than Males
 ▼▲ Significantly higher | lower than 2016

Youth are feeling the pressures on them from education, particularly for Māori / Pacific Islanders and younger teens. Pressure from social media, the expectation to succeed and securing employment is also prevalent. The pressures and stress youth are feeling today are akin to the experiences of older adults but they may not yet have been able to develop the skills to cope.

UNPACKING STRESS



Q1a. You selected stress as being one of the biggest issues facing young people today. Why is that?
Base: Those who selected stress as being one of the biggest issues youth face today n=222

IN THEIR OWN WORDS

*"I feel there is **SO much pressure** from, so many different aspects now - **Social media** being the biggest. This turns into stress and we are not taught how to recognise it or how to deal"*

*"A lot of **pressure** is put on young people to **succeed and strive towards more**"*

*"**High expectations** in a fast-paced growing world which is difficult to adapt to. people are getting **out of touch with reality** and away from social support like friends and family"*

*"Most of the youth are in the school system, which isn't a good one these days so with that in mind on top of all the problems life throws at you, **stress is a big problem with the youth of today**"*

*"School and university place students **under a lot of stress to perform well**, however this is not always needed and there are better ways of doing well than being put under a lot of pressure to get good marks in a test"*

*"Because every one I know is very stressed because of **expectations of people and school work**"*

*More expectations and requirements than in the past at school and for university entrance. Furthermore **higher social expectations due to social media**.*

*Young people face immense stress to meet **societal expectations** especially due to an ease of comparison to others in different situations arising from the **prevalence of social media***

*"There is a lot of stress in expectation of young people with **schooling and work**. There is an abundance of **overworked young people** by the older generations."*

*"I think it's easy for young people to get stressed and **overwhelmed** with a lot going on in their lives and **trying to figure it all out**, e.g. school, university, relationships, family"*

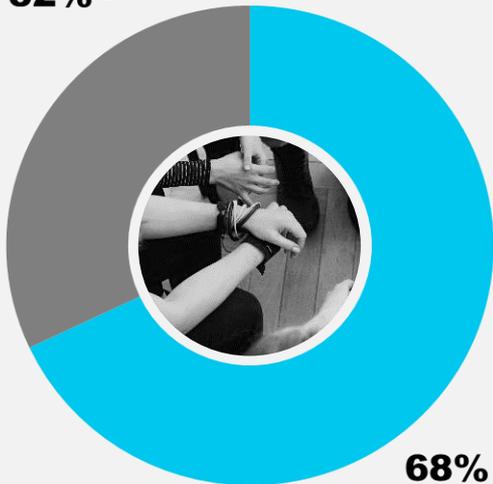
*"Mental health and stress is a big issue especially for the current younger generations. **Social media has the biggest impact for the mental health of young people...**This negatively effects people's mental health and causes stress. Not just social media but also stress about so many other thing for example what you are **going to do after school, family expectations, jobs, other family issues, friend issues.**"*

xx/xx Significantly higher | lower than total
 ▼▲ Significantly higher | lower than 2016

Compared to 2016, significantly more youth feel they did not receive the support they needed when facing a difficult time. The types of issues youth are likely to seek help for relate to stress, mental health and relationships. Māori / Pacific youth are more likely to be seeking help for drugs, suicide, and gangs. Asian youth are more likely to seek help for issues related to racism.

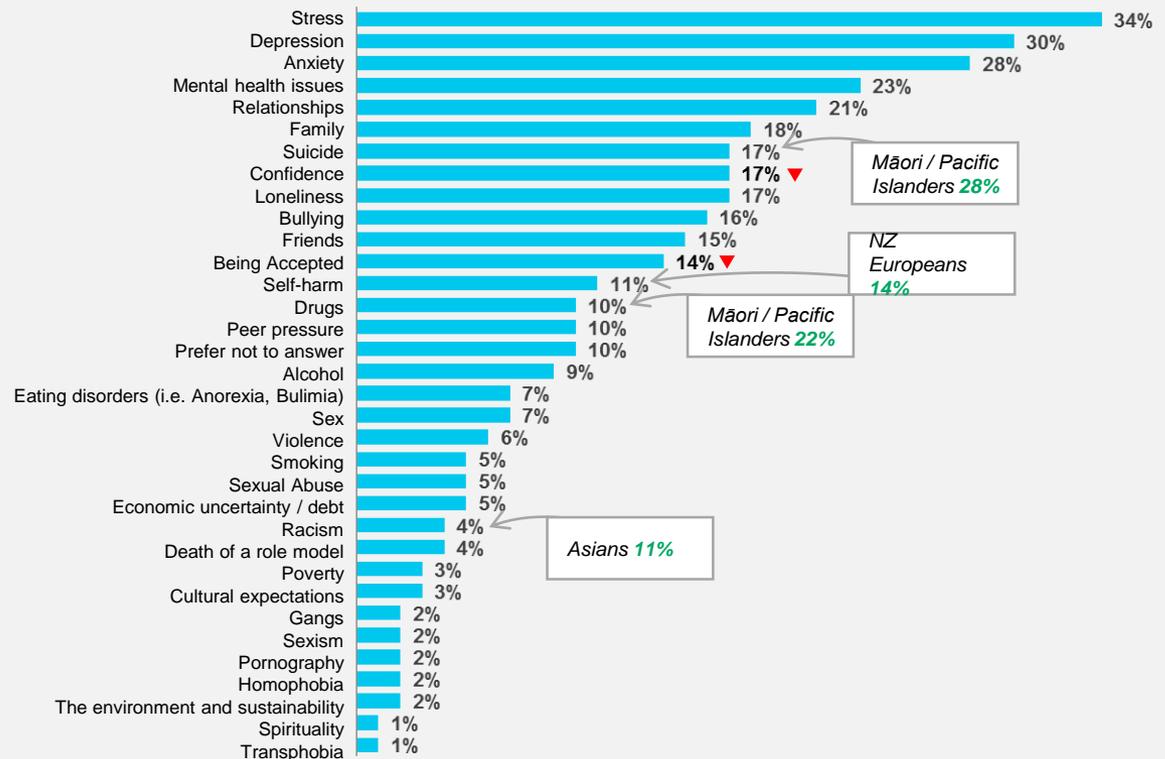
SUPPORTED IN THE WAY NEEDED

NO
32% ▲



68%
(-8)
YES ▼

FOR WHAT ISSUES ARE YOUTH SEEKING HELP?



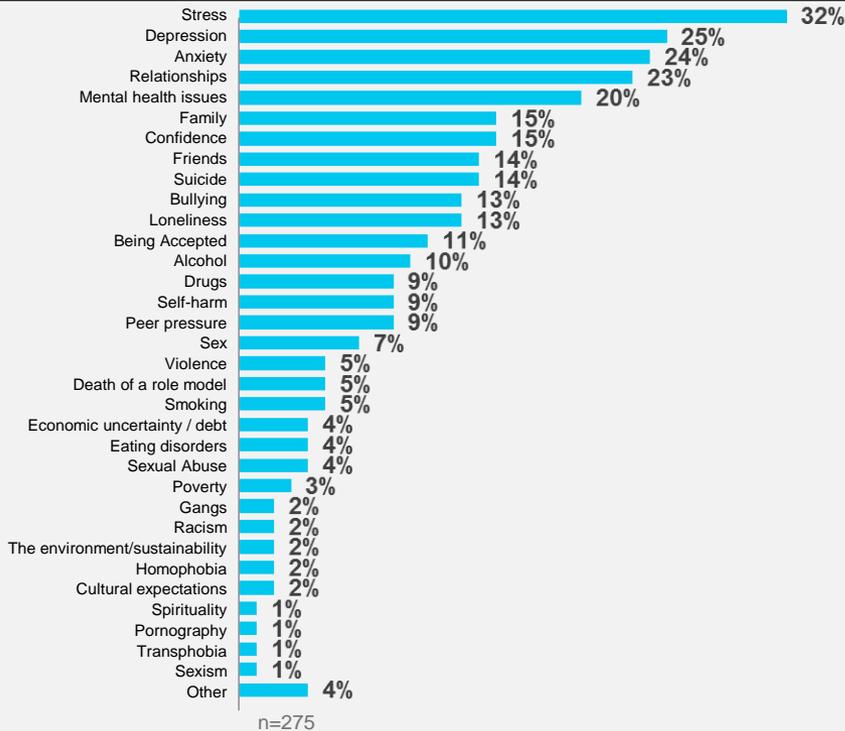
Q14. Thinking about a time that has been particularly difficult for you, were you supported in the way you needed? Q15. We know many of the issues young people face can be complex, but could you generally let us know what the difficult time you talked about in the previous question related to?
Base: n=406

xx/xx Significantly higher | lower than total
▼▲ Significantly higher | lower than 2016

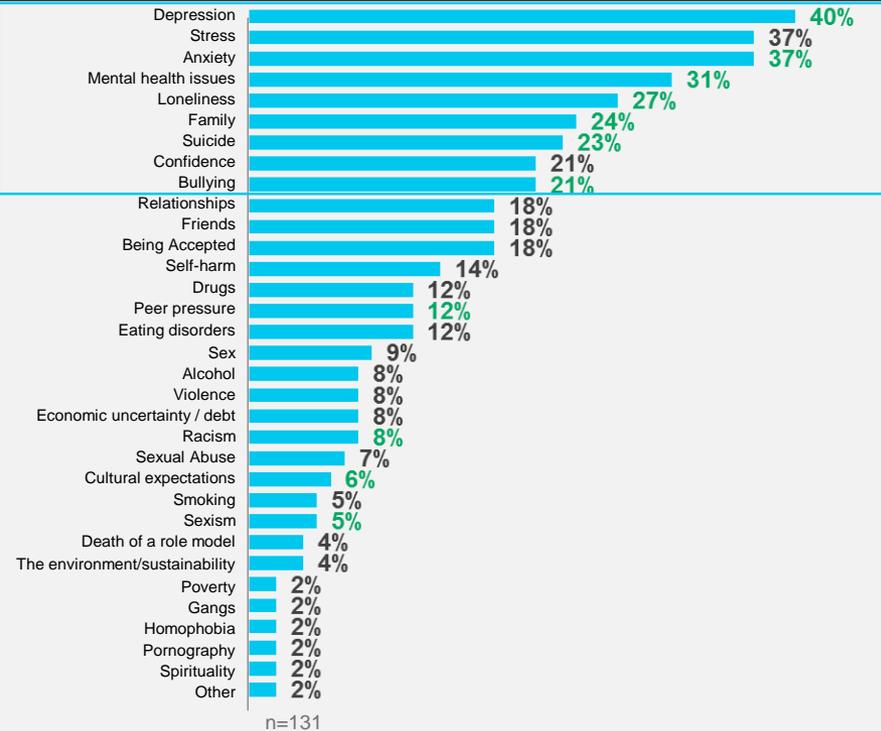
New Zealand youth experiencing issues relating to mental health, suicide, loneliness, family and bullying are more likely not to be receiving the help they need.

ARE YOUTH GETTING THE HELP THEY NEED?

YES



NO

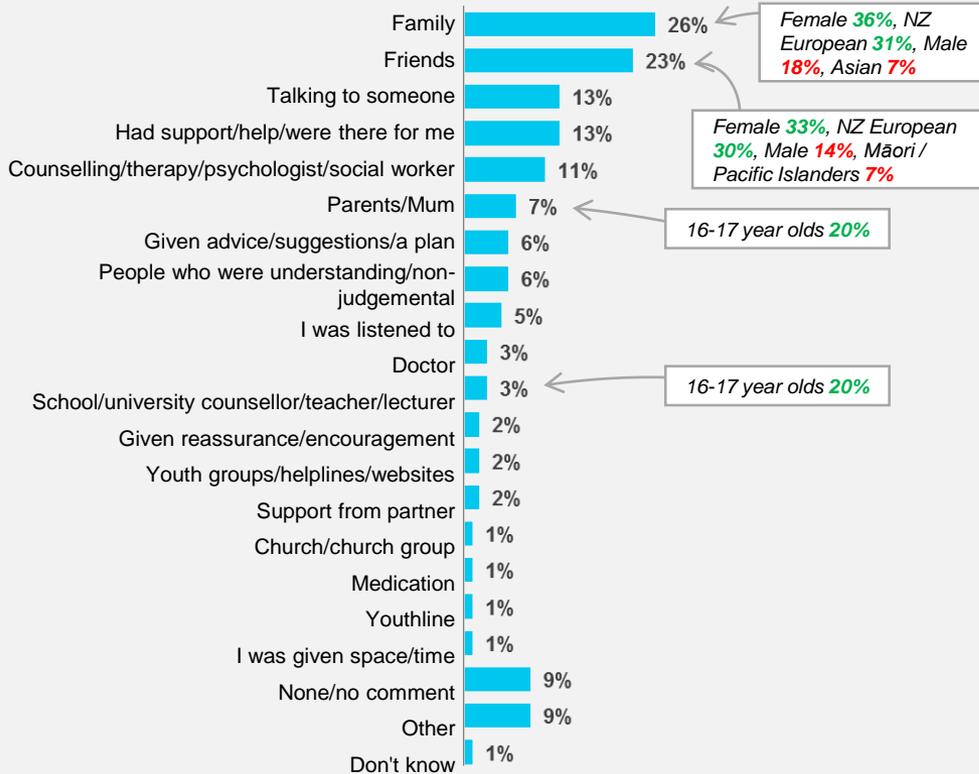


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Base: n=406

xx/xx Significantly higher | lower than Yes
 ▼▲ Significantly higher | lower than 2016

Youth who were helped in the way they needed have a support network in place in the form of family / friends and having people to talk to. Females in particular are more likely to have a support network while males and Māori / Pacific Island youth are less likely to feel supported in this way.

THOSE WHO RECEIVED THE HELP THEY NEED – HOW WERE THEY SUPPORTED?



IN THEIR WORDS...

"Family got me up and out into nature to make me think about all the things I can be thankful for. (I love the outdoors and had been cooping myself up) They were there when I needed to talk. But also knew when to ask questions to make me talk."

"Simply being comforted and supported with my decisions. **Not being judged** and people taking a casual approach. I wouldn't want my problem to affect how people treat me."

"I was supported and assisted in a **confidential, professional and non judgemental way**. This made me feel safe and comfortable and also helped me give any important information that could be used to help me."
 "They were a **shoulder to cry on**, gave me practical advice and kept checking in on me"

"Best friend, family (particularly mother and sister), saw a **psychologist**, also had the option of seeing my psychiatrist if I felt I needed to."

"Friends just helped me out by **talking through** my issues with me and **not judging me**."

"Someone to talk too, very close to family for support and **know where to go** if need further support"

"Incredibly supportive friends, who were constantly messaging me, spending time with me, and generally checking in on me. **Family who did the same**, dropped food off, spent time with me etc. Plus my **own self-support** that I have learned from a childhood of anxiety issues."

"Having someone close to me **whom I could trust** and who I knew had my best interests at heart"

"I reached out to friends and family who gave me support and they helped me get the help I needed by accompanying me to appointments"

"The person is extremely down to earth and knows how to distract me and **give me some pointers on how to feel less depressed/suicidal**"

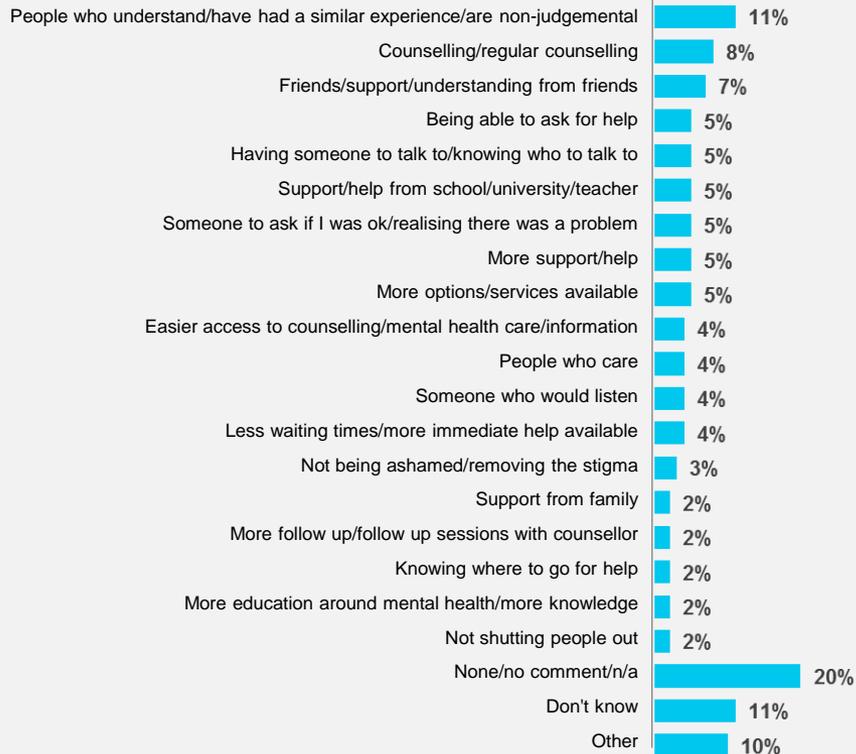
"I had a **good support network of friends** and family but also **sought counselling** through anxiety New Zealand which was beneficial."

"Friends & Family - at the end of the day people with a good support system around them will go to those people. it's the ones without this that you need to cater for"

xx/xx Significantly higher | lower than total
 ▼▲ Significantly higher | lower than 2016

Counselling or support from someone non-judgmental who had been through a similar experience would have helped youth who have not felt supported in the past. Authenticity and being asked ‘Are you ok?’ would also help, especially for young people who feel some embarrassment about reaching out.

THOSE WHO DID NOT RECEIVE THE SUPPORT THEY NEEDED – HOW COULD THEY HAVE BEEN SUPPORTED?



IN THEIR WORDS...

*“More **personal support from a similar age and around school**”*

*“**More people realizing there was an issue I needed to resolve and telling me**”*

*“**Having someone to talk to who could actually help**”*

*“**Counselling was too expensive and I felt ashamed of my problems and thought people would judge me so I did not seek help.**”*

*“**I didn't want to reach out and burden others with my problems. Organizers could make different groups of what people have been through so they know where and who to talk to that would understand what they are going through**”*

*“**Someone who has had a similar experience to me or someone who came from the same background as myself**”*

*“**Someone come to me first to see if I'm okay, and to relate and be able to tell I'm not**”*

*“**Someone non-judgemental, who could actually understand and show that they understand rather than just agreeing with whatever I said. It didn't feel authentic. It was as though they were trained to just agree with whatever the person said.**”*

*“**Just need someone to talk to , without being judged**”*

*“**I needed to tell people that I needed help, but was too embarrassed**”*

*“**Someone asking me if I needed a hand, rather than everyone just assuming because I seemed to be doing fine that I was doing fine**”*

*“**Someone who has been through my situation**”*

*“**People that actually cared, instead of being in a job where they should and belittle instead**”*

xx/xx Significantly higher | lower than total
 ▼▲ Significantly higher | lower than 2016

There is a feeling of stigma around talking about mental health that many youth feel needs to be overcome, particularly for young males. That coupled with empowering youth at an early age with the tools they need to manage stress and look after themselves and equipping schools to do the same. There is also acknowledgement of the negative role social media can play in young people's lives.

ADDRESSING NEW ZEALAND'S HIGH YOUTH SUICIDE RATE

REMOVE THE **STIGMA** OF TALKING ABOUT MENTAL HEALTH

"Making the subject not taboo. Something we talk about openly. Mental health just like physical health"

"A shift in the social culture, particularly in men - who are overly stoic and dismissive of social issues."

"Eliminating the stigma around mental health problems by educating parents to accept mental health problems in their children"

"Giving everyone a voice and removing fear of using that voice."

"I think it needs to be talked about more. How it affects other people etc. It's such a taboo subject that I feel like I never received much discussion about it outside of my family and friends."

"Reducing stigma around mental health issues, providing **cheaper counselling** options and **more support throughout high school.** There should also be a push in making sure we have a future to look forward to such as reducing NZs carbon footprint."

"Reducing the stigma around showing emotions, **especially for boys.** The "harden up" mentality is hammered into us from a young age"

"Getting rid of the stigma around not being okay, which generates the cycle of not being able to talk to the right people and not expressing your experience to the people around you"

"The culture of talking about problems changing. e.g people feeling like they will be judged about their mental health."

"There needs to be a change of culture around it. **Making it okay to speak** about, **not having it be perceived as a weakness** or a problem with you. I am surprised the question even had the word 'suicide' in it as a lot of the time, especially on the news and social media, it will just refer to a person 'having died suddenly'."

BETTER **SUPPORT IN SCHOOLS.** EQUIP SCHOOLS TO LOOK AFTER THEIR YOUNG PEOPLE

"More encouragement for youth to approach the counsellors at school. School set up anonymous live chats for during school. More patrols of youth/mentors to counter bullying in school"

"Funding more youth counselling services, especially rainbow youth"

"Having support at schools and having social classes where you learn how to relate and deal with bullies. ensuring that these classes are continued regularly all the way through school"

"Better, more available and welcoming mental help available at school (all levels)"

"Teachers sharing out resources a lot more, kids being taught to be respectful and kinda to one another, being friendly to those who are lonely at school or out of school"

"Schools could implement more about letting children know they can get safe support if they need it"

"Better personality classes, consultation in schools and colleges where needed"

"Changing the education system, creating a learning environment that supports youth in creating purpose in their life and supports an individuals skills, interests and abilities rather than a populations"

EMPOWER YOUTH BY EDUCATING AND GIVING THEM THE TOOLS TO **MANAGE STRESS** AND **LOOK AFTER THEIR MENTAL HEALTH**

"Teaching youth proper techniques on how to manage personal stress and anxiety"

"Having enough funding to ensure our youth is getting the support they need. Also having ways of dealing with problems and stress early so we know what to do. Even small things like mindfulness sessions at school and work"

"Empowering young people from a young age with the skills to cope with life stresses rather than waiting until mental health problems develop into suicidal tendencies."

"More information about how social media is not real, and how dangerous social media can be. Teaching tools in college on how to deal with getting stuck in negative mindsets. Teaching kids the art of meditation, try and move away from the stereotype of it being a hippy thing and that there is scientific evidence that **meditation and practicing mindfulness can help you break out of negative thought patterns."**

"Education around mental health. More availability to see someone to talk about mental health. **Education about suicide** and how we as young people can see signs and help prevent people we know or our friends/family from taking their own life."

"More knowledge and awareness, the youth need tools to deal with difficult situations."

REDUCING PRESSURE ON YOUNG PEOPLE

"Less pressure in schools (exams)"

"Less pressure on the youth to do great things"

"Just take away most of social media apps to be accessed in New Zealand."

"Less social media harm"

"Less social media influences"

xx/xx Significantly higher | lower than total
 ▼▲ Significantly higher | lower than 2016



ACCESSING INFORMATION

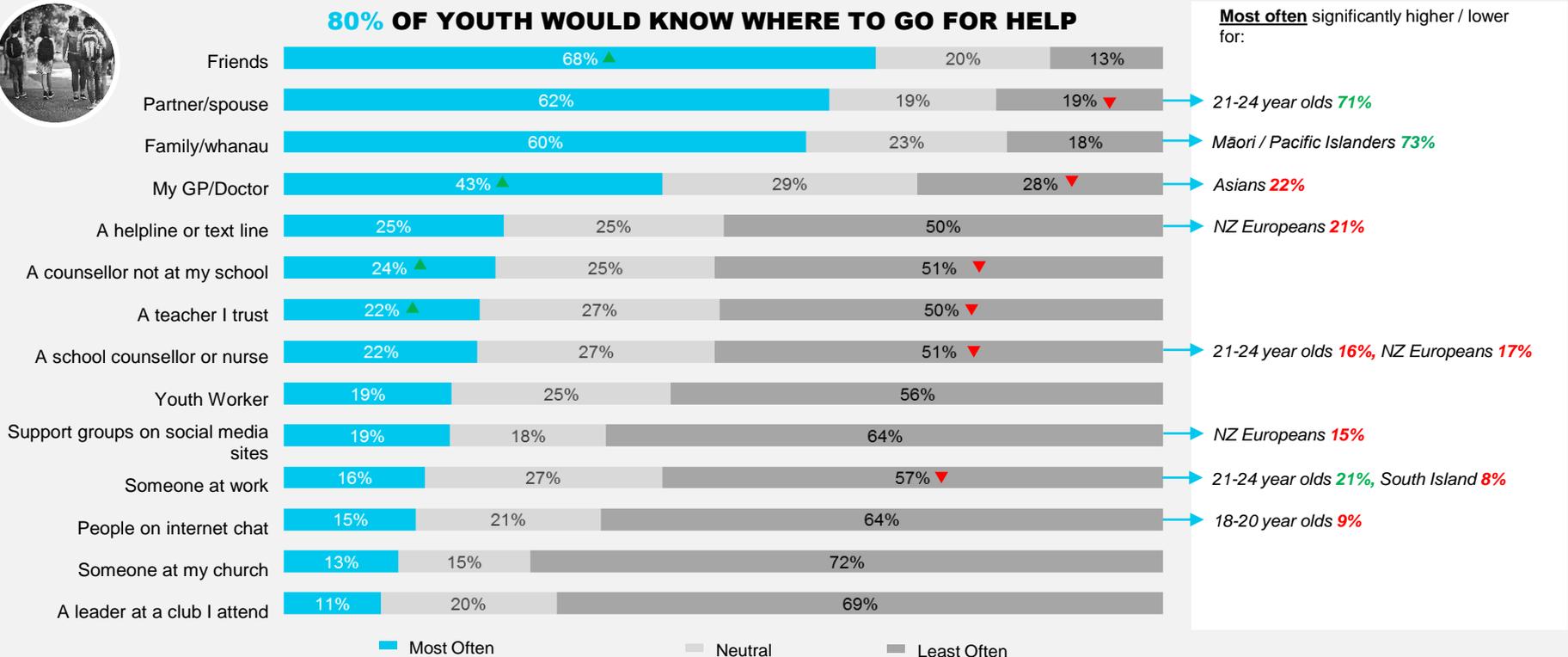
Changing lives.

80% of youth would know where to go for help and most would go to family or friends if they had a problem. Māori / Pacific Island youth particularly would go to family or whanau for support.

DO YOUNG PEOPLE KNOW WHERE TO GO IF THEY HAVE A PROBLEM AND WHO WOULD THEY TALK TO?



80% OF YOUTH WOULD KNOW WHERE TO GO FOR HELP

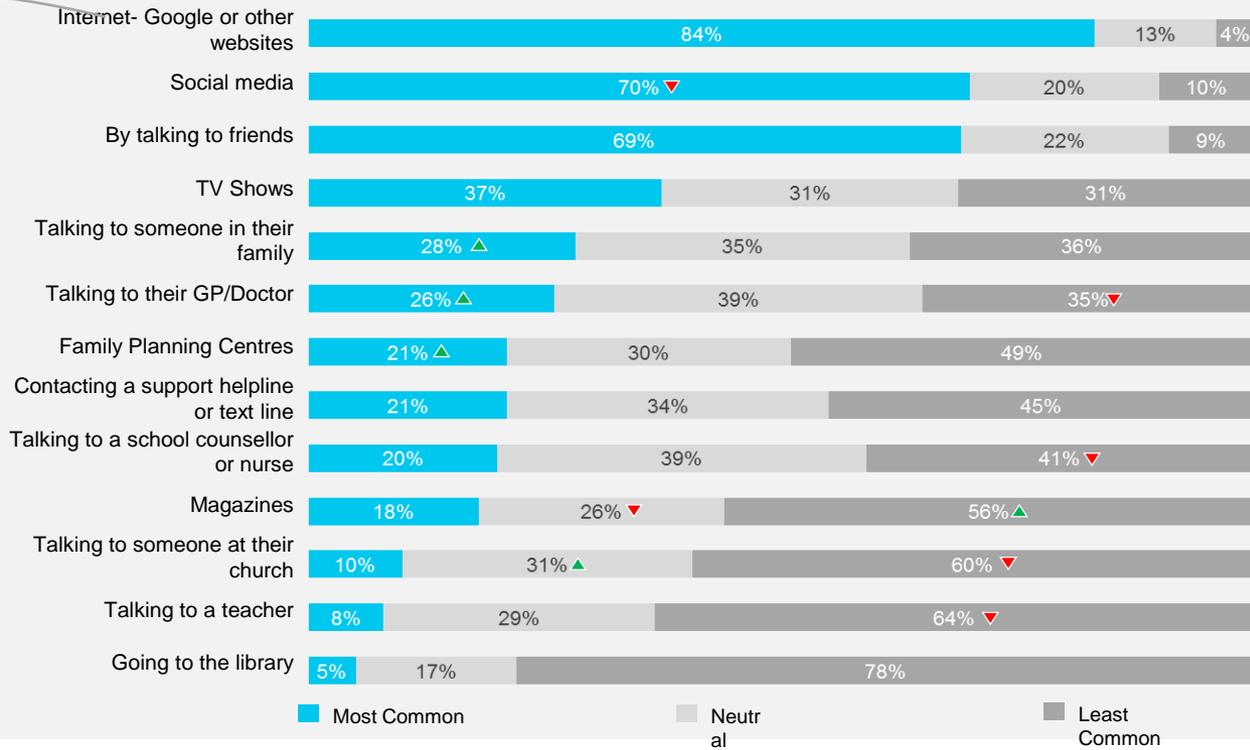


Most often significantly higher / lower for:

xx/xx Significantly higher | lower than total
 ▼▲ Significantly higher | lower than 2016

The internet is where most young people are accessing information. Although the number of youth who say they access information via social media has significantly dropped since 2016, when asked what websites they access, many cite social media platforms. Further, the number of youth who are talking to their family, GP or family planning centre has increased since 2016.

HOW DO YOUNG PEOPLE ACCESS INFORMATION?



Most common
significantly higher / lower for:

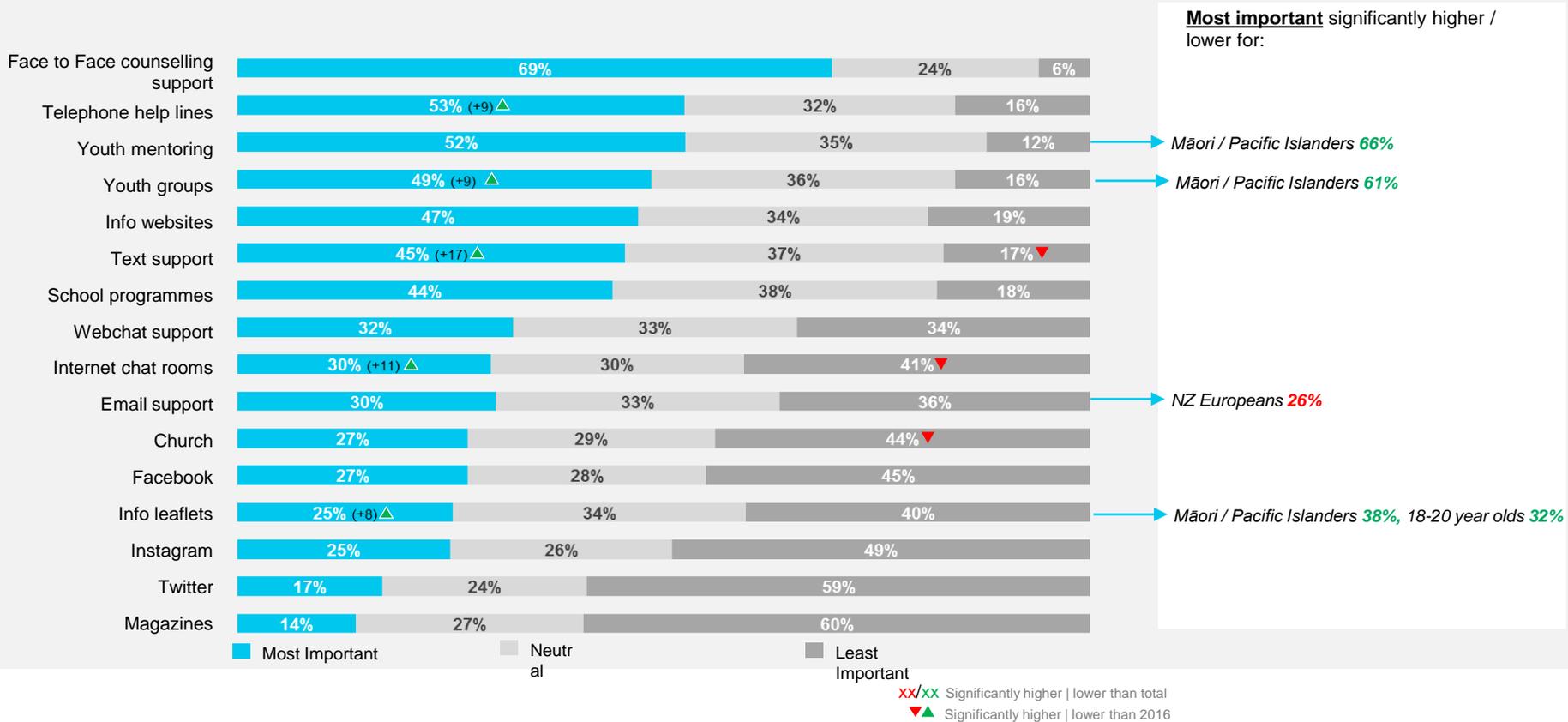
→ 21-24 year olds 14%

Asian youth slightly more likely to talk to someone at their church although this is not significant

xx/xx Significantly higher | lower than total
 ▼▲ Significantly higher | lower than 2016

Face-to-face counselling is still seen as the most important platform to provide support for young people, while telephone help lines and text support are becoming more important in 2019 vs. 2016. Compared to all youth, Māori / Pacific Islanders are more likely to find youth groups and mentoring the best platforms to support young people.

WHAT PLATFORMS PROVIDE THE BEST SUPPORT FOR YOUNG PEOPLE?



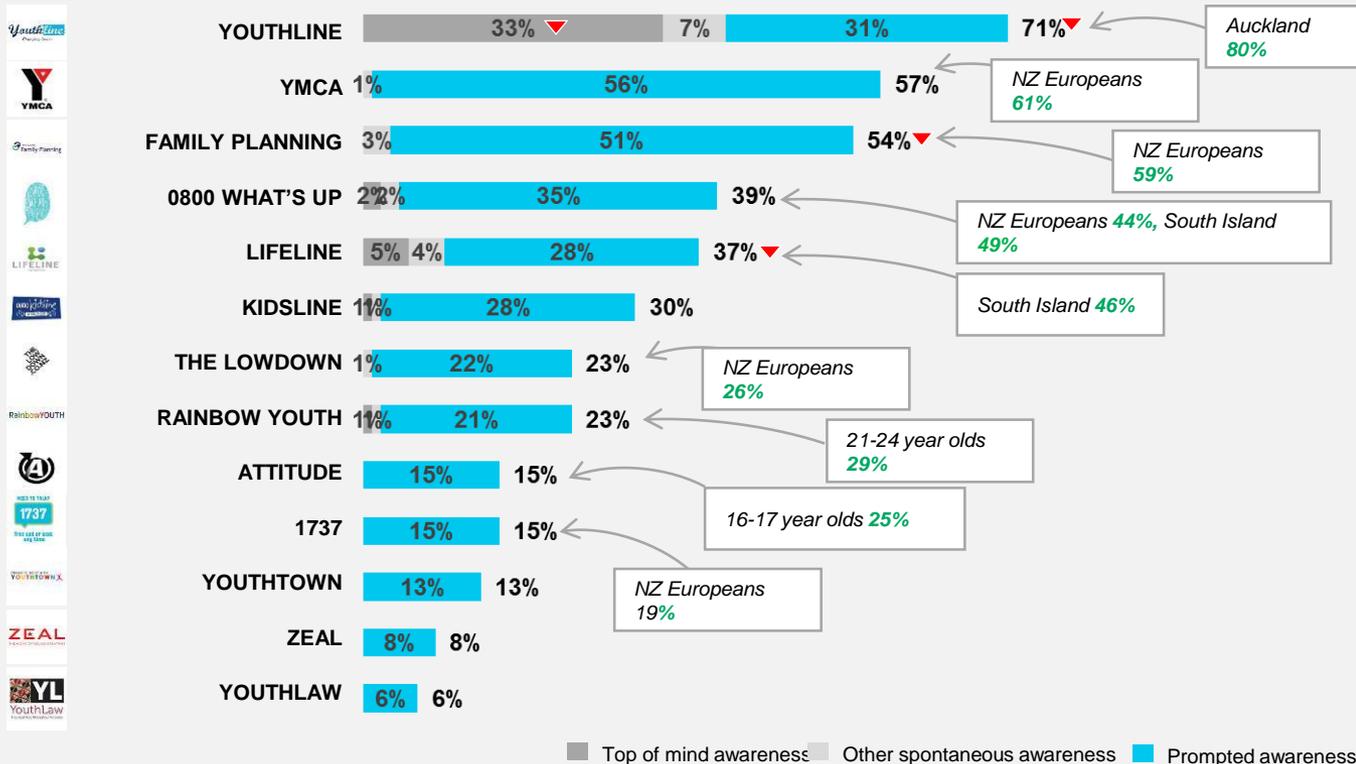


**WHERE YOUTHLINE COMES
IN**

Changing lives.

Youthline is by far the most top of mind support organisation amongst young people, and has the highest awareness overall.

AWARENESS OF YOUTH SUPPORT ORGANISATIONS



10% of youth have contacted Youthline before and this has gone up significantly since 2016 when it was 5%

Two thirds of youth have never contacted a support organisation before, although this is down from three quarters in 2016

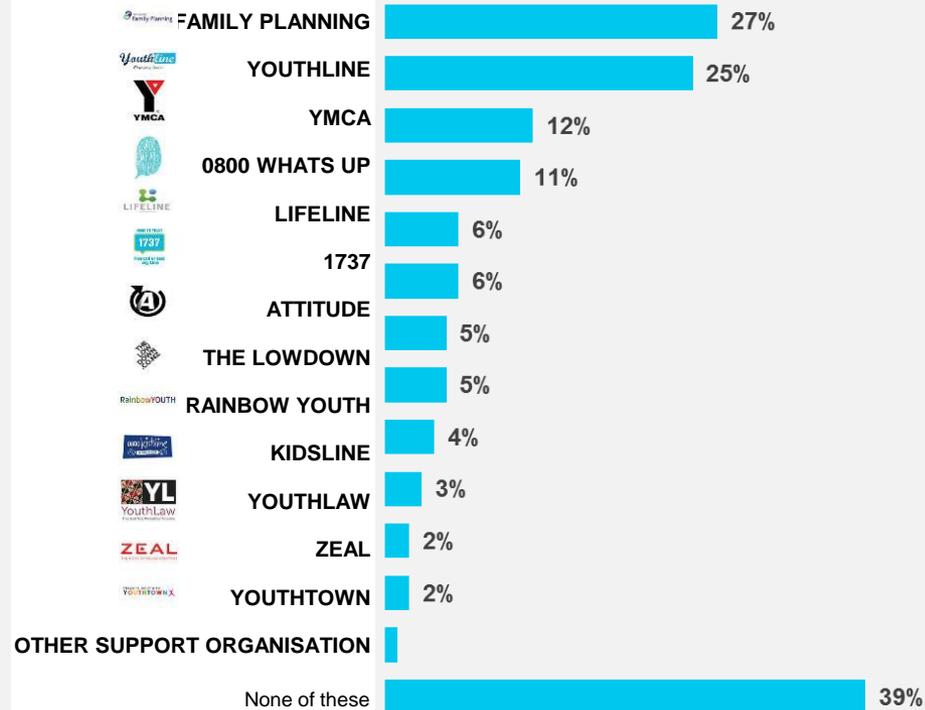
Q5. What organisations do you know that support young people?
 Q6. Which of the following youth support organisations are you aware of?
 Base: Total population (n=406)

xx/xx Significantly higher | lower than total
 ▼▲ Significantly higher | lower than 2016

A quarter of youth who are aware of Youthline have contacted them before or have friends that have done so.

CONTACTING SUPPORT ORGANISATIONS

WHO HAVE YOU OR YOUR FRIENDS CONTACTED BEFORE?



xx/xx Significantly higher | lower than total
 ▼▲ Significantly higher | lower than 2016



**SUMMARY AND
RECOMMENDATIONS**

Changing lives.

IN SUMMARY...

Youth in general

New Zealand youth remain **unlikely to feel they are positively perceived** by the wider community



Only **27%** feel youth are perceived **positively**

Those aged **16-17** and those from **Māori** and **Pacific Island** backgrounds are more likely to feel youth are viewed **negatively**

Although the majority of New Zealand youth feel they know where to get help from when they need it (**73%**), those aged **16-17** are **less likely** to know where to go for help

IN SUMMARY...

Issues youth are facing

Mental health – most prevalent issue experienced by New Zealand youth

Mental health (incl. depression, anxiety, suicide and stress) is the biggest issue New Zealand youth are facing

Compared to 2016, **suicide** is more likely to be mentioned as a major issue faced by youth in 2019 (56% vs. 45%)

Demographic differences:

- **Māori and Pacific Island** youth are more likely to mention suicide and drugs
- **Asian** youth are more likely affected by racism
- Compared to other age groups, those **aged 16-17** are more likely to mention suicide

What causes **stress** amongst youth?

Amongst those who perceive stress as being a serious issue the main causes are:

1. School and university study
2. Societal expectations
3. Pressure to succeed
4. Securing employment and
5. Coping with daily responsibilities

What can be done about **suicide**?

What can be done to reduce New Zealand's high suicide rate – in their own words:

1. Remove the stigma of talking about mental health
2. Provide better support in schools
3. Empower youth through education to manage stress and look after their mental health

The *'so what'* ?

Can we curb the high incidence of mental health issues amongst youth by focusing on preventing daily pressures resulting in more serious issues over the long term? What role can Youthline fill to empower youth with the necessary skills to better cope with the demands and stresses of life and better manage their mental health?

IN SUMMARY...

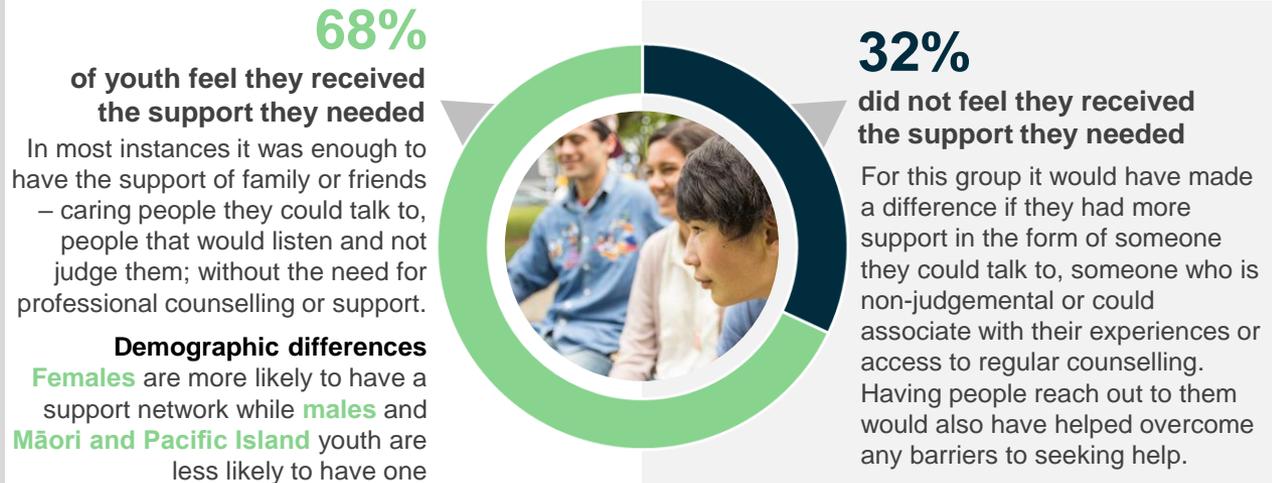
Supporting New Zealand's youth

Family and friends play an integral part in supporting New Zealand youth through difficult times

When thinking about a time that was particularly difficult for them, New Zealand youth commonly cite issues relating to:

- Stress
- Depression
- Anxiety
- Relationships
- Mental health

Although experiencing similar issues, **not everyone receives the support they need...**



The 'so what' ?

Can we help those who don't have a support network to talk to by growing a 'community of youth who care', a community of youth that share similar experiences and doesn't judge? What role can Youthline fill in growing such a community and equipping them with skills to listen and support one another?

IN SUMMARY...

Platforms of support and Accessing information

Face-to-face counselling is most important when contacting a support organisation, however, **family and friends** is the main go-to place when needing to talk someone. The **internet and social media** remains key when searching for information.

Which platforms provide the best support?

The majority of New Zealand youth (69%) perceive **face-to-face** counselling as providing the best support for young people.

Other important platforms include:

- Telephone help lines (higher vs. 2016)
 - Youth mentoring
 - Youth groups (higher vs. 2016)
 - Information websites
 - Text support (higher vs. 2016)
 - School programmes
- } Higher among Māori / Pacific Islanders

Where do they go when they need to talk?

80% of New Zealand youth feel they know where to go if they need someone to talk to. These youths are more likely to talk to **friends or family** than a doctor, counsellor or other professional.

Māori / Pacific Island youth are more likely to mention family/whanau

Information sources?

The **internet** remains key when accessing information about sex, drugs, alcohol, depression, stress etc. followed by social media and talking to friends.



The 'so what' ?

Continue to maintain a strong presence online where youth are likely to search for information. Also maintain face-to-face counselling but drive perceptions around the effectiveness of other platforms such as telephone and text support. Should Youthline also be equipping family and friends to help support youth needing someone to talk to?

IN SUMMARY...

Awareness of support organisations

Despite high levels of awareness of support organisations **most New Zealand youth have not reached out** to an organisation for help before

Youthline is by far the most recognised **youth** support organisation with **71%** familiar with Youthline alone

However, only **35%** have ever contacted a support organisation before – **25%** of youth or their friends have contacted Youthline in the past

The **barriers** New Zealand youth face when seeking help or advice mostly relate to:

- Embarrassment
- Cost
- Feeling their issues are not big enough
- Fear of judgement
- Not wanting to talk to someone
- Uncertainty of what might happen

Māori and Pacific Island youth more likely to mention – Embarrassment, Fear of judgement, Trust, Not culturally acceptable, Not sure if their culture will be understood

The *'so what'* ?

How can Youthline help youth overcome the barriers of reaching out to support organisations for support? In addition to continuing to drive messages around Youthline's free support services, how can Youthline further allay fears and concerns around embarrassment, issues not being big enough, being judged or what might happen when reaching out?

2019 Key Discussion Themes

Mental Health (Depression, Anxiety, Stress) is the main issue New Zealand youth are faced with today, with **Suicide** a bigger issue than in 2016. What more can be done to **equip our youth to deal with stress and manage their mental health** to prevent more serious issues from developing?

Family and friends play a pivotal role in supporting our youth. How can we **equip them to provide better support** and ultimately create a bigger **community of people who care** to reach those who don't currently have a support network of family or friends to rely on?

Youthline is by far the **most top of mind support organisation amongst young people**, and has the highest awareness overall. Youthline is also strongly associated with offering the things that are most important when contacting a support organisation. **However, many of our youth still face barriers to contacting a support organisation.** How can we further help overcome these barriers?



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Thank you