

# **#Summary**

Outcome measures, app usage, and user feedback show that Tellmi is providing valued mental health support throughout Oxfordshire in the first year of the contract.

In July 2024 the Tellmi Mental Health Service was commissioned to provide digital peer support and counsellor intervention to anyone aged 11 - 18 across Oxfordshire. This report describes the impact seen in the first year of a three-year contract.

Our first year has been dedicated to building the foundations of the Tellmi service in Oxfordshire. This has included connecting with key networks, engaging staff through training and beginning to work directly with young people. Establishing these foundations has been a crucial step, ensuring the service is understood, trusted and ready to grow in its impact over the contract duration.

In year 1, Tellmi has provided a safe supportive space for 433 young people with good levels of engagement across gender and age. This reflects a strong uptake across the 11-18 age range showing that the service is reaching young people who need it most during key stages of their development.

**75** young people have received support for high risk issues. This is 17% of Oxfordshire users.

Stakeholders across Oxfordshire have shown a genuine enthusiasm for implementing Tellmi within their communities; 71% of users came from school related activities, 20% from the clinical pathway.

In year one, 83% of schools are engaged on some level. Of those, approximately 40% of schools have launched Tellmi and 23% have had further engagement such as staff training and awareness raising through assemblies and student workshops, all positively rating the service and activities.

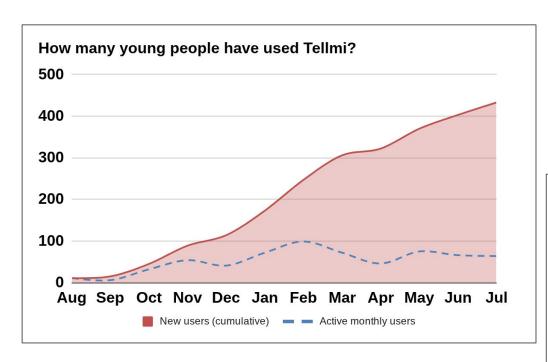
The Tellmi Directory has proven to be a valuable resource with 160 (37%) users accessing 260 different resources in the Directory.

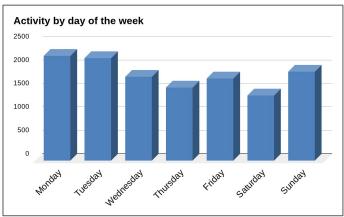
Our comprehensive understanding of the key priorities and focus areas across Oxfordshire is a cornerstone of our strategy. This insight enables us to develop a well-informed strategic plan that aligns with the needs of the community, ensuring that the impact of Tellmi continues to grow. By remaining attuned to local challenges and opportunities, we aim to enhance the effectiveness of our services and maximise our positive influence on the mental health landscape in the region.

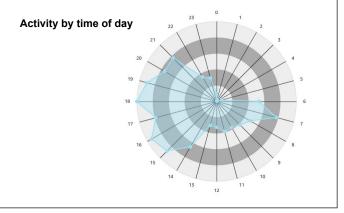




### **#Growth** A solid foundation







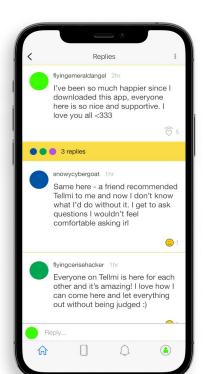
## **#Metrics** 12,798 interactions from 433 users.

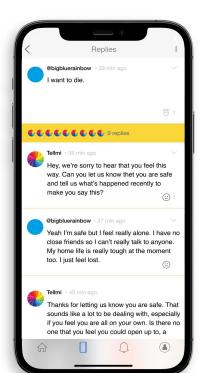
1,379 Posts

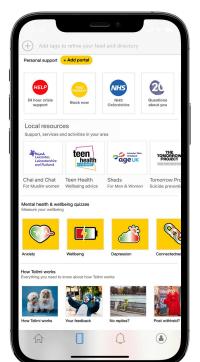
**4,700** Replies

282 High Risk Posts 296
Directory Resources









# #Retention Long-term flexible support

Tellmi is designed to help people manage their mental health. It is a tool that can be used as and when it is needed. Many young people use Tellmi to seek support for a specific problem but we also see a substantial number of young people using Tellmi for an extended period.

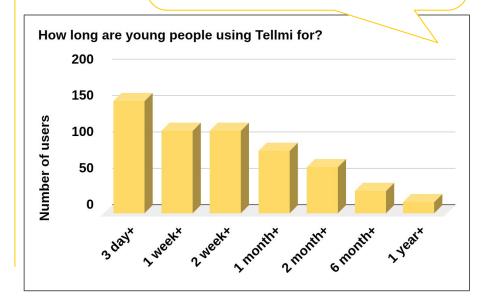
Therapeutic interventions, such as those delivered by CAMHS, typically last between six and twelve weeks, however 46% of young people referred for therapy only ever attend for a single session (Edbrooke-Childs, 2001).

In the UK the average 30 day retention rate for Health and Fitness Apps is 3% (Business of Apps, 2025). **Tellmi's 30 day retention rate in Oxfordshire is 20%.** 

The benefit of commissioning Tellmi over multiple years is that it allows us to reinforce our offer through activities in schools and with VCSFEs. It also enables continuity of care, allowing young people who need extended support to be able to access it.

I'm not on the app often but the community is always amazing and supportive - thank you for cultivating such a safe and welcoming place to vent frustrations, worries, etc.



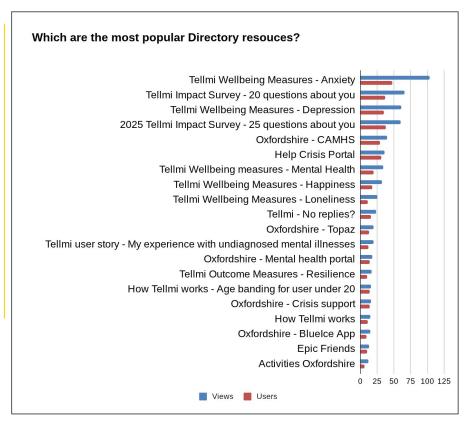


## **#Resources** 3,883 directory visits

The Tellmi Directory contains 700+ nationally available resources such as national support services, websites, books, apps, user stories and wellbeing quizzes. In Oxfordshire users also benefit from 23 local listings including Oxme, SeeSaw, Byhp, Here4Youth and Oxfordshire Mind. During the summer an additional set of 11 summer activities were also added to the Directory.

In total 160 (37%) users have viewed 260 different resources. 25 local listings have been viewed 172 times. The Oxfordshire CAMHS is the most popular local resource and was used 40 times. Typically, in non-commissioned areas only 15% - 20% of users access the free version of the Directory. The positive uptake seen in Oxfordshire confirms the benefit of providing locally relevant resources.

"I do enjoy it. Whenever i have the time, i like to come on here and help people out. It serves as a good distraction and makes me feel good about myself when people are thankful for it, as sometimes i feel i'm not as appreciated as i want to be"



# #Insights 171 different topic discussions

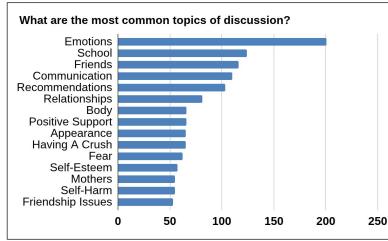
When a post is moderated it is topic tagged. This gives us valuable insight into the different issues that users face. 171 different topics have been discussed by Oxfordshire users.

'Communication' is a common topic nationally, not just in Oxfordshire. Young people regularly use Tellmi to improve their communication with friends, partners, family and teachers. Through peer support young people increase their confidence and resilience to dealing with difficult conversations.

'Loneliness' and 'Anxiety' are being discussed less in Oxfordshire than other areas. Self-esteem, appearance and school are all discussed more frequently. This may reflect the needs of a small group of users, however, we will share these insights with local schools and provide suggestions for useful resources to be given to students.

"I just want to look in the mirror and not start crying"

"Please don't be unkind to yourself. Look in the mirror and draw hearts in lipstick to express love for yourself. Tell yourself you will love and look after your body because it's the only one you have ""





## **#Delivery** 40% of schools have launched Tellmi

The aim of our outreach programme is to raise awareness and build trust in the Tellmi service, as well as to teach people the importance of seeking help early.

#### **Schools**

In year one, we concentrated on the foundational work needed to embed the service in Oxfordshire, from sharing resources to delivering staff training and assemblies.

83% of schools are engaged on some level. Of those, approximately 40% of schools have launched Tellmi and 23% have had further engagement activities.

As we move into year 2, our focus will shift towards delivering more in-person workshops to provide even greater direct support for young people. We would also like to work more closely with key stakeholders within school settings such as MHSTs and school nursing teams to increase engagement with the service.



**VCSEs and Community partners** 

In year one, we delivered 41 introductory sessions including staff training with VCSEs and wider partners to support them to embed the service.

To extend our reach, we ran marketplace stalls and connected with organisations and schools at a number of conferences and events, including the CAMHS Showcase, OxPCF SEND conference, Carers Oxfordshire, TYSS and LCSS partner events.

## **#Delivery**

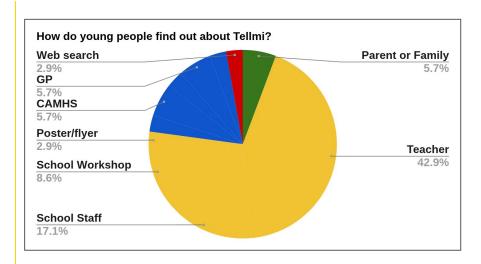
#### **Clinical Pathway**

Whilst Tellmi has seen a good level of uptake amongst schools, in year 2, we would like to build on our relationship with CAMHS and counselling providers to increase referrals to Tellmi. Waitlists for these services in the regions remains high, which highlights a need for further collaboration and integration of Tellmi within clinical settings. A more coordinated and formalised referral system is needed to ensure consistent care, as signposting alone is not enough.

"Thank you so much I think Tellmi is a wonderful service and just what young people need in this generation." Nicole Wareing -Oxfordshire CAMHS Patient and Family / Carer Engagement Coordinator

The percentage of young people who find Tellmi through the clinical pathway

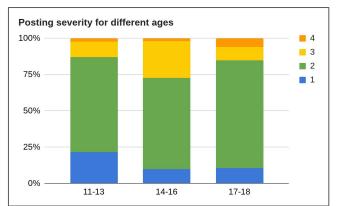
20%

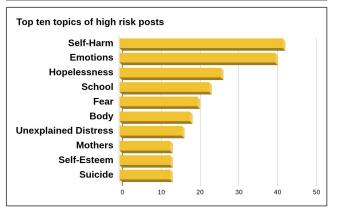


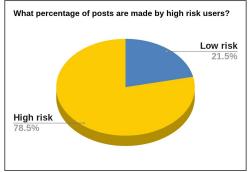
**71%** 

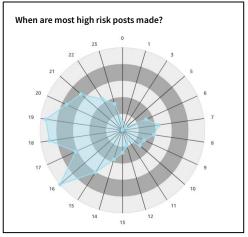
The percentage of young people who find Tellmi through school related activities or staff.

# #Impact 75 people received high risk support









Between 1st August 2024 and 31st July 2025, Tellmi supported **75 young people with more severe issues**. This is 17% of all Oxfordshire users.

Tellmi's unique preemptive counsellor intervention sets it apart from other service providers. During moderation all posts and replies are risk assessed from level 1 - no risk to 5 - urgent risk. Posts or replies that are identified as level 4 (high risk) or level 5 (urgent) are immediately transferred to a qualified counsellor who checks that the user is safe and helps them to unpack the issue or to access local services or specialist support.

Because Tellmi counsellors can see longitudinal data, it is easy for them to assess changes in risk levels. This saves crucial time and it also spares users from having to reiterate painful problems over and over again.

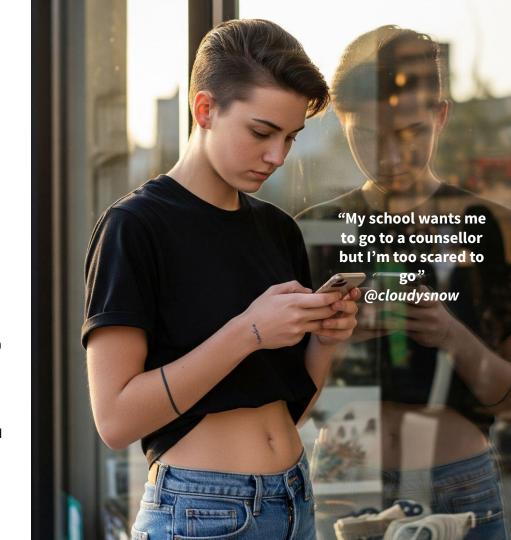
### **#Case Studies**

**@cloudysnow** is at sixth form and has been a Tellmi user since the end of 2024. Their first two posts described feelings of wanting to die and not having any support. They had only talked to one person before reaching out to Tellmi and that person was no longer available for support.

Over the following months @cloudysnow shared more about how they were feeling and eventually gained the courage to talk to a teacher who suggested that they try to get some counselling. @cloudysnow explained to Tellmi users that they were frightened by the idea of counselling. The community responded by sharing examples of positive counselling experiences.

@cloudysnow has made over 50 replies to help other users. This is an important part of peer support. Research shows that the person giving support often derives more benefit than the person receiving the support.

**@cloudysnow** is a good example of a long-term user who dips in and out of Tellmi to get support when they need it. Our model for early help means that we are able to provide the right level of support to match the young person's needs.



### **#Case Studies**

**@bluewasp** is in Key Stage 3 at one of our engaged schools. They joined Tellmi in the autumn of 2024 and have used it consistently for the last ten months. They typically make two or three posts a month on a wide range of topics including questions about their sexuality, bullying, how to deal with a violent brother, trouble sleeping and coming to terms with a bereavement.

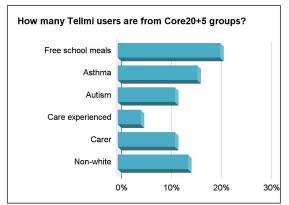
Generally, their posts are mild to moderate needing only support from their peers. However, they have made one post about suicidal ideation which received support from the counselling team.

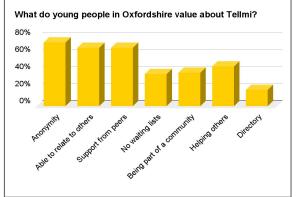
Their activity on Tellmi has slowed down over the summer, which is not uncommon. Without revealing their identity, we will be suggesting to their school that they remind students about Tellmi as young people sometimes forget.

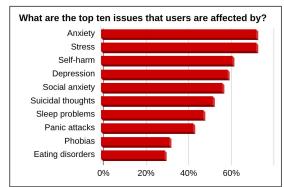
@bluewasp is a good example of a young person who needs occasional help but wouldn't meet the threshold for a formal intervention. Tellmi provides them with a safe place to get help in the moment that they need it.

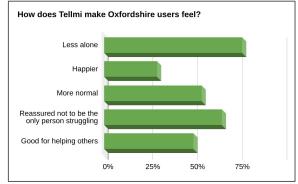


# **#Outcomes** Preliminary results









Every year Tellmi invites users to complete an impact survey that helps us to understand why young people are using Tellmi and what benefits they get from the service. Usually, around 10% of users complete the survey. The number of respondents from Oxfordshire is currently small because the service is only in its first year. However, these preliminary results which are in-line with the our national results indicate that young people in Oxfordshire are seeing positive outcomes from using Tellmi.

"I get therapy but tellmi helps way more, it's like a support group but a lot easier as it's anonymous, I don't have to worry about going somewhere or seeing other people"

Indicative early data from the 2024 and 2025 Tellmi Impact Survey (n=44)

### **#Value**

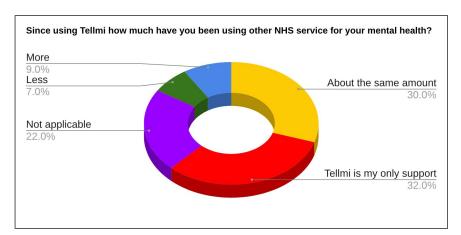
Data from our 2024 & 2025 Impact and Outcomes Survey shows that Tellmi is the only source of support for 32% of users and 7% are using other NHS services less as a result of using Tellmi.

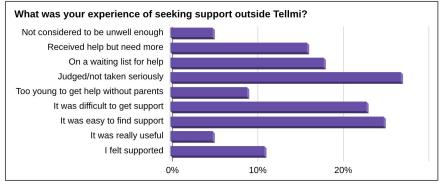
Our data demonstrates the benefits of providing early help to young people who would not otherwise access services. Before finding Tellmi 20% of respondents to our impact survey had wanted help but didn't know who to turn to. Early intervention protects the mental health and wellbeing of users and generates substantive positive returns on investment, not just for health, but for the education, criminal justice and social welfare sectors too. Making Tellmi available in Oxfordshire reduces the risk of issues escalating into much more costly mental health conditions.

#### Transition to adulthood

Tellmi is only commissioned to provide our premium service to young people aged 11 - 18. Once they reach 19 years old they are no longer able to access the localised Directory or counsellor support for high risk users. However, these young adults can access the free version of Tellmi.

Between August 2024 and July 2025 Tellmi supported 105 adults in Oxfordshire who were over the age of 18.





### **#Social Value**

Tellmi has delivered **social value worth £35,204** against a target of £35,911 for the first year putting us on track to meet the target set for the whole 3-year period.

In April 2024 Tellmi was awarded £200,000 by SBRI-H, an NHS funded scheme, to develop and pilot a new programme to support job seekers who are facing mental health issues. Oxfordshire is the primary beneficiary of this project. We have completed five months of co-creation development activities with job seekers and work coaches from Oxford, Banbury and Witney. The programme is due to go live in October with a target of supporting 100 job seekers from Oxfordshire with mental health support and work experience over a 6-month period.

We have also delivered social value by:

- employing a moderator from Oxfordshire,
- including clinicians from Oxfordshire in our autism research project,
- delivering a webinar on the mental health challenges facing young people with undiagnosed autism,
- supporting young people aged 19+ via the free version of Tellmi, and;
- running mental health training for staff.



# **#Priorities** Meeting Council Objectives



Tellmi has helped Oxfordshire County Council meet local priorities and objectives set out in the Oxfordshire Joint Health and Wellbeing Strategy 2024-2030 and the Director of Public Health Annual Report: Children and Young People's Mental Health.

Council Priority 1: Improved emotional wellbeing and mental health of children and young people, with positive transitions to adulthood

How Tellmi helped Oxfordshire County Council achieve it: 433 young people in Oxfordshire benefited from Tellmi's evidence-based mental health support (some stats from impact survey). By improving wellbeing among young people, Tellmi supports successful transitions into adulthood.

Council Priority 2: A prevention first approach with meaningful measures to tackle drivers of poor mental wellbeing in childhood

How Tellmi helped Oxfordshire County Council achieve it: Tellmi increases access to mental health support to ensure a prevention first approach is taken to address drivers of poor mental health. With no waiting list or assessment, those who may otherwise face barriers to accessing support are able to do so. 32% Tellmi users in Oxfordshire had no other support.

Council Priority 3: Increased and diversified capability to support CYP with their emotional and mental health needs at the earliest opportunity

How Tellmi helped Oxfordshire County Council achieve it: The Tellmi Directory increases access to wider local services and resources, diversifying local capacity to support young people at the earliest opportunity. 160 users accessed 260 different resources in the Tellmi Directory, including 23 local resources.

Council Priority 4: Closer partner collaboration to align and improve our system approach to accessing help

How Tellmi helped Oxfordshire County Council achieve it: Tellmi held 41 introductory sessions including staff training with VCSEs, clinical pathway providers including CAMHS and wider partners to support them to embed the service. 20% of young people found Tellmi through the clinical pathway, and we intend to build on our relationship with CAMHS and counselling services to increase this during the second year of the contract

# **#Priorities** Meeting Council Objectives



**Council Priority 5: Strive to reduce mental health problems by addressing wider factors** 

How Tellmi helped Oxfordshire County Council achieve it: Tellmi addressed wider factors contributing to mental health problems by increasing access to inequality groups. Anonymity and pre-moderation reduces stigma and increases accessibility, particularly for users who face health inequalities and barriers accessing support. They can seek help without fear of retribution in a safe and supportive online community, 14% of Tellmi users are not White British, 11% have a diagnosis of autism, and 20% are on free school meals.

**Council Priority 6: Prioritise opportunity, activity, independence, and community** 

How Tellmi helped Oxfordshire County Council achieve it: Tellmi has engaged with the wider community through activity with schools. 83% of schools in Oxfordshire are engaged on some level and 40% have launched Tellmi. Alongside this, we began direct engagement with young people in Oxfordshire, running three half-term sessions with TYSS, delivering four assemblies to over 400 students from years 7 to 11 and running transition workshops with 180 students to support their move into secondary school. By utilising the Tellmi app to develop mental health self-management skills, we have increased independence among local young people.

