

Case Study

Here for You

Area 43

Background

Here For You, was a 2 year pilot project by the Ceredigion Youth Charity – Area 43, which aimed to support all young people aged 16 - 30 within Ceredigion. Many young people in rural communities find it difficult to access existing support services for a range of reasons, therefore Here For You offered a free, universal online counselling service to support those aged 16-30 years, without judgement.

Delivery

Delivery was through using Zoom meeting rooms, this included video, audio and real time text. Some service users preferred phone counselling and were accommodated where possible. For some service users it was difficult, if not impossible, to engage face to face so adapting to their needs allowed them to receive counselling where they would not have otherwise. The timing of counselling varied dependant on the needs of the service user, including both daytime and evening counselling.



Impact

The engagement from service users was positive and provided strong testimony to the positive impact that the service has had, this led to several users recommending the service to their peers.

Engagement
Total number of referrals - 98
Total number of counselling relationships - 72

"I am so glad I found this service, I really needed counselling, and I have been on the NHS waiting list for one and a half years"

"I have come out of a dark place since having counselling and can manage my life much better"

"I would not have access to counselling otherwise"

"I used this service on two different times to talk to (councillor) as I relapsed with my mental health and it was so nice to be able to pick up where we left off. I would really recommend this service and I'm glad it exists"



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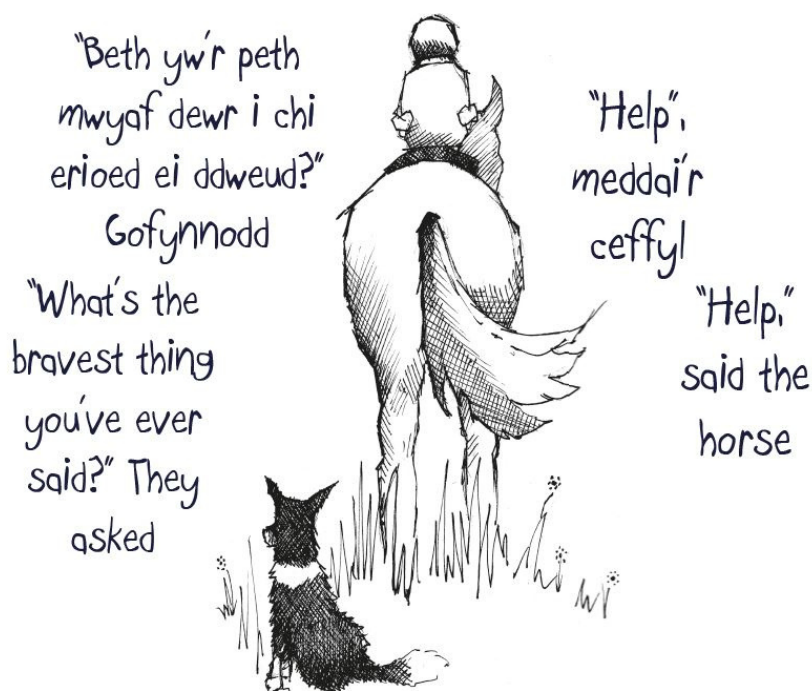


Post Pilot Project

The service has been able to continue post pilot with direct commissioning from both North and South Ceredigion Primary Care Clusters. The positive impact, feedback and experience of the service users being a key factor in the commissioning.

As a result of the Here for You pilot project, the mental health services available free of charge in Ceredigion has expanded. This provides an opportunity for any young person to access a talking therapy service quickly and confidentially within the county.

Ryan Davies, General Manager of Area 43, says "The recognition from Primary Care professionals is a very rewarding approval for all of the staff, and highlights that the work Area 43 do is valued and has a positive impact for the young people who engage with it."



Area 43 has also received commissions from the Primary Care and Education sectors in Pembrokeshire as a result of the pilot, enabling the organisation to expand its geographical impact and further develop partnerships regionally.

The above outcomes although not monitored as part of the pilot are the legacy of the project and will have a lasting impact on the health and wellbeing of young people in Ceredigion. Area 43 has been able to grow and diversify its service offer to commissioners and has provided future potential stability.

To view the full report on the results of this pilot project visit

<https://www.cynnalycardi.org.uk/activities/theme-5-projects/here-for-you-area-43/>



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