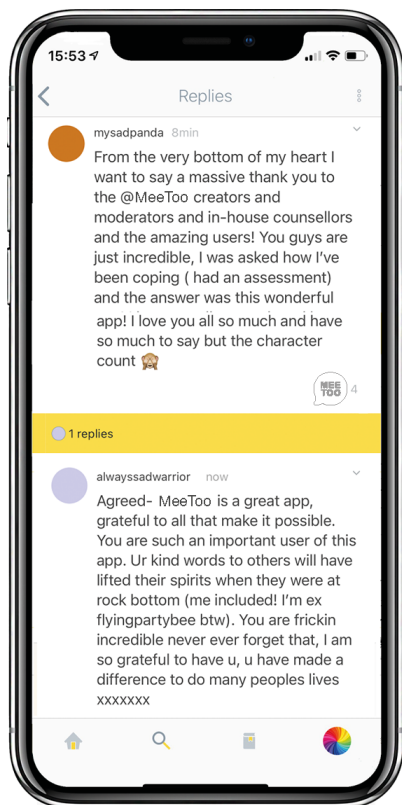




NHS Apps Library

When it's hard to talk talk to **MeeToo**

Safe, anonymous, peer support
for young people aged 11+.

100% pre- moderated (by humans!)



® MentalHelp

What is it?

MeeToo is a free fully moderated app for young people, which provides peer support, expert help, inbuilt educational and creative resources as well as in-app links to UK charities and helplines. MeeToo is a neutral space which allows young people to experiment with what it feels like to open up without drawing attention to themselves while positive feedback and social support builds confidence, increases wellbeing and promotes emotional resilience

Why is it different?

100% Moderation: Every post and reply is checked before it reaches the app to eliminate all bullying, judgment or humiliation. Positive feedback and support is curated into the app.

Peer Support: MeeToo builds on the empirical success of the peer support model¹ - where young people help each other - by creating a free, standardized, and scalable solution that is accessible to the 84%² of UK teenagers who have a smartphone.

Expert Help: MeeToo is curated by experts, who guide advice chains to ensure every question gets a fully rounded solution.

Inbuilt educational resources: Resources are developed in response to users needs so if there is discussion around a specific topic, relevant advice and information is integrated into the app.

Creative Input: MeeToo is a creative hub where young people are encouraged to express themselves artistically. Getting their work published gives users a sense of achievement and their creative input stops the app looking and feeling like a worthy “mental health” resource.

Access to real world support: Users can access a directory of specialist support groups and charities such as Shout, Childline, Young Minds or Brook through a closed loop system. Being able to do this privately allows them to explore support without feeling stigmatised.

Sophisticated back end safeguarding: The alert system picks up vulnerable children or risky posts before they hit the app and redirects those users to more appropriate support if necessary.

Guided rejection: When posts are rejected young people are given a clear explanation as to why their post failed so that they can learn from their mistakes.

What does it achieve?

Improved confidence and resilience: MeeToo improves emotional articulacy by encouraging young people to identify and express their feelings. Positive feedback, advice and social support builds confidence, increases wellbeing and promotes emotional resilience³.

Decreased stigma: MeeToo allows young people to access advice support without labeling themselves as having a problem. It is a neutral space which allows young people to experiment with what it feels like to open up without drawing attention to themselves.

Active support: Support groups like Childline tend to restrict their counseling activities to empathic listening which provides passive support. MeeToo offers active support, practical advice and tools for change.

Better educational outcomes: Underlying mental health issues in children can lead to a 2-5 month loss in educational progress⁴, so improved emotional wellbeing benefits all teenagers psychologically, socially and educationally.

References

(1) Cowie and Smith, 2010, (2), YouGov, 2014, (3) Prince-Embury, 2013 (4) Johnston, Propper, Pudney & Shields, 2014

Contact us

info@meetoo.help

www.meetoo.help

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