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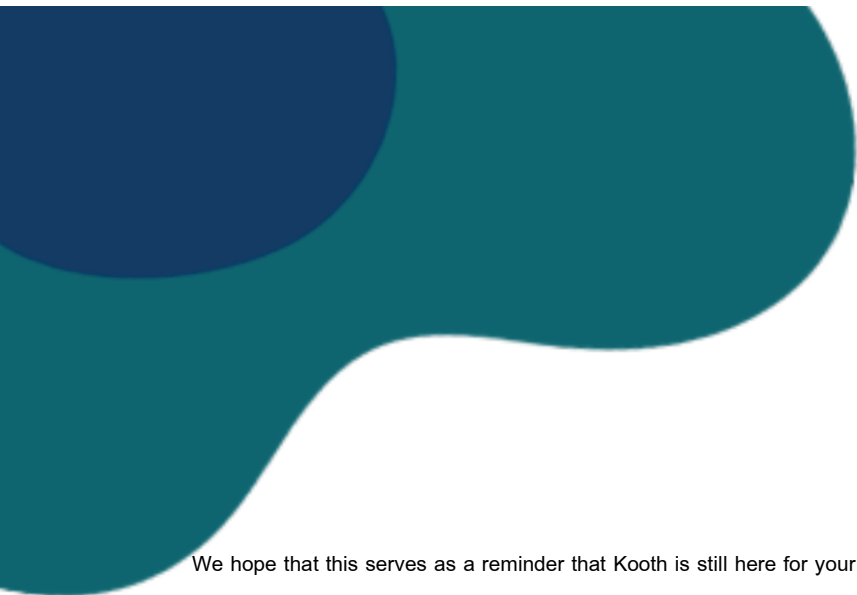
We hope this letter finds you safe and well. 2020 has been quite a year so far, and the past 6 months have presented us all with challenges and uncertainties we have never encountered before. We understand that the return to work / school after such an extended period of leave can be daunting; here at Kooth we have seen presenting issues in young people linked to “school / college issues” rise by 246.4%, and as a result of this, have put this “Back to School with Kooth” pack together for you.

This pack contains details of how to access a number of virtual sessions and digital resources around promoting Kooth and mental health awareness in your school. You will find advice brochures around the return to school for both young people and professionals, information on running your own Kooth campaign, activities and our live forum topics for September, as well as our standard promotional materials.

These are of course all free to utilise as part of the contract in your area. You can find these on our new digital promotion hub, Swivle: promote.kooth.com.

In addition to this, we will be running social media campaigns around the following issues:

- **Exam Results:** This campaign will focus on supporting CYP, teachers and parents around GCSE and A level results, the “guesswork grades” and the impact of this. It is based around extensive quantitative data collected from our insights team, and qualitative data from the community engagement team showing the broad effects of the pandemic on students.
- **Uncertain Futures:** This campaign will focus on the decisions young people face after finishing A levels and University, around the potential difficulties of finding jobs and lack of clarity around their future. We will also aim to support those young people heading off to university and managing those expectations of a very different start to what they had envisaged. Again, this is founded on extensive qualitative and quantitative data and issues raised and discussed on Kooth and Kooth Student.
- **Pandemic for the Ages:** Painting a picture of how the pandemic has affected the mental health and wellbeing of every inch of society. This quantitative data will be presented as an infographic and key presenting issues split by age group. We will also look at how different generations are handling the coronavirus pandemic, including front line interviews and personal stories.



We hope that this serves as a reminder that Kooth is still here for your young people, as we were before and during lockdown, and provides your school staff with an additional means of supporting your students.

Please do not hesitate to contact us should you have any questions regarding the service or accessing any of the above. In the meantime, stay safe!

Kind regards,

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