



Kooth Digital Health - Providing Accessible Mental Health Services in Partnership with Family Hubs

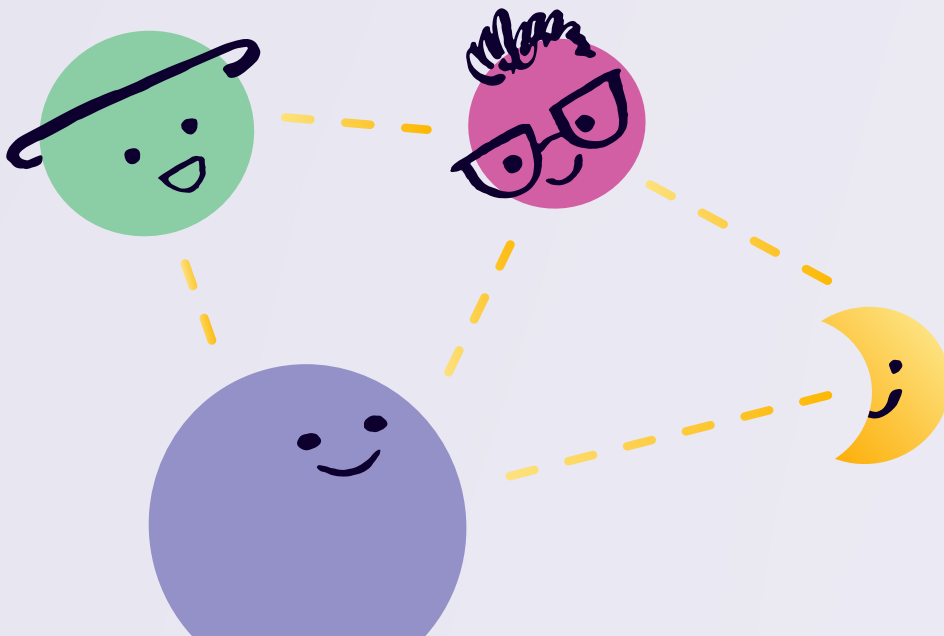
How Kooth supports parents' and carers' perinatal mental health in Enfield through integration with local Family Hubs



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Kooth's Qwell service in Enfield gives parents with perinatal mental health needs timely access to free, professional support through the Council's Family Hubs network.

Responding to a specific local need, Qwell was commissioned and successfully embedded in Enfield through focused activity from the Head of Family Hubs and Start for Life Transformation, and the Kooth Engagement Lead - our on-the-ground team focused on embedding our service within local networks. This joint working ensured Qwell was well integrated locally and working alongside existing services.





Kooth collaborates with local leaders to embed its Qwell service

Knowing that local integration is key, the Kooth team began by setting up a meeting with the Head of Family Hubs to identify priority groups and key local services.

Working alongside the commissioner, we took several critical steps to establish Qwell locally:

Webinars for local stakeholders



We introduced Qwell to local service leads and teams across the area through bespoke webinar sessions. These were scheduled with local stakeholders and explained how Qwell would work alongside existing services.

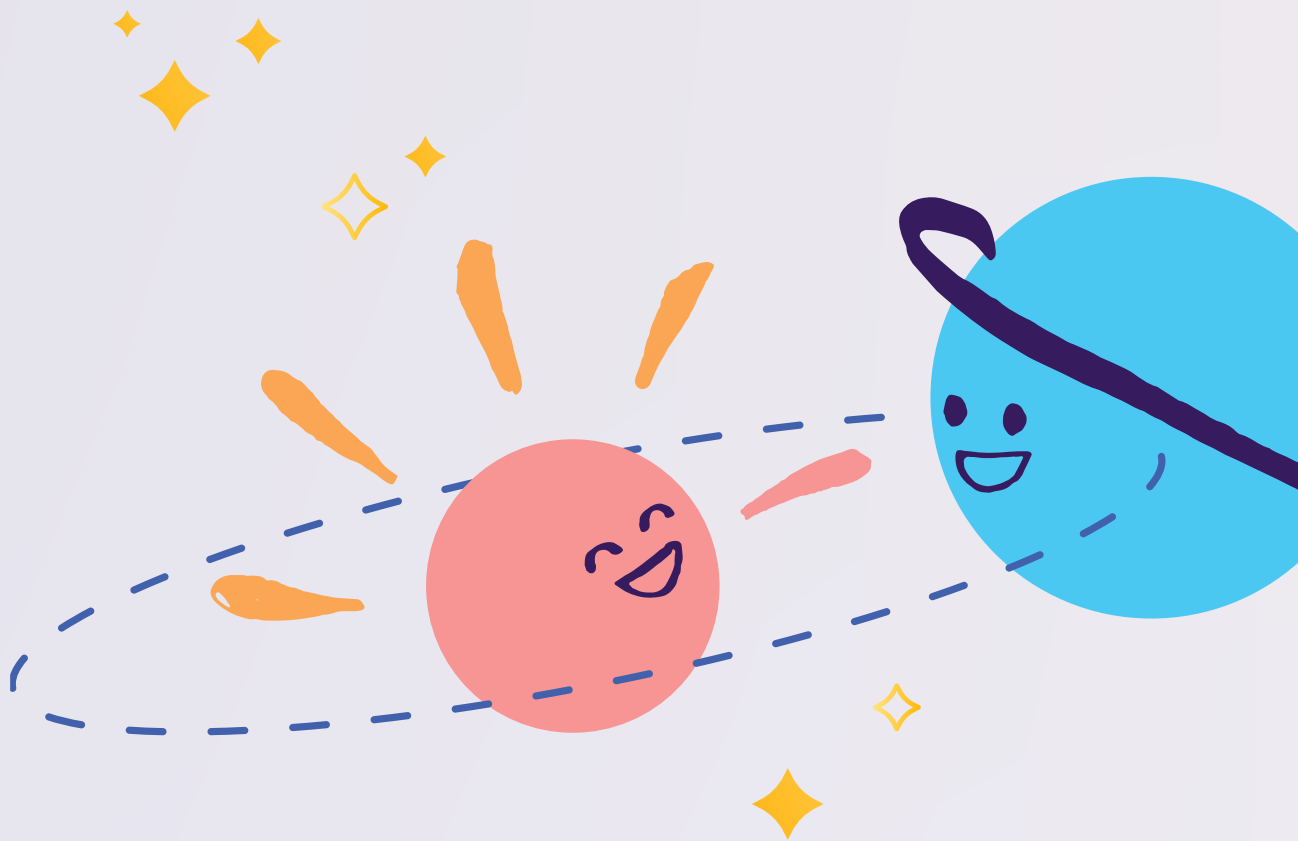
Working with the Head of Family Hubs, Kooth delivered the webinars to four local organisations supporting perinatal parents and carers, covering:

- All aspects of Qwell, from its library of therapeutic content to its team of professional mental health practitioners and counsellors offering one-to-one support
- How local services refer and signpost perinatal parents and carers to Qwell
- How Qwell supports perinatal parents and carers

Bespoke promotional materials reflecting local priorities

We created bespoke promotional materials, including posters, leaflets and wallet cards, approved by the Head of Family Hubs, which were then disseminated through the Council to local services across the Family Hub network.





Collaborating and connecting with perinatal support networks

The Head of Family Hubs paved the way for the Kooth Engagement team to join key internal meetings to present directly to senior stakeholders in the perinatal support network, including key staff at such as the Family Hub Operational Leads Family Hub and the Early Help Service teams.

These two engagements alone enabled Kooth to engage with over 75 professionals and embed Qwell's information across the entire perinatal support network.

Resources were then shared with the commissioner to ensure that Qwell information reached all Early Help teams throughout the area.

In addition, Kooth collaborated with the commissioner to build a relationship with Enfield Council's communications team, successfully adding Qwell to the local parenting directory to encourage self-referrals from parents in the area.



Targeted outreach and ongoing collaboration

Kooth is working hand-in-hand with Enfield Family Hubs to create a direct engagement strategy to promote the service through existing perinatal health services, incorporating health, social care, VCSE and digital marketing as potential access routes.

To ensure progress is made in line with local priorities, regular monthly meetings with the commissioner have been established to monitor progress, share updates, and align on priorities for Kooth's on-the-ground engagement team.

This model is key to successfully integrating Qwell into Family Hubs and increasing access to mental health services for children, young people and adults. Therefore, we're proud to partner with Enfield Family Hub and use this partnership as a blueprint for supporting Family Hubs across the country.

Quick summary

Key Elements of Kooth's Collaborative Approach

- Bespoke webinars
- Direct engagement with professionals in existing service
- Distribution of physical resources to support awareness
- Integrated signposting and referrals within existing services
- Strong relationship with the commissioner as a partner

Key Benefits for Family Hubs

- A collaborative approach with the commissioner facilitated successful implementation across existing services and networks
- Flexible product and implementation able to adapt offerings to meet local priorities
- A unique engagement strategy leveraging Kooth's on-the-ground Engagement Leads (KELs) to enhance outreach and have a physical presence with the target population

