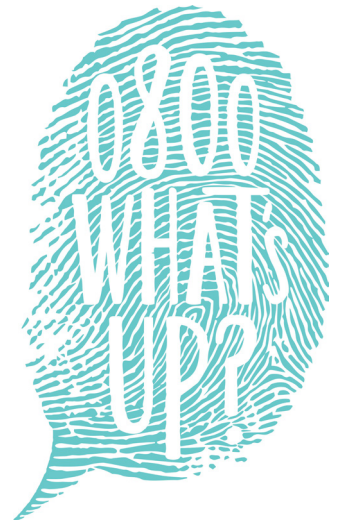




Do good, better.



Barnardos

0800 What's Up

ImpactLab GoodMeasure Comparative Analysis Report

October 2023

**ImpactLab
GoodMeasure Report**

Wellington, New Zealand

Prepared for:
Barnardos

October 2023

ACKNOWLEDGEMENTS

We would like to thank Ban Al Gailani, Tim O'Donovan and the Barnardos team who contributed to the preparation of this report by sharing their values, processes, evidence and experience.

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Simplifying social impact measurement

I had the privilege in public life to work with people who understood the need for positive change in the lives of those around them and worked hard to achieve it.

Our social services do a tremendous job of bringing positive change to our most deserving individuals and communities. These organisations are built by volunteers and community workers who dedicate their lives to helping others.

Social service workers can see the positive impact of their work. Children thriving, families united, jobseekers in new employment and people empowered to change their life course.

With more tools they could do more good. I want to help them by finding ways to make sure that effort is recognised, results are measurable and they can make decisions about how to do more good.

ImpactLab grew from a desire to make available to community organisations tools that use the power of public information and the latest technology, so these organisations can change more lives.

By measuring social change and positive outcomes, ImpactLab enables charities and social service providers to speak the language of funders, investors and governments.

It has been a pleasure to work with Barnardos to learn how this organisation changes lives throughout New Zealand.

Calculating social value helps inform decision making and investment and enables you to do good, better.

Thank you for joining us on this journey.

Sir Bill English
ImpactLab Chairman

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GoodMeasure Summary

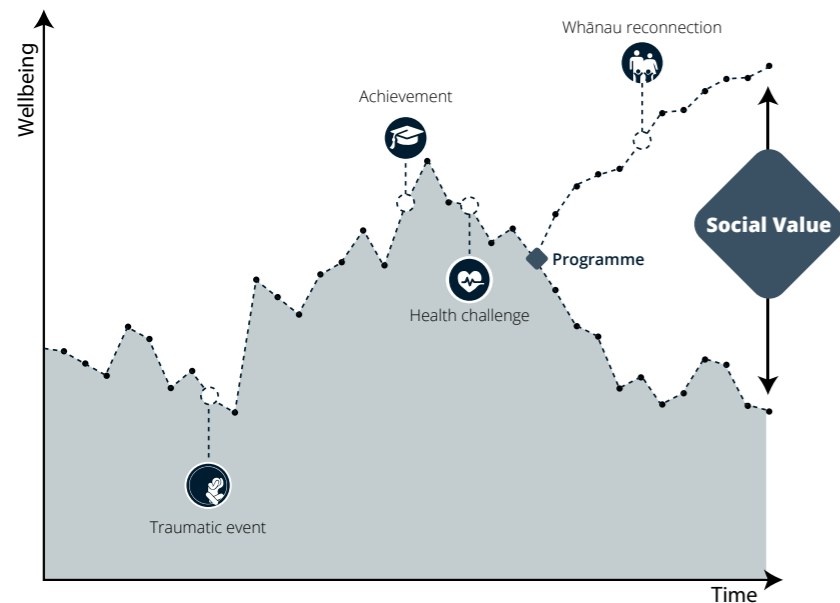
GoodMeasure connects decision makers with information they can act on to grow their social impact. It supports organisations to focus on investment that works for communities so that people can live the lives they choose.

Through the GoodMeasure journey ImpactLab supports our customers to understand their social value and empowers them to further understand their data, people and impact stories.

We use a standardised methodology that draws on publicly available data, academic research, and an organisation's own data, to estimate social value and a social return on investment (SROI).

Understanding social value

Social value is the social impact in dollar terms that a programme achieves for participants over their lifetime.



Throughout our lives, different events occur which impact our overall wellbeing trajectory. ImpactLab measures the impact on an individual's wellbeing across multiple domains when they're supported by a programme to make positive changes in their life.

We measure this impact in terms of both positive benefits (such as increased income) and avoided costs to government.

To calculate social value, we combine these impact values with

- ◆ Evidence from global literature about how effective a programme can be.
- ◆ The size of the opportunity for the people an organisation serves to achieve more positive outcomes.
- ◆ The number of people supported.

By combining these inputs, the social value calculation helps us understand how a programme or intervention helps change lives for the better. We combine the social value with cost information to calculate a programme's social return on investment.

GoodMeasure for 0800 What's Up

0800 What's Up is a helpline and online chat service offered by Barnardos. This dedicated helpline provides vital assistance to young individuals in need by offering free and confidential counselling where no issue is too small or too big. As part of the wider Barnardos organisation, 0800 What's Up has the vision of an Aotearoa where every child shines bright.

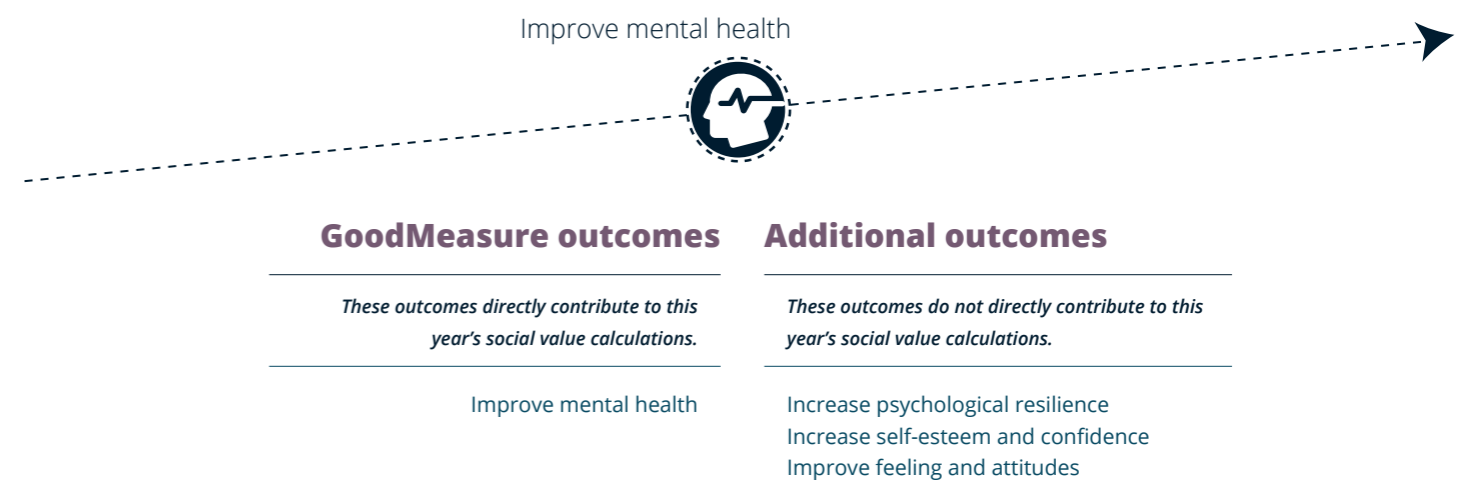
Who does 0800 What's Up serve?

What's Up is a free and confidential helpline and online chat service dedicated to tamariki and rangatahi in Aotearoa NZ. What's Up provides counselling to young people aged between 5-19 who are facing challenges and need support.

What does 0800 What's Up do?

What's Up provides young people with a safe space for discussing any concerns with trained counsellors through phone or via online chat services encouraging open and honest korero. Counsellors listen to the young people, normalise their feelings and support them to build resilience and empower them to solve their own problems by providing tools and strategies to overcome these challenges.

What outcome does 0800 What's Up aim to create?



0800 What's Up's impact

The period in scope included data across two six-month cohorts (Period A and B). Period A included advertising costs aimed at increasing awareness of the 0800 service.

We evaluated the same service delivery model in both periods and generated two SROIs to analyse and contrast the impact of advertising upon the 0800 service.

Period in scope	Social Value	Social value definition	Social Return on Investment						
01 Aug 2021 – 31 Jan 2022	\$865,083	<table border="1"> <tr> <td>Social value generated for each participant</td> <td>\$337</td> </tr> <tr> <td>Measurable benefits as proportion of programme cost</td> <td>230%</td> </tr> <tr> <td>Cost of the programme per participant</td> <td>\$121</td> </tr> </table>	Social value generated for each participant	\$337	Measurable benefits as proportion of programme cost	230%	Cost of the programme per participant	\$121	\$1:\$2.30 Every \$1 invested in 0800 What's Up results in \$2.30 returned to NZ
Social value generated for each participant	\$337								
Measurable benefits as proportion of programme cost	230%								
Cost of the programme per participant	\$121								
01 Feb 2022 – 31 July 2022	\$648,079	<table border="1"> <tr> <td>Social value generated for each participant</td> <td>\$385</td> </tr> <tr> <td>Measurable benefits as proportion of programme cost</td> <td>170%</td> </tr> <tr> <td>Cost of the programme per participant</td> <td>\$176</td> </tr> </table>	Social value generated for each participant	\$385	Measurable benefits as proportion of programme cost	170%	Cost of the programme per participant	\$176	\$1:\$1.70 Every \$1 invested in 0800 What's Up results in \$1.70 returned to NZ
Social value generated for each participant	\$385								
Measurable benefits as proportion of programme cost	170%								
Cost of the programme per participant	\$176								



Period in scope A
01 Aug 2021 – 31 Jan 2022

Period in scope B
01 Feb 2022 – 31 July 2022

0800 What's Up's people

Barnardos 0800 What's Up helpline provides essential support to tamariki and rangatahi in Aotearoa. What's Up provides a safe and confidential space for tamariki and rangatahi to seek help and talk about their concerns, no matter how big or small, enabling them to build resilience, navigate challenges and improve their wellbeing.

Barnardos 0800 What's Up helpline provides essential support to tamariki and rangatahi in Aotearoa. What's Up provides a safe and confidential space for tamariki and rangatahi to seek help and talk about their concerns, no matter how big or small, enabling them to build resilience, navigate challenges and improve their wellbeing.

Children and young people face an array of challenges during their formative years, from academic stress, bullying, relationship and family issues to general feelings of sadness and anxiety. It is essential to address these problems early on, providing the necessary support and understanding young people need. Barnardos 0800 What's Up offers a unique intervention, operating as a free and confidential helpline, specifically tailored to respond to the needs of tamariki and rangatahi in Aotearoa. The programme provides young people, who don't often have someone to talk with, a space to be listened to and engaged with, encouraging open conversations about their concerns and feelings.

The 0800 What's Up service provides a unique platform tailored for young individuals. Through its free, confidential, empathetic, and non-judgmental counselling support, it fosters an environment where children and young people can trust the process and feel secure in sharing their experiences without concerns about judgment or repercussions.

The Barnardos 0800 What's Up helpline and online chat service seeks to nurture emotional well-being in children and young people, aiding them in developing resilience and effectively managing life's challenges. By offering a supportive platform for young individuals to freely express themselves and seek assistance, the helpline endeavors to diminish feelings of isolation and anxiety while normalising their concerns. This contributes significantly to enhancing young individual's mental health and self-worth, thereby fostering positive outcomes in both their personal and academic lives.

Engagement definitions:

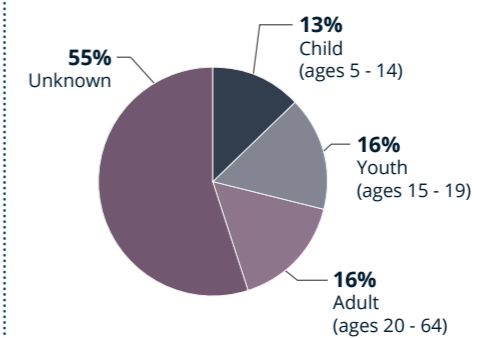
- **Starting definition (all)** - A young person or parent of a young person starts a chat or call with the 0800 What's Up platform.
- **Engaging definition (0800 number)** - A young person engages with a counsellor on the call for at least 2 minutes or an external referral is made.
- **Engaging definition (webchat)** - A young person sends a message via the chat platform to a counsellor.
- **Engaging definition (parent)** - A parent completes a call or message in a chat with a counsellor and receives information or a referral for their child.

**Social value is only attributed for participants who engage.*

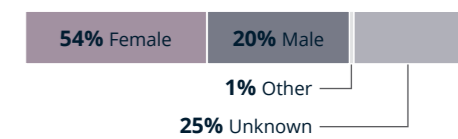
Participants Period A

Participants	Total starting	Total engaging
Young people (0800 number)	1233	732
Concerned adults (0800 number)	417	357
Young people (webchat)	1396	1374
Concerned adults (webchat)	102	102

Age Period A



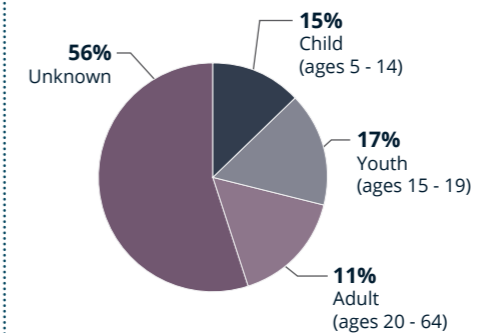
Gender Period A



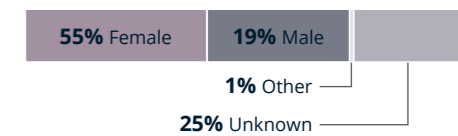
Participants Period B

Participants	Total starting	Total engaging
Young people (0800 number)	919	523
Concerned adults (0800 number)	209	174
Young people (webchat)	1016	941
Concerned adults (webchat)	47	47

Age Period B



Gender Period B



The change journey

Barnardos' 0800 What's Up service gives young people access to mental and emotional support via an 0800 number and online chat service.

Initial Contact

Barnardos 0800 What's Up is a vital communication platform empowering young people in New Zealand to access free counselling services seamlessly through both phone and digital channels.

Awareness of the service begins through various avenues, including school referrals, social media and web platforms, media channels, and school posters, as well as word of mouth via collaboration to ensure that it reaches a diverse range of young individuals in need.

Once connected, young people can easily access the service via the user-friendly <https://whatsup.co.nz/> website, where they can initiate contact either through the confidential helpline or the convenient online chat option.

Young people can also find details about confidentiality, the nature of the service and the support available to them on the website.

This accessible and modern approach to counselling encourages active engagement and breaks down barriers that might otherwise hinder young people from seeking help, fostering a culture of openness, trust, and improved well-being.

Phone and Webchat Counselling

Young people can easily access the Barnardos 0800 What's Up service through either the 0800 phone number or the online chat platform, ensuring convenient support for those in need.

Both the phone and online chat adopt a strengths-based approach, empowering children and young people to make their own choices. Instead of offering direct advice, counsellors provide a supportive presence and guide them along their journey. A significant advantage of the service is that young people have the option to talk to the same counsellor if they so desire, building a trusted relationship over time and allowing for continuity in setting goals and tasks aimed at progression and achievement.

For the **0800 phone number**, the service operates between 11 am and 11 pm, seven days a week.

Young people calling the number can specify their preference for a male, female or gender diverse counsellor.

Upon contacting the helpline, the counsellor provides a safe space by listening and normalising the young person's feelings. They then discuss their challenges to find out what works best for them.

The counsellor focuses on helping the young person build resilience, empowering them to solve their own problems and providing tools and strategies to overcome these challenges.

Alternatively, the **online chat** is accessible through the website, with messaging available after hours for young people to leave a message for counsellors, who will respond during the service's opening hours.

1. Interactions with counsellors are available between 11 am and 10:30 pm.
2. Before connecting with a counsellor, young people are prompted to answer an optional pre-chat survey, inquiring about their name, pronouns, and the topic they wish to discuss (e.g., feeling sad or unsafe). Once connected, the conversation takes place, allowing the young person to express their feelings in a secure space.
3. The typical duration of these conversations is around 25 minutes.
4. At the conclusion of the chat, an optional post-chat survey is provided to obtain feedback on the helpfulness of the session, ensuring the continuous improvement of the service and tailoring support to individual needs.

User Outcomes and Referrals

The primary intention of the Barnardos 0800 What's Up helpline and chat services is to provide comprehensive support to young people, catering to their emotional and mental well-being. In addition to offering a listening ear and empathetic guidance, the service aims to help young individuals develop specific strategies and plans to address their concerns effectively.

Support to young people often involves collaborative efforts to create:

1. goals
2. action plans and/or
3. safety plans.

These plans are designed to empower young individuals, enabling them to navigate challenging situations and work towards positive outcomes. Safety plans are particularly crucial for young people at risk, as the team takes proactive steps to ensure their well-being.

If necessary, the counsellors are prepared to involve external agencies like the New Zealand Police or Oranga Tamariki in cases where immediate intervention is needed to ensure the safety of the young person.

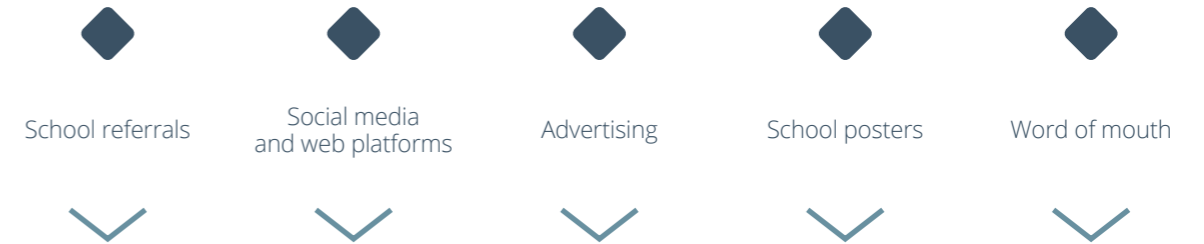
In situations where a young person faces serious issues such as suicidal thoughts, appropriate referrals to the Police and Oranga Tamariki may be made to ensure that the young person receives the necessary specialised care and support.

Additionally, 0800 What's Up is part of the continuum of services that Barnardos provides, which means they can refer young people onto other Barnardos services when appropriate, or support Barnardos social workers working with young people who may benefit from a chat or phone call with a counsellor. This is to ensure that tamariki and rangatahi have access to comprehensive and holistic support tailored to their specific needs.

Outcomes map

The outcomes that 0800 What's Up aims to achieve and how these are reflected in the GoodMeasure calculation.

Referral channels



Client description

Barnardos 0800 What's Up is a helpline and online chat service dedicated to helping young people navigate challenges in their life and improve their wellbeing. It's free, confidential, and available seven days a week from 11am to 11pm.

Intervention structure

Initial Contact

Phone and Webchat Counselling

User Outcomes and Referrals

GoodMeasure outcomes

These outcomes directly contribute to this year's social value calculations.

Improve mental health

Additional outcomes

These outcomes do not directly contribute to this year's social value calculations.

Increase psychological resilience
Increase self-esteem and confidence
Improve feeling and attitudes

GoodMeasure results summary

In Period A, 0800 What's Up delivered \$865,083 of measurable good to society in New Zealand.

In Period B, 0800 What's Up delivered \$648,079 of measurable good to society in New Zealand.

0800 What's Up's real-world value is even greater than this, as some outcomes such as increased self-esteem cannot yet be directly quantified with available data.



Period in scope A
01 Aug 2021 – 31 Jan 2022



Every dollar invested in 0800 What's Up

\$1

Net SROI

\$1.30

This means that every dollar invested in 0800 What's Up delivers **\$2.30** of measurable good to New Zealand.

(01 Aug 2021 – 31 Jan 2022)

Period in scope B
01 Feb 2022 – 31 July 2022



Every dollar invested in 0800 What's Up

\$1

Net SROI

\$0.70

This means that every dollar invested in 0800 What's Up delivers **\$1.70** of measurable good to New Zealand.

(01 Feb 2022 – 31 July 2022)

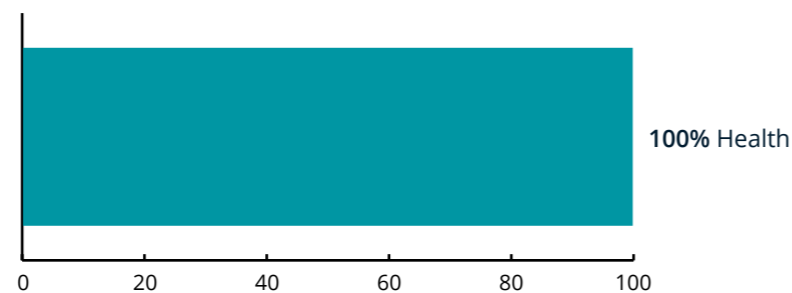
Social value generated for each participant:	\$337
Measurable benefits as proportion of programme cost:	230%
Cost of the programme per participant:	\$121

Social value breakdown

0800 What's Up creates social value across different aspects of people's lives.

This chart shows the breakdown of social value created according to the Living Standards Framework. Each domain highlights a different aspect of wellbeing.

Social value by domain (%)



Social value generated for each participant:	\$385
Measurable benefits as proportion of programme cost:	170%
Cost of the programme per participant:	\$176

The Living Standards Framework is a practical application of national and international research around measuring wellbeing.

It was designed drawing from the Organisation for Economic Co-operation and Development's (OECD) internationally recognised approach, in consultation with domestic and international experts, and the NZ public.

Definitions

Health: People's mental and physical health

GoodFeatures

GoodFeatures are actionable insights drawn from literature. Research has connected these actions with positive outcomes for participants.

Use GoodFeatures to prompt discussion about your programme and service delivery compared to examples of effective practice from international literature.

◆ Client-centred Care

- The programme uses an individual child-focused and strengths-based approach.
- The programme respects the autonomy and choice of the young person contacting the service.
- The programme provides tailored support by counsellors in line with the specific concerns of the young person.

◆ Service Delivery

- The programme trains counsellors in telephone and online chat-based counselling.
- The programme employs a diverse team of counsellors to ensure that young people can choose a counsellor whose gender and ethnicity align with their preferences.
- The programme regularly reviews and adjusts staffing levels to ensure that wait times are not extensive.
- The programme regularly collects and reflects on feedback and data from the young people using the service.

◆ Awareness

- The programme utilises social media platforms that are relevant to young people to create awareness of the service.
- The programme employs outreach strategies to increase awareness of the service to marginalised or “hard-to-reach” young people through cultural and community programmes/groups.

References and further reading

In compiling our reading lists we consider a wide variety of topics, focusing on specific aspects of service delivery or outcome attainment. Here are a selection of readings that may be of interest.

Butler, Carly W., et al. “Advice-implicative interrogatives: Building “client-centered” support in a children’s helpline”, *Social Psychology Quarterly*, vol. 73, no. 10, 2010, pp. 265-287.

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Eckert, Melanie., et al. “Acceptability and feasibility of a messenger-based psychological chat counselling service for children and young adults (“krisenchat”): A cross-sectional study”, *Internet Interventions*, vol. 27, 2022.

Gibson, Kerry., et al. “What Young People Want: A Qualitative Study of Adolescents’ Priorities for Engagement Across Psychological Services”, *Journal of Child and Family Studies*, vol. 25, 2016, pp. 1057–1065.

James, Anthony M. “Principles of youth participation in mental health services”, *Medical Journal of Australia*, vol. 187, no. S7, 2007, pp. S57-S60.

Mathieu, Sharna L., et al. “Systematic Review: The State of Research Into Youth Helplines”, *Journal of the American Academy of Child & Adolescent Psychiatry*, vol. 60, no. 10, 2019, pp. 1190-1233.

Sindahl, Trine N., et al. “SMS counselling at a child helpline: counsellor strategies, children’s stressors and well-being”, *British Journal of Guidance and Counselling*, vol. 48, no.2, 2020, pp. 263-275.

Stoilova, Mariya., et al. “Outcomes and effectiveness of children’s helplines: a systematic evidence mapping”, LSE Consulting, *National Society for the Prevention of Cruelty to Children*, 2016.

Van Dolen, Willemijn, and Weinberg, Charles B. “An empirical investigation of factors affecting perceived quality and well-being of children using an online child helpline”, *International Journal of Environmental Research and Public Health*, vol. 16, no. 12, 2019.

Appendix

Note:

Data and percentages throughout this report may have been rounded.

About ImpactLab

The team at ImpactLab share the goal of helping all organisations do good, better.

Our story

Our team at ImpactLab has seen the power of understanding social change. Our founders came together working in the public sector, where we led the development of new processes to link social value measurement with decision making. We believe that all organisations should be able to understand and improve their social impact. Our mission is to help impact creators and investors make decisions that change more lives.

Our team

To make better decisions, it's crucial to consider both the hard facts and the human stories that substantiate them. Our family of researchers, data scientists and statisticians are committed to combining powerful analytics with what you know works for your community.

Alongside expertise in data-driven decision making, our team brings a wealth of real-world experience. We are parents, teachers, volunteers and customers of social services.

Contact us



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Key Terms

Below is a list of definitions of key terms contained in this report.

Amount invested

The dollar amount that has been invested in a specific programme, in New Zealand dollars.

Cost per person

The dollar amount invested in the programme divided by the number of people supported by the programme (including those who did not successfully complete it).

Domain

A domain is a way of dividing or filtering the subject and outcome material in your ImpactLab results. ImpactLab refer to domains as per the New Zealand Treasury's Living Standards Framework domains.

Population

The group of people supported by the programme, in terms of age, gender, and ethnicity.

Programmes

The services delivered by the provider for the amount invested.

Social ROI

This is the Social Return on Investment. It is calculated by comparing the social value generated by the programme to the amount invested in it.

Social Value

The social impact in dollar terms that the amount invested achieves for participants over their lifetime. The social value is calculated by combining impact values with a service delivery quality score, the size of the opportunity to support a population, and the number of people supported.

Attribution

Some data and information used in the Social ROI calculations is licensed under a Creative Commons Attribution 4.0 International (CC BY 4.0) Licence. It is attributed to the NZ Treasury.

Disclaimer

This disclaimer sets out important information about the scope of our (ImpactLab Limited) services. It should be read in conjunction with the contract that we have entered into with you (or your company/organisation) for our services, including the applicable terms and conditions.

We have endeavoured to ensure that all material and information on GoodMeasure, including all ROI calculations and impact numbers (together the information) is accurate and reliable. However, the information is based on various sources, including information that you have provided to us, which we do not independently verify. Accordingly, we do not provide any representations or warranties in relation to any information, including any representations or warranties relating to the accuracy, adequacy, availability or completeness of the information or that it is suitable for your intended use. We do not provide advice or make any recommendations in relation to decisions, financial or otherwise, that you may make.

How we measure social value

Our consistent approach to measurement enables comparisons across wellbeing domains and over time.



Map programme dimensions

ImpactLab engages with providers to understand their people, their service and the outcomes they seek to achieve.

Clean and analyse data

ImpactLab uses the best of data about people's lives to understand what works, for whom, at what cost. We combine publicly available insights from the NZ Treasury, NZ Statistics and other sources. Impact values produced using Statistics NZ's Integrated Data Infrastructure are a particularly valuable resource. The IDI is a dataset containing information on every New Zealander about many areas of their lives – education, health, social welfare, employment and others. It's anonymised, so we can't identify anyone. This adds up to over 166 billion facts, for nine million New Zealanders (some have left the country, and some have passed on), for more than a generation of us.

Collect and synthesise literature

ImpactLab draws on the best academic impact literature from around the world. We access globally screened evidence from top universities and governments to estimate how impactful a programme can be. We also identify service delivery model features associated with the most effective programmes.

Calculate impact

Our algorithm combines New Zealanders' life experiences, with the wisdom about what works from the brightest minds across the world, with what we know about need in communities.

This combination of system level insights and grassroots know-how means we can consistently calculate the expected impact of a programme, and the social return on investment.

Map social value to frameworks

Because we start with individuals' experience, we can organise our insights into the relevant government and international frameworks. The New Zealand Treasury's Living Standards Framework (Living Standards Framework) is the Treasury's way of systematising wellbeing. It has four 'capitals' – social capital, financial and physical capital, human capital and natural capital. ImpactLab's GoodMeasure tool links the social value and return on investment created to domains within human capital.

We can also map social value and return on investment to the relevant OECD Sustainable Development Goals.

