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Keeping it real: ReachOut's social impact measurement in a digital world

AES Conference
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Agenda

1. About REACHOUT

2. Our complex space

3. Our Social Impact Framework

4. REACHOUT ‘s Social Impact Cycle

5. Our Top 10 Tips for Social Impact practitioners

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What does REACHOUT do?

Our Purpose:

To be the trusted and safe digital space empowering young people to feel better.

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- Youth Content
- Parent/Carer Content
- Schools Content
- Youth Online Community
- Parent/Carer Forum
- 1:1 PeerChat
- 1:1 Coaching

ReachOut's complex space

- We are purely **digital** and **anonymous** = a key part of what attracts service users

- Digital = access to **ample** output data
  - Important evidence of social value in its own right.

but....

gathering outcomes data

= tougher / requires creativity (bc we are anonymous)

- Keeping it ***real*** = understand what *really* changes for users of our services.

Inspo: Principles of Social Value (SVI)

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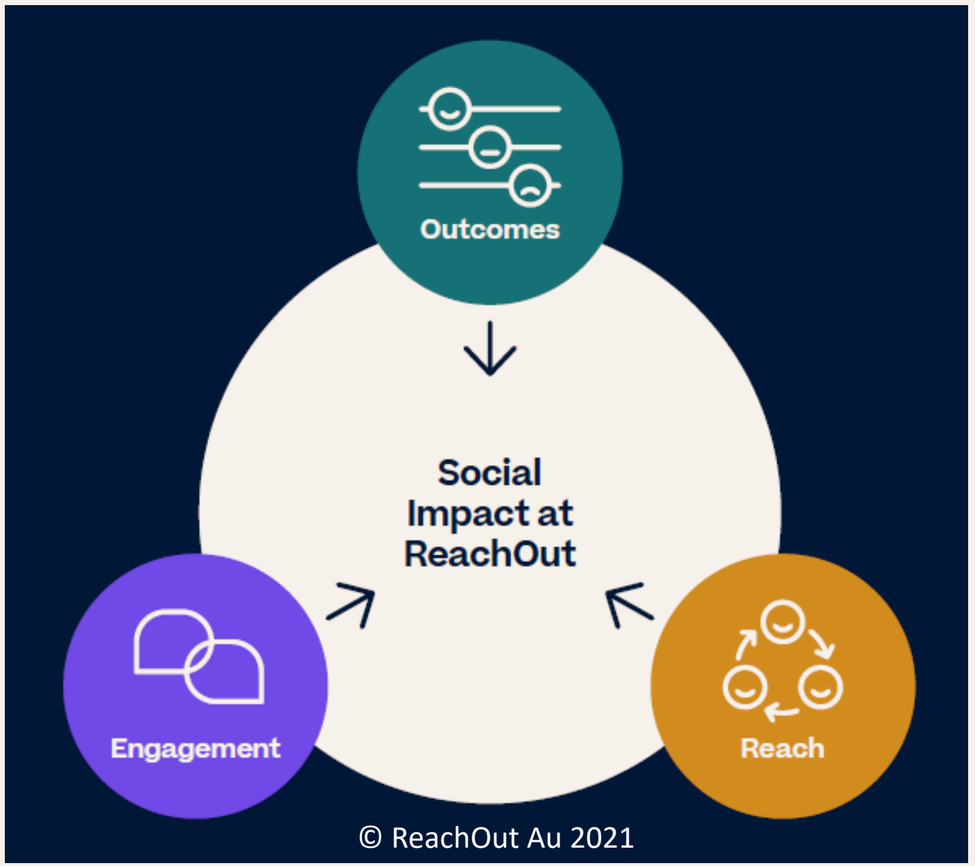
How we developed our Social Impact Framework. First...

Our Social Impact Model

- Three components (planets)
- ‘Thinking work’ - based on our unique digital context, what else was out there, internal conversations - what is our ‘social value’?
- ‘Background – Digital Analytics, MH interventions, road-testing the new model



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How we developed our Social Impact Framework. Second...

Our Social Impact Framework

- Analysis of existing social impact work
  - Program logics / evaluations
  - Stories of change shared by young people

- Stakeholder involvement
  - Esp. our service delivery team
  - Young people

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The 6 outcome domains we're working towards

1

Mental health literacy

“I have better knowledge and understanding about mental health”

2

Connection

“I feel more connected to others”

3

Better understanding of self

“I have a better understanding of what I’m/the young person I’m supporting is going through”

4

Sense of agency

“I feel more in control managing challenges to my/my child’s mental health”

5

Relief from negative feelings

“I feel better than I did before”

6

Validation

“I feel OK about who I am and what I’m experiencing or feeling”

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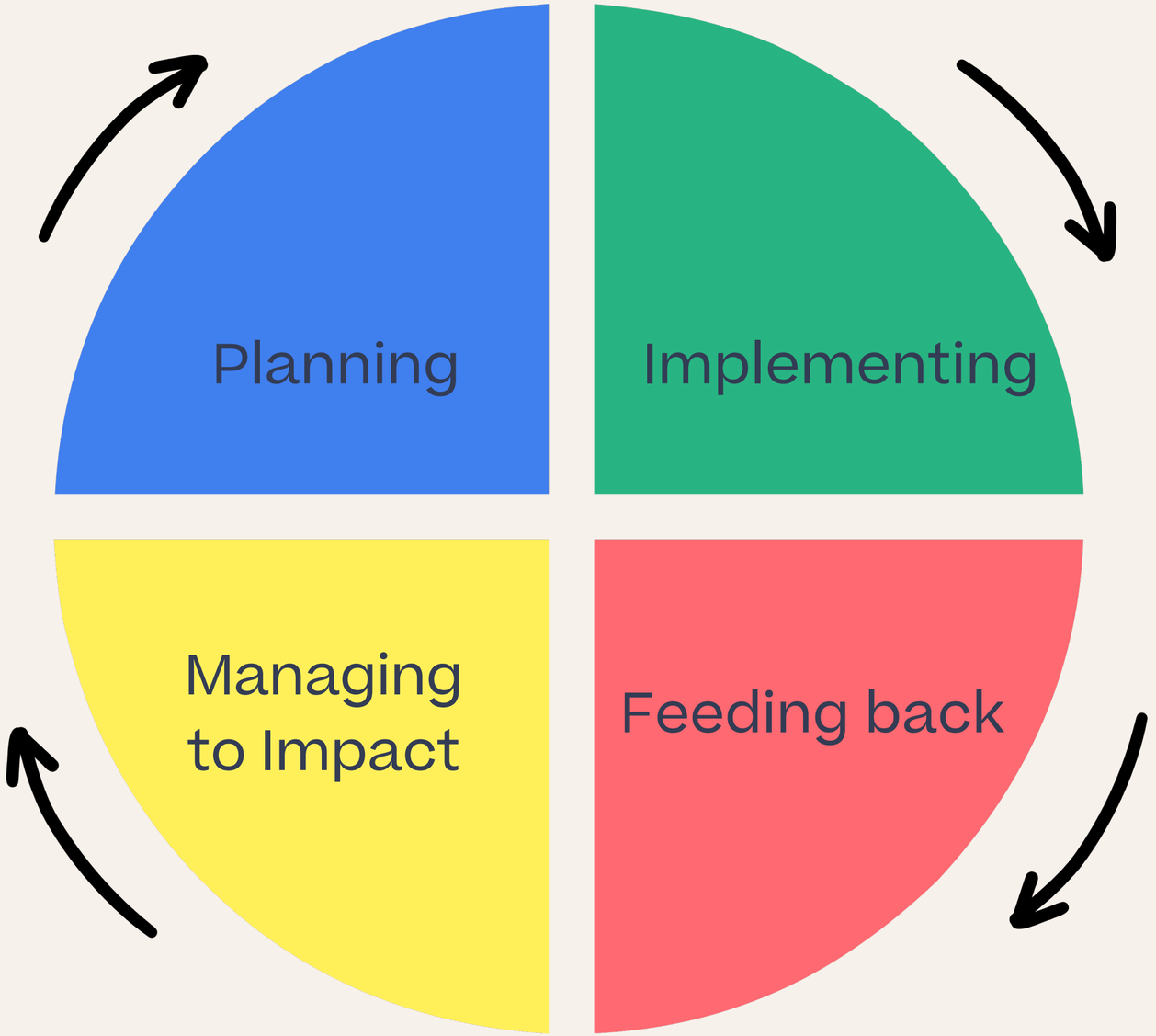
Our Social Impact cycle



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Lessons from the frontline - 10 things that have helped

1. Recognising it's not a side hustle
2. Make sure you have infrastructure and staffing to support it
3. Talking about the SVI Principles can help reset expectations
4. Recognise it's a form of change management
5. Play the long game

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Lessons from the frontline - 10 things that have helped (continued)

6. Democratise SIM - don't let it be a mystery
7. Show people what's in it for them
8. Keep it collaborative (where you can)
9. Recognise the value of data you already have
10. Keep it simple

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Questions?

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To find out more, visit here or get in touch

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