

IS THIS *OK*?

"Thank you so much, you've really helped me. I thought that I was going to end it today. But you've really helped me see that it isn't my fault – thank you again."

Is This OK? – a digital intervention for young people

Around **70,000** children and young people go missing every year in the UK.

Common triggers include abuse and neglect (50%) and mental health issues.

1 in 5 missing children that Missing People support on their return disclose mental health issues; **1 in 10** are at risk of self-harm; **1 in 20** are at risk of suicide. Whilst missing, children can become trapped in a nightmare of criminal and sexual exploitation. During the cost-of-living crisis, children in deprived communities are at increased risk of reaching breaking point and running away.

Is This OK? is a free, anonymous digital gateway, utilising social media to reach young people in 'their' online spaces and empowering them to find solutions.

***Is This OK?* is all about building trust with young people. The service has been developed with and for young people and is unique for the level of anonymity it provides – a key barrier to young vulnerable people accessing support.**

A website and Chatbot enable young people to access information about a range of topics, and to connect via Online Chat with a trained expert at Missing People, when they feel ready.

Young People can discuss and disclose what they want to without fear of repercussions. Where appropriate, we signpost and link *Is This OK?* users to local and national support services for help with specific issues.



"My life has been such a mess with everything going badly. But you've helped me want to keep going."