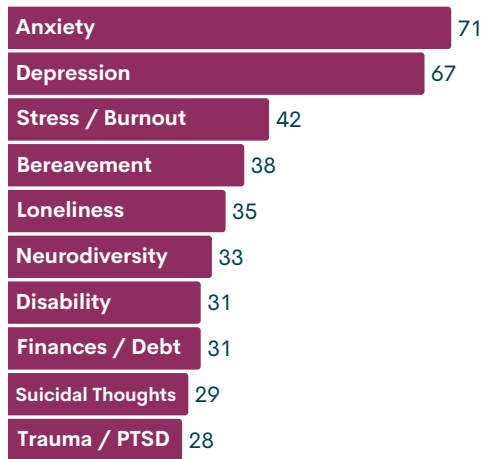


Service User Survey Findings

366 RESPONDENTS

We asked the public for their input to help us understand their wellbeing needs & help seeking behaviours, whilst assessing the impact of our platform. We had 450 Northern Ireland resident respondents in total, 366 with lived experience ("service users") & 82 professionals working in a helping, advising, wellbeing or health related role, from any sector ("professionals").

Top 10 issues that have caused concern in the last 3 years (%)



Top Barriers to accessing help and support (%)



Mental Health & Wellbeing Needs



86%

Have direct experience with mental health & wellbeing issues



23%

Are currently in crisis or seeking support



13%

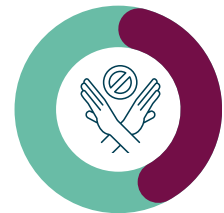
Identify as carers

Challenges



69%

Found the process of finding help inefficient



46%

Felt limited support options were offered to them

Waiting List Experiences



41%

Are currently on a waiting list for help or support



74%

Waited or expect to wait more than 3 months for support



49%

were not offered alternative support while waiting

Outcomes



14%

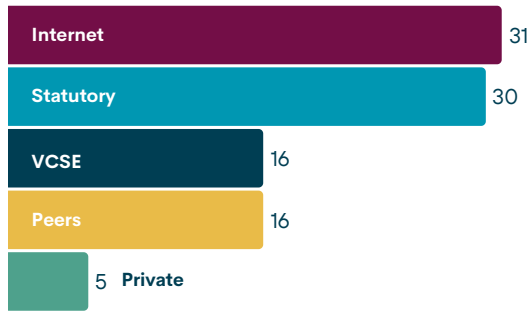
Have never accessed help despite needing it



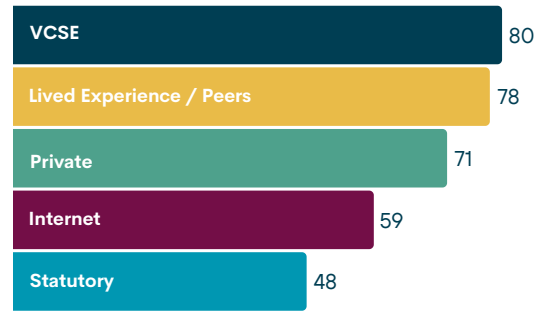
71%

Rely on the internet & social media to learn about support options

First port of call to learn about support options for mental health or wellbeing concerns (%)



Trust in the following sources of information & support in regards to mental health or wellbeing (%)



This survey highlights the challenges of those who are seeking support, with many individuals struggling to access timely and appropriate services for common concerns that impact wellbeing and often lead to increased anxiety & depression. Nearly 70% found the the process of finding help inefficient and over 45% felt that options given where limited. Long waiting lists, low awareness, stigma and previous negative experiences are recurrent barriers that leave people feeling hopeless, unsupported and alone in their struggles.

A staggering 47% are turning to their peers or the internet first. While 29% of respondents rely on the statutory sector such as their GP as their first point of contact, these services are often overwhelmed, accessed at a time of high need or not always the most suitable first port of call.

Only 16% of respondents would reach out to our robust VCSE sector in the first instance, despite the high level of trust associated with this sector (80%) and the vital role they play within communities. Additionally, service users highly rate lived experience (78%).

Which types of support would benefit you or your loved ones most? (%)

■ Current Platform Content/Functionality
 ■ Coming Soon
 ■ Development Ideas



The Solution:

To bridge this gap, FindHelpNI.com is an essential tool for better wellbeing, country wide, creating a more connected, responsive, and effective mental health support system.

FindHelpNI.com is a public website dedicated to promoting mental health and wellbeing, with a strong focus on early intervention and prevention. Our mission is to connect people across Northern Ireland with the right help at the right time. Our platform is created through collaboration with the community and voluntary sector, professionals, and individuals with lived experience and includes:

- **Find Help Near Me Directory** - with over 650 organisations and thousands of services that benefit mental health & wellbeing. Searchable by keyword, category, map, or filtering. Users can find out more and contact organisations directly from FindHelpNI.com.
- **Inspire Me Blog** - includes information, guidance and inspiration for better wellbeing. It includes in articles on specific organisations, interventions, activities, practices and wellbeing concerns created in collaboration with professionals and those with lived experience (including practical videos).
- **Resource Pages** - Self help resources in various formats (links, workbooks, books, videos, podcasts, apps) for a range of different presenting issues - Abuse, Addiction, Bereavement, Families & Relationships, Disability, Eating Disorders, Money Debt Housing & Living, LGBTQ+, Neurodiversity, Anxiety, Depression, Self-Harm, Suicide... With more coming soon.
- **Helplines Page** - with over 100 help or support lines, filtered by category.
- **Guide Me Crisis Guide** - a guide for those that aren't sure where to start, which asks questions to lead users to most suitable content. This includes options for - *I'm worried about someone else, I feel depressed, I feel Anxious, I want to harm myself, I feel suicidal, It's something else.*

Use of Platform



54%

Of respondents had heard of FindHelpNI.com



96%

Would use the platform to find help, resources & inspiration



99%

Would recommend it to friends, family or people they meet

Analytics



52K

FindHelpNI.com had over 52,000 users in 2024



114K

Directory Impressions

Satisfaction & Trust



71%

Found it easy to find the information they needed



71%

Were satisfied with the platforms content



62%

Of users expressed a high level of trust in the platform

Impact NI Wide



92%

Agreed that FindHelpNI.com helps reduce stigma around MH & W



96%

Agree that FindHelpNI.com can make a positive impact on MH & W

% of users that agree that FindHelpNI.com helps them:



FindHelpNI.com is making a strong impact on mental health and wellbeing across Northern Ireland. A total of 54% of service users had heard of the platform, and an impressive 96% would use it for help, resources, and inspiration. Furthermore, 99% would recommend it to others, showcasing its wide-reaching appeal and effectiveness.

In 2024, FindHelpNI.com experienced over 87,000 page views, attracted 52,000 users and gained & 1 million Google impressions, indicating its broad usage and relevance. Users also reported high satisfaction, with 71% finding it easy to locate needed information and 71% satisfied with the content. The platform enjoys strong trust, with 62% expressing high confidence in it.

82% of respondents agreed that the platform helps them find the right support and 79% feel more confident reaching out for help. They agree that it fosters better community connections (76%) and enhances understanding of mental health concerns (80%), while offering practical advice for wellbeing (79%). The platform helps users feel more confident to signpost, support and understand others (79%) and provides a sense of choice and autonomy (81%).

Additionally, 76% of respondents reported improved wellbeing, 80% felt less isolated and 77% felt more hopeful and empowered. FindHelpNI.com encourages positive lifestyle changes (76%) and allows people to make an impact by sharing their experiences (75%).

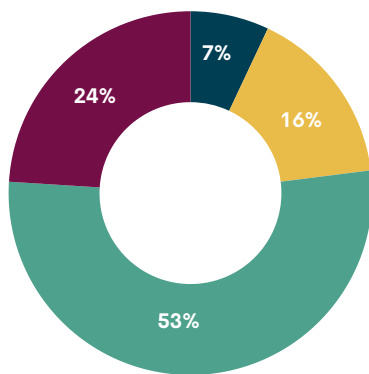
The impact of FindHelpNI.com extends beyond individual support. 92% of respondents agreed that the platform helps reduce stigma around mental health and wellness, while 96% believe it can positively impact mental health and wellbeing across Northern Ireland.

This data demonstrates that the platform can play a critical role in addressing the challenges and needs of those seeking mental health or wellbeing information, services or resources for all residing in NI.

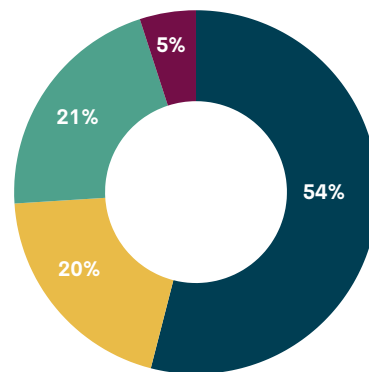
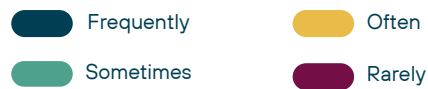
Professional Survey Findings

After discovering that many professionals are using FindHelpNI.com, often within their role, we were eager to gain insight into the challenges they face, the needs of their service users, their signposting behaviours and their feedback on the platform.

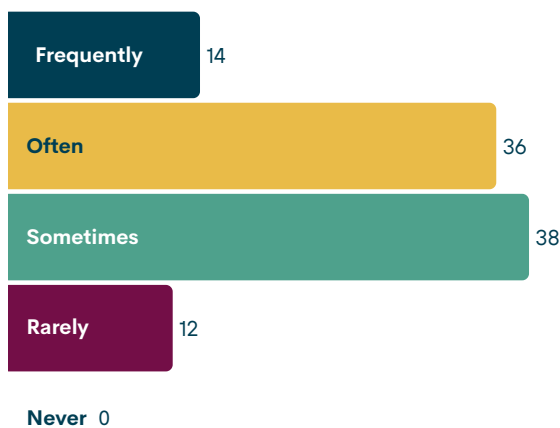
Within which sector are you employed?



Frequency of signposting within your role?



How often do you come across incorrect or outdated information in relation to services & signposting? (%)



Where or how do you find additional or alternative services or resources? (%)



With 53% of surveyed professionals working in the third sector, 24% in private practice, and 16% in the statutory sector, the data highlights FindHelpNI.com's potential to benefit all sectors.

54% of professionals regularly signpost within their roles, with 78% relying on their own personal knowledge to direct individuals to suitable alternative support or services.

50% of professionals struggle with the challenge of outdated information, reinforcing the need for a collaborative platform like FindHelpNI.com, particularly in the ever changing VCSE landscape.

Which types of support would benefit your service users most?



Awareness & Use of Platform



66%

Of professionals hadn't used the platform before being introduced to it via the survey walkthrough



94%

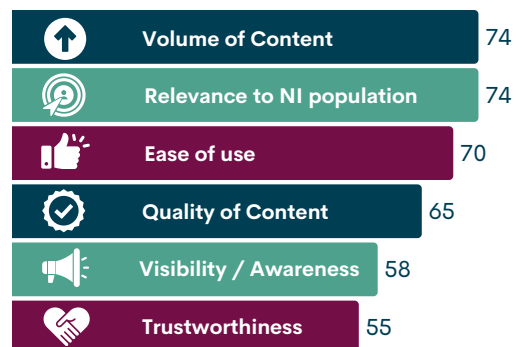
Of all professionals would recommend it to colleagues, service users and use it within their role



71%

Agree that FindHelpNI.com improves access to MH & W services & support in NI

% of respondents who found FindHelpNI.com better than their current resources / directories in terms of:



It's encouraging to learn that 94% of professionals would recommend the platform to their service users, colleagues and use it within their role. With 71% agreeing that the platform improves access to services and support. It's reassuring to see that professional respondents consider it superior to other resources they've used on all fronts, including volume of content, relevance, ease of use & quality of content.

As we continue to seek funding to develop new features, expand our reach and remain sustainable, the platform stands as a powerful tool in transforming how people access help & support across Northern Ireland.

% of professionals, that felt FindHelpNI.com positively impacted their ability to:



94% of professionals reported FindHelpNI.com improves their awareness of organisations and services across Northern Ireland and increases their confidence when signposting. This awareness & confidence is essential for effective support, ultimately improving outcomes.

They also feel that the platform improves their ability to empower service users to manage their wellbeing needs with greater autonomy (93%) and choice (93%). Helping foster a sense of control and ownership over one's health journey, leading to increased satisfaction and engagement in services and lifestyle changes.

Moreover, the platform offers a quick way for professionals to identify opportunities for collaboration or partnership working is enhanced, encouraging a more integrated, comprehensive, community based approach to wellbeing.

Both survey findings highlight a significant gap in service accessibility, with both professionals and service users acknowledging the urgent need for more streamlined help-seeking processes. Service users often feel overwhelmed, unsure of where to begin, how to identify their needs, or when and where to find the right support. This uncertainty leads to delays, frustration, and a decline in overall wellbeing.

Both service users and professionals have emphasised the need for a directory of services, self-help resources, psycho-education, lived experience stories, a wellbeing events calendar, and a list of helplines. Many of these are already available on FindHelpNI.com, with an events calendar currently in development and more innovative features planned to better serve the public's needs.

Through ongoing collaboration with individuals with lived experience, the C&V sector and professionals, the platform enhances awareness, improves access, and empowers users. FindHelpNI.com plays a crucial role in addressing these gaps, offering an accessible, reliable, and user-friendly starting point for anyone in Northern Ireland looking to improve their mental health and wellbeing.

By working together, we can achieve better outcomes, greater impact, reduced stigma, and create a more connected, supported Northern Ireland.

If you have any questions or would like to discuss these findings, please contact:

eva@findhelpni.com