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| https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcRTUBaov0FAWPFDXOVqBtiBrDeSBob6cTqqA40BEUjTULGb0OM6  Goal 1: Access to Support | 1. This is Albert Tsai. He’s 12 and a straight A student from Richmond, B.C. He’s really looking forward to high school; he’s heard that it’s a lot easier to make friends there. He gets angry when he says or does the wrong thing, especially when people point it out, which is pretty common. In Albert’s world there’s not much room for error.  2. He needs to know that getting a question wrong on a test is okay.  3. He is motivated by external expectations. Stretched between the different definitions of perfection, Albert is totally confused. As a truth seeker, he’s looking for the holistic definition of health.  4. He does not have access to a smartphone, but has his own iPod. |
|  | 1. Meet Elisabeth. She is 13 years old. She lives with her mother in a suburb of Vancouver, BC.  2. She needs to find information about moving out.  3. Elisabeth is experiencing verbal and emotional abuse at home. Her mom is always putting her down and telling her she’s stupid because her grades aren’t very good. She’s afraid to tell her friends, and doesn’t think her teachers will listen to her.  4. Accesses the KHP site from a school computer lab. Afraid to use the phone in case her mom finds out. She can only access KHP during school hours, in computer class or at lunch time. |
| https://scontent.cdninstagram.com/hphotos-xfa1/t51.2885-15/s640x640/e35/sh0.08/11352233_1615248638726614_1232952867_n.jpg | 1. Derek has been diagnosed with Social Anxiety Disorder and has more recently shut himself away from his friends and family. He does not feel like he can talk to anyone close to him about what is going on in his life. He is feeling lost, confused and fearful that things will be like this forever. Derek has never heard of Kids Help Phone, but one day comes across the KHP site when on Google researching more about what people experience when they have social anxiety – he is also looking for some form of outlet online.  2. Learn more about people who have Social Anxiety Disorder; Open up about what he is going through  3. Feel a connection with others; Not feel alone/confused/scared  4. He doesn’t like to/want to talk on the phone; He is expecting to get info/support right away (does not like to wait); he has an old hand me down phone that doesn’t function very well. |
|  | 1. This is Dan. He is a LGBTQ teen who has just come out at his high school in a major Canadian city. Dan has become the victim of bullying over the past few months and feels scared, hopeless and depressed.  2. Dan needs an ally and someone to talk to about his problems.  3. Dan’s goal is to find methods to overcome the bullying and ways to cope with fear, hopelessness and depression.  4. Dan is afraid someone will find out he is researching support services online. |
| iStock_000001659514Small | 1. This is Thomas. He is 16 years old and has an interest in gaming and rock music. He recently started to develop feelings for a boy in his class. Thomas has an older brother who has expressed a homophobic attitude. Thomas is confused and angry about his situation, and feels isolated.  2. Thomas needs to talk to someone in confidence  3. His goal is to better understand his feelings and talk to someone without judgement  4. He shares a computer with his homophobic brother |
| http://previews.123rf.com/images/cd123/cd1231410/cd123141000028/32743542-Teen-boy-body-language-expressions-Shy-Timid-Unconfident-Stock-Photo.jpg | 1. This is Shane. He is a 16 years old high schooler who believes that he is socially awkward.  He finds it difficult to talk to new people and has trouble trusting them. Because of this, he finds it difficult to befriend anyone.  2. He wants to know whether this is normal, and whether there are other kids who have similar difficulties.  3. His goal is to learn about methods/techniques that can help him cope with these difficulties and help him improve.  4. He prefers to get information without having to speak to someone over a call |
| boy6 | 1. This is Jonathan. He is 16 years old with a younger brother (12 year old) who is being bullied by his classmates. Their parents stay busy and do not talk to them often. Kory is worried for his brother. He is feeling lost without proper guidance on how to help his brother  2. He needs someone who can guide him in the right direction  3. His goal is to find some type of help and information so that he can help his brother in the right way.  4. He has a mobile phone but no internet connection. |

Goal 2: Opportunity to Support

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| http://static02.mediaite.com/themarysue/uploads/2011/12/angela_zhang.jpg | 1. This is Angela Zhang. She is an 18 year old from Toronto, Ontario. She is looking for a quick and easy way to get her volunteer hours so she can graduate in 2 months. She could also benefit from info on what to do after high school because she hasn’t quite figured that out yetdoesn’t have any ideas yet.  2. She needs the right info at the right time to choose or disqualify KHP from her Volunteer hours options.  3. She is motivated by her timeline and convenience.  4. She’s got an older iPhone and it’s good enough for now. |
|  | 1. Meet Cathy. She is 17 years old and lives in Bancroft, Ontario with her parents and 2 younger brothers.  2. She needs to sign up to volunteer with Kids Help Phone.  3. Fill her volunteer hours for her high school requirement. Her brother Daniel lives with depression, and has used Kids Help Phone in the past. Cathy wants to support Kids Help Phone because it’s made a huge difference in his life.  4. Accesses the site through her phone. Because Cathy lives in a rural area, there aren’t too many places with reliable wifi. Cathy is saving up for a car, so she needs to be careful of her phone bill and data usage. |
|  | 1. Meet Jenna, a 16-year-old honour roll high school student. She has a part-time job and wants to become a social worker.  2. Jenna needs volunteer hours to complete her high school diploma.  3. Jenna’s goal is to develop leadership skills through volunteer experience and to get involved at a national charity.  4. Jenna lives in a remote, isolated community where opportunities to volunteer are difficult to find. |
| http://static.businessinsider.com/image/4f73a58569beddc11b000024/image.jpg | 1. This is Gwen. She is a 20 years old undergrad student. She had been diagnosed with dyslexia in school, and ever since has been working towards the cause by volunteering, and creating awareness about the disorder.  2. She wants to volunteer for Kids Help Phone.  3. Her goal is spread awareness about the disorder and help other students like her by sharing the resources that helped her.  4. She is dyslexic herself. |
| **teenage-girl-standing-crossed-arms-smiling-34754993** | 1. This is Tamara. She is 17 years old. She lives in a foster home with two other siblings. She is well cared for. She understands what kids go through when put in foster homes and wants to help such kids.  2. She wants information on where she can volunteer for such kids.  3. Her goal is to obtain accurate information and contacts where she can go and give her services.  4. She is visually impaired and might need accessible version of the website. |
| iStock_000001711836Large | 1. This is Amy. She is a 25 years old recent graduate and is looking for her first job in marketing. She doesn’t have much disposable income but is looking to become involved with an organization so she can give back to her community and increase her experience. She is unsure which charity to choose.  2. Amy needs to find information on volunteering in her community quickly and easily  3. Her goal is to secure a volunteering opportunity so she can feel good about how she spends her spare time  4. She wants to support a charity but doesn’t have the resource to do so financially. She isn’t sure which organization to choose, and is busy job-hunting so doesn’t have much time to dedicate to searching for volunteer opportunities |
| https://pbs.twimg.com/profile_images/664868952581902337/QfPq84nm.jpg | 1. The Manitoba government knows firsthand about some of the great work Kids Help Phone does and has heard a lot of wonderful things about the organization from other partner agencies. They are determining whether a partnership should be developed or if they might provide some funding to KHP.  2. Learn more about Kids Help Phone – what we offer young people; what our mission, vision, goals are; what partnership/funding opportunities are available.  3. Determine if Kids Help Phone is the right resource to partner with and/or fund.  4. Their funding/partnership deadline is quickly approaching and they do not have a lot of time before they can make a decision; their offices have older computers with a slow internet connection |

Goal 3: Connecting Communities

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|  | 1. Meet David. He is 21 years old and lives in Thornhill, Ontario with his older brother.  2. David wants to find resources to help raise awareness about mental health.  3. David is a popular Youtuber. He is very honest on social media, and talks very openly about his own struggles with mental health. David really wants to help his subscribers. He gets a lot of comments where people open up to him about their own experiences with mental health.  4. David has always had trouble reading pages and pages of text. He needs a visual way of understanding information. |
| http://74211.com/wallpaper/picture_big/Holding-a-Bright-and-Shinning-Phone-Set-the-Girl-is-Lighted-up-Light-Blue-Background-She-is-Simple-Enough-HD-Artists-Wallpaper.jpg | 1. Véronic is a social media influencer. About 2 years ago, she developed a makeup tutorial chanel on youtube and in just over a week had over 50,000 followers. Since then she has moved to snap chat, facebook and instrgram, where her fans have followed her - she gains new follower each day. With most of her followers being teens and young adults, she wants to try and use her platform for good and to help young people. She was born in a very small town in Quebec and moved to Montreal when she was 17. She has always been passionate about giving back and youth advocacy. Her younger sister was diagnosed with clinical depression this past year, and so her focus as of late has been on youth mental health issues and trying to support others who are struggling with mental illness.  2. She need content to share with her audience  3. To find new and accurate information/ stats about youth mental health in Canada; she wants to help educate young people about mental health and end the stigma around reaching out for help  4. She doesn’t have a lot of time to search for info on the web –she needs to be able to access it quickly/easily and on the go; She does not share anything that isn’t mobile responsive; she often doesn’t ask before she shares something with her followers (does not want to partner with an organization – she wants to share info with others through her own voice) |
|  | 1. May is a teacher and a single mother of two. Her six-year-old son has a severe learning disability, has been bullied and struggles to keep up at school. May feels compelled to help both her son and other students understand the disability and the negative effects of bullying.  2. May needs informative materials to share with her family, social media networks and students.  3. May’s goal is to raise awareness of Kids Help Phone’s services in her small rural town.  4. May’s extremely busy schedule does not make it easy for her to share an abundance of resources. |
| Image result for high school teacher | 1. Sean is 35 years old high school teacher. He has always been a favourite of his students and helped the academically weaker lot by providing additional study materials and resources.  2. He wants to reach out to other students that might need help and share those resources with them too.  3. His goal is to help students. |
| cid:image004.jpg@01D1E0E1.72628E20 | 1. This is Wendy. She is 56 years old and has been an elementary teacher for the past 30 years. Recently, a young person in her school died by suicide and many of her students have been affected by the loss. She is upset that the school board have not supported her through this difficult time  2. Wendy needs to find information on how to support her students  3. Her goal is to find information on suicide but also to gain a better understanding of how Kids Help Phone can act as a support network for herself and her students  4. She isn’t very computer literate |
| **9036f71f033d315b1f73670121690896** | 1. This is Alice. She is the student council representative at her school. She has a best friend who had depression for many years and now takes therapy. She understands the importance of mental health awareness and wants to help more kids in her school.  2. She wants to know information on how to be the connecting link between mental health awareness and kids at her school.  3. She needs information on the procedure to become an ambassador. She will need to know the responsibilities that come with being an ambassador.  4. She has limited budget allotment and will have to work within a specific range when promoting mental health issues at her school |
| http://dgvcfaspring10.files.wordpress.com/2010/04/jonah.jpg | 1. This is Eric. He is a 17 year old from Stratford, Ontario. He’s always been a laid back guy. He’s got a part-time job at Sobeys and loves the social and the financial aspects of it. Steve, a work friend, is dealing with family abuse and let it slip while gaming at Eric’s place. Steve is acting like nothing happened but it’s stressing Eric out.  2. He needs some advice and next steps from a pro who knows about this stuff.  3. He is motivated by wanting get everything back to the way it used to be; low stress and lighthearted.  4. He’s got all the latest consoles and a pretty decent Samsung phone too. |