

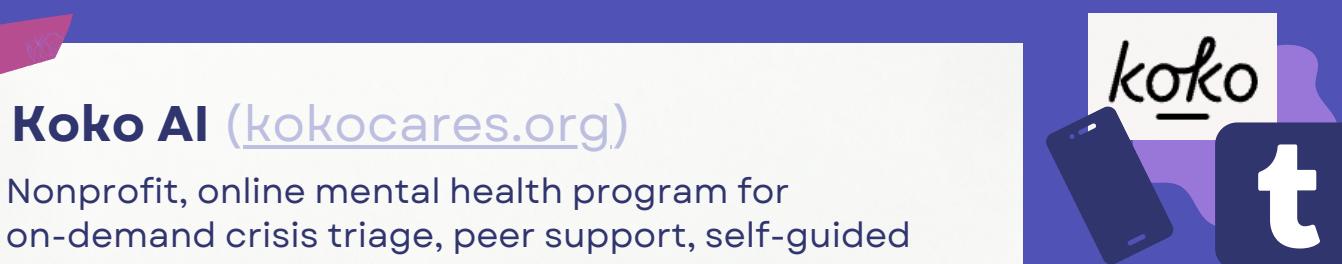
An overview of EMBEDDED SSIs

A real-world partnership with Koko AI to evaluate usability of three "mini" single-session interventions, each embedded within Tumblr.

Treatment is inaccessible

Structural and individual barriers keep many people, especially **teenagers**, from accessing mental health treatment.

Bringing mental health supports to where teens already are may make supports accessible! **We partnered with...**



Users search Tumblr for mental health topics (e.g., "self-harm")

Koko introduces themselves to users via DM

Hi! I'm Kokobot 🤖

Tumblr (tumblr.com)

Microblogging and social networking website with 135 million monthly active users

We adapted evidence-based, **single-session interventions** (~5-8 mins) and embedded them within the Tumblr platform, via Koko...

Users are directly referred to 1 of 3 interventions...

In 12 months, the interventions were completed...

6,179 times



All 3 SSIs received **high user ratings** and **completion rates**...

★ ★ ★ ★ ★ **25-57% completion**

Especially compared to 0-28% completion rates typical for digital interventions in the real world!

Despite being ~75% shorter than previous interventions, **hopelessness**, **self-hate**, and **desire to stop self-harm improved** from before to after finishing an SSI

SSIs should be embedded supports

Read the open-access [preprint](#)

