

Bringing exceptional healthcare to anyone,  
anytime, anywhere

# ThinkNinja: A rapid national response to support mental health and emotional wellbeing of young people during COVID-19

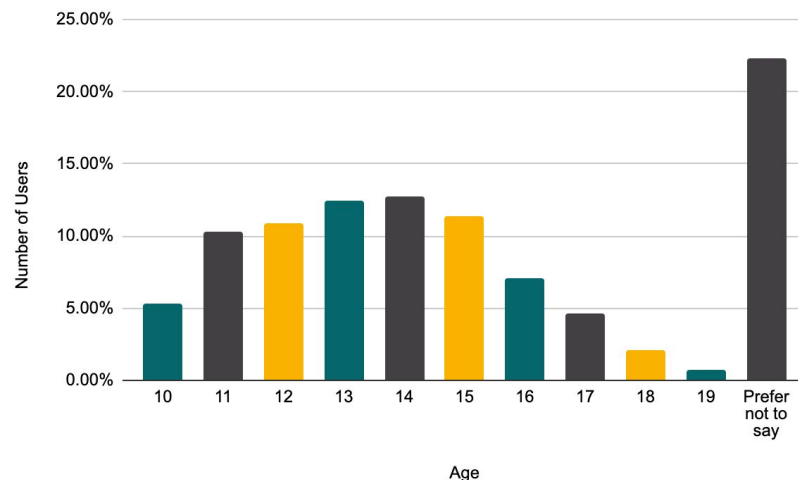
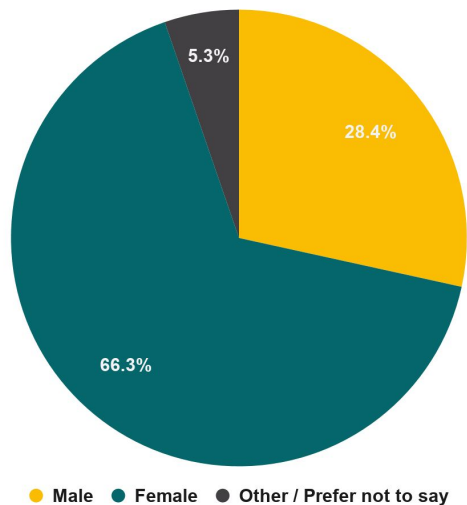
*Victoria Allen, Dr Lucy Davidson, Sarah Good,  
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# ThinkNinja uptake for **Covid-19** project

*ThinkNinja has broad appeal in ages and gender*



**10,323**

children and young people  
have downloaded ThinkNinja as  
part of the Covid-19 project

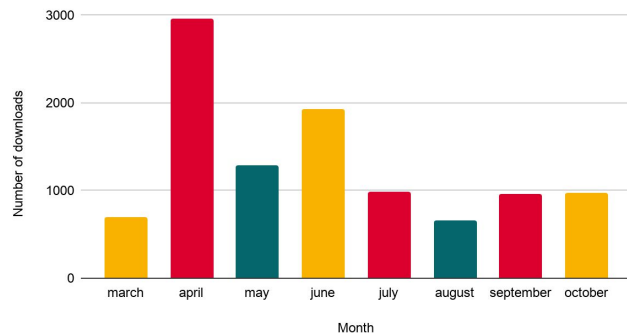
Data from March to October 2020



# ThinkNinja during COVID-19

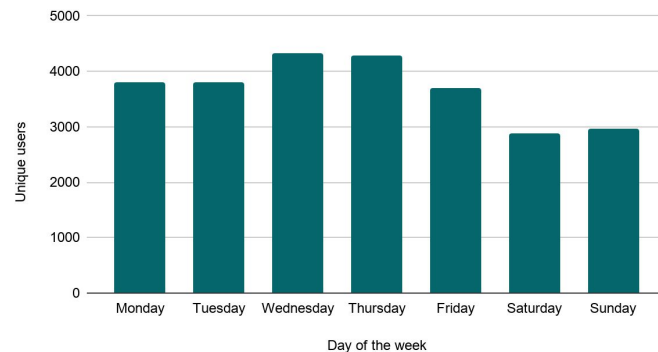
*Accessibility of ThinkNinja enabled usage across the week and meet evening demand*

ThinkNinja App Downloads



**285,379**  
Wise Ninja  
conversations

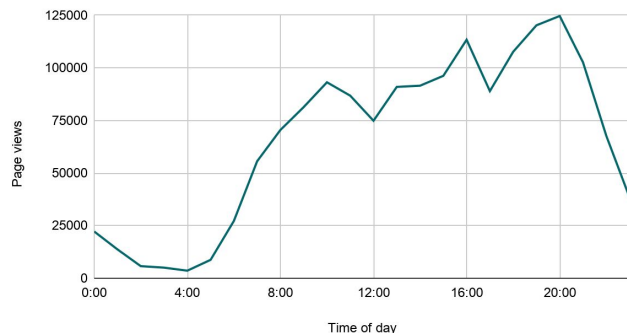
Unique users vs. Day of the week



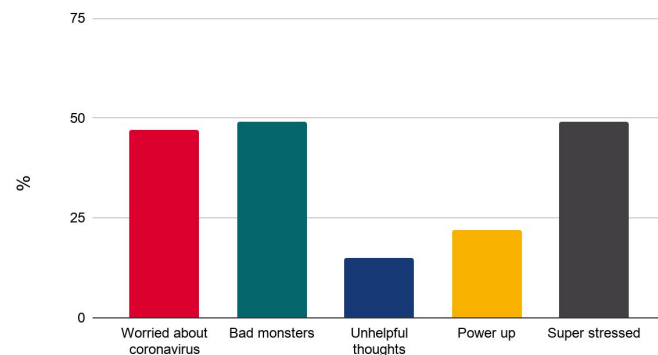
**91,776**

minutes spent  
on ThinkNinja

Page views vs. Time of day



Most frequently used screens

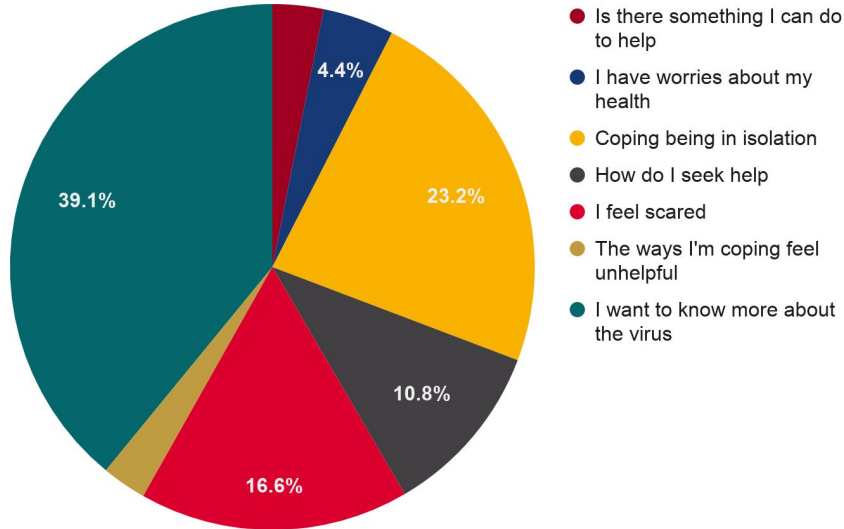


# ThinkNinja Coronavirus Content

*70% of users felt a little/much better after chatting to the Wise Ninja about Coronavirus*

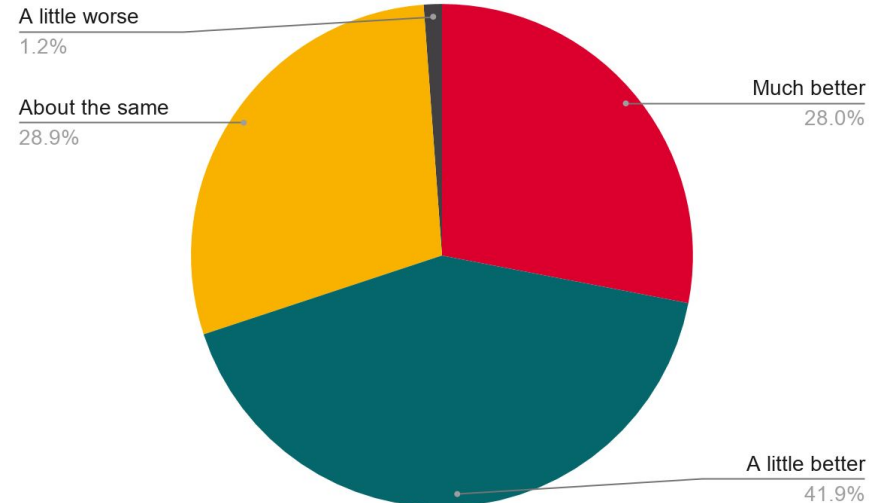
## **"Shall we think about what is concerning you the most about the coronavirus?"**

User selection in response to a Wise Ninja question



## **"How are you feeling after our chat?"**

User asked question after having a coronavirus dialog with the Wise Ninja

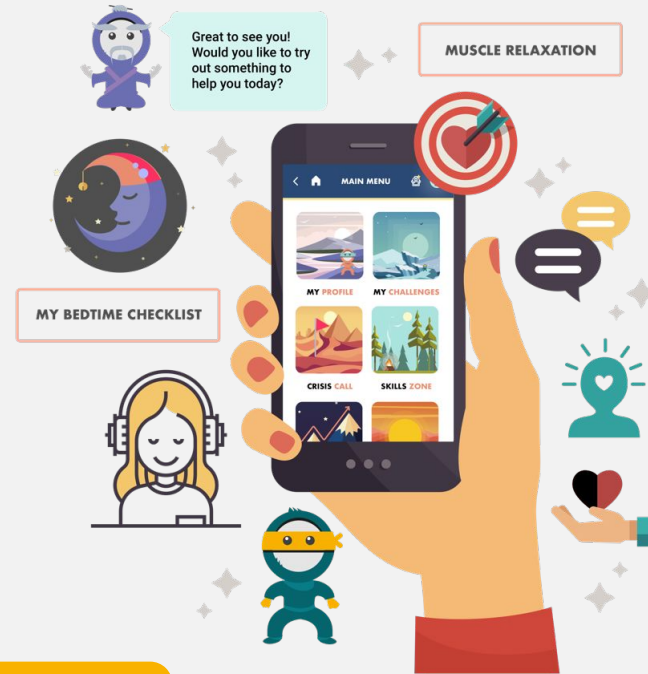


A majority of users who answered this question had a positive benefit after chatting to the Wise Ninja about various coronavirus topics.





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