



www.bigwhitewall.ca



https://www.youtube.com/watch?v=OLG_OMHU4-s



Origins of Big White Wall

- Developed in the UK in 2007 by Jenn Hyatt a social impact entrepreneur
- Since 2007 has been offered in UK, USA, New Zealand and Canada (Ontario)
- Over 25,000 Ontarians enrolled since 2018
- Numerous awards including Tech4Good Award in 2018

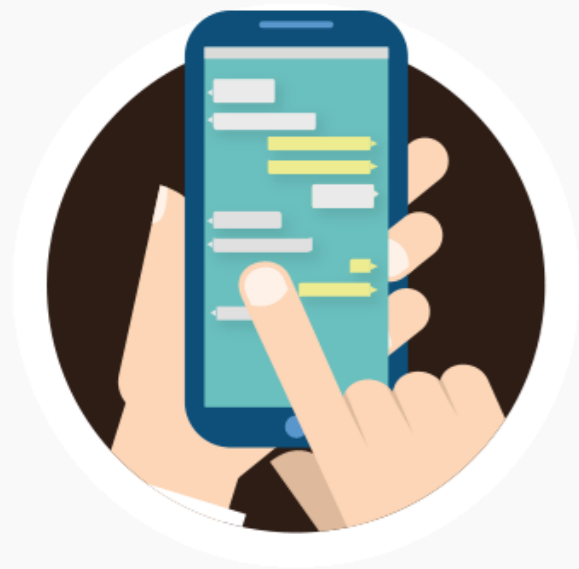
Big White Wall: Meaning

- “Big” recognizes the infinite nature of human emotion;
- “White” conveys the blank canvas that the site provides members to express themselves;
- “Wall” symbolizes shelter and support, as well as the barriers we sometimes need to break through to improve emotional health.

What is Big White Wall?



A 24/7 anonymous online mental health support platform for mild to moderate anxiety, depression and other related conditions. No referral required.

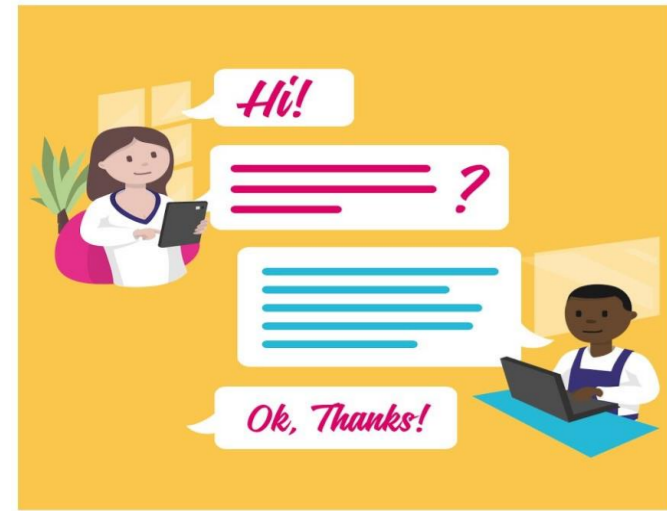


Free to all Ontarians age 16+ and moderated 24/7 by counsellors who ensure that members are safe.
Supported by clinical analytics that pick up key words for the attention of online counsellors.



Feel secure in an anonymous space where your identity is completely private

What members can do?



"Talkabouts" users can post their thoughts, share feelings or offer advice to other members who may be in a similar situation



"Guided Support" comprise of varying interactive CBT group courses, where users can learn coping techniques and ways to help self-manage their feelings.



"Bricks" great resource for those who prefer a creative outlet for their feelings and thoughts. Founded on art therapy



"Useful Stuff" is filled with resources for members to use at their disposal.

Big White Wall: Proven Effectiveness

Client Impact Survey:

70%

of clients were attracted to the service because of immediate 24/7 access (80% liked the anonymity)

46%

clients reported sharing an issue for the first time. Included clients regularly seeing therapist

50%

of clients reported feeling less socially isolated as a result of using BWB

Big White Wall: Ontario Testimonials

I was recommended BBW by my therapist. I like the idea of being a part of a community where you know others can relate to your experiences in one way or another. When you struggle with your mental health, you often feel alone, even when others say they are there for you, because the reality is... it is harder to understand what you do not experience

Ontario BWW Member

Almost as soon as I completed the questionnaire about my mental health wellbeing, I got a message to help me. Someone was there for me when I needed it and I know someone will always be there when I'll need it. I'm not alone anymore.

Ontario BWW member

How to Access

- **Self Refer**
- **16** years and older with **mild to moderate** depression and anxiety
- **low risk** of suicidal ideations or self-harm
- Basic level of English **literacy** and comprehension
- Access to a phone or computer with **Internet**
- Support clinicians/counsellors as an **adjunct** to face-to-face individual therapy
- Use as a **bridge** for wait times
- Clients looking for **after-hours** mental health support from a non-judgmental anonymous community

Getting involved and Who to contact



For more information on implementing Big White Wall in your organization or to request resource materials:

Email: bigwhitewall@otn.ca

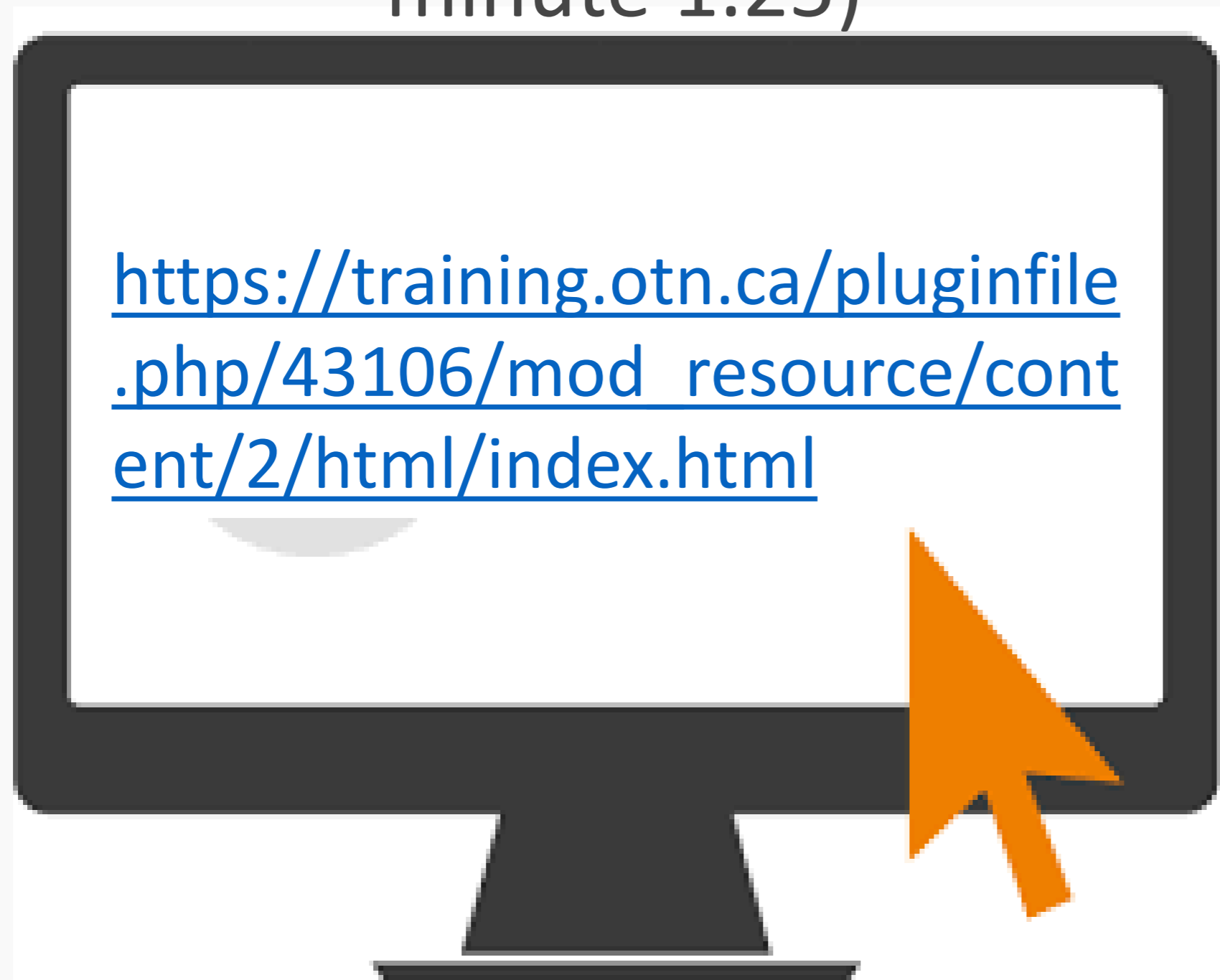


Questions related to accessing Big white wall:

Email: theteam@bigwhitewall.ca

Demonstrations

Recorded Demonstration (from
minute 1.25)



OTN rep live demonstration



Thank you!
Any questions?

Big White Wall®

