



Future Launch

2020 has been a tough year, and if it's taught us anything, it's the importance of one's mental well-being. More and more people are sharing their struggles and reaching out for help.

Insights from RBC Future Launch partners Jack.org and Kids Help Phone highlight how young Canadians are feeling after a year of uncertainty.

Asking for help is the new normal

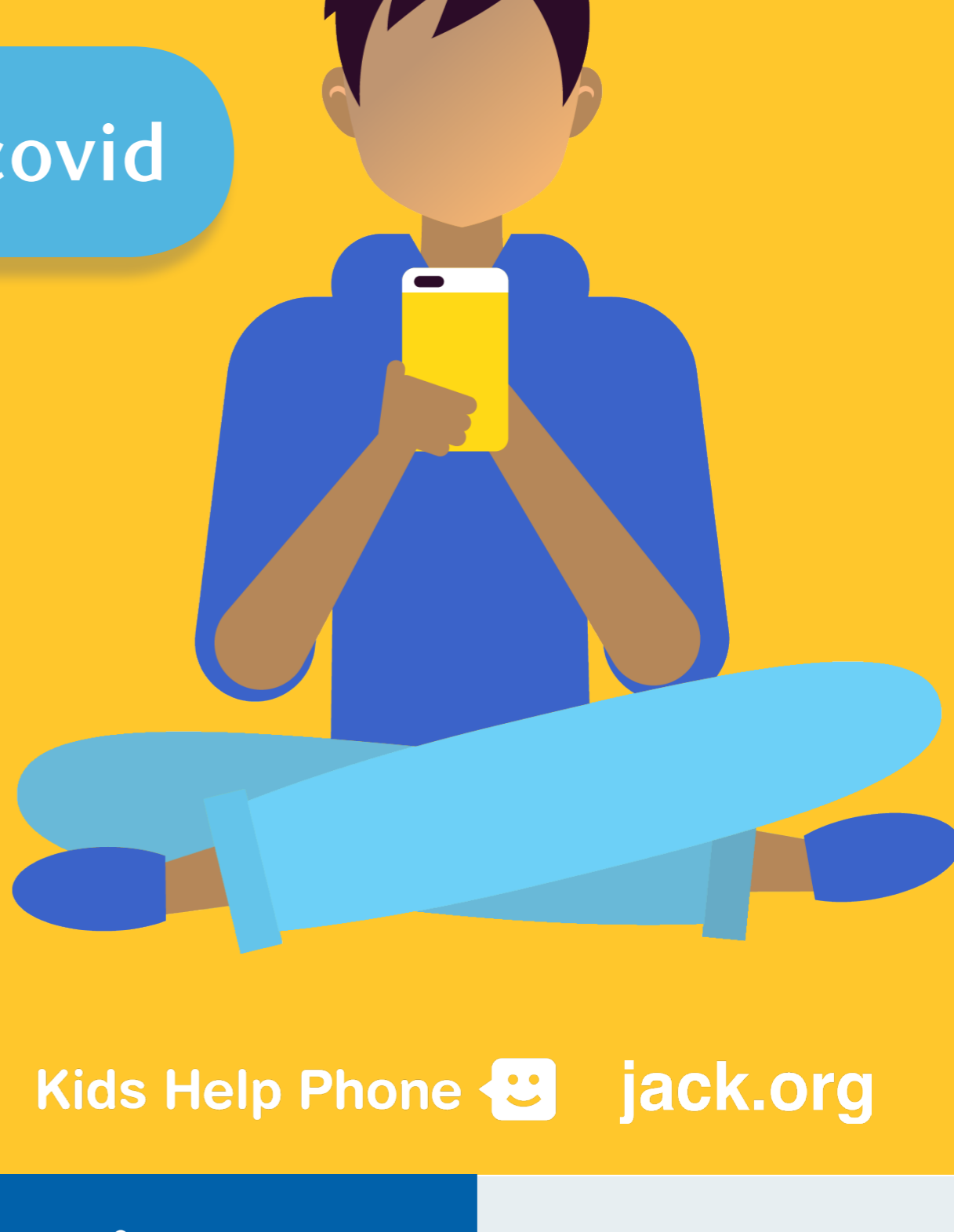
Now more than ever, you're needing to connect, you're needing support and you're needing it in the moment.

Kids Help Phone supported young Canadians:

1.9 million connections in 2019 pre-covid

4.6 million connections in 2020

+137%
increase in support!



Source: Kids Help Phone Insights 2020

Kids Help Phone jack.org

Experience during the pandemic

COVID-19 has had a negative impact on young Canadians' mental health and attitudes about education, career prospects and development.



Source: Kids Help Phone Insights 2020; RBC Youth Outlook Study

Kids Help Phone jack.org

More insights from the RBC Future Launch and Ipsos Youth Outlook Study [here](#).

You wanted to talk to Kids Help Phone about:

In 2020, you wanted to talk more about:

Eating + body image

As young people are at home more, they are struggling with eating or with how they look on camera.

+196%

Grief

Feeling grief due to a major life change or experiencing a loss increased over the past year.

+176%

Gender + sexual identity

With limited access to support or caring friends and family, more sought help around their sexual orientation and/or gender identity.

+162%

Feeling isolated

Young people are missing things in their life — graduations, friends, connections.

+145%

Anxiety + stress

When lockdowns occur, stress and anxiety increase, and further increases when school starts.

+142%



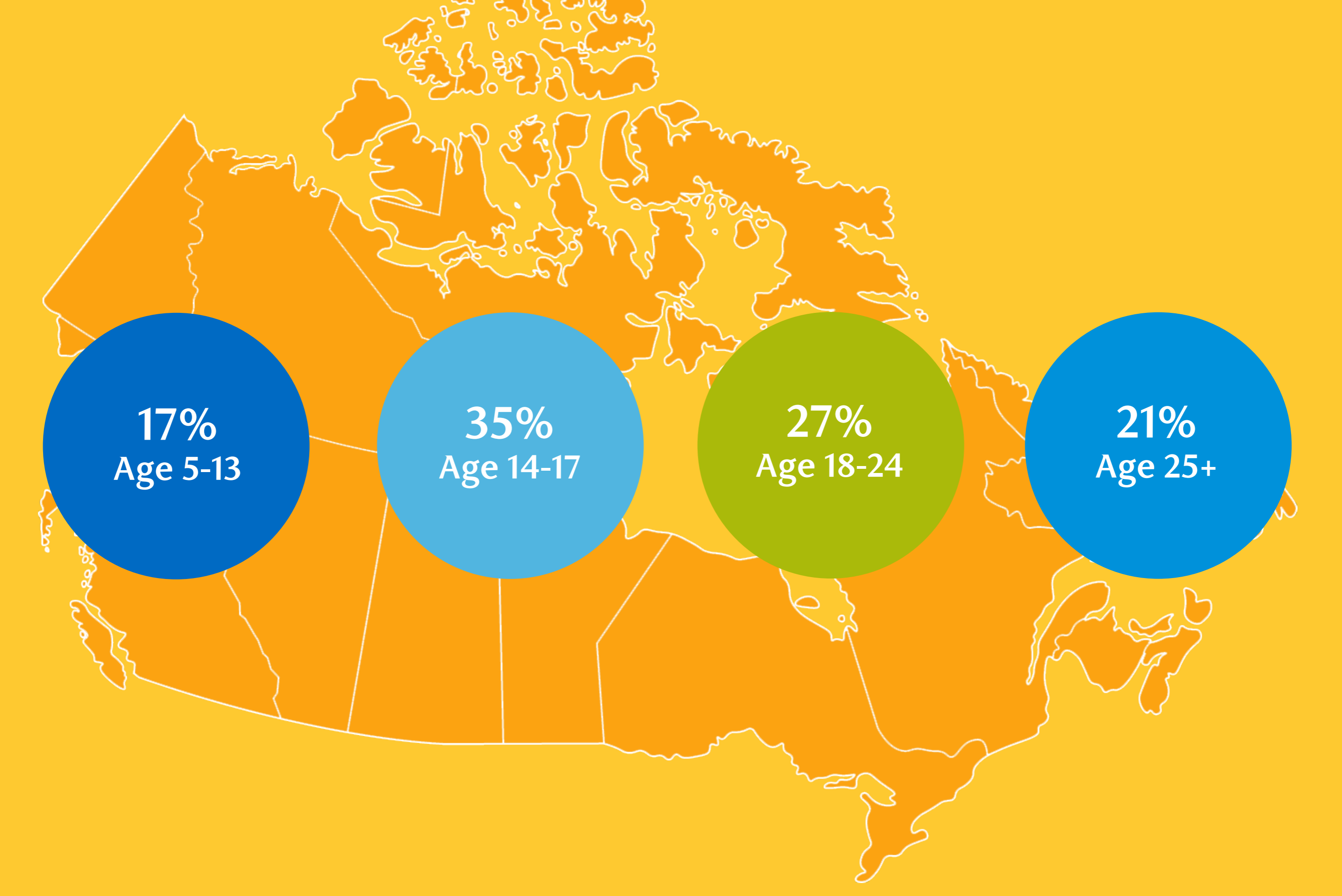
Source: Kids Help Phone Insights 2020

Kids Help Phone jack.org

"Thanks for texting in today, what do you want to talk about?"

You're not alone

If there are issues you feel you need support for, you're not alone. Every single day, from coast to coast to coast, you're reaching out.



Source: Kids Help Phone Insights 2020

Note: All Kids Help Phone data is "scrubbed of any identifying information."

Kids Help Phone jack.org

You're asking for changes

Mental health programs need to make changes including:

- Clearer communication on available services
- Address inequities in internet access
- Suggest how digital services can work with off-line services
- Keep asking us about our perceptions, use, barriers and outcomes
- Involve us in the design and development of services

You want more inclusivity

65% of you said your cultural backgrounds were not fully understood by mental health care professionals.

Inclusivity wants/needs:



Source: Youth Voice Report 2020, Jack.org

You sometimes can't find the help you need

The most common reasons youth and adults said they have unaddressed mental health needs:

"I don't know where to find help."



"I'm too busy to get help."



"I can't afford the help I need."



Source: Statistics Canada 2020

But we're here to help...

RBC Foundation through RBC Future Launch's commitment to youth mental well-being supports partner programs like Jack.org and Kids Help Phone to help youth and families access the right care at the right time.

Source: Kids Help Phone Insights 2020

*Any quotes presented here are shared only after Kids Help Phone receives explicit permission.

Kids Help Phone jack.org

Free resources when you need them:

Check out these resources, many of which are supported by RBC Foundation through RBC Future Launch's commitment to youth mental well-being:

- Text a helpline or speak to a counsellor (powered by Kids Help Phone):**
Kids and youth:
Text CONNECT to 686868
Call: 1-800-668-6868
Adults: Text WELLNESS to 741741
- End the stigma, join in the change-making or learn how to be there for someone:**
Join the [jack.org](#) movement
Know someone who might be struggling with their mental health? Learn to **Be There** for them.
- Explore web-based solutions:**
Togetherall: an online peer-to-peer support community for youth mental health.
Bounce Back: a free, guided coaching program effective in helping youth 15+ (and adults) manage low mood, mild to moderate depression, anxiety, stress or worry.
- Find professional support at a youth service hub:**
ACCESS Open Minds

Check the RBC Future Launch site for updates and new free resources. [rbc.com/futurelaunchathome](#)



Future Launch

This article is intended as general information only and is not to be relied upon as constituting legal, financial or other professional advice. A professional advisor should be consulted regarding your specific situation. Information presented is believed to be factual and up-to-date but we do not guarantee its accuracy and it should not be regarded as a complete analysis of the subjects discussed. All expressions of opinion reflect the judgment of the authors as of the date of publication and are subject to change. No endorsement of any third parties or their advice, opinions, information, products or services is expressly given or implied by Royal Bank of Canada or any of its affiliates.