

# 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...**

### Koko AI ([kokocares.org](http://kokocares.org))

Nonprofit, online mental health program for on-demand crisis triage, peer support, self-guided interventions



### Tumblr ([tumblr.com](http://tumblr.com))

Microblogging and social networking website with 135 million monthly active users



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

Koko introduces themselves to users via DM

Hi! I'm Kokobot 🖐️

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](#)  
Read the [published article](#)

