First Hello

ההיי הראשון

Connecting at-risk teens with the mental health support they need



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OUR INSIGHT

Teens don’t avoid help because they don’t need it. They avoid it because the first step feels too big.

A long waitlist

Asking a parent first

A stranger in an office

A working hypothesis, to test directly with teens in the research phase.



LET'S TALK PLOT + DATA

Israeli teens are struggling

22%

of Israeli students in grades 7–12 report symptoms indicative of post-traumatic stress

+52%

more pediatrician referrals to mental health services, in Clalit's three-year war report

+121%

more psychiatric emergency visits by children and teens in the war's third year than before the war

Yet teens, especially those at risk, still struggle to reach counselors, therapists and mentors.

Sources: Bar-Ilan University and WHO HBSC study of 7,424 students; Clalit Health Services report on three years of war (2026). The 121% counts visits, not patients.

Key messages

TO TEENS

You don’t have to figure this out alone.

TO PARENTS

Asking for help early is a strength, for your teen and for you.

TO MENTORS AND FUNDERS

One hour a week can change a teenager’s year.

Where we'll reach them

Audience	Channels	First step we offer
Teens	TikTok and Instagram, school counselors, youth movements	An anonymous first chat on WhatsApp
Parents	School parent groups, Holon municipal channels, local media	A short guide: how to talk to your teen
Mentors	Universities, LinkedIn, volunteer networks	A sign-up page for mentor training
Funders and partners	Partner briefings, foundation outreach, an annual impact report	A pilot-year proposal

Campaign concepts

You are not alone

For teens: reaching out is the first step, and someone will answer.

Become a mentor

For adults: give a teenager in your community an hour of your week.

On every campaign asset: “Need to talk now? ERAN, 1201, any time.”

Ambassadors and endorsements

Public figures teens already follow can make asking for help feel normal. We'll choose them carefully.

Credible

Someone teens actually follow and trust

Open

Has spoken honestly about mental health

Low risk

Unlikely to pull the campaign into controversy

Safe messaging on every post: hopeful framing, no graphic detail, and ERAN's 24/7 helpline, 1201.
Watch an example

The plan: our first year

01

MONTHS 1–3

Prepare

- Research with teens
- Partnerships
- Recruit volunteers

02

MONTHS 4–9

Launch

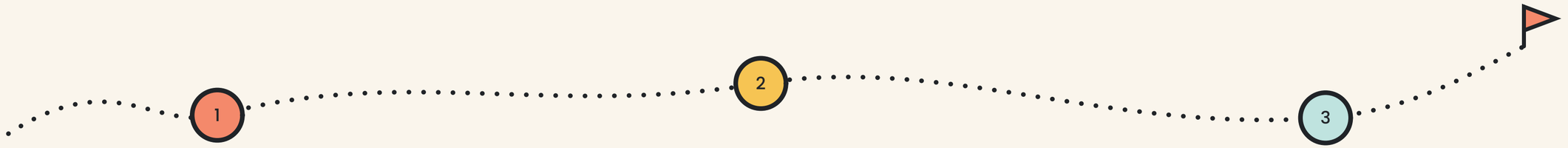
- Open the center
- App and platform
- Services and campaigns

03

MONTHS 10–12

Improve

- Mentor training
- Feedback and evaluation
- Report and refine



PROPOSED MEASURES

How we would know it is working

What we track	How	Year-one aim
Teens reaching out	Anonymous first chats opened on WhatsApp, by channel	500 teens connected
Speed of response	Time from a teen's first message to a first conversation	72 hours or less, every time
Mentor interest	Sign-ups from the mentor campaign, and how many complete training	60 trained mentors
Safe messaging	Every asset checked against the safe-messaging list, with ERAN's number on it	100% of assets

Draft targets for the pilot year, to be refined with partners and funders.