

#Here4U™



OUT & EQUAL  
WORKPLACE ADVOCATES

# APPLYING AI TO LGBTQ MENTAL WELLNESS SUPPORT IN THE WORKPLACE

# Presenters – our story

- Former Canadian LGBTQ+ BRG leaders
- Launched the Ally program in Canada
- Teaching Respect program launched (in partnership with GLSEN)
- #Here4U Cognitive Build - using AI to support at risk youth
- Mental Health program & initiatives



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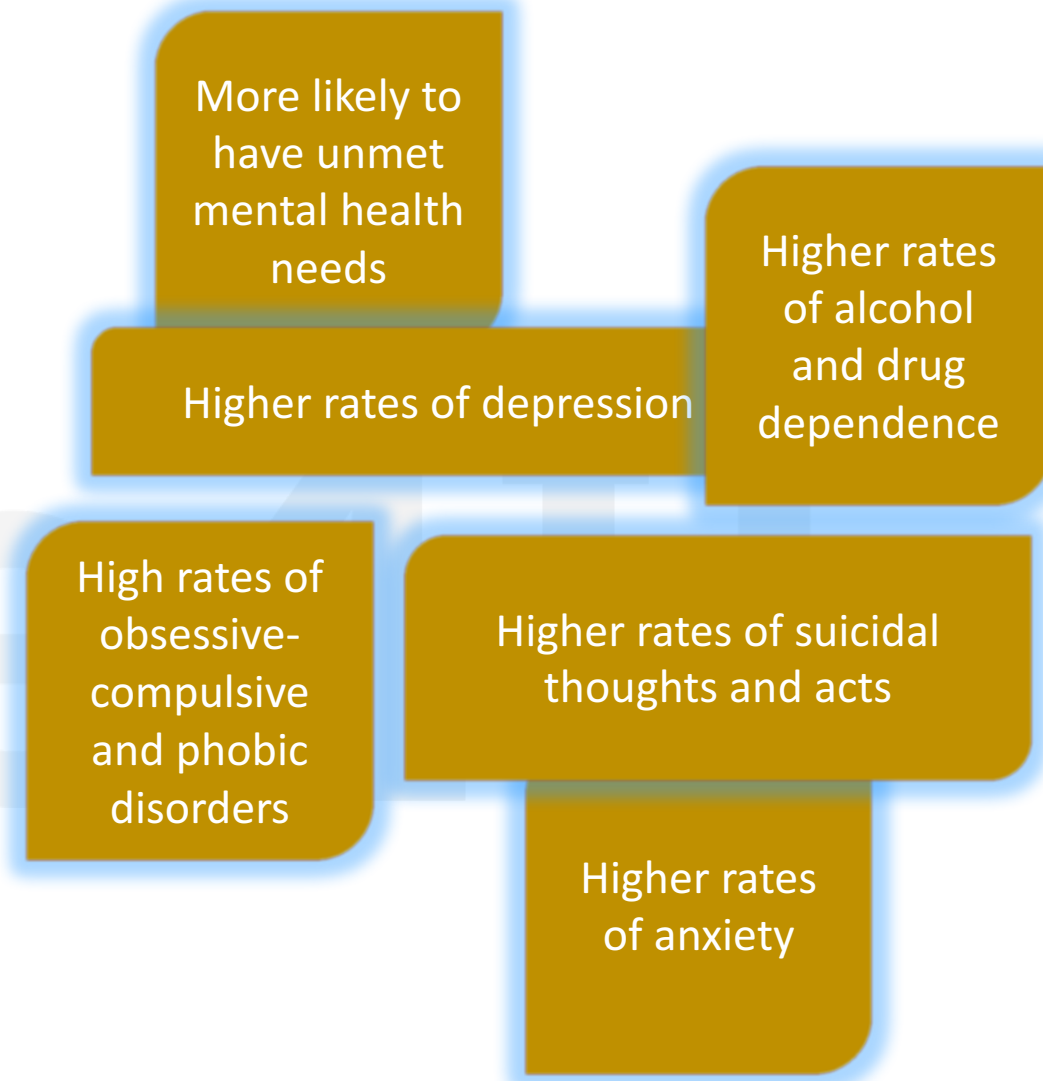
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# Why are the mental health needs of LGBTQ people unique?

The stigma and discrimination experienced by LGBTQ people, can have a variety of negative consequences. The accumulated stigma, prejudice, and discrimination to which minoritized and marginalized people are exposed is called minority stress.

*For LGBTQ people aged 10–24, suicide is one of the leading causes of death. LGBTQ youth are 4 times more likely and questioning youth are 3 times more likely to attempt suicide, experience suicidal thoughts or engage in self-harm. Between 38-65% of transgender individuals experience suicidal ideation.*



Cognitive Build #Here4U™

275,000 participating IBMers

2,700 cognitive crowd funded ideas



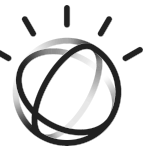
50 semi-finalists in Austin Shark Tank



8 finalists pitch to Ginni - IBM CEO

Under 4 minutes

# What is AI?



## Artificial Intelligence

AI is the broadest term, - applying to any technique that enables computers to mimic human intelligence, using logic, if-then rules, decision trees, and machine learning (including deep learning).

## Machine Learning

The subset of AI that includes abstruse statistical techniques that enable machines to improve at tasks with experience. The category includes deep learning.

## Deep Learning

The subset of machine learning composed of algorithms that permit software to train itself to perform tasks, like speech and image recognition, by exposing multilayered neural networks to vast amounts of data.

- Machine learning is dependent on the quality of learning data sets. Just like in humans, in AI the less biased the data and the larger the data set, the less possibility of distortion
- The role of AI should **not** be to **replace the human experience** or replace the expertise and better judgment of mental health professionals
- The goal of AI should be to develop systems that **enhance the human experience** by performing tasks that **augment our capacity** for data interpretation, information integration, and decision making

# #Here4U™ Platform

Building a platform based on client requirements

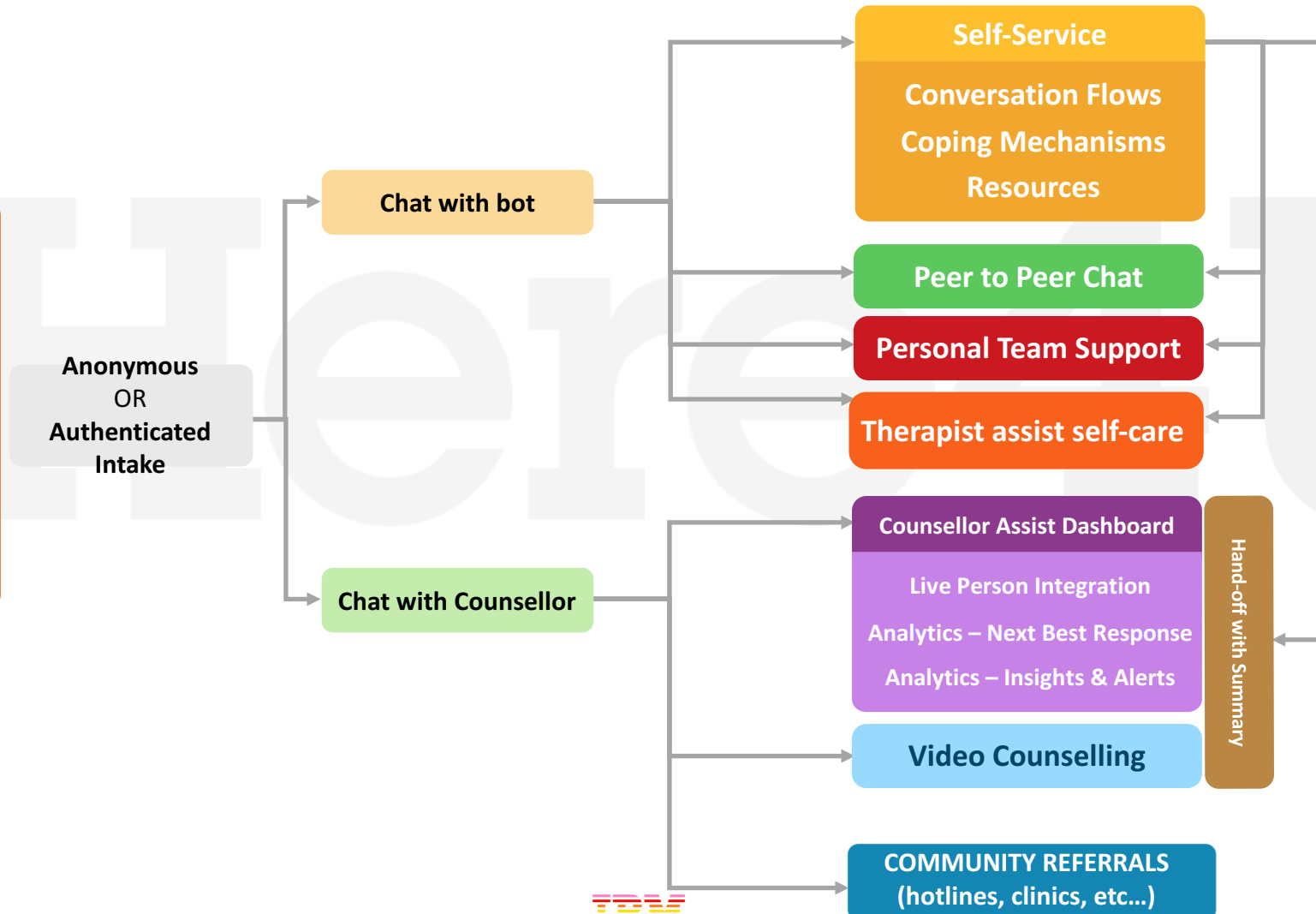
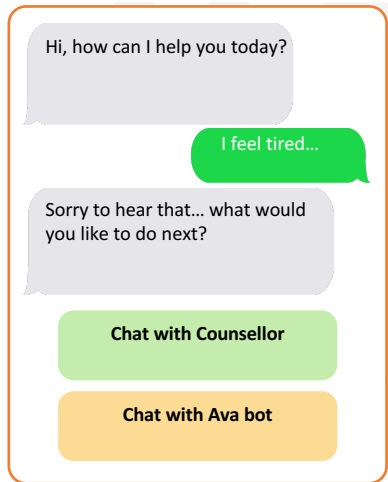
First Touch-point

User Options

Intake Process

Types of Services

All Versions



- Employee
- First Responders
- Veterans
- Youth
- Athletes
- LGBT+
- Military
- Students
- Health Care Professional
- Remote Canadian
- Seniors / Loneliness



# Client Demand

Different clients with unique requirements have approached IBM



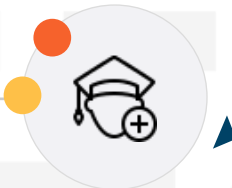
## Employees

Chat with a bot about work, health, family, and life challenges using a safe, stigma-free, anonymous platform



## Students

Students can chat with a "Software as a Service" bot about academic concerns, stress, health, family and life changes. They are connected to appropriate services on their campus and/or public help-lines & clinics



## Health Care Professionals

Peer to Peer platform to anonymously connect health care workers (i.e. nurses, rehab workers, personal support workers, home health aids, OHS personnel, etc.) to each other for peer support at any time\*



## First Responders

Anonymously connect EMS, police, fire, dispatch, and other first responders with trained peers to help with acute stress and anxiety inducing situations



## TYPES OF SERVICES

**SELF-SERVICE**

- Conversation Flows
- Coping Mechanisms
- Resources

**PEER TO PEER CHAT**

**PERSONAL TEAM SUPPORT**

**THERAPIST ASSISTED SELF-CARE**

**COUNSELLOR ASSIST DASHBOARD**

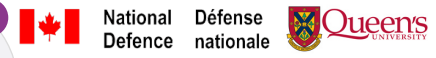
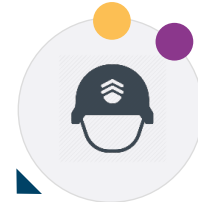
- Live Person Integration
- Analytics – Next Best Response
- Analytics – Insights & Alerts

**VIDEO COUNSELLING**

**COMMUNITY REFERRALS (hotlines, clinics, etc...)**



An anonymous and confidential virtual agent trained to guide chatters to existing services and resources to help with work, health, family, and life challenges. There's no limit to user groups as the goal is to connect as many users to relevant information.



## Military

Provide a safe and anonymous space for military personnel and their families to reach out for help



## Veteran

Help support, monitor, and maintain mental and physical wellbeing among squad members and receive notifications and alerts if any anomalies are detected. Especially during transition to civilian life

## At risk communities (including LGBTQ)

Connect individuals with trained peers or counsellors for mental health support unique to their group



## Remote Canadians

Provide remote Canadians with a platform to access help proportionate to the complexity of the issue



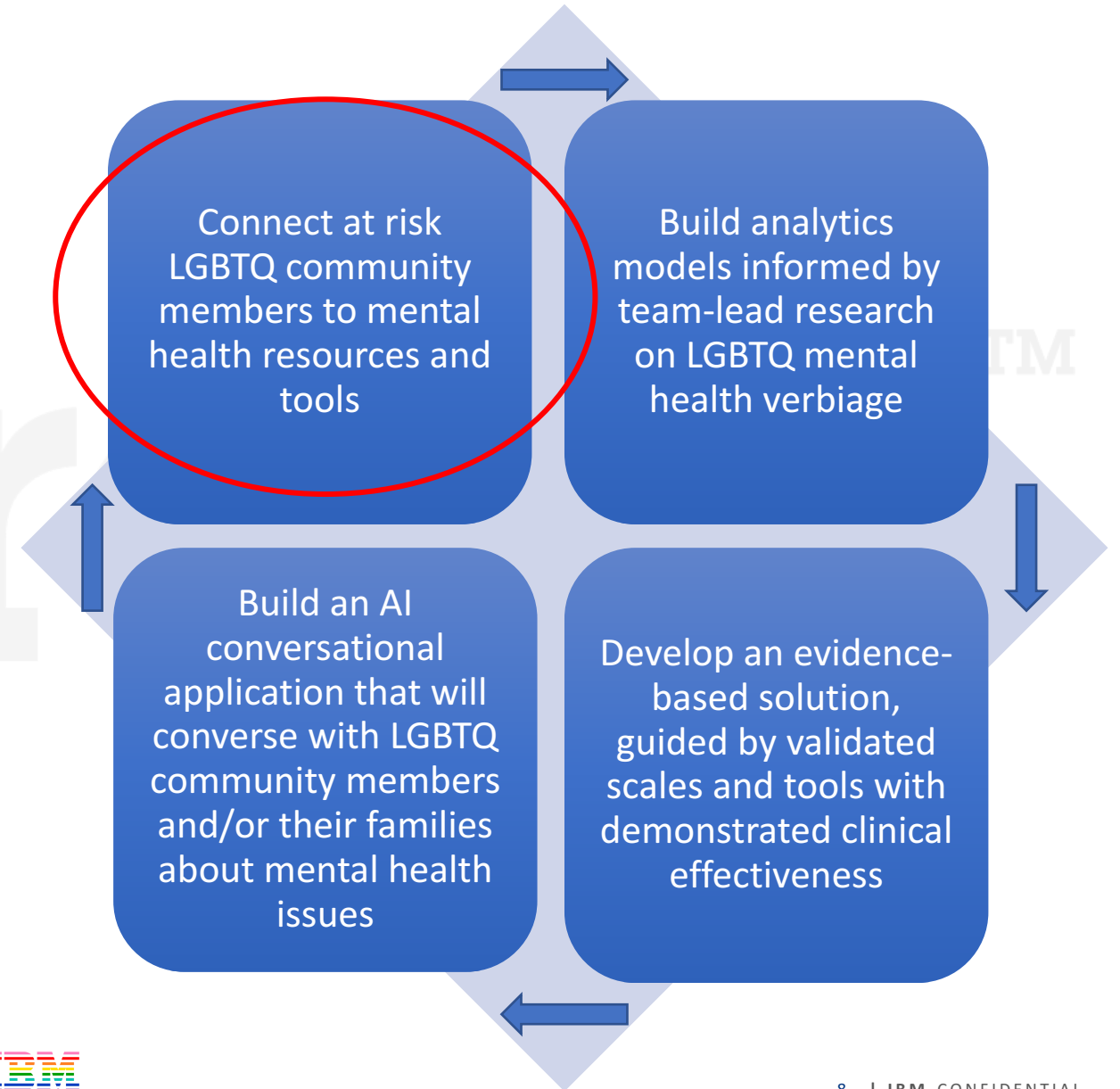
## Seniors / Loneliness



Help connect seniors to a cluster of communities through a simple interface to provide safe companionship to help combat loneliness, enable caregivers with remote access, and help close the generational gap

# Development of the #Here4U LGBTQ application

**OBJECTIVE:** build a solution to provide personalized mental well-being care and support to individuals who identify as LGBTQ through collaboration with industry and community organizations.





# How can AI address barriers?

**Considerations for health care providers supporting LGBTQ2+ clients effectively**

Providers need to be aware of the broader social and legal context in which their LGBTQ2+ clients live

- AI technology can limit & even remove biases related to internalized negative social messages that may be contributing to LGBTQ health concerns

Suicide response and crisis intervention staff must ensure that LGBTQ clients are not subjected to stereotyping or discrimination

- AI technology can limit the stereotyping or discrimination of LGBTQ clients

Health care providers need to be aware of resources available to help those LGBTQ people at greatest risk for suicide

- AI is continuously updated to stay current in all available resources to support LGBTQ clients

Providers must be aware of minority stress and clients who belong to multiple marginalized communities may face more barriers to maintaining good mental health

- AI is trained to consider social contributors that can negatively impact physical and mental health minority stress.

**How an AI solution can address barriers to more effectively support LGBTQ2+ people**





# THANK YOU

FOR MORE INFORMATION PLEASE CONTACT:

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