

ICM × KAMELION

Digital Inclusion & Youth Wellbeing Programme

A 10-week prevention-first programme giving young people the skills, space, and tools to understand themselves and helping shape the technology that serves them.

What is it?

A structured 10-week collaboration between ICM and Kamelion, bringing together digital inclusion, emotional literacy, and youth co-design in one programme.

Young people don't just use Kamelion. They help build it.

From the very first session, every participant is on the platform. Everything is practical, hands-on, and real. Each week, young people explore a new area of their lives through Kamelion, building digital confidence and self-awareness at the same time, while feeding their lived experience directly back into the development of the app.

This project is part of ICM's broader 12-month digital inclusion programme, extending the reach of existing ESOL classes and Community Champions work into youth mental health and digital literacy, and expanding on a recent pilot focused on the use of the NHS App.

Why is it needed?

Many young people in our community face significant mental health challenges and struggle to talk about them, find people they trust, or access support that feels relevant to their lives.

At the same time, digital exclusion compounds every other form of disadvantage. Young people without digital confidence, access, or skills are already behind, and falling further back.

This programme addresses both at once. It uses technology as a bridge, not a barrier, and puts young people in the room where decisions about that technology are made.

Kamelion was built from this exact insight. Its founder, Vivian Tanaka, designed the platform from lived experience and 18 months of co-design with young people. Many of our young people face challenges that Vivian understands intimately, growing up navigating uncertainty, complex home lives, and a world that changes faster than anyone prepared them for. This programme extends that co-design process into the ICM community, with real users, in real time, from day one.

How will it work?

Launch: October 2026, 10 consecutive weekly sessions of 60 minutes each.

Facilitation: Vivian Tanaka (Kamelion) and Ben (ICM) co-facilitate every session.

Every session follows the same shape:

- Open on Kamelion, young people log in, check their mood, see where they are
- Explore the week's theme through conversation, activity, and the relevant part of the platform
- Reflect and record - young people log thoughts, goals, or progress directly in the app
- Co-design moment - what's working, what's missing, what they'd change

- Close - one thing they're taking away this week

This means by the end of week 10, every young person has 10 weeks of their own data: mood trends, goals set, life areas explored, visible to them in their own Kamelion profile. They can see their own growth.

Phase 1 — Weeks 1–5 (In person)

Building the foundation. Relationships, trust, wellbeing basics, and exploring the platform together. All practical, all on the app from session one.

Phase 2 — Weeks 6–10 (In person)

Building skills and shaping the product. Digital literacy, aspiration, co-design, and habit-building. Young people move into using Kamelion independently, between sessions as well as within them.

The 10-Week Schedule

Week	Theme	On Kamelion
1	Who am I? Introductions, trust, getting on the app	Onboarding, profile setup, first mood check, WHO-5 baseline
2	How am I really doing? Wellbeing and self-awareness	Mood tracking, mind life area
3	What's going on for me? Emotions, stress, the stuff we don't say	Journalling, challenges in the mind area
4	Who's around me? Relationships, community, belonging	Relationships life area, peer community
5	My body, my energy - health and fitness	Health and fitness life area
6	Me online - digital skills, safety, confidence	Platform navigation, online safety discussion, digital literacy skills
7	My future - aspirations, goals, what I want	Career and money life areas, goal setting
8	What does Kamelion need? Young people as the experts	Structured co-design session - features, gaps, what's missing
9	Building habits - what do I want to keep doing?	Reviewing streaks, rewards, personal highlights from 9 weeks of data
10	Where am I now? Celebration, reflection, next steps	WHO-5 final assessment, full profile review, what happens next

Evaluation

We will use the WHO-5 Wellbeing Index at week 1 and week 10 - completed directly in Kamelion as part of the session, so it is embedded in the experience rather than a separate form.

Because the app is live from day one, the evaluation is not a bolt-on. The data is generated automatically through normal use. We are not asking young people to do extra work to prove the programme is working, the programme generates its own evidence.

Alongside the WHO-5 we will capture:

- 10 weeks of live engagement data from the platform - mood trends, life areas explored, challenges completed, goals set
- Qualitative feedback from participants at week 5 and week 10
- Co-design insights from week 8 fed directly into Kamelion's product development
- Digital confidence self-assessment pre and post
- Qualitative consultation with young people throughout to ensure they are effectively included in telling the digital inclusion story

The output is a programme impact report evidencing wellbeing outcomes, digital inclusion, and co-design contribution, usable for ICM's funders, Kamelion's evidence base, and future commissioning conversations.

Open Questions to Resolve

Cohort size and structure: A minimum of 8–12 young people for cohort for meaningful group dynamic and viable data. 15–30 is ideal.

School partnership: Matt at Westbourne to be approached to see if this project is of interest.

Device and data access: For young people without devices, we will need to discuss a plan.

Weekly themes: The 10-week schedule above is a proposed structure. Final topics to be confirmed before launch, with input from an initial session with young people where possible.

What this programme produces

For young people — a safe, practical space to explore who they are, build real digital skills, and have a genuine say in technology built for people like them. Ten weeks of their own data, visible in their own profile, showing their own growth.

For Kamelion — live co-design with hard-to-reach young people, real-world engagement data from a VCSE setting, and a case study that evidences impact before, during, and after the programme with a community that is typically underserved by digital health tools.

For the sector — proof that prevention-first digital infrastructure works practically, immediately, and with the young people who need it most. Built here. Evidenced here. Replicable everywhere.