

## A service department that is always looking to improve.

### Using Scientific Data to Optimize Resource Allocation

Being available at the right time for the adolescents who contact us is a non-negotiable for Tel-jeunes. That's why this year we made the jump to using artificial intelligence with our partner Solution BI. Based on all the data we've collected since 2019, their team developed a website traffic prediction tool for our services.

Since the implementation of this data science tool within our counselling team, we have adapted our schedule and added night shifts so that more young people can find the support they need at times that are convenient for them.

"Tel-jeunes has very mature data, which allowed us to rely on artificial intelligence to create this Data Science tool. Our main objective was to offer the teams technological levers to help them on a daily basis, as well as to give them more time and space to carry out their primary mission: helping young people and those close to them. We are very excited to participate in Tel-jeunes technological transformation, so that tomorrow is always better."

**Emma Damitio and Chloe Jolivel,  
Solution BI.**



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**Camille Mikan Dupuis,  
Director of Services, Tel-jeunes.**



## Creating a Department dedicated to innovation.

One of our goals, and also one of our greatest challenges, is remaining constantly connected to the reality of all young people in Quebec. A mandate so complex and with such a large scope that it regularly causes us to question our ability to truly attain it.

By creating the Expertise and Innovation Department, Tel-jeunes showed that the simply maintaining the status quo is not a valid option when working with young people. The Expertise and Innovation Department plays a critical role in increasing our knowledge of the young people we've already reached, but will also help us to discover other groups of young people that are not as easy to reach. Based on this new knowledge, innovative projects will emerge, ensuring the long-term relevance of Tel-jeunes' services.

One of the first mandates of this new team for the 2022–2023 year, was to carry out empathetic research. Concretely, this consisted of getting a better understanding of how to reach adolescents who are less represented in our services, and/or those who have obstacles preventing them from asking for help that is particularly difficult to overcome.

Three target groups were identified:

- \* **Males**
- \* **Ethno-culturally diverse youth**
- \* **Gender and sexually diverse youth.**



As such we met with **more than 170 people**, young people, parents, and educators, to get their thoughts, perspectives, and challenges. It was a necessary step back for the Tel-jeunes teams, who must constantly challenge their point of view as professional adults to avoid bias and, as much as possible, put themselves in the shoes of those who are using our services.



### WHAT IS DESIGN THINKING?

It is an approach where the goal is to innovate or to resolve a complex problem by putting the key stakeholders, specifically the users, at the heart of the process.