

# HOPELINE- The Use of Texting to Reach our Youth

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[www.centerforsuicideawareness.org](http://www.centerforsuicideawareness.org)



# Objectives

- Learn a little about the Center for Suicide Awareness
- Learn what is the HOPELINE and how it works
- Look at what our data from the HOPELINE is showing us



# Center for Suicide Awareness

- We are a 501© 3 non profit
- Based in Kaukauna WI
- Provide education, support groups, workshops, and awareness events
- Provide HOPELINE service for WI



# What is HOPELINE?

- Text Based Emotional Support Resource
- It provides emotional support for all ages
- It can provide resources
- It is Statewide
- It is Free – Yes FREE
- It does not take away from minute plans
- It is an EMS – so it is a fast response



# What HOPELINE Is Not

- It is not to replace counseling
- It is not to replace medical or mental health providers



# Glance at the Process

- Responder
- Person Texting In



# Responder

- Volunteers
- Standard Evidence Based Training
- Back ground check
- Do Their Own Work
- Intense Training
- Mentor Until Ready to Go
- Never on Alone
- Always has back up
- Is assigned a 4 hour block of time to respond
- De-Brief



# Texter

- Can text in from anywhere
- It is Free
- It will not take away from the minute plan
- Can ask for resources
- Can text in for break ups, the need to be heard, to fill in the blank
- Can be any age
- Can text in 24/7



# Where Did This Start 2 years Ago?

- Working with Survivors of Suicide and People that Attempted Suicide and Law Enforcement stating that the number of calls for youth attempting suicide are texting their friends for help and support.
- Connected with the existing Text Based Support Lines that existing in 13 other states.
- Connected with the Software company that provided their Text Service to how to take next steps. This is the same software company that wrote the 211 software.
- Formed an Advisory Board made up of Mental Health America, State of WI, Prevent Suicide Wisconsin, Department of Health and Human Services, Law Enforcement and Marian University.
- Purchased the license software for the entire state



OMG

GR8

TTYL

BFF

BRB

LOL

PAW

TMI

BTW

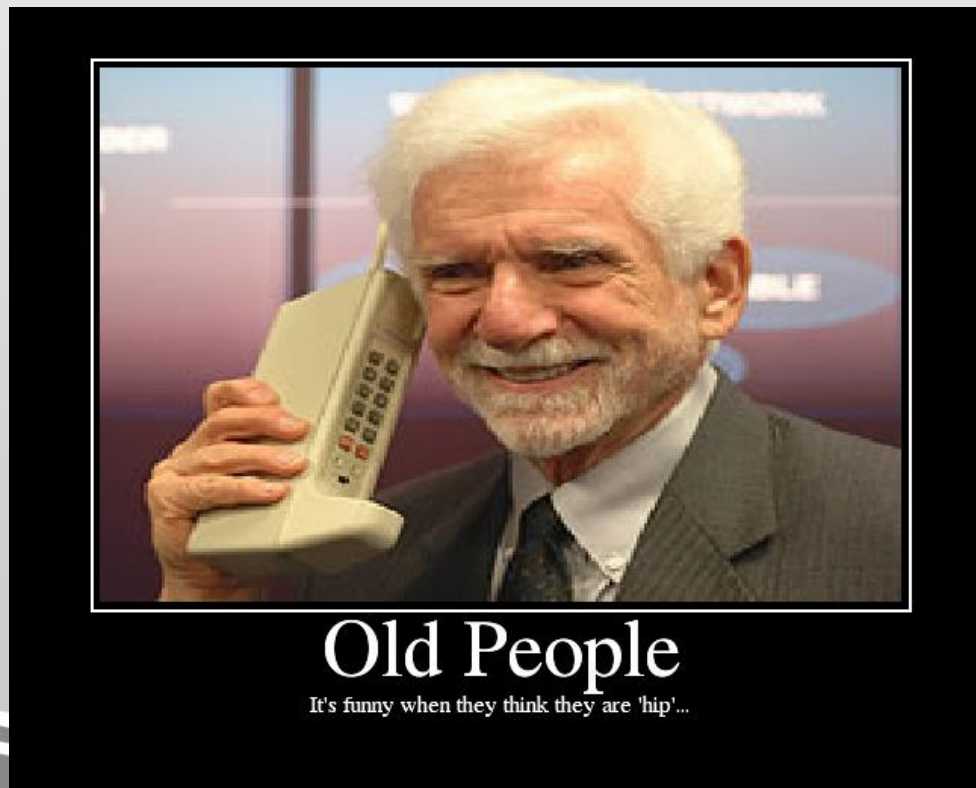
GTG

Are We Going to Know What They Are Saying



# Guess What

- They assume we are OLD and don't know any of those catch phrases!



# Timeline

- Start Oct. 2014
- 38 responders trained
- Open limited hours
- 9 Texts received
- November/December
- Joined North American Alliance for Children Helplines
- Kids travel with their phone on break



# Timeline

- Jan/Feb
- Received texts from every area code in WI
- Feb 13 – major breakups
- March/April
- Received text from every county in WI
- Menominee MI added.
- The need for consistent training across the US



# Timeline

- May
- Partnered with Crisis Text Line in NY
- Standard practice of training goes into place
- Handled over 15,000 texts.



# June 1<sup>st</sup> - 2015

- We have total 24/7/365 coverage.
- We have the ability to give monthly reports for common themes, times, issues, areas, etc.
- Platform is all of North America
- All training will be standardized
- Backed up by 1600 responders



# What Has Happened on the HOPELINE So Far....

- The average text session is 3 hours.
- Reaching ages 12 to 55.
- Issues from cutting, breakups, panic attacks, relationship, resources.....



# Who is Texting?

- Youth – 12 to 18 is our biggest population
- Veterans – Need to be heard
- Middle Age Men – Some unemployed, feeling discouraged
- Grandparents – asking about issues that their grandkids are bringing up
- Hard of Hearing – No extra equipment



# What Are Youth Think of Texting

- Texting



# What the data is showing us:

- To date – 31,590 texts into HOPELINE
- Female use it more than male
- Age group:
  - 13-18 is the highest
  - Increase in 42- 55



# Stress Levels

- Stress Level: Average stress level that it was impacting life: 7
- Average reduced by end of conversation: down to 3



# Does Texting Work

- We asked one question in the month of September.
- Would you have this same conversation if you were talking face to face?
- 86% said NO



- So What Are They Talking About??



Depression  
Self Harm  
Stress  
Family Issues  
Suicide  
Romantic  
Friend Issues  
Bullying  
Isolation  
Mental Illness  
Helping a Friend  
Substance  
Anger  
Bereavement  
Body Image  
Work  
Medical Concern  
Physical Abuse  
Hunger  
Sexual Health  
Sexual Abuse  
Financial  
Housing  
LGBTQ



# And Where Are They Texting From



- Every area code in WI
- Every county in WI
- They are texting when they are traveling
- And they are telling their friends on social media about using it



# What Does This Mean For Our State.....

- This is a statewide service that is available to all.
- WI is 1 of 14 States that provide this service.
- As technology changes....the software is already programmed for the state and can upgrade to meet the needs. Example: New Cell Phone Provider.
- We can start to see what trends are occurring in our State.
- And give us an idea of what we need to address.



# Next Steps.....

- To crunch the data to see trends.
- Market the HOPELINE
- Continue to recruit more responders



# Steps Now/Next Steps:

- Working on a Spanish text line
- Working with the Tavern League
- In Stevens Point – the public transportation have the HOPELINE in them
- Numerous Police depts carry the cards with them.



# Any way you can help get the resource out -

- Text “HOPELINE” to 741741



# Questions

