



## Developing a Better Understanding

### CRISIS TEXT LINE: TEXT 4HOPE TO 741741

With the goal of increasing awareness of the Crisis Text Line and the statewide “4HOPE” keyword, the Ohio Association of County Behavioral Health Authorities (OACBHA), in coordination with the Ohio Departments of Mental Health and Addiction Services and Developmental Disabilities, has been working with local communities to share information and resources about Crisis Text Line.

*“We want to be where you are, and we want to make it as easy as possible for people who are in pain to get help.”*

*~ Nancy Lublin, Founder and CEO, Crisis Text Line*

Crisis Text Line provides free support at your fingertips, 24/7. It is a free, confidential service available via text on mobile devices. It is intended to broaden the options available through current community crisis hotlines. Crisis Text Line’s goal is to move people from a hot moment to a cool calm. Crisis Text Line believes that everyone who reaches out for help deserves a human response, and that no one should feel alone. Crisis Text Line is there anytime, day or night, to help those in need. An algorithm reviews text for severity, and messages that are determined to be from someone at imminent risk to themselves or others are placed at the top of the queue.

Anyone should feel free to use Crisis Text Line. An individual may text the keyword 4HOPE to 741741 and expect a reply from a trained volunteer crisis counselor within five minutes. The message is confidential, anonymous, and secure. Crisis Text Line does not charge texters if their cell phone plan is with AT&T, T-Mobile, Sprint, or Verizon, and nothing will appear on those texters’ phone bill. If one’s cell phone plan is with another carrier, standard messaging rates apply, and the short code 741741 will appear on your billing statement. Crisis Text Line is also available via Facebook messenger. Crisis Text Line sets a standard to remain confidential on both sides of the text. Individuals who text Crisis Text Line will have any and all personally identifying information scrubbed from the conversation so that they cannot be identified by the responder. Likewise, the crisis counselors are trained to withhold any identifying information about themselves. This makes for a more comfortable interaction between the two parties without either having to worry about the other outside of the discrete text conversation.

A unique and very important feature of Crisis Text Line is the active rescue. When a texter is deemed to be an immediate danger to themselves at that moment, the trained crisis counselor will engage in an active rescue. When an active rescue is triggered, the crisis counselor connects with and dispatches emergency services to the texter in order to save them from self-harm, and even suicide. For all keywords, as of January 2017, there have been 243 active rescues in Ohio. This means that 243 lives have been saved in the state by this service.

#### Crisis Text Line in Ohio: By the Numbers

- » Since its inception in December of 2014, Ohio’s 4HOPE keyword has resulted in 2,388 conversations from 1,729 texters. (Crisis Text Line)
- » Since its statewide roll-out, 4HOPE has averaged 58 conversations per week. (Crisis Text Line)
- » In January of 2017, after a strong push in conjunction with *Ohio’s 2017 Behavioral Health Conference*, there were 358 conversations with 304 texters and 4 active rescues. (Crisis Text Line)
- » In Ohio, the most common reason for texting is depression (17% of conversations), followed by family issues (15.5%), romantic problems (14.7%), and suicide (11.8%). (Crisis Text Line)

## Crisis Text Line Data

Crisistrends.org shares aggregate data, revealing general trends. These trends include data by state, by time of day, and by type of crisis. It is, in essence, the world's first real time data stream for crises, as well as the world's largest mental health data set. These trends can inform the decisions made by policymakers, law enforcement, school administrators, mental health and addiction service organizations, and a number of other agencies. Crisis Text Line data has revealed the following in Ohio:

- » Texters in Ohio talk about substance abuse the most on Saturday and Sunday, between 3:00-5:00 am, and at 1:00 pm;
- » Ohioans texting about eating disorders also text about stress, depression, and family issues;
- » In February of 2017, over 22% of Ohio texters had issues with depression; and
- » Wednesdays at 5:00 pm are the worst for bullying in Ohio.

## Promoting Crisis Text Line in Ohio

Anyone can share the word about this resource with individuals and community members. School personnel, community organizations, treatment providers and media outlets are especially encouraged to promote information about Crisis Text Line. OACBHA has developed a resource toolkit of digital, print, and physical materials that can enable individuals to share the word with their community. Helping spread the word in the community is incredibly valuable. For more information about how to share Crisis Text Line resources, visit [www.oacbha.org](http://www.oacbha.org).

State and local partners have promoted Crisis Text Line in a number of ways across Ohio communities with: billboards, flyers, giveaways in local elementary and high schools, letters to the editor of local newspapers, connections with local law enforcement, and radio interviews. Organizations and agencies have given away over 150,000 silicone wristbands to members of their community, put stickers up in bathroom stalls and mirrors, and put posters up in high-traffic areas of their buildings and community areas. These materials are available free of charge from OACBHA.

Additionally, media outlets have been successful in promoting Crisis Text Line. In keeping with the theme of a text line, social media advertising has been used extensively on Facebook, Instagram, and Pandora radio to promote Crisis Text Line. Local television and radio outlets will soon be used to promote Crisis Text Line throughout Ohio.

Crisis Text Line is as easy to promote in the community as just telling people about it. Everyone knows a person who needs help, or just needs to talk to somebody who can give them strong support. Among the strengths of Crisis Text Line is that it is versatile, it can be used to help in a wide variety of situations, and can help a variety of people regardless of age, or gender. This is an important service, and information about it should be available to every Ohioan in need.

