

CRISIS TEXT LINE |

Libby Craig, West Coast Director



How It Works

Crisis Text Line provides free,
24/7 support for people in
crisis via text.

741741

Why Text?

Private, comfortable, accessible

Top Issues

Depression, Suicide, Self-Harm, Family, Relationships

Time of Day

$\frac{2}{3}$ of conversations in $\frac{1}{3}$ of the day (8pm- 4am)

Demographic

Young, low-income, rural

What texters say...



“You have no idea how much this helped me. I think I'll talk to my school guidance counselor and maybe get some legit help.”



“Thank you for listening when I was scared to actually ‘speak’ the words out loud, and for making me feel like there was nothing wrong with me.”

Who are Crisis Counselors?



Mothers



Veterans



College Students



Grandfathers



Grandmothers



Survivors



Deaf/Hard of Hearing



Fathers

Counselor Training

Application + Background Check

34-Hour Training

Video modules, quizzes, live roleplay, live observation
Active & reflective listening, suicidal risk assessment,
collaborative problem solving

Training Advisors

Reviewed by American Foundation for Suicide Prevention,
National Domestic Violence Hotline, RAINN, NEDA

Why Volunteer?



“Because practicing empathy and reflective listening makes me a better friend, partner and employee.”



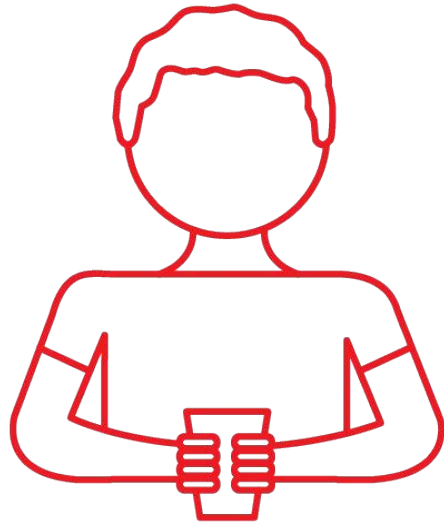
“It teaches me about believing in hope, trusting the process, and deepening compassion -- for others and for myself.”



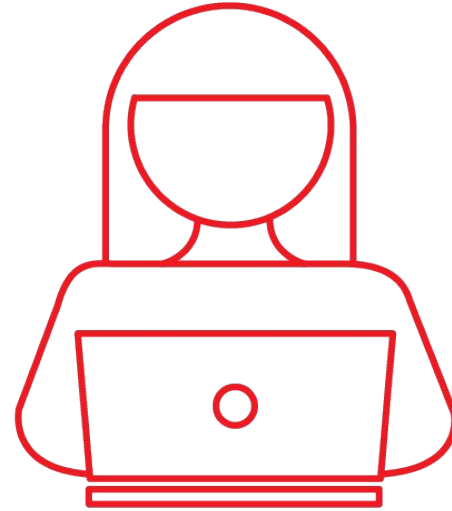
Part Two

The Platform

HOW IT WORKS



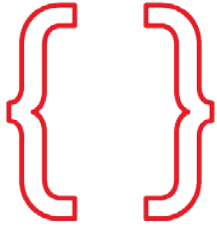
Texter



Crisis Counselor



CRISIS COUNSELORS ARE NEVER ALONE



Algorithm



Supervisor



Peers

Stack Ranking

Help Another Texter

Anon	GGB — I'm suicidal and depressed	waiting a few seconds	▼
Anon	Hello — I want to kill myself	waiting a few seconds	▼
Anon	Hey — im just really sad right now	waiting 3 minutes	▲
Anon	Go — feeling really lonely and sad	waiting 2 minutes	▲
Alex	Hello — I want to cut again	waiting 1 minute	▲
Maria	Hi? — i need to talk to someone	waiting 1 minute	▲



Direct Message Supervisor



Supervisor

Nancy Lublin:

5:27 Hi, can you check out my conversation? It may turn into an active rescue.

Supervisor:

5:28 Sure! Let me take a look and I'll let you know.

Emma [started 20 minutes ago]

5:25 I feel so depressed and alone. I want to disappear. Everyone would be much better off without me here.

Nancy Lublin:

5:25 When you say you want to disappear, do you mean you're thinking of suicide?

Emma:

5:26 Yes, I'm in so much pain. I want to die

Nancy Lublin:

5:26 Thank you for your honesty. Do you have a plan for how you would do it?

Emma:

5:27 Swallow a bunch of pills. I have them next to me. I want to end this pain right now

Last message: a few seconds ago



END CONVERSATION

Counselors

Starred

Lillie Howell Convo Chat — ★

#123567 L1 (1C)
1 min [profile](#) [observe](#) [take over](#)

System:
5:25 Thanks for texting Crisis Text Line, where you'll text with a compassionate Crisis Counselor. Our terms of service: crisistext.org/privacy
5:25 Text STOP anytime to cancel. We can't receive msgs longer than 160 characters (~ a couple of sentences). What's on your mind?
Sam:
5:26 I want to die right now.
System:
5:26 Thanks for sharing. We're getting a Crisis Counselor for you, it may take a moment.

Will Underwood Convo Chat — ★

#153297 L3 (2C)
30 min [profile](#) [observe](#) [take over](#)

System:
5:25 Thanks for texting Crisis Text Line, where you'll text with a compassionate Crisis Counselor. Our terms of service: crisistext.org/privacy
5:25 Text STOP anytime to cancel. We can't receive msgs longer than 160 characters (~ a couple of sentences). What's on your mind?
Anonymous 153297:
5:25 Help me
System:
5:26 Thanks for sharing. We're getting a Crisis Counselor for you, it may take a moment.

Sheila Sanchez Convo Chat — ★

#794259 L1 (1C)
60 min [profile](#) [observe](#) [take over](#)

System:
5:25 Thanks for texting Crisis Text Line, where you'll text with a compassionate Crisis Counselor. Our terms of service: crisistext.org/privacy
5:25 Text STOP anytime to cancel. We can't receive msgs longer than 160 characters (~ a couple of sentences). What's on your mind?
Anonymous 794259:
5:25 START
System:
5:26 Thanks for sharing. We're getting a Crisis Counselor for you, it may take a moment.

My CC conversations



Martha Gillespie Convo Chat — ★

#367521 L2 (2C)
5 min [profile](#) [observe](#) [take over](#)

System:
5:25 Thanks for texting Crisis Text Line, where you'll text with a compassionate Crisis Counselor. Our terms of service: crisistext.org/privacy
5:25 Text STOP anytime to cancel. We can't receive msgs longer than 160 characters (~ a couple of sentences). What's on your mind?
Keith:
5:25 I really need to talk to someone.
System:
5:26 Thanks for sharing. We're getting a

Allison Page Convo Chat — ★

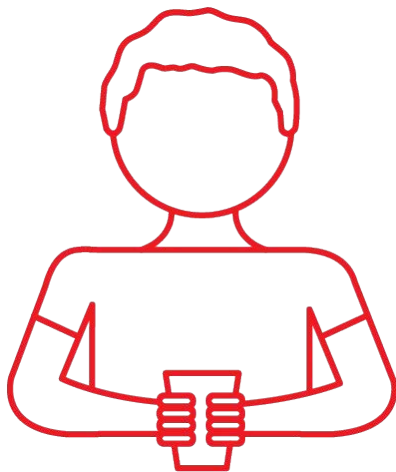
#218563 L1 (1C)
12 min [profile](#) [observe](#) [take over](#)

System:
5:25 Thanks for texting Crisis Text Line, where you'll text with a compassionate Crisis Counselor. Our terms of service: crisistext.org/privacy
5:25 Text STOP anytime to cancel. We can't receive msgs longer than 160 characters (~ a couple of sentences). What's on your mind?
Anonymous 218563:
5:25 I'm depressed
System:
5:26 Thanks for sharing. We're getting a

Jonathan Henriquez Convo Chat — ★

#157643 L3 (2C)
15 min [profile](#) [observe](#) [take over](#)

System:
5:25 Thanks for texting Crisis Text Line, where you'll text with a compassionate Crisis Counselor. Our terms of service: crisistext.org/privacy
5:25 Text STOP anytime to cancel. We can't receive msgs longer than 160 characters (~ a couple of sentences). What's on your mind?
Anonymous 157643:
5:25 My boyfriend just broke up with me.
System:
5:26 Thanks for sharing. We're getting a



Resources for Texters



2

National / International

Suggest a Referral

National & International Referrals

Clear Search

Advocacy/Human Rights

Anger Management

Anxiety

Bereavement

Bullying

Child Abuse

Crime Victims

Depression

Disaster

Domestic Violence

Eating Disorders

Family

Finances

Gender/Sexual Identity

Health

Housing/Homelessness

Showing 1 to 10 of 10 entries (filtered from 274 total entries)

Search:

211

[anxiety](#) [depression](#) [personality disorder](#)
[all tags](#)

www.211.org (English, Spanish and More)
211
[more details](#)

2-1-1 is a free and confidential service that helps people across North America find the local resources they need. Available 24 hours a day, seven days a week.

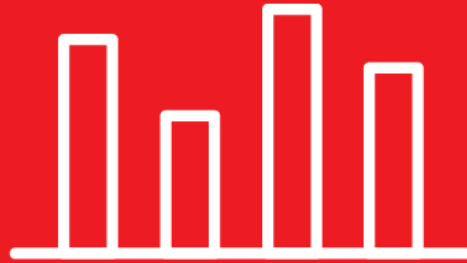
Adolescent Self-Injury Foundation

[self](#) [harm](#) [injury](#)
[all tags](#)

<http://www.adolescentselfinjuryfoundation.com/>
adolescentselfinjuryfoundation@gmail.com
[more details](#)

A non-profit organization whose mission is to raise awareness about adolescent self injury. By providing education, prevention techniques, resources, and research ASIF aims to increase understanding of the self injurious adolescent and family in the journey towards wellness and recovery.

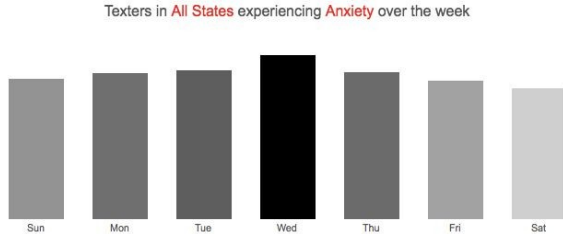
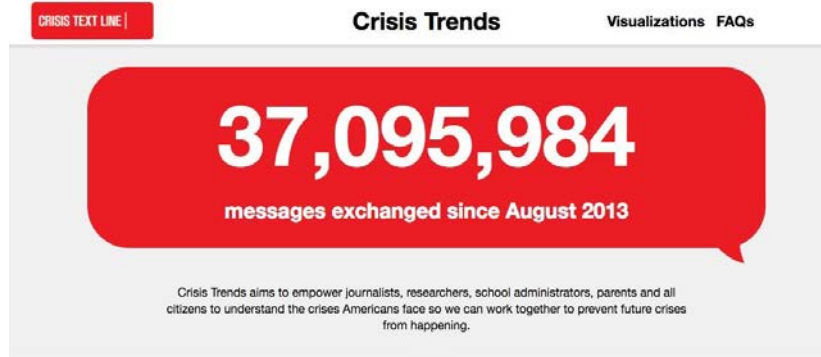
Alternatives to Self-Harm & Distraction Techniques



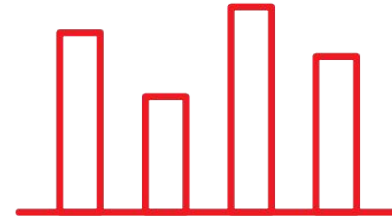
Part Three

How We Use Data

We Use Data to Make The World Better



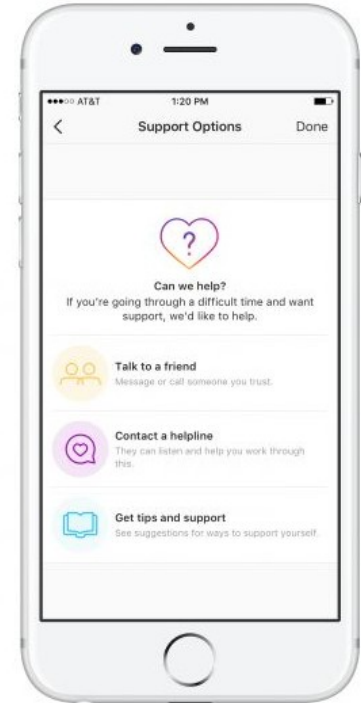
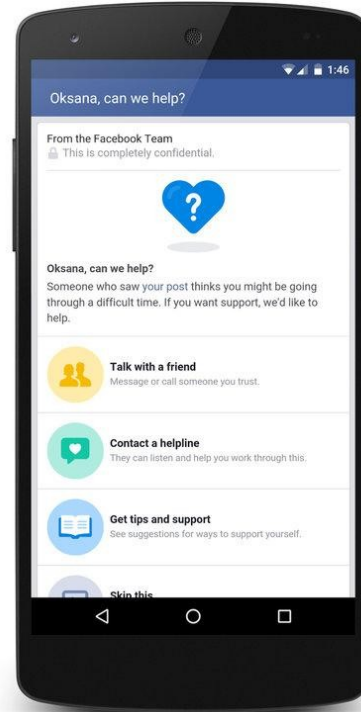
CrisisTrends.org



Open Data Collaborations

Corporate Partnerships

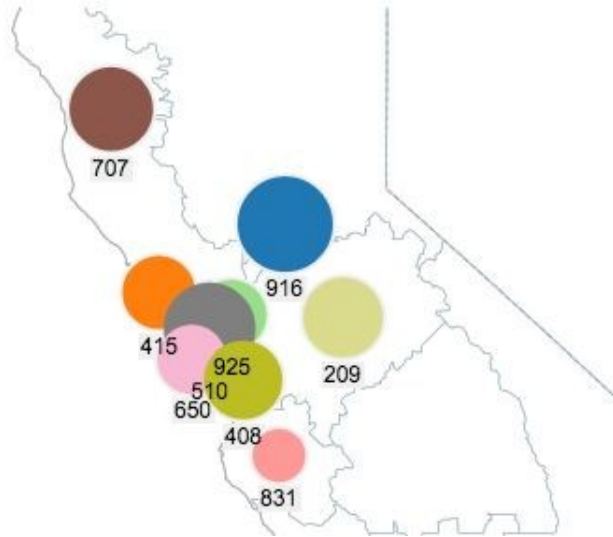
The screenshot shows a YouTube search results page for the query "a quick easy way to die". The search bar at the top contains the text "a quick easy way to die" and shows "About 214,000 results". The left sidebar includes navigation options like Home, My Channel, Trending, Subscriptions, History, and Watch Later, as well as a "SUBSCRIPTIONS" section with "Add channels" and categories like Popular on YouTube, Music, Sports, and Gaming. The main content area displays several video thumbnails with titles such as "Make \$1,000 Per Day", "Make \$300+ Per Day Easily", "The Best Way To Die", and "Least painful ways to die!". At the top of the results, there are two prominent support options: "Call 1-800-273-8255" (National Suicide Prevention Lifeline) and "Text 'SAFE' to 741-741" (Crisis Text Line), both noted as "Free • 24/7 • Confidential".



Part Four

Bay Area - Get Involved

In the Bay Area



**Conversations in local
area codes**



**30 signs put up in
August 2016**

Spotted around the Bay



Drake High School

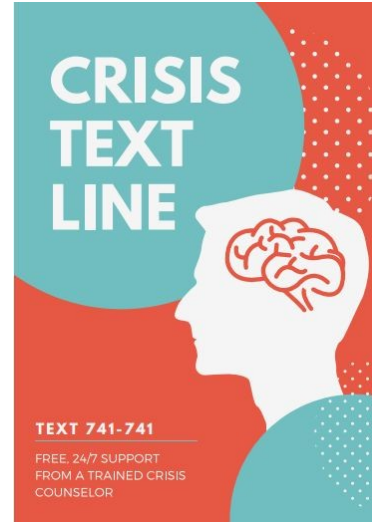
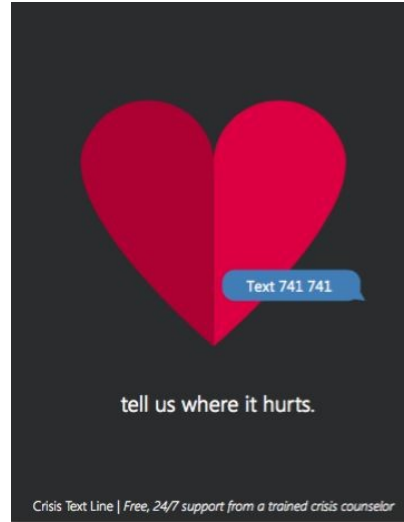


Gunn High School



Menlo School

Spotted Around the Bay



Student Poster Design Contest

Get Involved!



Educators

Assemblies

Student IDs

Stickers in bathrooms

Add 741741 to webpage



Law Enforcement

Educate dispatchers

Hand out cards on scene

Encourage SRO to share

Social media



Parents

Volunteer!

Share with kids

Post on social media

Advocate at local events

Thank You!

VOLUNTEER

crisistextline.org/volunteer

IN CRISIS?

Text BAY to 741741

libby@crisistextline.org
