

Evaluation and Collaboration During the First Year of the TextToday Crisis Intervention Program for Youth



Workshop Presented at the
2011 Garrett Lee Smith Grantee
Meeting



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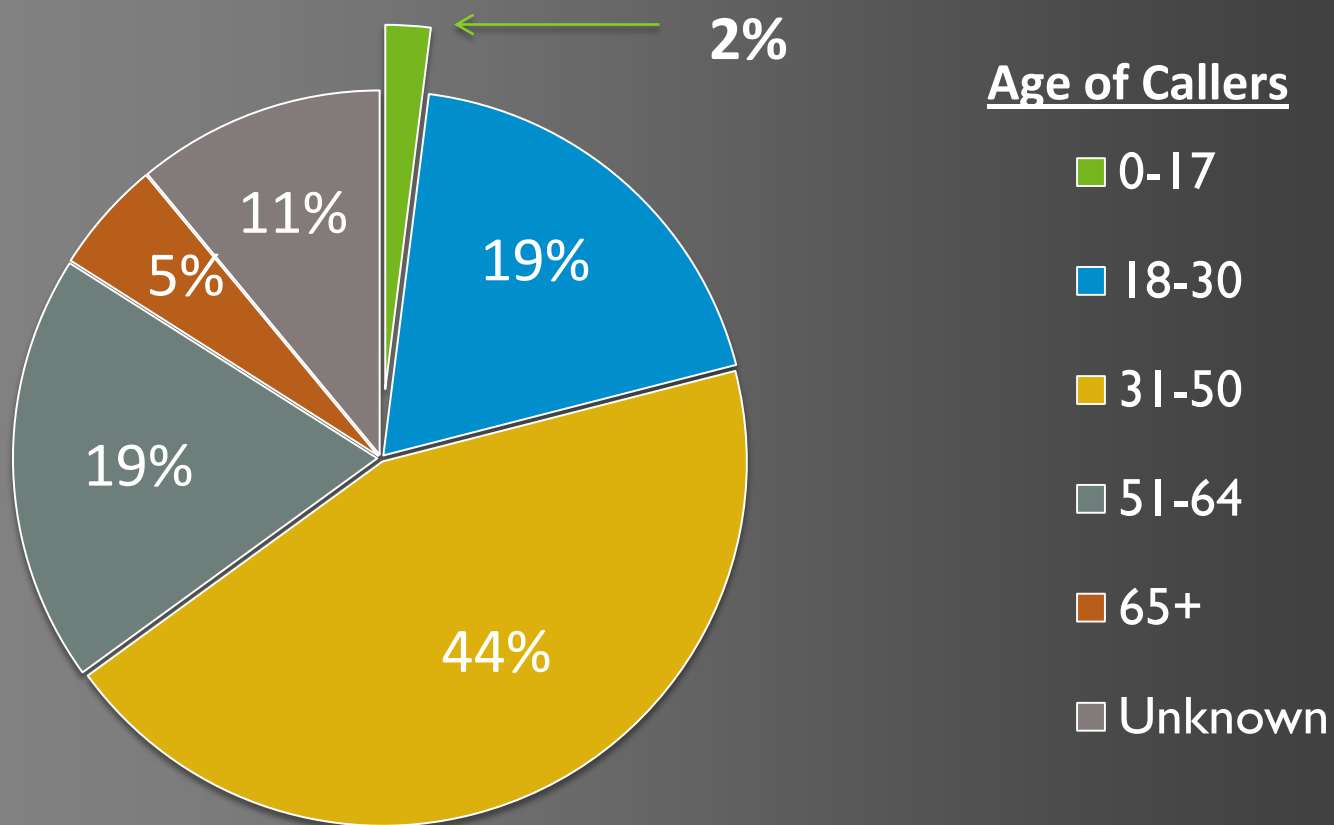
WORKSHOP OVERVIEW

- ▶ Background
- ▶ Program Description
- ▶ Evaluation Methodology
- ▶ Evaluation Results
- ▶ Program Demonstration
- ▶ Conclusion/Future Directions/Q&A
- ▶ Brainstorming Activity



YOUTH'S USE OF CCC

Ages of Callers to CCC from 2005-2008



SUICIDE AND NEVADA YOUTH



- ▶ Nevada youth have rates of suicide and ideation that are almost twice the national average (YRBS, 2009)
 - ▶ 10% have attempted suicide
 - ▶ 18% have considered suicide
 - ▶ 30% have felt so sad they have stopped regular activities





YOUTH AND TEXT MESSAGING

According to researchers...
(and anyone who knows a teenager)

Teens really like
to text!





TEXT AND WEB-BASED HEALTH

- ▶ Text, palm computer, and online health interventions are gaining in popularity (Heron & Smith, 2010)
- ▶ Promising for:
 - ▶ Delivering MH services in low SES and rural areas
 - ▶ Screenings and risk assessment
 - ▶ Accessing hard-to-reach youth





TEXTTODAY ONLINE SYSTEM

A New Approach to Crisis Line Interventions

- ▶ Piloted May 2010
- ▶ First live, 24-hour, text-based crisis line in the United States
- ▶ First disseminated findings from text-based crisis line evaluation

SOCIAL MARKETING MATERIALS

RU hrtn?

Txt "listen" to 839863
It's safe, private and easy

RU hurtin? Cn u read dis msg?
If you answered "yes" to both questions, this program is for you. Crisis Call Center now accepts text messages. It's easy. It's private. It's safe. To get help, text "listen" to 839863.

Txt "listen" to 839863.

Take us home, and text us later.

UR not alone
If you or someone close is suffering...

- Violence against you or someone
- Violence in your home
- Rape or sex abuse
- Drug/alcohol
- Thoughts of self-harm
- Being bullied or being someone who is bullied

Text "listen" to 839863
We can help. Crisis Call Center now has a text message program. Take us home, and text us later.
*Standard text message rates apply

CRISIS CALL CENTER
United Way
United Way of Washington
800.422.7346

Helping to produce these materials has been provided by the Division of Crisis Hot and Helpline Services, Licensee Fee grant administered through the Maryland Division of Child and Family Services, Wild Flax Foundation, Community Foundation of Prince George's County, Inc., U.S. Coast Foundation and the Savings Center of the American People, Inc. (Community of the Service)

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Background

Program

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SOCIAL MARKETING MATERIALS

Bleed area



UR not alone

If you or someone close is suffering...

- Violent girlfriend or boyfriend
- Violence at home
- Rape or sex abuse
- Drugs, Alcohol
- Thoughts about cutting, hurting yourself
- Being bullied, or know someone who is

Text “listen” to 839863

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Bleed area



UR not alone

If you or someone close is suffering...

- Violent boyfriend or girlfriend
- Violence at home
- Rape or sex abuse
- Drugs, Alcohol
- Thoughts of cutting, hurting yourself
- Being bullied, or know someone who is

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School Site	Size	School Type	Marketing Strategy
Audiology Offices		--	Fliers in offices
Pyramid Lake Jr/Sr High School	69	Rural, Native American	Presentations to students, posters in bathrooms
Dayton Jr/Sr High School	900	Suburban	Presentation at parent night, some local media attn, posters in bathrooms
Virginia City High School	427	Suburban	Posters in bathroom
Fernley Middle School	880	Suburban	Posters in bathroom
WCSD	6000	4 Urban Schools	Posters in bathroom



PILOT EVALUATION PLAN

Primary Goals of the TextToday Evaluation

1. Assess effectiveness of social marketing materials
2. Assess youth's readiness for text-based crisis line
3. Assess how effectively crisis line meets needs of "texters"
4. Identify primary characteristics of texters



PILOT EVALUATION PLAN

Evaluation Methods

- ▶ Focus groups with 55 middle and high school youth
- ▶ Focus groups with Crisis Call Center's 8 TextToday staff
- ▶ Post-intervention text sheets
- ▶ Cell phone carrier data



YOUTH FOCUS GROUPS

Social Marketing Materials

- ▶ Generally positive
- ▶ Considered them age-appropriate and relatable
- ▶ Considered tone appropriate
- ▶ Frustration with destruction of materials by classmates
- ▶ Some confusion about what posters advertised



YOUTH FOCUS GROUPS

Idea of Text Message-Based Crisis Line

- ▶ Generally positive
- ▶ Best when youth “just want to talk” and want anonymity
- ▶ Prefer texting when feeling “shy” or “embarrassed”
- ▶ Youth who had used system:
 - ▶ “They texted back pretty fast so that kinda shows like... they like care.” “Yeah it showed they took it seriously and that they were concerned.”



YOUTH FOCUS GROUPS

Issues Faced and Current Resources Available

- ▶ Relational bullying, sex-related issues, drug/alcohol abuse, interpersonal violence and conflict (school-specific)
- ▶ Frustration with current resources available
- ▶ Reliance on friends during crisis
- ▶ Mistrust of school-based resources



YOUTH FOCUS GROUPS

Barriers to Text Line Use

- ▶ No cell phones
- ▶ Concern about confidentiality/anonymity
- ▶ May not be appropriate for all crises



TEXTER CHARACTERISTICS

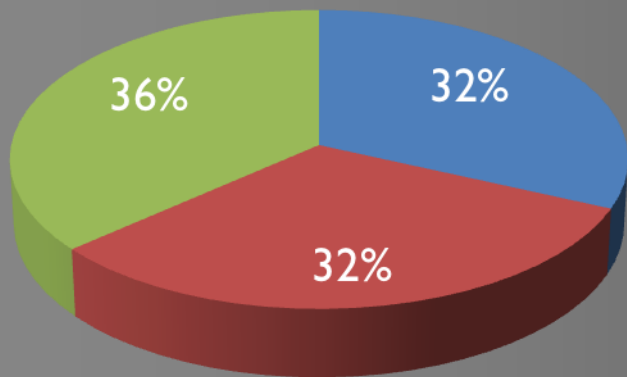
Goal 4: Characteristics of Texters

- ▶ 141 total text conversations
 - 16 Answer, 59 Listen, 48 Hope/Care, 9 Connect, 8 CCC, 3 SASS
- ▶ 49.4% of texters have texted in more than once
 - 28.2% texted in twice
 - 22.4% texted in three times
 - 50.6% of texters only texted in one time



TEXTER CHARACTERISTICS

of Texts Sent by User



Texts Sent

■ < 5

■ 6-20

■ > 21

Resolution of Conversation

- 57.4% information/support
- 30.5% no resolution/opt out
- 7.8% texter calmed/de-escalated

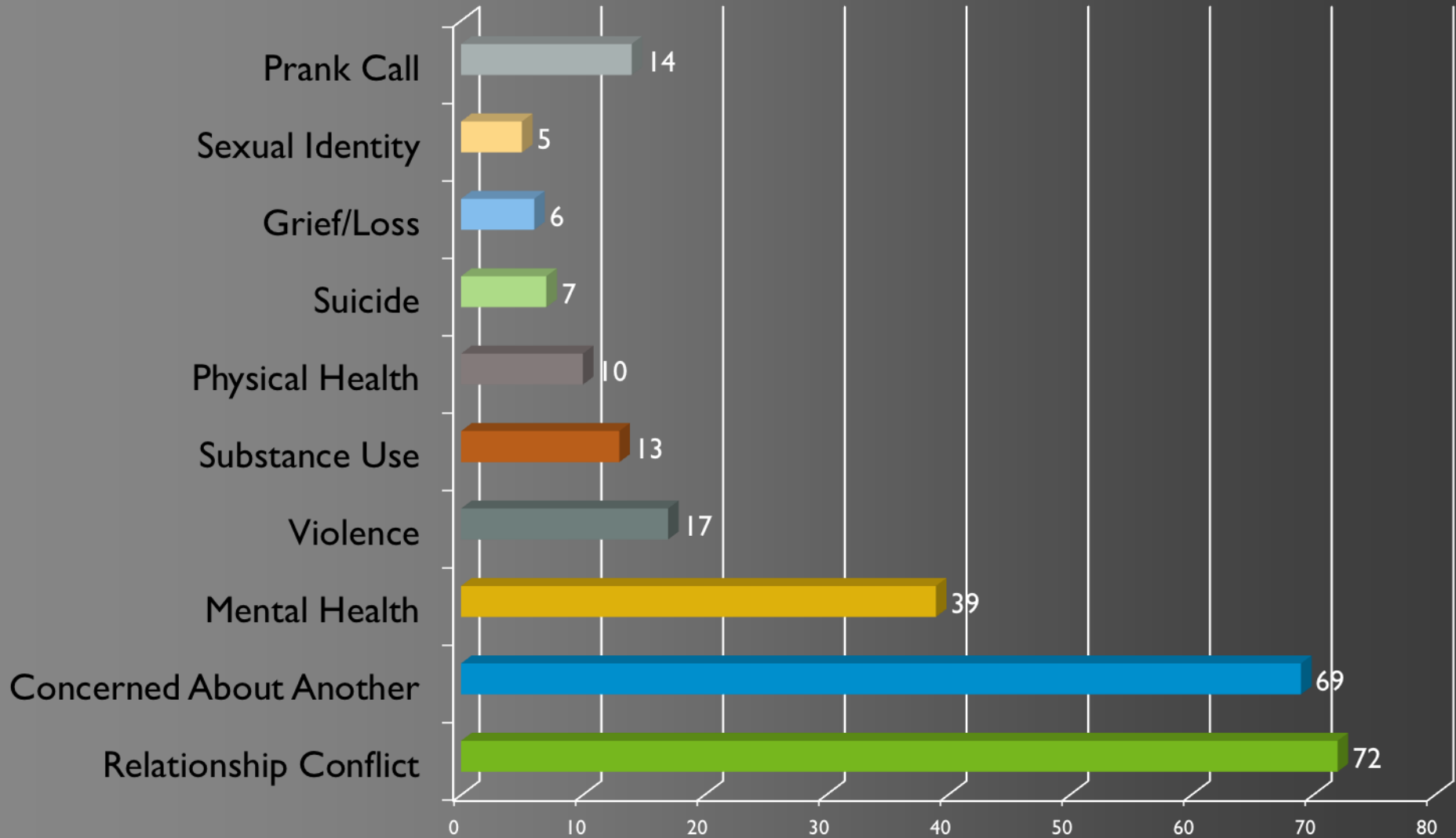


TEXTER CHARACTERISTICS

Basic Demographics

- ▶ Gender:
 - 51.1% female
 - 13.7% male
 - 35.3% unknown
- ▶ Age:
 - 61.7% ages 17 and under
 - 6.5% are 18 and older
 - 31.2% unknown

Primary Issues Reported By Texters



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CCC FOCUS GROUPS

Goal 3: Assess Effectiveness of TextToday Line

- ▶ Strengths of system
- ▶ Weaknesses of system
- ▶ Opportunities to improve system
- ▶ Threats to improving system



CCC FOCUS GROUPS

Strengths	Weaknesses
Meeting unmet youth need	No voice cues from texter OR staff
Anonymity of CCC staff	Length of text conversations
Saved record of all text conversations	Need to multi-task between text and call
Staff can adapt call strategies to build rapport and conduct risk assessments	Frequent opt-outs
Cell phone numbers not blocked	Some technical problems



CCC FOCUS GROUPS

Opportunities	Threats
Acknowledging differences between text and calls	Need more texts!
Assigning select staff to texting full-time	May never be as effective as phone
Resource and strategy-sharing	Difficult to connect youth to resources
Identification of staff who excel at texting	Difficult to transition crisis texter to phone
Adapting call sheets to text capabilities	

NEW MARKETING MATERIALS

RU StressN?

Ur not Alone

Text "hope" to 839863
We can help

Text "hope" to 839863 for help now.
If you or someone close is Hurting...

Depression/grief/loss	Violent boyfriend or girlfriend
Rape or sex abuse	Drugs/alcohol
Cutting/self-harming	Being bullied
Concerned about a parent	

Text "hope" to 839863.

Take us home, and text us later.

UR not alone
If you or a loved one is suffering...

- Depression/grief/loss
- Violent boyfriend or girlfriend
- Rape or sex abuse
- Drug/alcohol
- Cutting/self-harming
- Being bullied
- Concerns about a parent

Text "hope" to 839863
We can help. CCC now has a text message program. Take us home, and text us later.

CRISIS CALL CENTER
United Way
National Step Up Campaign
Prevention and the Quality

*Standard text message rates apply

Helping to produce these materials has been provided by donations of Crisis Act and Healthier People. Crisis Act grants administered through the National Children of Child and Family Services (NCFSS) Foundation, Community Foundation of Western Nevada, New York Life Foundation and the Kenneth G. Knight Foundation. © Community of the Sierra

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NEW MARKETING MATERIALS

"I was too scared to tell my friends."

"My parents would never understand."

"My bf thought I was joking."

"It seemed too horrible for words. Then I texted about it and I got answers."

If a friend or family member is hurting,
Text "hope" to 839863

We are good listeners. We share many of the same experiences and we know telling someone is the first step toward feeling better. If you or someone close is hurting...

Txt "hope" to 839863.

Take us home, and text us later.

CRISIS CALL CENTER
United Way
United Way of Southern Nevada and The District

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Text "listen" to 839863
We can help. Crisis Call Center now has a text message program. Text us home and text us later.
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Funding to produce these materials has been provided by the National Crisis Act and Mental Health Services. The grant is administered through the Nevada Division of Child and Family Services, 1918 Park Boulevard, Carson, Nevada 89101. Funding is provided by the Nevada Department of Health and Human Services, 1918 Park Boulevard, Carson, Nevada 89101.

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If you or a loved one is suffering...

- Depression/grief/loss
- Domestic violence
- Sexual Assault
- Substance Abuse
- Thoughts of self-harm

Text "hope" to 839863

We can help. Crisis Call Center now has a text message program. Take us home, and text us later.

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Resources



Crisis Call Center

Text support, text "hope" to 839863
Telephone support, call (800) 273-8255
www.crisiscallcenter.org

Crisis Call Center

Sexual Assault/Rape
For text support, text "sass" to 839863
(775) 784-8090

Safe Place

Homeless/At-risk Youths
(775) 352-8090

Healthy Communities Coalition

(775) 246-7550

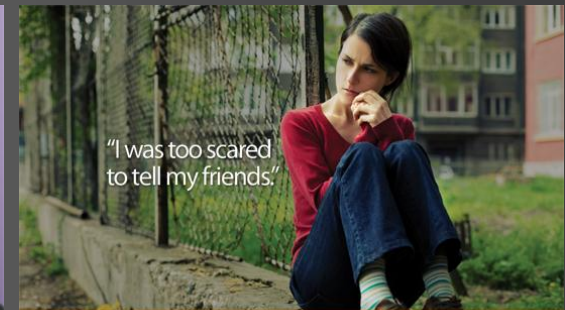
Prevent Bullying (text only)

Text (775) 291-6772 to report bullying or harassment to a school administrator

Be safe w/ur phone. Don't text and drive.



Funding to produce these materials has been provided by the Victims of Crime Act and Nevada Marriage License Fee grants administered through the Nevada Division of Child and Family Services, Wal-Mart Foundation, Community Foundation of Western Nevada, New York Life Foundation and the Sovereign Order of Saint John of Jerusalem Knights Hospitaller "Commandery of the Sierras"



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TEXTTODAY ONLINE SYSTEM

TextToday Demonstration Program

Step 1: Write SUPPORT in subject line of text

Step 2: Send text to 839863

All Mine Open Closed In Progress

Caller ID	Responder	Time of Text	Status	Keyword	Last Incoming
8053319505	jonathan	02-01-11 10:09	Open	EMS	Thank your this
6126703408	tom	02-07-11 17:52	In Progress	EMS	Yes just give me a call on m...
6508670530		11-09-10 13:36		93001	Hi lookin fer foodbank
2183931904		02-04-11 11:41	Closed	EMS	EMS
6126188383		02-03-11 12:17	Closed	EMS	Ems
4437456578		01-29-11 17:47	Closed	Bully	Bully
8313320296		01-29-11 17:47	Closed	Bully	Tests
9167292345		01-29-11 17:46	Closed	Bully	Got it
8053405884		01-26-11 17:24	Closed	EMS	Ems
9095767563		01-06-11 14:43	Closed	teen	I'm depressed.

« Previous 1 2 3 Next »

Open Close

Name: Tom Evans
 phone: 8053319505
 email: tom@emsmail.org
 created: 2008-01-06 09:22:12 -0800
 keyword: EMS
 assigned: [jonathan](#)

Notes

Can notes be deleted? or edited?
 When you create a note, it appears here
 T.Evans
 Caller very active

[\[edit\]](#)

Send SMS 0 characters of 140 entered

Recent SMS for this user

Thank your this

[8053319505](#) to EMS PPTMS Demo, CCC-Demo on 02-01-11 10:09

Thank U 4 txtng us! You will be contacted shortly by one of our text message support staff. (opt out at any time by texting "stop")

EMS PPTMS Demo to [8053319505](#) on 02-01-11 10:03



CONCLUSION

- ▶ TextToday has helped increase youth help-seeking behaviors
- ▶ Initial response to program and materials very positive
- ▶ Youth and adults use Crisis Line differently
- ▶ Many phone-based strategies can be adapted for use with texting
- ▶ Difficult to gather demographics on texters

FUTURE DIRECTIONS



- ▶ Use evaluation data to make changes to program and materials
- ▶ Expansion throughout Nevada
- ▶ Follow-up with text line users
- ▶ Coordination with other text-based treatment programs
- ▶ Specialized training programs
- ▶ Evaluation of long-term outcomes



Thanks To The Rest Of Our Team:

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University Of Nevada, Reno

Jonathan Holly And Tom Evans

TextToday System/Marketing Developers
Educational Messaging Services

Stacy Gillham

Program Coordinator,
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QUESTIONS?



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