



# Crisis Text Line Partnership & Suicide Prevention

Board of Directors  
December 1, 2016  
Agenda Item 15



## Overview

- Caltrain's Suicide Prevention Initiatives
- Crisis Text Line
  - Background
  - How it works
  - Data
  - Partnerships
- Questions



# Suicide Prevention Initiatives



## Community partnerships

- San Mateo County Suicide Prevention Committee
- Santa Clara County Suicide Prevention Advisory Committee
- Project Safety Net



## Transit Police

- Responsible for policing Caltrain corridor
- Crisis intervention training
  - Helps them recognize people who may be a threat to themselves
- Refer individuals for treatment

5



## Caltrain Activities

- Installed 250 suicide prevention signs at stations
  - There is Help
- Dedicated suicide prevention resource page
- Raised \$25,000 for American Foundation for Suicide Prevention's Out of the Darkness Walks
- Twice sponsored the Caminar for Mental Health Symposium

6



## Promoting Crisis Text Line

Help is just a text away.

Text BAY to 741741

Free, 24/7, confidential crisis support by text

SEND TEXT LINE | Caltrain

Help is just a text away

Caltrain has formed a new partnership with Crisis Text Line, a service that offers free, 24/7 anonymous counseling for individuals who may be depressed, having suicidal thoughts or suffering from a mental disorder.

Here's How it Works:

- 1) A person in crisis should text the word **BAY** to: 741741.
- 2) A trained crisis counselor receives the text and responds quickly.
- 3) The crisis counselor helps the individual stay cool, calm, safe and healthy by using effective active listening and supported referrals—all through text messages on the line's secure platform. The goal response time is five minutes.

SEND TEXT LINE | Caltrain



**CRISIS TEXT LINE |**



# Who Are We

9



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

10



741741

11



## Callers

### 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

### Immediate

Mention "today" 6x as often as any other time period

12



# Who Are Crisis Counselors?



- **Mothers**
- **Fathers**
- **Grandmothers**
- **Grandfathers**
- **Veterans**
- **College students**
- **Survivors**
- **Deaf/Hard of Hearing**



# Crisis Counselors are never alone



Algorithm



Supervisor



Peers



# Data





## We use data to make us better



**Stack Ranking**  
 "Ibuprofen" is 16x more likely to occur in an AR convo than the word "Suicidal"



**KPI Slack Channel**  
 Updated daily at 7am



**Login Page**  
 Red to blue

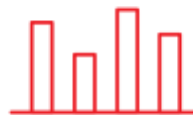


## We use data to make the world better

**Crisis Trends**

**24,856,227**  
Messages exchanged since August 1, 2013

Clear Trends aims to empower journalists, researchers, and others to understand the crisis. Americans face an ever-evolving world. Together, we prevent future crises from happening.



[CrisisTrends.org](http://CrisisTrends.org)

**Open Data Collaborations**



# Partnerships



# Corporate Sponsorships





## Keyword Sponsors



TO  
WRITE  
LOVE  
ON HER  
ARMS.



21



## Bay Area So Far ...

Conversations By Area Code



Conversations in  
Area Codes 415,  
510, 650, 408

22



## Caltrain + Crisis Text Line

23



## Caltrain + Crisis Text Line

### **Promotion of 741741**

In train stations, on trains, and (soon) on train tracks

### **Escalate Active Rescues**

Work directly with Transit Police to bring people in crisis to safety

### **Data Reports**

Crisis trends data reports about the Bay Area

24



**Text BAY to 741741**



**Questions?**

Volunteer: [crisistextline.org/volunteer](http://crisistextline.org/volunteer)

In crisis? Text BAY to 741741

[libby@crisistextline.org](mailto:libby@crisistextline.org)