



Crisis Text Line Partnership & Suicide Prevention

Citizens Advisory Committee

January 18, 2017

Agenda Item #8



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

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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

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Promoting Crisis Text Line

Help is just a text away.

Text BAY to 741741

Free, 24/7, confidential crisis support by text

Caltrain

CRISIS 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 suggested referrals—all through text messages on the line's secure platform. The goal response time is five minutes.

CRISIS TEXT LINE

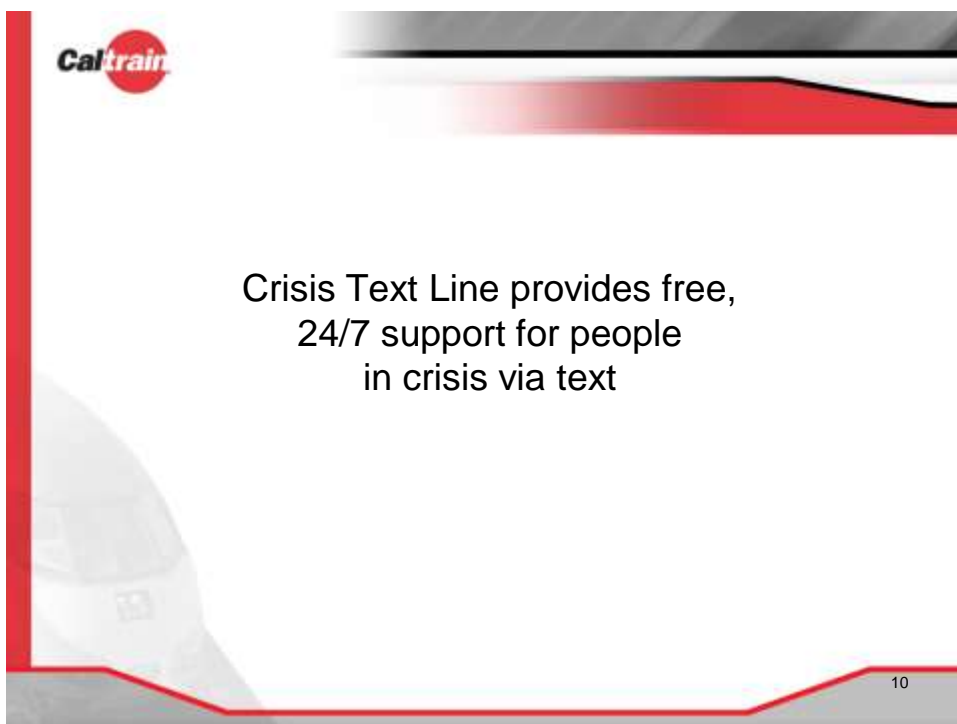
Caltrain

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CRISIS TEXT LINE |

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The image features the Caltrain logo in the top left corner. Below it, a red train is shown in motion, with a blurred grey and white background. A small number 12 is visible in the bottom right corner of the image.

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



Who Are Crisis Counselors?



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



Crisis Counselors are never alone



Algorithm



Supervisor



Peers

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Data

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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

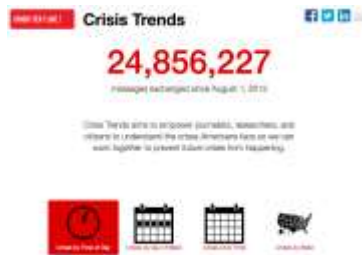


Login Page
Red to blue

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We use data to make the world better



CrisisTrends.org

Open Data Collaborations

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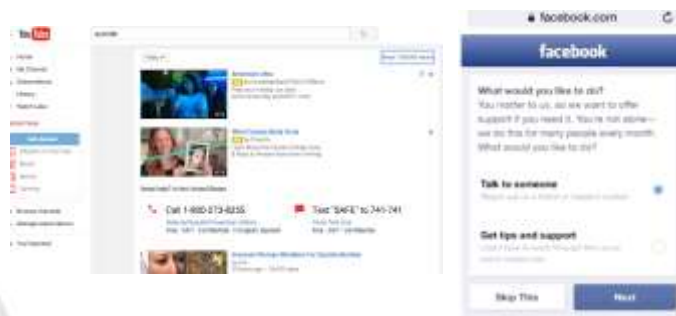


Partnerships

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Corporate Sponsorships



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Keyword Sponsors



TO
WRITE
LOVE
ON HER
ARMS.



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Bay Area So Far ...

Conversations By Area Code



Conversations in
Area Codes 415,
510, 650, 408

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Caltrain + Crisis Text Line

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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

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Text BAY to 741741



Questions?

Volunteer: crisistextline.org/volunteer

In crisis? Text BAY to 741741

libby@crisistextline.org