

2022

New York State Crisis Text Line

Marketing Toolkit



Office of
Mental Health

Table of Contents

About	3-7
CTL Posters	8-9
CTL Business Cards	10
CTL Flyer	11
CTL Social Media Graphics	12-13
Bookmark	14-15
Posters	16-19
Stickers	20-26
Business Cards	27-32
Flyers	33-34
Postcards	35-37

A Simple Resource for a Massive Problem

The problem: 65 million Americans suffer from mental illness each year. They quietly struggle with depression, anxiety, eating disorders, bullying, suicidal thoughts, and more.

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

Visit www.omh.gov and click on Crisis Prevention for a downloadable Marketing Toolkit

How it Works

Step 1:

Text Got5 to 741741

Step 2:

After receiving an automated response, a trained Crisis Counselor will respond shortly

Step 3:

Crisis Counselor will help bring texter from hot to cool moment and plan for future health and safety.

Three Levels of Support

1. Algorithm

The system reviews for severity. Texters with imminent risk are urgently matched to a Crisis Counselor.

2. Crisis Counselors

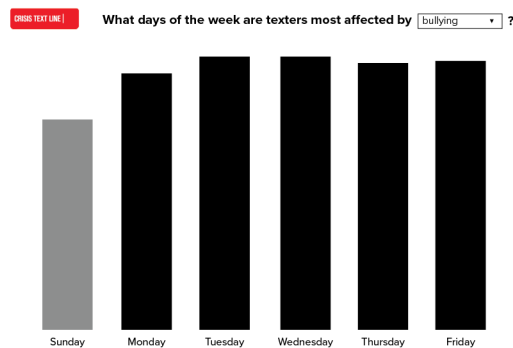
People over the age of 18 who apply, go through a background check, are accepted, and complete a 34 hour training including role plays and observations.

3. Supervisors

Full-time paid staff who have a Masters degree in mental health or a related field and oversee our Crisis Counselors.

Data to Improve the World

We use data to make us better – and to improve communities. Imagine the impact this large data set could have on police departments, school boards, policy makers, hospitals, families, journalists and academics. Visit crisistrends.org to learn more.



Get Involved

Visit our website at crisistextline.org to learn more about us and get involved as a volunteer Crisis Counselor.

Examples of messaging for social media and emails



Email Signatures:

Your mental health is just as important as your physical health. Crisis Text Line is available free, confidential, and 24/7. Text Got5 to 741741 to connect with a Crisis Counselor. www.crisistextline.org/topics/school



Instagram:

Our mental health matters. It can be hard to cope with coronavirus while social isolating. It's always brave to reach out for help. @CrisisTextLine offers free, 24/7 crisis counseling. Just text Got5 to 741741.

Pro Tip: don't forget to tag @CrisisTextLine, @officeofmentalhealth and @preventsuicideny



Facebook:

Facebook Groups: (consider sharing in teacher and professionals groups to get the word out to other teachers and administrators who may be looking for free mental health resources for their students)

If you're looking for a free mental health resource to help your students cope during remote learning, please consider sharing Crisis Text Line with them. They can text Got5 to 741741 to connect with a Crisis Counselor. Free, confidential and 24/7.

School social media: (consider sharing on school-run accounts to reach students and parents)

Pro Tip: don't forget to tag @CrisisTextLine, @officeofmentalhealth and @preventsuicideny



Twitter:

Our mental health matters. It can be hard to cope with #coronavirus while social isolating. It's always brave to reach out for help. @CrisisTextLine offers free, 24/7 crisis counseling. Just text Got5 to 741741. www.crisistextline.org/topics/school

Physical health is just as important as mental health. Remember that it is always brave to reach out for help. @CrisisTextLine is here for students, teachers, and parents who need help coping. Text Got5 to 741741 for free crisis counseling, 24/7.

Student-run social media: (students, consider sharing on your personal social and on accounts you run for student organizations)

Pro Tip: don't forget to tag @CrisisTextLine and @NYSomh



TikTok:

Share five things you're doing to take care of your mental health while social distancing. Then, tell everyone they can text Got5 to 741741 to reach a Crisis Counselor.

Pro Tip: don't forget to tag @CrisisTextLineceofmentalhealth and @preventsuicideny



Snapchat:

Share five things you're doing to take care of your mental health while social distancing. Then, tell everyone they can text Got5 to 741741 to reach a Crisis Counselor.

Pro Tip: don't forget to tag @CrisisTextLine



WHAT SCHOOL ADMINISTRATORS CAN DO

Flyers

In the school counselor / principal / nurse and coaches' offices. Posted in every classroom.

Webpage

Updated your school's counseling or student wellness webpage to include 'Text HELLO to 741741'

Student IDs

Advertise this resource on the back of student IDs.

Email Signatures:

Include "Text Got5 to 741741 for free crisis counseling" in all staff email signatures.

Social Media:

Share the resource regularly across all school social media

Bathrooms

Post stickers with resource in every bathroom stall.

Assemblies

At an upcoming student assembly or PTSA night, have people take out their phones and enter 741741 to their contacts.

Online Portals:

Include the resource in all remote learning resources and online student portals (Google Classroom, Canvas, Zoom, Schoology etc.)

Share:

Spread the word by sharing this toolkit with the PTA at your school so they can push out the number as a resource, too.



WHAT TEACHERS CAN DO:

Syllabi & Assignments:

Include the resource in all syllabi and assignments.

Email Signature:

Include the resource in your email signature.

Online Learning Sessions:

Add a reminder of the resource to all online learning sessions (in Zoom chats, Google hangouts etc.)

Communications:

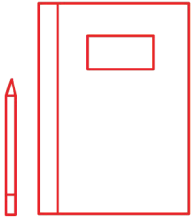
Add the resource to all class-wide communications.

Phones:

Encourage students to save "Text Got5 to 741741" in their phones if they ever need it.

Share:

Spread the word by sharing this toolkit in social media groups and professional circles for teachers.



WHAT STUDENTS CAN DO

Chalk Campaign

Write the number on sidewalks, in the parking lot, and on whiteboards in classrooms... every week.

Campus Clubs & Publications

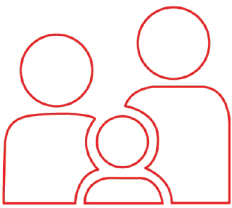
Activate student groups to spread the word. Write an article about Crisis Text Line and the data at crisistrends.org in the school newspaper. Create a recurring ad in the newspaper promoting the resource.

Announcements

Include 741741 or Crisis Text Line's PSA video on morning video announcements.

Social Media

Post on Twitter, Tumblr, and Facebook so that your friends know where to turn in crisis: 'Text Got5 to 741741'



WHAT PARENTS CAN DO

Your Community

Be an advocate at your kid's school. Share this flyer with school leaders. Table at farmers markets and community events.

Share 741741 with Your Kids

Tell them about it. Maybe even just subtly put a flyer on the fridge.

Other Parents

Email friends. Post on Facebook. Spread the word to other parents.

Volunteer

Become a volunteer Crisis Counselor. We promise you will feel the impact you are making every single shift. Best of all, you can do it from your couch! Visit crisistextline.org/volunteer.



AS A COMPANY

Flyers

Post a Crisis Text Line flyer in popular locations (fridge, coffee machine, bulletin board)

Internal portal or website

Update your employee website, wellness board, or HR guide to include 'In crisis? Text Got5 to 741741'

Company IDs

Advertise this resource on the back of company IDs.

Bathrooms

Post stickers with resource in every bathroom stall.

All Staff Meetings

At an upcoming all staff meeting, have people take out their phones and enter 741741 to their contacts.

Social Media

Post on Twitter, Instagram, Tumblr, and Facebook so that your users and staff know where to turn in crisis.

Signature

Include 'In crisis? Text Got5 to 741741' in HR department email signature

Encourage team volunteering

Employees can train to volunteer from home or the office. Even better when it's together! Imagine having a team that knows how to support people in crisis! Visit crisistextline.org/volunteer.

Matching donations

Feature Crisis Text Line in company donation matching programs. Partner with us: crisistextline.org/partnerships



AS AN INDIVIDUAL

Your Community

Be an advocate in your community. Share Crisis Text Line with school leaders, city government, and local orgs. Table at farmers markets and community events. Bring flyers to local churches and recreation centers. Share at PTA meetings.

Share with your kids or friends

Tell them about 741741. Maybe even just subtly put a flyer on the fridge or place a post it on their desk.

Spread the word

Email friends. Post on Facebook.

Volunteer

Become a volunteer Crisis Counselor. We promise you will feel the impact you are making every single shift. Best of all, you can do it from your couch! Visit crisistextline.org/volunteer.

Make a donation

Donate at crisistextline.org/donate

Need to talk?

We've got time to listen

Text "**Got5**" to 741741 to start a conversation

CRISIS TEXT LINE |

Free, 24/7, Confidential Crisis Support

FEELING OVERWHELMED?

We've got time to listen

Text "**Got5**" to 741741 to start a conversation. We're here to talk 24/7.



CRISIS TEXT LINE |

Free, 24/7, Confidential Crisis Support

Need to talk?

We've got time to listen
Text **"Got5"** to 741741 to start a conversation

CRISIS TEXT LINE |

Free, 24/7, Confidential Crisis Support

Need to talk?

We've got time to listen
Text **"Got5"** to 741741 to start a conversation

CRISIS TEXT LINE |

Free, 24/7, Confidential Crisis Support

Need to talk?

We've got time to listen
Text **"Got5"** to 741741 to start a conversation

CRISIS TEXT LINE |

Free, 24/7, Confidential Crisis Support

Need to talk?

We've got time to listen
Text **"Got5"** to 741741 to start a conversation

CRISIS TEXT LINE |

Free, 24/7, Confidential Crisis Support

Need to talk?

We've got time to listen
Text **"Got5"** to 741741 to start a conversation

CRISIS TEXT LINE |

Free, 24/7, Confidential Crisis Support

Need to talk?

We've got time to listen
Text **"Got5"** to 741741 to start a conversation

CRISIS TEXT LINE |

Free, 24/7, Confidential Crisis Support

Need to talk?

We've got time to listen
Text **"Got5"** to 741741 to start a conversation

CRISIS TEXT LINE |

Free, 24/7, Confidential Crisis Support

Need to talk?

We've got time to listen
Text **"Got5"** to 741741 to start a conversation

CRISIS TEXT LINE |

Free, 24/7, Confidential Crisis Support

Need to talk?

We've got time to listen
Text **"Got5"** to 741741 to start a conversation

CRISIS TEXT LINE |

Free, 24/7, Confidential Crisis Support

Need to talk?

We've got time to listen
Text **"Got5"** to 741741 to start a conversation

CRISIS TEXT LINE |

Free, 24/7, Confidential Crisis Support



In Crisis?

We've got time to listen.

**Text Got5
to 741741**

and speak anonymously
with a Crisis Counselor



NEW
YORK
STATE

Office of
Mental Health

CRISIS TEXT LINE |

Free, 24/7 support for people in crisis.

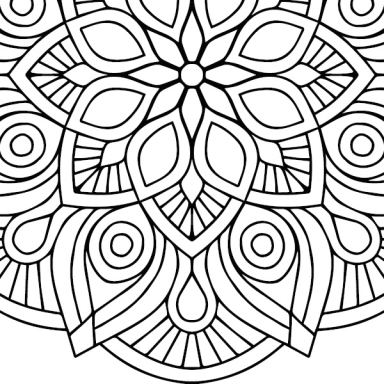


**You Don't Need a
Cape to Save Lives**



crisistextline.org/volunteer

CRISIS TEXT LINE |



**KEEP
GOING**



TEXT “Got5” to 741-741

FREE, 24/7 CONFIDENTIAL TEXT LINE

CRISIS TEXT LINE |



Office of
Mental Health

it's okay

- to have bad days
- to feel less than “perfect”
- to not have it figured out
- to cry
- to mess up
- to not be okay
- to talk about it

WE’RE HERE TO LISTEN.

CRISIS TEXT LINE |



Office of
Mental Health

TEXT “Got5” to 741-741

FREE, 24/7 CONFIDENTIAL TEXT LINE

KEEP GOING...

DON'T GIVE UP...

YOU'RE NOT ALONE.

TEXT “Got5” to 741-741

FREE, 24/7 ANONYMOUS TEXT LINE

wellness check-in



I AM FEELING
GREAT



I AM FEELING
FINE



I AM FEELING
ANGRY / IRRITATED



I AM FEELING
ANXIOUS



I AM FEELING
DEPRESSED



I AM FEELING
SAD / UPSET



I AM NOT
DOING WELL &
NEED SUPPORT



I AM STRUGGLING
WITH MY MENTAL
HEALTH

If you need support, you can text

“Got5” to 741-741

FREE, 24/7 ANONYMOUS TEXT LINE

CRISIS TEXT LINE |



Office of
Mental Health

IT'S OKAY TO ASK FOR HELP

TEXT “GOT5” TO 741-741

FREE, 24/7 • CONFIDENTIAL • TEXT LINE

You don't have to go through this alone.

CRISIS TEXT LINE |



Office of
Mental Health



TEXT “Got5” to 741-741

FREE, 24/7 ANONYMOUS TEXT LINE

CRISIS TEXT LINE |



**Office of
Mental Health**

**YOU ARE
BRAVE**

& you are not alone in this.

TEXT “Got5” to 741-741

FREE, 24/7 CONFIDENTIAL TEXT LINE

CRISIS TEXT LINE |



**Office of
Mental Health**

**support
is
just a
text away.**

How are u?

I could be better,
tbh...

TEXT “Got5” to 741-741
FREE, 24/7 CONFIDENTIAL TEXT LINE

CRISIS TEXT LINE |



Office of
Mental Health

**THIS IS TOUGH.
SO ARE YOU.**

TEXT “Got5” to 741-741

FREE, 24/7 CONFIDENTIAL TEXT LINE

CRISIS TEXT LINE |



**Office of
Mental Health**

YOU'RE NOT ALONE.

CRISIS TEXT LINE |



Office of
Mental Health



TEXT **"GOT5"**
TO **741-741**

LET'S CHAT. WE'RE HERE TO HELP.
FREE, 24/7 ANONYMOUS TEXT LINE

YOU'RE NOT ALONE.

CRISIS TEXT LINE |



Office of
Mental Health



TEXT **"GOT5"**
TO **741-741**

LET'S CHAT. WE'RE HERE TO HELP.
FREE, 24/7 ANONYMOUS TEXT LINE

YOU'RE NOT ALONE.

CRISIS TEXT LINE |



Office of
Mental Health



TEXT **"GOT5"**
TO **741-741**

LET'S CHAT. WE'RE HERE TO HELP.
FREE, 24/7 ANONYMOUS TEXT LINE



**IT'S OKAY
TO NOT BE
OKAY.**

WE ARE HERE TO LISTEN

TEXT “Got5” to 741-741

FREE, 24/7 CONFIDENTIAL TEXT LINE

CRISIS TEXT LINE |



**Office of
Mental Health**



**IT'S OKAY
TO NOT BE
OKAY.**

WE ARE HERE TO LISTEN

TEXT “Got5” to 741-741

FREE, 24/7 CONFIDENTIAL TEXT LINE

CRISIS TEXT LINE |



**Office of
Mental Health**

IT'S OKAY TO ASK FOR HELP.

You don't have to go through this alone

WE ARE HERE TO LISTEN

TEXT “Got5” to 741-741

FREE, 24/7 CONFIDENTIAL TEXT LINE

CRISIS TEXT LINE |



**Office of
Mental Health**

THIS IS
TOUGH
SO ARE
YOU

TEXT “Got5” to **741-741**

FREE, 24/7 CONFIDENTIAL TEXT LINE

CRISIS TEXT LINE |



Office of
Mental Health

**YOU ARE
STRONG.**



**YOU ARE
BRAVE.**



**YOU ARE NOT
ALONE IN THIS**

TEXT “Got5” to 741-741

FREE, ANONYMOUS, 24/7 TEXT LINE



**Office of
Mental Health**

YOU'RE NOT ALONE.

LET'S CHAT. WE'RE HERE TO HELP.

TEXT "GOT5" TO 741-741

FREE, 24/7 ANONYMOUS TEXT LINE



CRISIS TEXT LINE |



Office of
Mental Health

YOU'RE NOT ALONE.

LET'S CHAT. WE'RE HERE TO HELP.

TEXT "GOT5" TO 741-741

FREE, 24/7 ANONYMOUS TEXT LINE



CRISIS TEXT LINE |



Office of
Mental Health

YOU'RE NOT ALONE.

LET'S CHAT. WE'RE HERE TO HELP.

TEXT "GOT5" TO 741-741

FREE, 24/7 ANONYMOUS TEXT LINE



CRISIS TEXT LINE |



Office of
Mental Health