



Office of
Mental Health



New York State Crisis Text Line Marketing Toolkit

Spring 2018

TEXTING IN FAQ

CRISIS TEXT LINE |



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:

A trained Crisis Counselor will respond quickly

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. Imminent risk texters are matched to a Crisis Counselor fastest.

2. Crisis Counselors

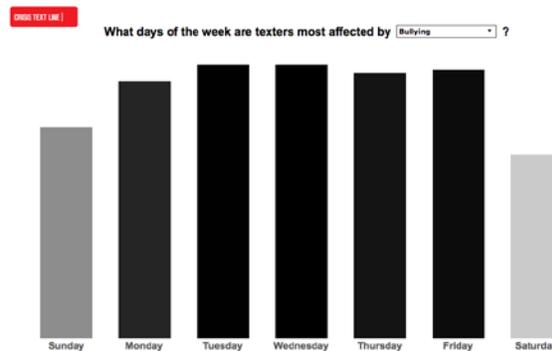
People over the age of 18 who apply, go through a background check, are accepted, and complete 34 hour training including role plays and observations.

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.



WHAT SCHOOL ADMINISTRATORS CAN DO

Flyers

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

Webpage

Update your school's counseling or student wellness webpage to include 'Text Got5 to 741741'

Student IDs

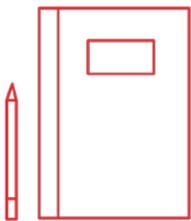
Advertise this resource on the back of student IDs.

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.



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.

Other Parents

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

Share 741741 with Your Kids

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

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

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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.



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In Crisis?

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**Text Got5
to 741741**

and speak anonymously
with a Crisis Counselor



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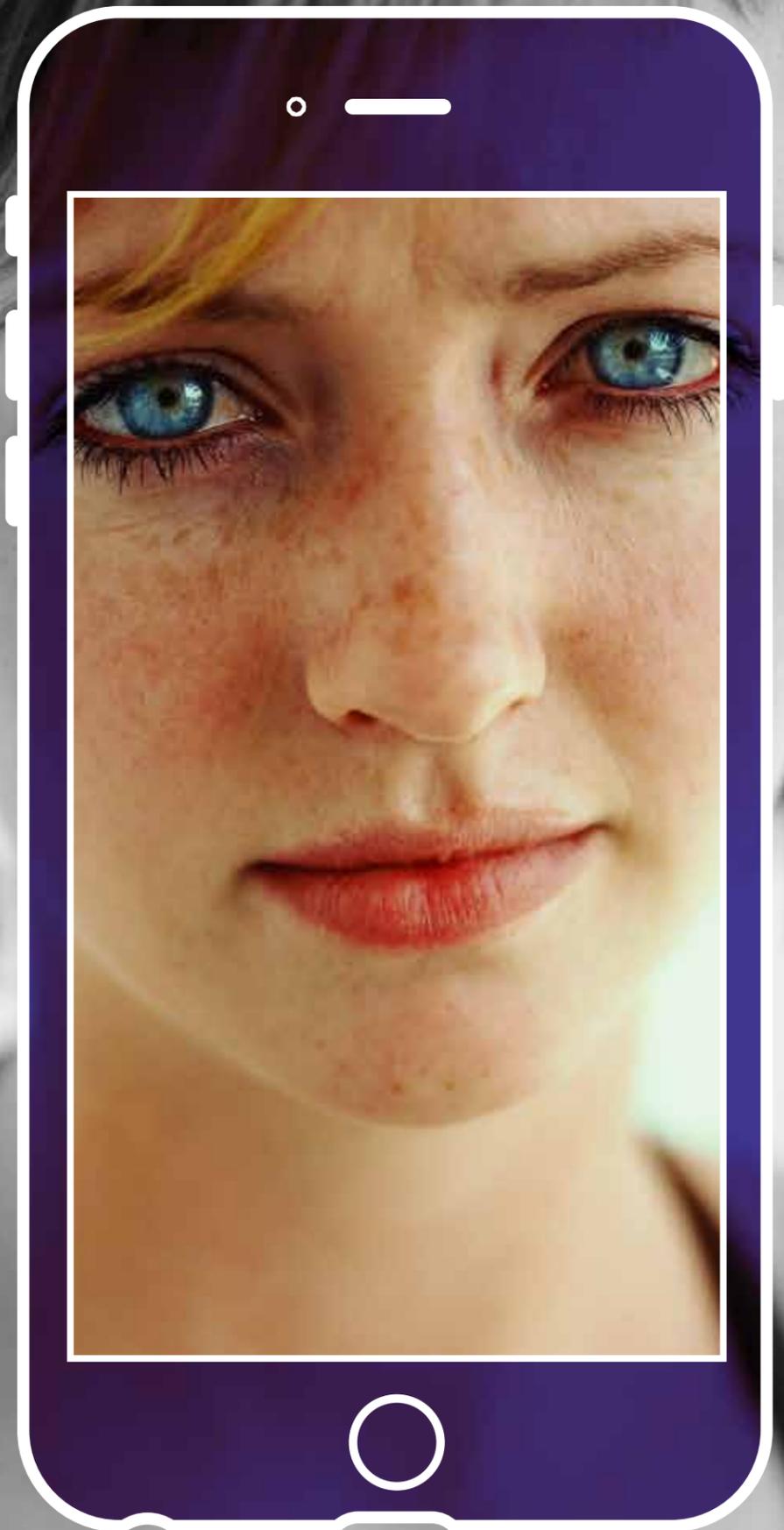
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Got5

Are you ok?



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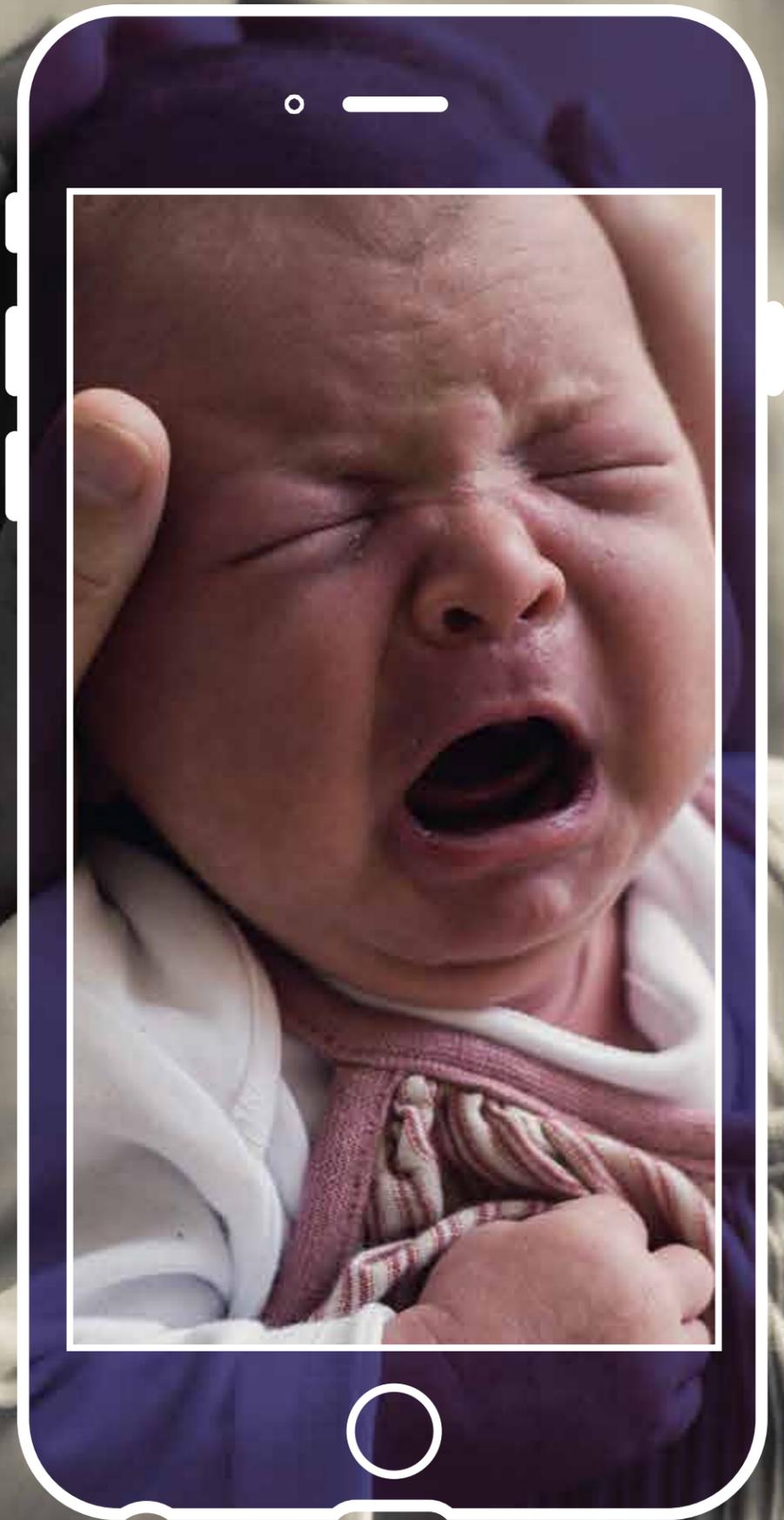
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INDISTRESS?

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