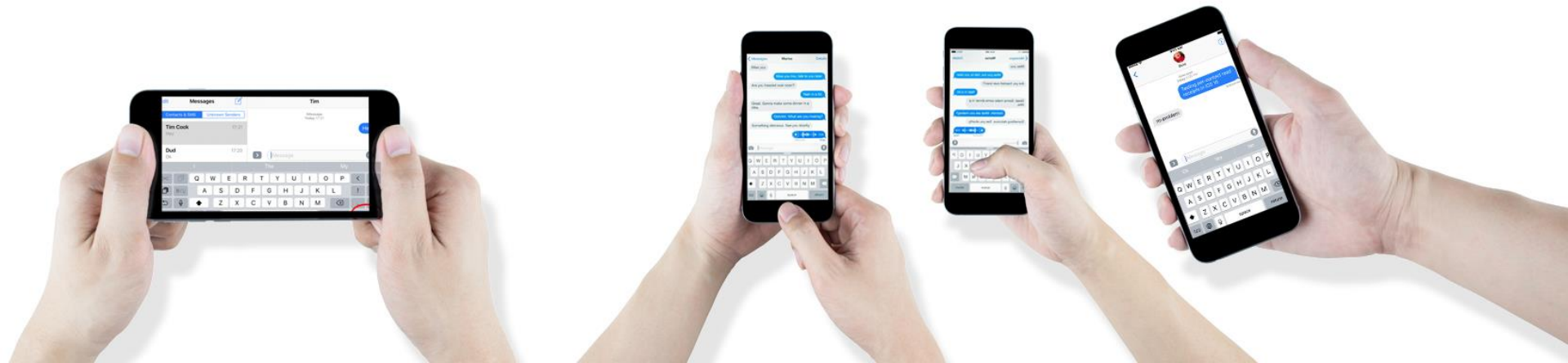# Implementation of Texting Services in Crisis Intervention

# Did You Know?

According to Global Living, more people have mobile phones than toilets ?

# Or…
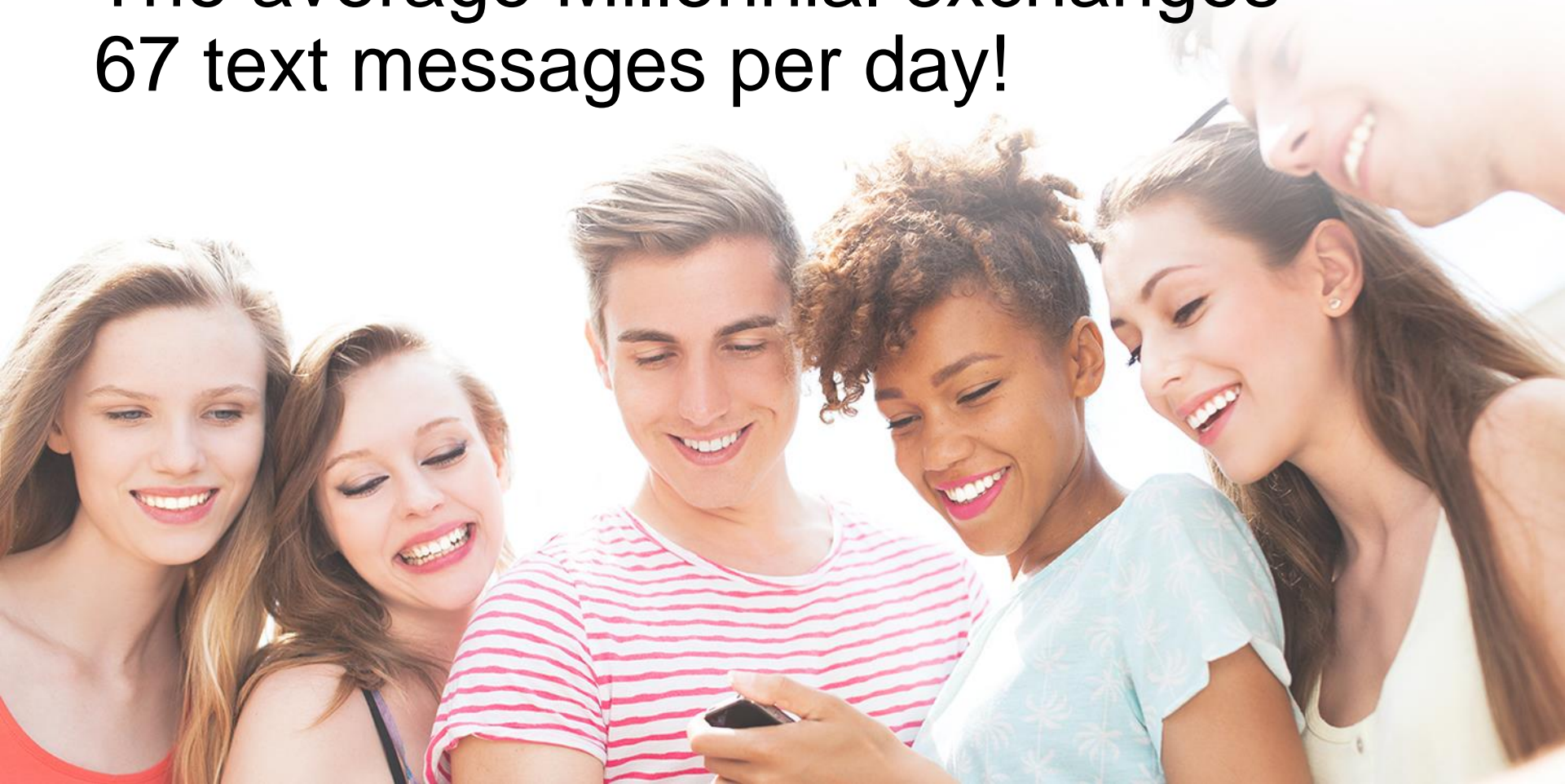
That according to Simpletexting.com more than 8 TRILLION text messages are sent each day or 15.2 million per minute!

# But Wait! Did you know…

The average Millennial exchanges 67 text messages per day!

# So…Let's text !

- If we want people to share their feelings, we need to offer communication in a way that is comfortable

- In order to stay relevant, we MUST continue to advance technology

- Accessible

- Discreet

- Anonymous

# Managing the "What If"

- Security
- Time
- Training
- Lethality
- Quality of Service

# How Will We Manage the Volume?

- Marketing

- Roll-out

- Staffing – number and demographic of staff, training

- Staff tools/access

# Quality of Service

- Every CI service is unique
- Quality was foremost in planning and manaing the system ourselves allowed us to assure our level of connection and referral and outreach
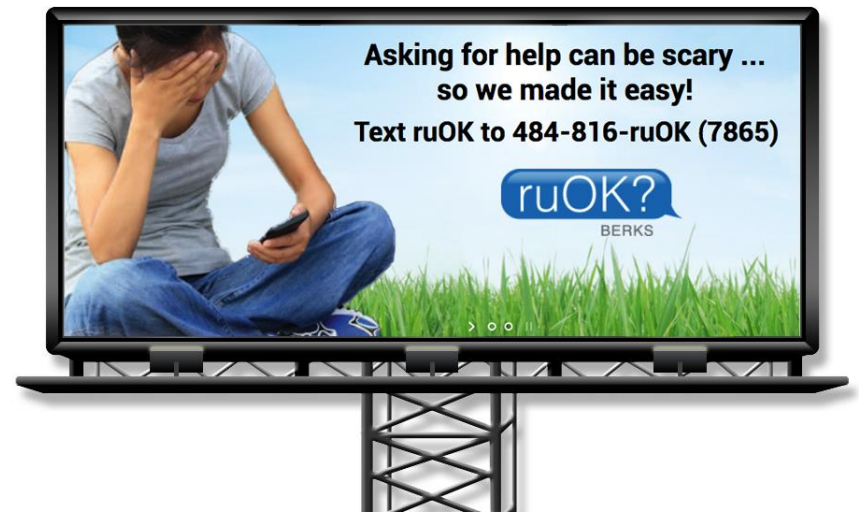- Provider considerations
- Control of response

# Funding

- Investment on behalf of county
- Timing
- Block Grant Funding
- Ongoing - maintenance and marketing

# Marketing

- Branding the service while ensuring the SAM Inc. "connection"

- Market tools used:
    - Billboards
    - School connection- middle/high school, colleges
    - SAP meetings, principal meeting, Radio
    - Local TV
    - Community events
    - Providers
    - Giveaways
    - Newspaper



Asking for help can be scary ...
so we made it easy!
Text ruOK to 484-816-ruOK (7865)

ruOK?
BERKS

# Communication
## Pulling all the players together

- Emergency Service
- IT
- District Attorney - letters of support
- Key hospital staff
- Police departments
- Training of staff
- Similar services

# Managing the Crisis

- Keeping in mind that managing a crisis is not new, only the medium in which we do it.

- Revealing identity- can be done when someone is suicidal or a harm to someone else.
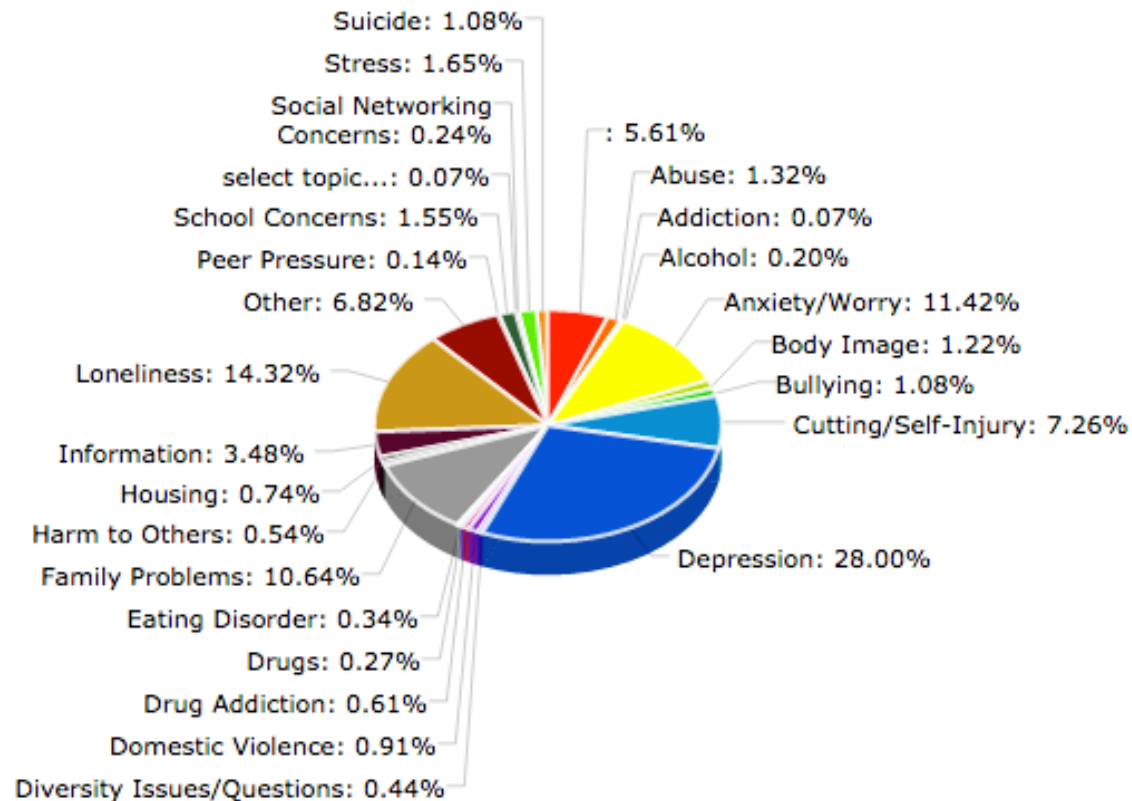
- Terms of Service Agreement

# Stats

- On October 23, 2016 texting went live in Berks County PA

- Since inception of the program, we have received 3,341 User messages

- 172 Registered users

- 3,253- SMS

- 88-Web

# Reasons for Calls
January 2017-present



Suicide: 1.08%
Stress: 1.65%
Social Networking Concerns: 0.24%
select topic...: 0.07%
School Concerns: 1.55%
Peer Pressure: 0.14%
Other: 6.82%
Loneliness: 14.32%
Information: 3.48%
Housing: 0.74%
Harm to Others: 0.54%
Family Problems: 10.64%
Eating Disorder: 0.34%
Drugs: 0.27%
Drug Addiction: 0.61%
Domestic Violence: 0.91%
Diversity Issues/Questions: 0.44%

: 5.61%
Abuse: 1.32%
Addiction: 0.07%
Alcohol: 0.20%
Anxiety/Worry: 11.42%
Body Image: 1.22%
Bullying: 1.08%
Cutting/Self-Injury: 7.26%
Depression: 28.00%

# Staff Impact

- Useful
- Flexible
- Asset to the Community
- Great way to improve connection

# Community Impact

- Schools LOVE this idea!
- Serves the DHH population
- Decreased perception that they may be judged
- Investment in the wellbeing of community members and those with mental health concerns

# Let's try it!

www.txtaboutit.net/sam

# Questions?

# Contact