CRISIS TEXT LINE

Ohio Community Organization Resource Toolkit

Ohio Department of Developmental Disabilities

ACBHA - Association of County Behavioral Health Authorities

Mental Health & Addiction Services
What Is Crisis Text Line?

How it Works

Crisis Text Line provides support at your fingertips, 24/7. It is a free, confidential service available via text on mobile devices. Crisis Text Line is more than just a suicide prevention service, it’s a way for anyone to be helped through a difficult moment via a texting conversation--no matter how big or small the crisis may seem. By texting the keyword “4hope” to the number 741741, anyone can text with a trained Crisis Counselor and receive assistance. Crisis Text Line is another tool in the toolbox and another addition to the options available through current community crisis hotlines.

Who’s it For?

Crisis Text Line is for anyone in crisis, at any time. If you can text, Crisis Text Line is a service for you. It serves all ages, genders, races, orientations, and creeds. You should text if you’re experiencing any painful emotion for which you need support. If it’s a crisis to you, it’s a crisis to us.

While Crisis Text Line isn’t a substitute for counseling or a therapist, the trained Crisis Counselors can help individuals move from a hot moment to a cool calm and create a plan to continue to feel better and stay safe.

Specifics

Crisis Text Line is free and confidential. If your cell phone plan is with one of the major carriers--AT&T, Sprint, T-Mobile, or Verizon--nothing will appear on your phone bill and there’s no charge. If your plan is with another carrier, standard messaging rates apply, and only the number 741741 will appear on your billing statement.

All data is auto-scrubbed for personally identifiable information, and no personal data of either the texter or the Crisis Counselor is ever shared.

Active Rescues

A unique feature of Crisis Text Line is the active rescue. If it is determined by the Crisis Counselor and their Supervisor that a texter is an immediate danger to themselves or others, the Crisis Counselor will work with the texter to form a safety plan. If it becomes apparent that the texter is unable to plan for their safety, the Supervisor can contact emergency services and they may dispatch a wellness check.
How to use Crisis Text Line

Text 4HOPE to 741741 anytime, day or night, about any type of crisis. A live, trained Crisis Counselor will respond to you within 5 minutes. The Crisis Counselor will help you move from a hot moment to a cool calm.

Using this Toolkit

This toolkit is designed to provide you with the materials and ideas you need to start promoting Crisis Text Line at your organization. All of these materials are provided at no cost to you, and many are available to print in-house. The materials are located in the Crisis Text Line Toolkit Dropbox, which can be accessed at: http://bit.ly/2BKt07u.

The following pages contain descriptions of what is in the Dropbox and pictures of the items we have available at OACBHA, ideas for using the materials in your organization, and how to access each item.

If you would like any of the materials, please contact Michaella Radich at mradich@oacbha.org or (614) 224-1111.
Using Crisis Text Line in Your Organization

There are many ways to effectively use and promote Crisis Text Line in your organization. Here are some ideas to get you started:

• **Hang the posters and flyers everywhere!** In the hallways, on bulletin boards, in offices, in the bathrooms, in the break room--anywhere that employees might see it.

• **Put the stickers on the mirrors in bathrooms.** The bathroom is often a place where people go when they are in distress. Having the Crisis Text Line number there could make all the difference.

• **Add the Crisis Text Line information to all of your digital media**--newsletters, email signatures, announcements, your organization’s website, and post about it on social media.

• **Print the Crisis Text Line number and keyword** onto pay stubs, company IDs, and other materials that are given to employees.

• **Share the Crisis Text Line message and information** during organization-wide events.

• **Get the employees involved!** Engage teams and groups by sharing this resource with them and encourage them to share the information with their peers.
Using Crisis Text Line in Your Organization

**AS AN ORGANIZATION**

**Flyers and Posters**
Print the flyers from the Dropbox and request some posters from OACBHA. Hang them in popular locations like the breakroom, above the copier, the bathroom, and the water cooler or coffee maker.

**Website**
Add the Crisis Text Line keyword and number to your company website, employee portal, and HR guide.

**Digital**
Add the Crisis Text Line logo and “Text 4HOPE to 741741” to email signatures, newsletters, and anything else you send to employees. Post about Crisis Text Line on your social media accounts.

**All Staff Meetings**
At an upcoming all staff meeting, have everyone take out their phone and put 741741 in their contacts.

**AS AN INDIVIDUAL**

**Your Community**
Be an advocate in your community. Share the information with school leaders, city government, church leaders, and local organizations. Email your friends, share with your family, post on Facebook; do whatever you can to spread the word.

**Volunteer**
Become a volunteer with Crisis Text Line. Visit crisistextline.org/volunteer.

**Make a Donation**
Donate at crisistextline.org/donate.
Using Crisis Text Line in Your University

WHAT ADMINISTRATORS AND PROFESSORS CAN DO

Flyers and Posters
Print the flyers from the Dropbox and request some posters from OACBHA. Hang them in the academic advisor’s offices, the student union, the health center, the gym; anywhere students are frequently.

Digital
Update your webpage and email signatures to include “Text 4HOPE to 741741”

Orientation
At freshman and transfer student orientations, have everyone take out their phone and enter 741741 into their contacts.

WHAT STUDENTS CAN DO

Chalk Campaign
Write “Text 4HOPE to 741741” on sidewalks and in the parking lots every week.

Social Media
Post on Twitter, Tumblr, Facebook, Snapchat, and anywhere else so that your friends know where they can turn in a crisis: “Text 4HOPE to 741741”

Campus Clubs and Publications
Use student groups to spread the word. Write an article about Crisis Text Line in the campus newspaper and create a recurring ad to promote the resource.
Using Crisis Text Line in Your School

Flyers and Posters
Print the flyers from the Dropbox and request some posters from OACBHA. Hang them in the school counselor/principal/nurse/coaches’ offices, as well as in classrooms and hallways.

Digital
Update your school webpage and email signatures to include “Text 4HOPE to 741741”

Assemblies
At an upcoming student assembly, have everyone take out their phone and enter 741741 into their contacts.

Chalk Campaign
Write “Text 4HOPE to 741741” on sidewalks, in the parking lot, and on whiteboards in classrooms...every week.

Campus Clubs and Publications
Get student groups to spread the word. Write an article about Crisis Text Line in the school newspaper and create a recurring ad that promotes the resource.

Social Media
Post on Twitter, Tumblr, Facebook, Snapchat, and anywhere else so that your friends know where they can turn in a crisis: Text “4HOPE to 741741”

Your Community
Be an advocate at your kid’s school and make sure they’re promoting the resource. Share the information with other community organizations. Email your friends, post on Facebook; do whatever you can to spread the word.

Your Kids
Share Crisis Text Line with your kids. Make sure they know that if they’re in crisis they can text 4HOPE to 741741. Put a flyer or poster on your fridge so that everyone sees it frequently.
We have recently been made aware of a great resource that is available statewide, and may be very useful for you or someone you know. Crisis Text Line provides support at your fingertips, 24/7. It is a free, confidential service available via text on mobile devices. It’s a way for anyone to be helped through a difficult moment through a texting conversation—no matter how big or small the crisis may seem. By texting the keyword “4hope” to the number 741741, anyone can text with a trained Crisis Counselor and get assistance. You should text if you’re experiencing any painful emotion for which you need support. If it’s a crisis to you, it’s a crisis to us. The well-being of our employees is important to us, so we will be promoting Crisis Text Line throughout the company to make everyone aware of this resource. If you or someone you know is stressed, struggling with issues at home or at work, or just needs someone to listen, make sure you let them know that Crisis Text Line is available for them.
Sample Social Media Posts

Twitter

It’s OK to not be OK. Text 4HOPE to 741741 to text with a trained crisis counselor. You are not alone #crisistextline #4hope

Everyone needs help at some point--there’s nothing to be ashamed of. Remember you can text 4HOPE to 741741 any time, day or night, when you need someone to listen. #crisistextline #4hope

Facebook

Ohio Association of County Behavioral Health Authorities

February 26 at 4:10 PM

30 million people in the U.S. suffer from an eating disorder at some point in their lives. If you or a loved one are in need of help, our trained counselors are available 24/7. Just text 4HOPE to 741741. Crisis Text Line #NEDAwarenessWeek

CRISIS TEXT LINE

Text 4hope to 741741

We're there anytime, day or night, to help with whatever is hurting you.
Digital Materials that you can print in-house

These materials are located in the Crisis Text Line Toolkit Dropbox, which can be accessed at: http://bit.ly/2BKt07u.

These are the main artwork designs that are available in various sizes for you to utilize. The poster designs on the following page are also available. Pre-sized artwork in the dropbox includes: Facebook banners and other social media-sized photos, billboards, palm cards and business cards, and 8.5x11 sized posters. There is also a tear-off flyer, a fact sheet/one-pager, and a few short PSA videos.

Many materials have space to include your logo. It is important to note that if you do choose to include your logo, you must also include the logos of Crisis Text Line, the Ohio Department of Mental Health and Addiction Services, and the Ohio Department of Developmental Disabilities. The logos are in the dropbox for your use.

Refer to the Crisis Text Line Communications Guide for the official Crisis Text Line colors, typography, and guidance on how the Crisis Text Line logo is to be used.
Materials available from OACBHA

- Chip Clips
- Business Cards
- Business Cards
- Wristbands
- Highlighter-Pens
- Flashlight Keychains
- Posters (12x15)
- Posters (12x16)
- Posters (12x16)
For more information, please contact:

Michaella Radich
Assistant Administrator, OACBHA
mradich@oacbha.org
(614) 224-1111