

**CRISIS TEXT LINE |**

# **Ohio Middle and High School Resource Toolkit**



Department of  
Developmental Disabilities



# 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

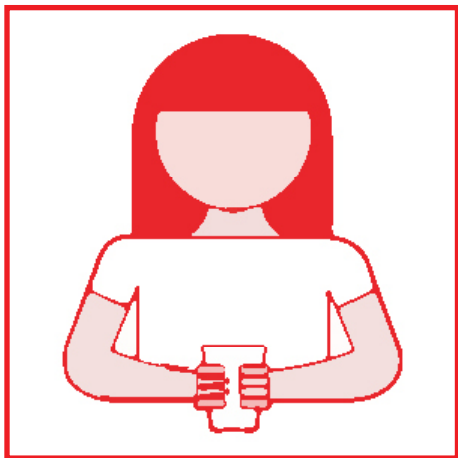
Crisis Text Line is free and confidential. If your cell phone plan is with one of the major carriers--AT&T, Sprint, T-Mobile, or Verizon--nothing will appear on your phone bill and there's no charge. If your plan is with another carrier, standard messaging rates apply, and only the number 741741 will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

If you would like any of the materials, please contact Stacey Smith at [ssmith@oacbha.org](mailto:ssmith@oacbha.org) or (614) 224-1111.

# Using Crisis Text Line in Your School

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

- **Hang the posters and flyers everywhere!** In the hallways, on bulletin boards, in classrooms, in offices, in the bathrooms, in the cafeteria--anywhere that a student may see it.
- **Put the stickers on the mirrors in bathrooms.**  
The bathroom is often a place where students 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 school website, and post about it on social media.
- **Print the Crisis Text Line number and keyword** onto Student IDs and other school-issued items that students frequently have with them.
- **Share the Crisis Text Line message and information** during the daily announcements, school assemblies, sporting events, concerts, and other school-wide events.
- **Get the students involved!** Engage student organizations, teams, and groups by sharing this resource with them and encouraging them to share the information with their peers.

# Using Crisis Text Line in Your School



## WHAT SCHOOL ADMINISTRATORS CAN DO

### Flyers and Posters

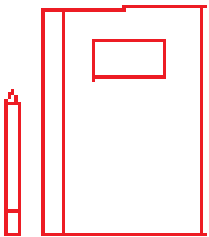
Print the flyers from the Dropbox and request some posters from OACBHA. Hang them in the school counselor/principal/nurse/coaches' offices, as well as in classrooms and hallways.

### 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.



## WHAT STUDENTS CAN DO

### Chalk Campaign

Write "Text 4HOPE to 741741" on sidewalks, in the parking lot, and on whiteboards in classrooms...every week.

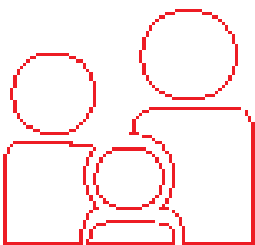
### Campus Clubs and Publications

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"



## WHAT PARENTS CAN DO

### 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.

# Sample Digital Media Additions

## Email Signature

Sincerely,

Brittany Koza  
Administrative Assistant

**CRISIS TEXT LINE |**

Text 4HOPE to 741741  
Free, Confidential, 24/7  
Support when you're in crisis

## Website Addition

**CRISIS TEXT LINE |**

Need someone to listen?  
Text **4hope to 741741**  
for free, confidential support  
when you're in crisis.

## Newsletter Addition/Announcement

We have recently been made aware of a great resource that is available statewide, and may be very useful for any student. 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. The well-being of each student is important to us, so we will be promoting Crisis Text Line throughout the school to make students aware of this resource. If your student is stressed, struggling with issues at home or at school, having trouble with friends, or just needs someone to listen, make sure you let them know that Crisis Text Line is available for them.

**CRISIS TEXT LINE |**


# 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



The image shows a Facebook post from the Ohio Association of County Behavioral Health Authorities. The post includes a profile picture of the organization, its name, and a publication date of November 7, 2017. The main text of the post describes the Crisis Text Line service, stating that it is available for anyone who needs to talk about life changes. Below the text is a photograph of a man in a blue shirt looking at his phone. Overlaid on the photo is a red button that says 'CRISIS TEXT LINE |' and the text 'Text 4hope to 741741'. At the bottom of the post, the phrase 'You are not alone' is written.

**Ohio Association of County Behavioral Health Authorities**  
Published by Treatment Works · November 7, 2017 ·

Everyone can have a hard time adjusting to changes in their life. Crisis Text Line is there when you need to talk to someone about this struggle. Text 4HOPE to 741741, and receive free, confidential support in minutes. You do not have to face this challenge alone.

**CRISIS TEXT LINE |**

**Text 4hope  
to 741741**

**You are not alone**



# 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>.



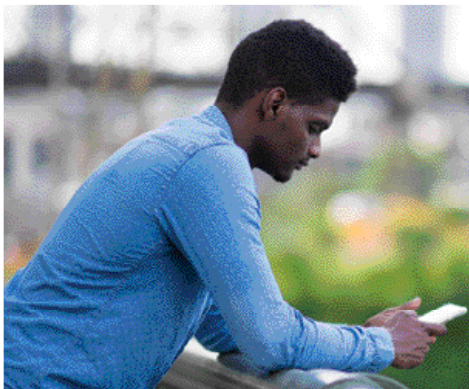
Phone



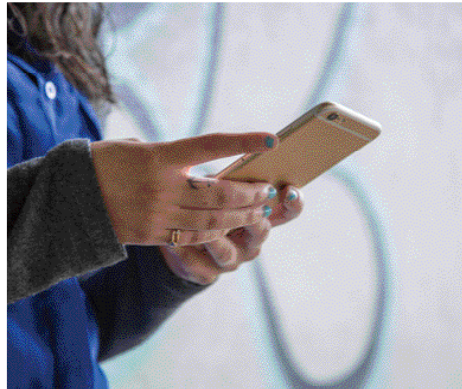
## Elevator



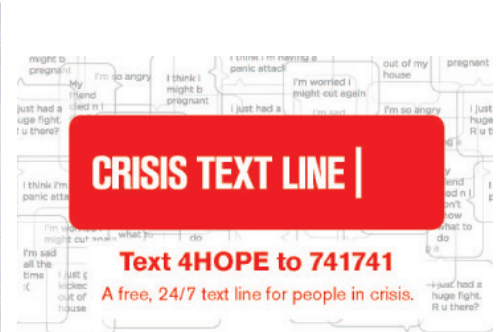
## Bricks



## Bridge



## Hands



## Text Bubbles

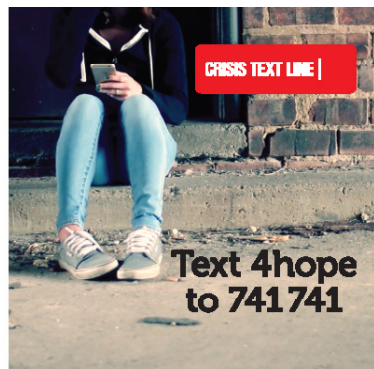
These are the main artwork designs that are available in various sizes for you to utilize. Pre-sized artwork in the dropbox includes: facebook banners and other social media-sized photos, billboards, palm cards and business cards, and 8.5x11 sized posters. There is also a tear-off flyer, a fact sheet/one-pager,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

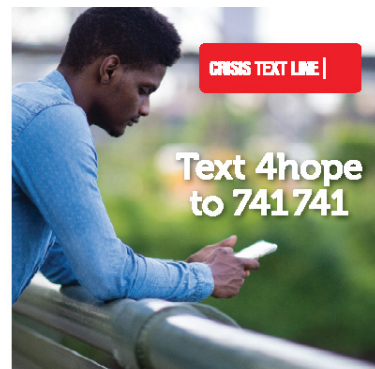
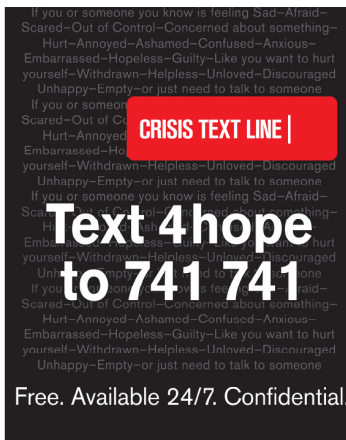
Refer to the Crisis Text Line Communications Guide for the official Crisis Text Line colors, typography, and guidance on how the Crisis Text Line logo is to be used.



# Materials available from OACBHA



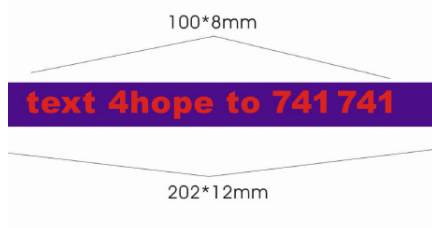
We're there anytime,  
day or night, to help  
with whatever is  
hurting you.



We're there anytime,  
day or night, to help  
with whatever is  
hurting you.

Posters

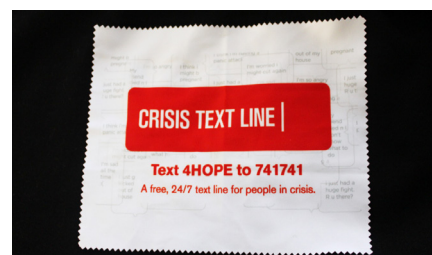
Available in 12x15



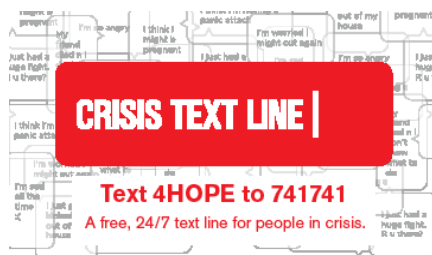
Wristbands



Cell Phone Wallets



Microfiber Cloths



Stickers



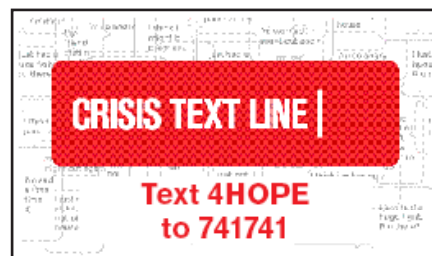
Text 4hope to 741741



Highlighter-Pens



Buttons



Business Cards

**CRISIS TEXT LINE |**

**For more information, please contact:**

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(614) 224-1111

