

Center for Suicide Awareness

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HOPELINE- Hope and Help is Just a Text Away[®]

2014

- We sat down to look at the time prior to a suicide or suicide attempt.
- Pattern amongst our Youth was they were texting their peers.
- Peers who did not have the skill set to know what to do or how serious it could be

Next Steps

- Researched what other States were doing in regards to Texting
- Cold called these States to find out the how, when, what, and good/bad
- Connected with CA software company who provided Texting service for these States.
- Meet with them, assessed the needs, designed best package, created and trademarked the keyword HOPELINE.
- Created curriculum to train people responding and trained at first 9 responders.

Rolling it Out

- Chose after school hours during the Monday – Friday for first phase roll out
- Scheduled responders, documented progress, continued education and “tweaking”

- Formed a group of other organizations providing this type of service
- Did conference calls of ups/downs and next steps.
- As demand grew – reached out to other states for best practices
- **2015**
- National Crisis Text Line (CTL) emerges
- The Center for Suicide Awareness signs contract with CTL
- The Center for Suicide Awareness collaborates to script the protocols/training for a suicidal person
- Established the word HOPELINE is the keyword for the State of WI

Next Steps

- Maintained Original Text Line and started to move out the CTL number
- Stored and managed data from both numbers
- Made major marketing efforts to roll out HOPELINE 741741 number

- 2016 – to Current
- Kept the original Text Line software as to not lose any data
- Focused all marketing to HOPELINE 741741

- *We have done the hard work, laid the foundation, now to sustain it.

HOPELINE Stats

- Almost 11,000 conversations
- Tuesday has and is the highest volume day of the week
- 10 pm has the highest volume of texters
- Over 110 rescues ---meaning over 110 people started their suicide attempt and HOPELINE intervened!!
- Every county utilizes the HOPELINE.
- Age from 8 to 81 has utilized the HOPELINE.
- Texters come from all cultures, genders, sexes, socioeconomic levels, and race



- Over 3 million HOPELINE wallet cards have been sent out.
- We get an average of 5 requests a DAY for either HOPELINE materials, presentations, or trainings.
- Created HOPEKITS people can order for people that may be struggling, or leaving a mental health/rehab, or for an organization, clinic, counseling office, etc..
- WI has the highest volume of texters with the Crisis Text Line (CTL) in the whole USA. CTL directly stated to us "we are the leaders in promoting and recruiting responders"

DATA

- Invaluable – real time data
- ~~One keyword like the HOPELINE provides the data is consistent and reliable and local~~
- Data collection started day one
- We get weekly requests for the data

- **NEEDS**
- Upgrade our data dashboard to open up more options to filter data (\$25,000)
- Capacity to maintain and expand outreach of HOPELINE (in proposed budget)
- We are the only State that has a text line that doesn't receive State funding

Veteran Suicides

Top Three Issues for Veterans

1-Relationships

2-Legal

3-Isolation

Our Walk for Suicide Awareness

CSA started 8 Walks

In WI for Suicide Awareness



Highest times Veterans text is between 2-4 am (most while partner is sleeping)

32% of Veterans ask if we are a Government agency

Even though the VA has it's crisis text line and phone line, it does not collect State Specific Data. HOPELINE does.

Challenge Coin



- Over 9,000 coins in the hands of Veterans
- Over 5,000 coins in the hands of Police
- Over 1,800 in the hands of military overseas
- Given upon graduation from National Guard/Reserve
- Every VA in WI has them on hand
- Given upon graduation from Crisis Intervention training for law enforcement
- **NEEDS:** Continually funding for further outreach

Suicides Amongst our Farmers



Considerations:

Farmers don't just take vacations

Farmers have isolation

Farmers have sense of pride that they are providing for the American family and when their crop is poor - they are letting them down

Farmers have limited health insurance (much less mental health)

Farmers are under incredible financial, legal and emotional stress

Initiatives from The Center for Suicide Awareness:

Getting the HOPELINE number out

Fellow Farmer Watch: Train the circle around farmers with warning signs and what to do.

The Bank they deal with, The Lawyers who do farm work, the people who sell farming products.

Example: a Mega Farm is hosting a gathering of people that interact with farmers. We are doing education and getting HOPELINE materials to them on products they use.

HOPELINE Pint Glass and Training



- Meeting person where they are comfortable
- Bar staff feel more equipped to handle a suicidal person and know warning signs
- WI Tavern League supports our efforts
- This is a key initiative to get the HOPELINE to middle age men.
- Over 7,500 pint glasses in WI bars
- WI Tavern League Chairs trained in program

NEEDS: Expand to supper clubs and restaurants

Other Initiatives

Support Groups for Survivors of Suicide

Support Groups for People who Attempted Suicide

Support Groups for Caregivers of People who Attempted Suicide

Project Rest work with the music culture on using the Rest symbol as a pause in life



Collaboration with Twitch to bring HOPELINE into the gaming world and provide panel discussions on mental health and gaming across the US.

Telly Award Winning Documentary – If You Only Knew What You Left Behind. Used in schools across the World for the after effects of suicide.

3 Public Service Announcements produced for the media and schools

Sock it To Suicide –partnered with Pro Feet to create socks with the HOPELINE number on them. Pro Feet provides the majority of socks for our athletic teams.

Peer to Peer Police Training – provide 3 trainings per year to guide police how to open the conversation to a fellow officer regarding mental health.



- *“I am a school counselor in a rural part of the state. I can honestly tell you that until you brought HOPELINE, I did not have much at all to provide our students when they need immediate help and support outside of school. Thank you for bringing HOPELINE to us!”*
- *“I text HOPELINE when my anxiety is bad in school. They help me get through it so I can get through the day.”*
- *“This may seem like a strange request but I am the agency owner for XXX Insurance. We have a large number of Farmers as clients and they are struggling. I want to do more for them. Please send me your HOPELINE material to give during client visits. I heard about it through another agent/owner. Thank you!”*
- *“I need to thank you for saving my daughter’s life. She was texting HOPELINE in the middle of her suicide attempt. You saved her life and we are forever grateful.”*

- “The HOPELINE number is in my phone. I have text in at break when I’m at work when I need support. Thank you...this is really great.”
- “Please send me more HOPELINE cards – 600 or more would be great – I am the school psychologist with XXX School and will be talking about HOPELINE at our all school Health Fair. Also, we download your posters and hang them in our school as well. Thank you for bringing this to our students.”
- “Just wanted you to know that I told my parents about the HOPELINE. They said they are glad that I have that in my phone. I use it a lot. Thanks.”

- *“In my practice, I have a significant number of Veterans as clients. We have been providing our clients with the HOPELINE information for the past few years. I just wanted to say thank you for HOPELINE. The Veterans I see do use it and feel safe doing so.:*
- *“One of my students shared with me that he was at a party when a kid was overdosing, no one called the police as they were scared they would be in trouble but my student texted the HOPELINE and they got police involved. That kid is alive because of HOPELINE and that my student saw a poster in the bathroom. Can you send us a box of materials for our school please. “*
- *“My daughter is hard of hearing and uses the HOPELINE frequently when she is feeling alone. I can't thank you enough for creating this. She doesn't need any special equipment, just her cell phone, which is ALWAYS has with her. LOL “*

- “We received a call for a Veteran who was in distress. You had just done a training for our Police department and we received HOPELINE Challenge coins. I passed that coin on to the Veteran who immediately changed his tone and we could get him some help. Is there a way we can get more?”
- “You recently trained our bartenders on the warning signs of suicide and when to provide a customer with a HOPELINE beer glass. This morning I had a note taped to my bar that had a \$5 bill inside. It said that they were paying for the HOPELINE beer glass they “stole” last night. And that it saved his life because he had his gun loaded but he texted the HOPELINE and he is getting help. He asked his buddy to tape this note and money to my bar and say Thank You. “
- “I am a teacher in one of our tribal schools. We have found the HOPELINE to be a safe way for our students to gain support. Thank you for making a poster that depicts the culture of our school.”