

CASE STUDY

CRISIS TEXT LINE |

JP TARAVELLA HIGH SCHOOL + CRISIS TEXT LINE

Problem

Awareness of Crisis Text Line at Broward County School District in Florida, the fifth-largest in the nation, was low. High schools across the country are facing the often-tragic consequences of students not knowing how to deal with mental health issues. In Broward County specifically, a call-based mental health hotline called “Silence Hurts” was discontinued in 2011, and was not replaced.

Impact

- Reach of the school partnership is 120,000 students, with potential to reach 1.7 million people in Broward County.
- Educators, firefighters, and police officers in the community have been trained as Crisis Text Line Crisis Counselors.
- First Place in DECA state competition for marketing efforts

Quick Stats

- 81 conversations with FL keyword
- 90% awareness of the service within the school district, according to a survey

“I just wanted to let you know that I was so impressed by Crisis Text Line and [JP Taravella DECA’s] efforts to have it accessible to our students, that I applied to be a Crisis Counselor.”

CYNTHIA MACEDA, ENGLISH TEACHER IN BROWARD COUNTY

Marketing Tactics

- Assemblies encouraging students to save 741741 in their phones.
- School media — JPTV, The Chariot, and website
- 27 permanent posters across campus
- “Infoblast”: brief but impactful student-led presentations in classrooms
- Added to school IDs

What’s Next?

More outreach efforts:
additional bus ads, additional on-the-ground ads, press release/media story around update of impact.

STRESSED OUT?

Family Issues Sexual abuse Depression
Bullying Self-harm Eating Disorders
School Problems Physical Abuse Anxiety

CRISIS TEXT LINE |

Text “FL” to 741741

Here 2 Help

Health Concerns Substance abuse
Bereavement Stress Suicidal Thoughts
LGBTQ+ Issues Isolation Relationship Issues

JPT DECA