

CASE STUDY

PAUSD + CRISIS TEXT LINE

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Problem

In recent years, Palo Alto has experienced multiple clusters of youth suicides.

Impact

Palo Alto Unified School District began actively promoting Crisis Text Line during the 2016-2017 school year and has found that students to be very receptive. Many students have saved the number in their phones and have sought anonymous support.

Quick Stats

- 50,000 conversations in Bay Area
- Top issues: depression, stress, suicidal ideation

“I am so glad that a resource like Crisis Text Line exists, especially given that our youth tend to use their mobile phones as their primary means of communication. Because it is an anonymous support line, privacy is maintained and young people feel comfortable reaching out for support.”

Julia Chang

Wellness Director at Palo Alto High School

Marketing Tactics

- Crisis Text Line’s number on the back of all student ID cards
- Wristbands with number handed out to every student
- District-wide student poster design contest with over 80 entries (finalist posters, below, are printed and put up around school).
- Stickers in bathroom stalls and distributed to Wellness Center, guidance counselors, student groups

What’s Next?

- Continue to gather data
- Allocate additional resources for toolkits

