

# CASE STUDY

CRISIS TEXT LINE |

## UNIVERSITY OF ALABAMA + CRISIS TEXT LINE

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### Problem

Several University of Alabama students complete suicide each semester. Students report high rates of depression, anxiety, and self-harm, but the capacity of the counseling center poses a challenge to students needing to take the first step toward getting support.

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### Impact

This effort was student-led: the Student Government Association manages the partnership, and created a unique role on their board for it. This is the first resource available 24/7 to all students, and is helping to make students comfortable with the idea of seeking help.

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**“I think Crisis Text Line partnering with a university is especially important because so many teenagers and young adults use texting as their primary form of communication. Therefore, they may feel more comfortable texting somebody during a difficult time in their life than talking to somebody in person or over the phone, and I think this will make them more likely to seek out help.”**

Kelley Cooper

Director of the Crisis Text Line Partnership on the University of Alabama Student Government Association

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### Marketing Tactics

- Effective: buttons! Students will gladly take free buttons and pin them to their backpacks - that's cheap evergreen marketing all over campus!
- Possibilities are endless: student IDs, syllabi, planners, and online portals can all point to Crisis Text Line
- Not so effective: digital displays. Students just don't notice them as they rush to class.

