

## **FOR IMMEDIATE RELEASE**

### **Hip Hop Public Health Partners with Crisis Text Line to Help Expand Awareness and Access to Mental Health Support for People in Need**

**NEW YORK--(July 6, 2023)--** [Hip Hop Public Health \(HHPH\)](#) is partnering with [Crisis Text Line](#) to help spread mental health awareness and to support people in their time of need. Crisis Text Line is a nonprofit organization that provides mental health support in both English and Spanish. Individuals seeking support can text “HHPH” to 741741 to reach a live, volunteer Crisis Counselor.

HHPH founders, Dr. Olajide Williams and Doug E. Fresh, joined forces in 2006 to develop a new approach to health education. Today, the organization creates research-based educational resources by harnessing the power of music and culture to improve health in communities that are underserved.

“We are proud to partner with Crisis Text Line to expand the awareness and access to free, confidential, 24/7 mental health support,” said Lori Rose Benson, CEO and Executive Director, Hip Hop Public Health. “Collaborations like this play a pivotal role in strengthening our shared dedication to normalize and destigmatize asking for help if you or someone you know is in crisis.”

Crisis Text Line has trained over 59,000 volunteer Crisis Counselors who bring individuals from a hot moment to a cool calm through empathy, active listening and by empowering them to use their own strengths and coping strategies.

“Hip Hop Public Health has an incredible record reaching communities through their creative work and vast resources,” said Jana French, Community Partnerships Director at Crisis Text Line. “We are truly excited to be part of their work to improve mental health care within underserved communities.”

Those seeking free, 24/7 confidential mental health support through Crisis Text Line can connect via text, web chat and WhatsApp in English and Spanish. To reach a live, trained volunteer Crisis Counselor, text HHPH to 741741 or 443-SUPPORT in WhatsApp or 442-AYUDAME in WhatsApp for Spanish or connect via [web chat](#).

#### **About Hip Hop Public Health**

*Hip Hop Public Health is an internationally recognized 501c3 that creates research-based educational resources by harnessing the power of music and culture to improve health in communities that are underserved. Founded by [Dr. Olajide Williams](#) of Columbia University, a world-renowned leader in community-based behavioral intervention research, and the legendary [Doug E. Fresh](#), Hip Hop Public Health has a 15-year track record of creating culturally relevant science-based content using an evidence-based framework for health promotion and behavior change, the [Multisensory Multilevel Health Education Model](#), and the [Child-Mediated Health Communication](#) framework that focuses on children as*

messengers for disease prevention and health promotion interventions with parents and caregivers. All of Hip Hop Public Health's [200+ educational resources are available](#) to stream for free, removing access barriers for teaching, learning and health literacy. For more information visit [hhph.org](http://hhph.org) and follow @hhphorg on social media.

### **About Crisis Text Line**

[Crisis Text Line](#) is a nonprofit organization that provides free, confidential, 24/7, high-quality text-based mental health support and crisis intervention in English and Spanish. Since its launch in 2013, Crisis Text Line has engaged in more than 8 million crisis conversations and trained over 59,000 volunteers to support people in their moments of need. Crisis Text Line is committed to creating an empathetic world where nobody feels alone. Individuals seeking confidential support can connect with us via text, web chat and WhatsApp. To be connected to a live, trained volunteer Crisis Counselor, text HELLO to 741741 or 443-SUPPORT in WhatsApp or text HOLA to 741741 or 442-AYUDAME in WhatsApp for Spanish or connect with us via [web chat](#). Visit Crisis Text Line on [Instagram](#), [Twitter](#), [Facebook](#) and [TikTok](#). Additional information, including how to become a volunteer or how to support Crisis Text Line through donations or partnerships, is available at [www.crisistextline.org](http://www.crisistextline.org).

### **CONTACT:**

Vanessa Showalter  
Senior Communications Director  
Crisis Text Line  
[vshowalter@crisistextline.org](mailto:vshowalter@crisistextline.org)