

Crisis Text Line serves anyone, in any type of crisis, providing access to free, 24/7 support and information via a medium people already use and trust: text.

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Text **HELLO to 741741** from anywhere in the United States, 24/7. We will text about whatever is a crisis to the texter - anxiety, loneliness, assault, bullying, depression, eating disorders, self-harm, and suicide.

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After 2 automated responses, our algorithm assesses the texter's crisis, and triages it. Like a hospital, **we triage and respond to texters in order of severity, not time.** So, even during times of high volume, those most in need get help fast: **we respond to imminent risk texters in 25 seconds on average.**

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The texter is then connected with a live, trained volunteer Crisis Counselor (overseen by a trained staff supervisor). The Crisis Counselor listens without judgment, and helps the texter move from a hot moment to a cool calm. We'll text back and forth, sharing only what the texter feels comfortable with, all through our secure platform.

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The goal of the conversation is to help the texter find calm. That may mean collaboratively problem solving based upon the texter's specific coping skills, sharing resources to check out for more help, or just listening and providing a compassionate, empathetic ear to let the texter know they're not alone.

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Conversations usually end when the texter and the Crisis Counselor feel comfortable that the texter is in a "cool," safe place. If the texter is at imminent risk, a Supervisor may summon first responders to help them.

PRIVACY & TRUST



"741741" does not appear on texters' phone bills



Stringent GDPR-compliant internal data privacy & security standards



>140 million msgs exchanged since Aug. 2013 launch
>27,000 trained Crisis Counselors trained
>30,000 Active Rescues performed

In 2018, the Electronic Privacy Information Center called Crisis Text line "**a model steward of personal data.**"

PARTNERSHIPS

- **Nonprofit partners include:** Ad Council; American Foundation for Suicide Prevention; Boys & Girls Club of America; Blue Star Families; Child Mind Institute; Drug Free Kids (Above the Influence); It Gets Better Project; Mental Health America; National Alliance on Mental Illness; Thorn; U.S. Army Reserve.
 - Plus ~50 state & local government partnerships nationwide, including state universities
- **Corporate partners include:** A&E; After School; ESPN, Facebook; Managed Health Services (MHS); Microsoft; Netflix; Snapchat; Speck; TOMS; YouTube.

Learn more at <https://www.crisistextline.org/partnerships>.

TECH & DATA

- We skew young (75% of texters <25), poor (~20% from poorest 10% of U.S. area codes) and diverse (19% Hispanic / Latinx, 12% Black, 5% Native American), & overindex rural (rural U.S. counties [7.5%] are 10% of our volume).
- **Data is targetable, filterable** (by state, county, area code, age, crisis, etc.) and **updated every 30 seconds.**