

**CRISIS TEXT LINE |**

**Who We Are**

Crisis Text Line provides free,  
24/7 support for people in  
crisis via text.

741741

## **Top Issues**

Depression, Suicide, Self-Harm, Family, Relationships

## **Time of Day**

$\frac{2}{3}$  of conversations in  $\frac{1}{3}$  of the day (8pm - 4am)

## **Demographic**

Young, low-income, rural

## **Immediate**

Mention “today” 6x as often as any other time period

# Who are Crisis Counselors?



Mothers



Veterans



College Students



Grandfathers



Grandmothers



Survivors

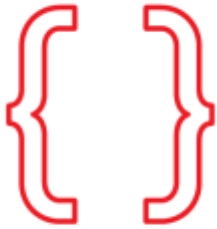


Deaf/Hard of Hearing



Fathers

# Crisis Counselors Are Never Alone



**Algorithm**



**Supervisor**



**Peers**

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**Data**



# We Use Data to Make Us Better

Anna	Hi! - I'm worried about my appointment	waiting 0 minutes	👇
Anna	Hi! - I want to talk to you!	waiting 0 minutes	👇
Anna	Hi! - it's just really bad right now	waiting 0 minutes	🚩
Anna	Hi - being really lonely and sad	waiting 0 minutes	🚩
Alex	Hi! - I want to talk again	waiting 1 minute	🚩
Maria	Hi! - I want to talk to someone	waiting 1 minute	🚩

## Stack Ranking

 stats BOT 4:00 AM  
-- KPIs (1 day / 28 days) --  
Counselors: 538 / 2197  
Texters: 2030 / 32517  
Quality: 88% / 86%  
Wait Time (< 5min): 91% / 88%

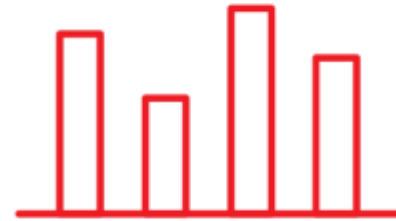
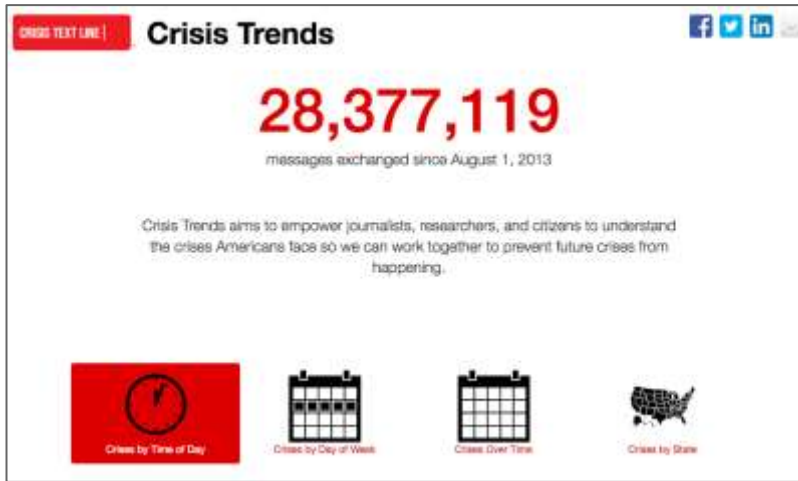
 12  15

## KPI Slack Channel

Updated daily at 7am

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# We Use Data to Make The World Better



[CrisisTrends.org](http://CrisisTrends.org)

Open Data Collaborations

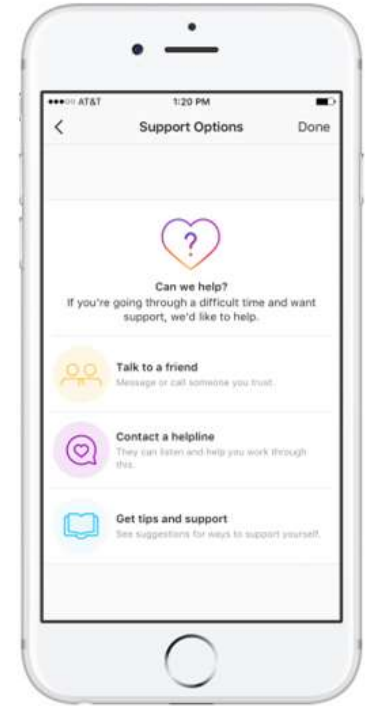
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# Partnerships

# Corporate Partnerships

The screenshot shows a YouTube search results page for the query "a quick easy way to die". The search bar at the top shows the query and "About 214,000 results". The left sidebar contains navigation options: Home, My Channel, Trending, Subscriptions, History, and Watch Later. Below the sidebar, there are sections for "SUBSCRIPTIONS" (All channels, Popular on YouTube, Music, Sports, Gaming) and "Browse channels" (Manage subscriptions, YouTube Red). The main content area displays several video results:

- Need help? in the United States**: Includes contact information for National Suicide Prevention Lifeline: Call 1-800-273-8255 and Text "SAFE" to 741-741. Both are free, 24/7, and confidential.
- Make \$1,000 Per Day**: A video by "Deyan Kralchev" with 83 views. Description: "Learn To How To Assist For Life 100% Risk Free (Not Fraud made)".
- Make \$300+ Per Day Easily**: A video by "92CashHub" with 160,567 views. Description: "BinaryOptionWatchdog says 'Not A Scam It Really Works' So Here!".
- The Best Way To Die**: A video by "PeachyPie" from 6 years ago with 31,562 views. Description: "http://www.SurvivingMyselfBook.com Andy Grant shares the best way to die".
- Least painful ways to die**: A video by "George Yoshida" from 5 months ago with 14,271 views. Description: "New site without pain! Disclaimer: I don't encourage any one to kill themselves or".



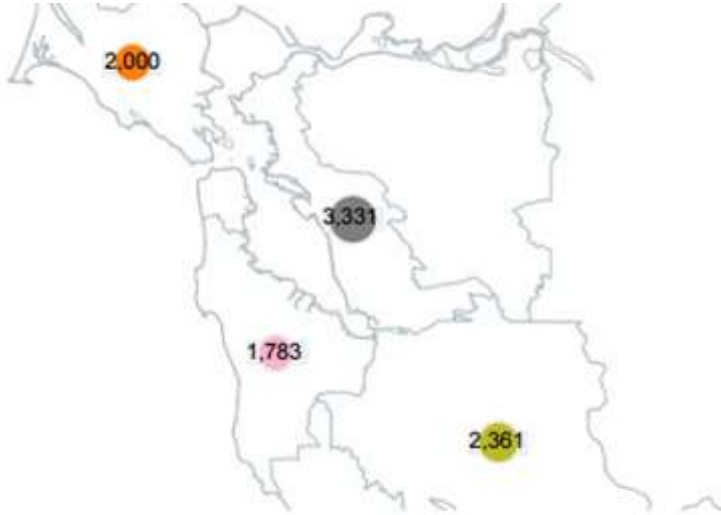
# Partners



**TO  
WRITE  
LOVE  
ON HER  
ARMS\***



# Bay Area So Far...



**Conversations in Area  
Codes 415, 510, 650, 408**

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Text BAY

to 741741

# Thank You!

**Volunteer: [crisistextline.org/volunteer](https://crisistextline.org/volunteer)**

**In crisis? Text BAY to 741741**

[libby@crisistextline.org](mailto:libby@crisistextline.org)

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