***Txt4Life Data Sheet***

**Txt4Life Awards**

**2013 Local Government Innovation Award** (U of M Humphrey School of Public Affairs)

**2013 County Achievement Award** (Association of Minnesota Counties)

**2014 Technology Award** (Society for Public Health Education)

**2014 Achievement Award** (National Association of Counties)

***Txt4Life is accredited by the American Association of Suicidology and by Contact USA.***

**Data**

There were **683** suicides reported **in Minnesota in 2013.**

This is almost twice the number of **traffic deaths** **(387)** in 2013.

There are **6 suicides** for every **homicide (114)** during the same period.

* **Txt4Life is a mental health crisis and suicide intervention text service.**
* **Texting has become the primary and preferred mode of communication among teenagers and young adults.**
* **2013** **2014**

**3,480** text conversations **5,658** text conversations **62%** growth

**2,107** unique texters **3,469** unique texters **64%** growth

Noon to midnight operation Noon to 3:00 AM operation

Serving **7 Counties** Serving **23 counties 328%** growth

Age 22 + users **= 5.6%** Age 22 + users **= 17% 300%** growth

* **Text messaging provides youth:**
  + easy access to help without the need to schedule an appointment
  + instantaneous and cheap
  + no need to find transportation
  + availability outside conventional business hours
  + opportunity to be discreet and private
* **In 2014, Txt4Life** was rolled out at both **St. Cloud State University** and **Bemidji State University.**
* **2014 Services provided: Primary Reason:**

Crisis Counseling **17.6%** Mental Health **27%**

Emergency Intervention **1.3%** Suicide **17%**

Information and Referral **53.7%** Relationships **11%**

Supportive Listening **70.3%**

Opted out before services **19**%

**Why is Expanded Funding Needed?**

* **To expand to 24 hour response**
* **To add Txt4Life to the 64 Counties still not served which includes the metro area**
* **To expand to all MnSCU colleges and universities**
* **To provide immediate access to mental health crisis counseling and referral Statewide**
* **To save lives!**

**User Comments:**

* **“My 14 year old tried to end his life last week. I found his phone and saw his texts. I owe her (counselor) my son’s life and wanted to say thank you”**
* **“I'm very grateful to be able to text when I'm in need. It's stopped me from hurting myself every time.”**
* **“You truly helped me and made me feel so much better. This is the best experience I've ever had with a texting hotline. You have given me hope. I will certainly text back if I need you guys again. Thank you from the bottom of my heart.”**
* **“Thank you I'm so glad that I can go and txt people like you who can help me, you guys help me a lot more than my councilor at my school.”**
* **Yes. I just wanted to thank you all so much for what you did. I was practically dead. Thank you all so much. God bless.”**
* **“Yes. I'd like to say that TXT4LIFE is an amazing program/organization. They have helped me numerous times with my suicidal thoughts, and thoughts of self-harm. One of the times, I really wouldnt be here to tell you this story if they hadnt helped me out. It all takes one step, and TXT4LIFE can be that step for a lot of people. I am incredibly appreciative of this organization. I can happily say that it has been 17 months as of yesterday that I have been 'safe'. I have not self-harmed for 17 months. I never thought I'd be able to say that. And TXT4LIFE had something to do with it. So thank you guys. You are awesome people, and I hope to help people like you one day.”**

**Wilder Research**

Surveys were conducted with students who attended TXT4LIFE outreach presentations to assess the effectiveness of the TXT4LIFE outreach model. The model of in-person outreach that includes basic suicide prevention education seems to be working. Among the 1,118 students who completed the surveys:

* **89% agreed or strongly agreed that they know more about how to get help if someone they know is feeling suicidal**
* **88% agreed or strongly agreed that the information in the presentation was helpful/useful**
* **87% agreed or strongly agreed that they know more about how to recognize if someone might be feeling suicidal**