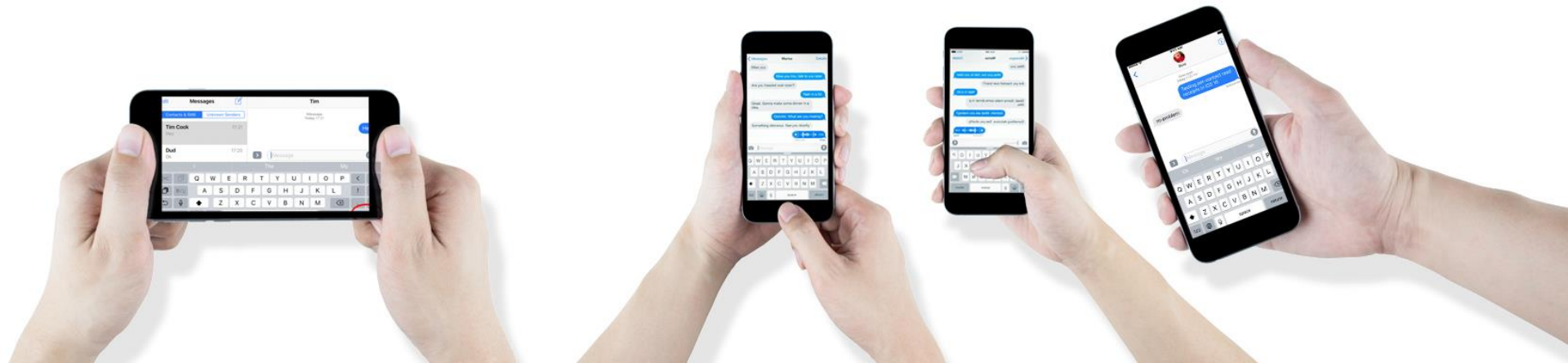National Association of Case Management Conference
2018
Implementation of Texting Services in Crisis Intervention

SAM
Service Access & Management, Inc.

Did You Know?

According to Pew Research Center, 33% of American adults prefer texts to all other forms of communication.

Or…

- According to Pew Research Center, 95% of U.S. adults own a cell phone, and that 77% own a smartphone specifically

But Wait! Did you know…

According to DOMO in 2017 stats: 15,220,700 texts are sent every minute of every day worldwide, not including app-to-app messaging

So…Let's text !

- If we want people to share their feelings, we need to offer communication in a way that is comfortable

- In order to stay relevant, we MUST continue to advance technology

- Accessible

- Discreet

- Anonymous

Managing the " What If "

- Security
- Time
- Training
- Lethality
- Quality of Service- How can text be a comparable quality to talking on the phone?

How Will We Manage the Volume?

- Marketing

- Roll-out

- Staffing – number and demographic of staff, training

- Staff tools/access

Quality of Service

- Every CI service is unique
- Quality was foremost in planning and managing the system ourselves allowed us to assure our level of connection and referral and outreach
- Provider considerations
- Control of response
- Record maintenance
- Reporting

Funding

- Investment on behalf of county
- Timing
- Block Grant Funding
- Ongoing - maintenance and marketing

Communication

Pulling all the players together

- Emergency Service
- IT
- District Attorney - letters of support
- Key hospital staff
- Police departments
- Training of staff
- Similar services
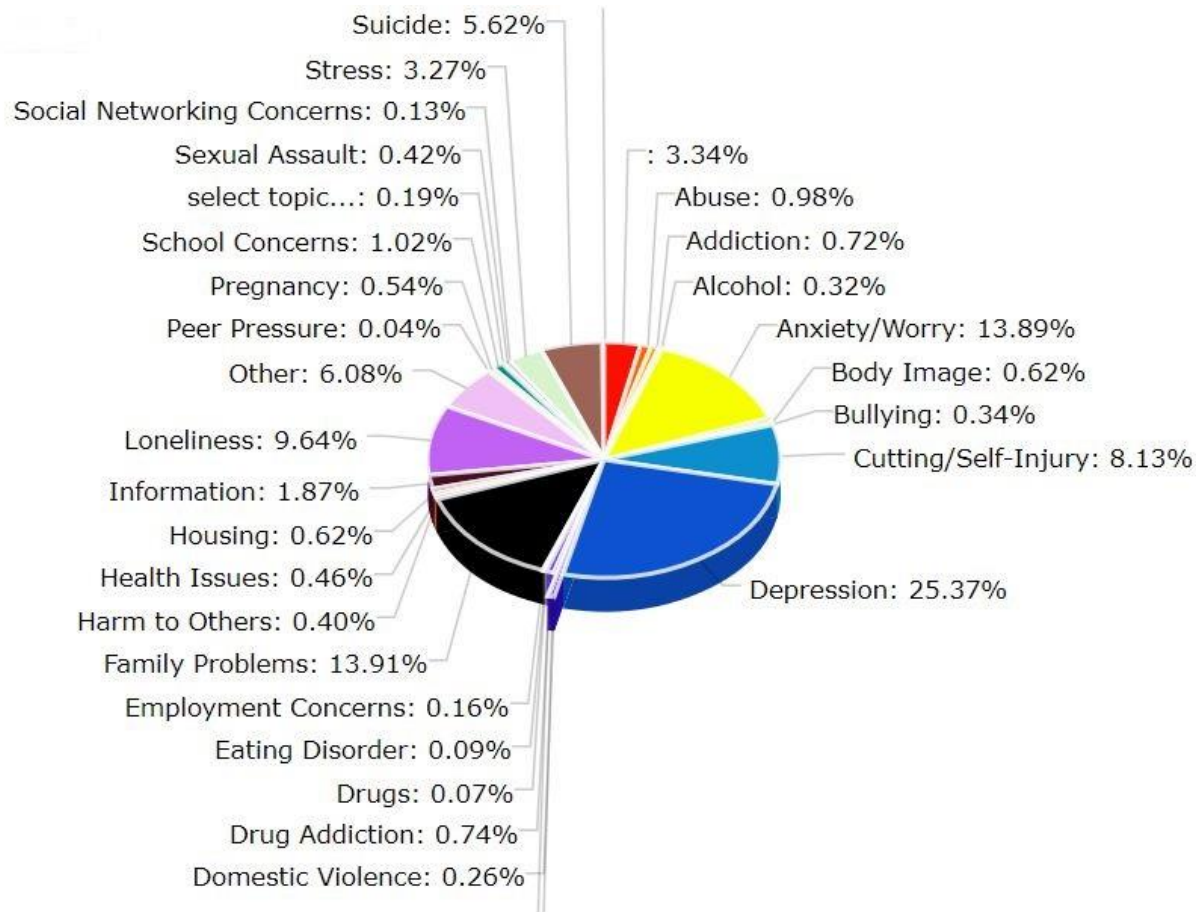
Managing the Crisis

- Keeping in mind that managing a crisis is not new, only the medium in which we do it.

- Revealing identity- can be done when someone is suicidal or a harm to someone else.

- Terms of Service Agreement

Stats

- On October 23, 2016 texting went live in Berks County PA

- Since inception of the program, we have received 10,700 User messages

- 401 Registered users

- 7,921- SMS (97%)

- 304-Web (3%)

Reasons for Calls
October 2016- August 2018

Suicide: 5.62%
Stress: 3.27%
Social Networking Concerns: 0.13%
Sexual Assault: 0.42%
select topic...: 0.19%
School Concerns: 1.02%
Pregnancy: 0.54%
Peer Pressure: 0.04%
Other: 6.08%
Loneliness: 9.64%
Information: 1.87%
Housing: 0.62%
Health Issues: 0.46%
Harm to Others: 0.40%
Family Problems: 13.91%
Employment Concerns: 0.16%
Eating Disorder: 0.09%
Drugs: 0.07%
Drug Addiction: 0.74%
Domestic Violence: 0.26%

: 3.34%
Abuse: 0.98%
Addiction: 0.72%
Alcohol: 0.32%
Anxiety/Worry: 13.89%
Body Image: 0.62%
Bullying: 0.34%
Cutting/Self-Injury: 8.13%
Depression: 25.37%

Free-form Texting

Marketing

- Branding the service while ensuring the SAM Inc. "connection"

- Market tools used:
  - Billboards
  - School connection- middle/high school, colleges
  - SAP meetings, principal meeting, Radio
  - Local TV
  - Community events
  - Providers
  - Giveaways
  - Newspaper

Asking for help can be scary ... so we made it easy!
Text ruOK to 484-816-ruOK (7865)
ruOK?
BERKS

Staff Impact

- Useful
- Flexible
- Asset to the Community
- Great way to improve connection

Community Impact

- Schools LOVE this idea!
- Serves the DHH population
- Decreased perception that they may be judged
- Investment in the wellbeing of community members and those with mental health concerns

Community Feedback

- What are users of the service saying about their experience?

Questions?

Contact