

**CRISIS TEXT LINE |**

powered by

**Kids Help Phone** 

# Canada's First National Texting Service

## 2018 Pilot Findings

In February 2018, Kids Help Phone launched Crisis Text Line powered by Kids Help Phone as a service test in Manitoba. Soft introductions followed in Alberta, Saskatchewan, Nunavut, the Atlantic Provinces and at the University of Guelph in Ontario.

### Texting Support Basics

Since launching in February, the youth conversation rate has steadily increased and is currently averaging 1,000 per week.

Other key facts:

**13,000+** texting conversations have taken place

**40 minutes:** the average length of a texting support session

**600+** trained volunteers

**200** additional volunteers are being trained by December 2018

### Expectations Met

Respondents reported a high satisfaction level with the texting service and help they received.

**85%** said they were satisfied with the service they received

**81%** would recommend the service to a friend

**96%** found the service easy-to-use

### Beneficial Outcomes

Since its launch, Crisis Text Line powered by Kids Help Phone has shown promising results in providing beneficial outcomes.

**88%** of respondents found their texting conversation helpful

**87%** reported feeling less alone, less distressed, less upset, more hopeful, more confident and more-in control of their issue

**86%** reported a reduction in stress level

**52%** reported feeling more confident that they can now cope with the situation

### A Trusted Resource

The top five reasons youth reached out for support:

**38%** Anxiety

**37%** Depression

**36%** Relationships

**26%** Isolation

**24%** Suicidal thoughts

## First Point of Intervention



As with Kids Help Phone's professional counselling platforms, Crisis Text Line powered by Kids Help Phone proved to be the first place young people turn to when they need help.

**60%** said they had not shared their experience or feelings about the issue they were texting about with anyone else before.

**79%** said had they not texted for help, they would have tried to manage the issue on their own, not spoken to anyone, or ignored the issue, hoping it got better or went away.

**7%** said they would have gone to an emergency room.

## Reaching Diverse Youth



Crisis Text Line powered by Kids Help Phone is there for young people of diverse backgrounds, age-levels, and sexual orientation.

**11%** Indigenous

**22%** bi- or pansexual

**15%** questioning, asexual, gay or lesbian

**9%** visible minority

**37%** 15-17 years-of-age

**22%** 18-24 years-of-age

Kids Help Phone has been an ally to youth for over 28 years, speaking with young people every day, whether through phone counselling, Live Chat or Crisis Text Line powered by Kids Help Phone. We are committed to improving youth emotional health and well-being by using actionable data and proven, innovative solutions to provide effective support in any moment of crisis or need.