



Crisis Line Messaging Focus Group Findings

September 2023

Why this Topic for a Focus Group?

- ❑ Lethal Means Safety Committee wanted to address messaging around firearm safety with students
- ❑ The SafeOregon Tip Line came up as a resource and we were curious as to how this line was perceived and used
- ❑ Wanted to hear directly from students about their experience
- ❑ Added in questions about other lines to see which ones they were more likely to use in different scenarios and which ones they have previously used

How focus group information will be used

The Lethal Means Safety Committee will use this to guide recommendations to both OHA and SafeOregon Tip Line. This will also inform their own efforts in promoting different crisis supports.

Outreach for Focus Group

- ❑ 4 different days were selected to hold focus groups at different times of the day to increase availability and accessibility
- ❑ Age range was adjusted to hear from younger people
 - ❑ Previous focus groups recruited for 14-24-year-olds
 - ❑ This focus group recruited for 11-20-year-olds (this one ended up not meeting due to only two registrants and one of them not being able to make it)
- ❑ Because of the younger age, one focus group was set aside specifically for 11-14-year-olds in case they wouldn't be comfortable talking in a group with older attendees
- ❑ Recruitment was sent out via email to different community partners

Attendee Demographics Summary

- ❑ Most attendees were age 15-17
- ❑ Vast majority attend public schools
- ❑ Most are White
- ❑ Most are Cis Male
- ❑ Most are from Northwest Oregon (covers Portland metro, Clackamas and Washington counties as well as Polk, Tillamook, and others)
- ❑ Most are LGBTQ2SIA+

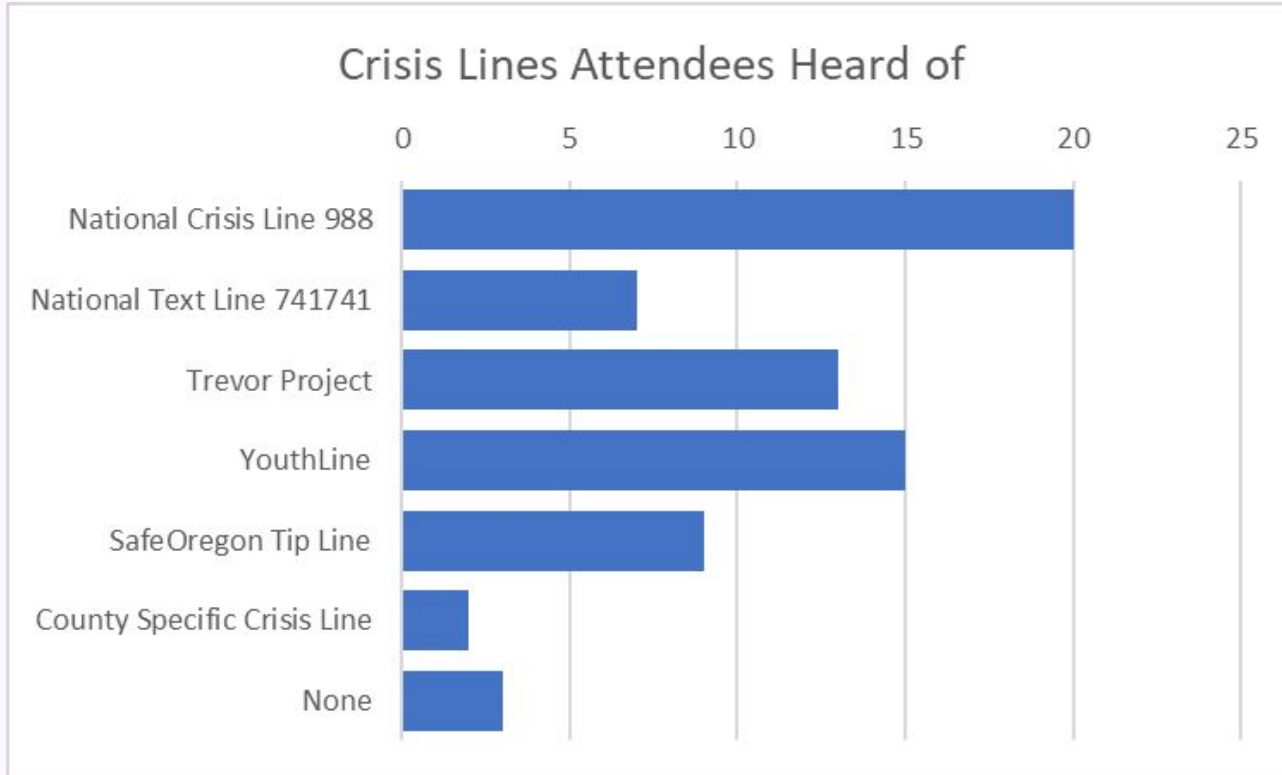
Time	Topic	Additional Details
15 minutes	Welcome, Purpose of Meeting, Gift Card Reminder, Overview of Think Tank, Ice Breaker	What city do you live in? If you could be any kind of potato, what would you be?
5 minutes	Crisis Line Overview / Pre-Test (Zoom poll)	Discuss results of test: - Pick one response
10 minutes	SafeOregon Tip Line (Group discussion, Jamboard, Zoom poll)	Have you heard of this line before? Have you used it? What have you heard about it? Is your school enrolled in the program?
15 minutes	Messaging about Different Lines (Group discussion, Jamboard)	Does your school have posters, stickers, <u>other</u> visuals that promote students to use crisis and help lines? If not, do you think that advertisements from your school would help normalize using these resources? What do you think the best way to advertise / share these resources would be? Who should share them?
5 minute break		
10 minutes	Experience using crisis lines (Group Discussion / Poll Everywhere)	If you have used a crisis line before, what is one helpful thing that was said or recommended to you? PollEv.com/jfraga000 Send jfraga000 to 22333
10 minutes	Support with calling a crisis line (Group discussion)	Have you ever encouraged a peer/friend to utilize any of these lines (either via text, phone, or webchat)? Has a friend or adult ever called one of these lines with you to support your mental health crisis?
10 minutes	Scenario questions (Group discussion, Jamboard)	What line would you call in these different examples?
5 minutes	Closing, Post-Test (Zoom poll)	

Format of Meeting

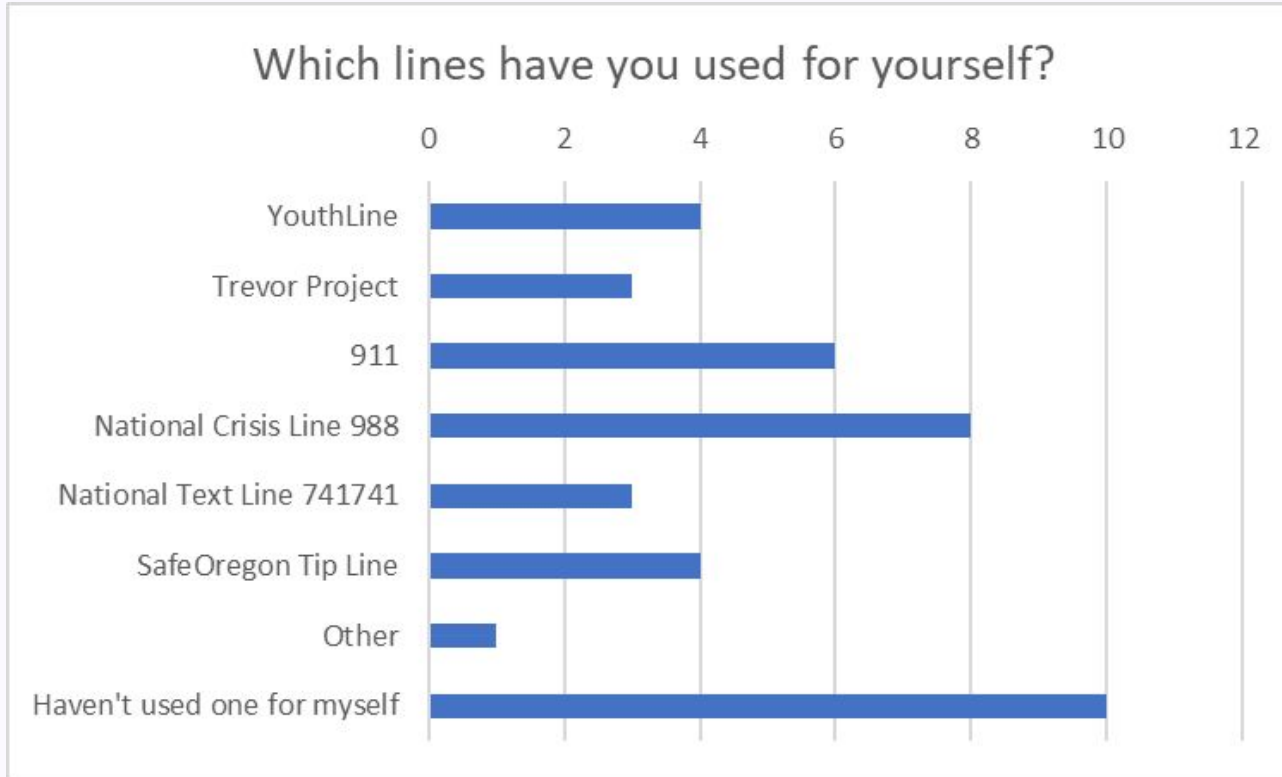
Overall Themes

- ❑ Some schools don't share crisis lines / mental health information
- ❑ For the ones that do, students find it helpful when information is shared on flyers at school in the hallways and bathroom stalls and at counselor offices
- ❑ Calling it a 'crisis' line can make people feel like they can't use the line if they minimize what they are experiencing
- ❑ People want flowcharts / things that explain what happens when you call or text a crisis line
- ❑ Not everyone was aware of the SafeOregon Tip Line
- ❑ For those who do know of it, they are worried to use SafeOregon Tip Line because of potential police involvement
- ❑ Students are more likely to talk with someone they are concerned about than report it or call a line about the person because they don't want anything to happen to them
- ❑ Who shares the resources matter. Students report being more open to hearing the information from peers / student leadership than teachers or school staff

Pre-Survey Summary



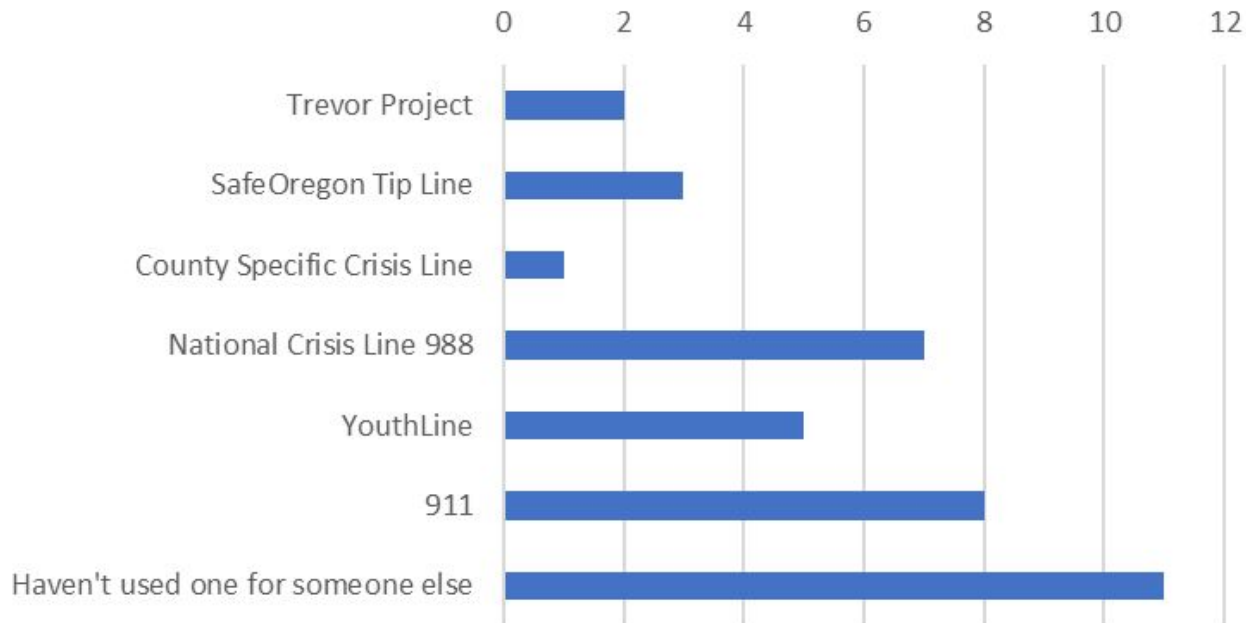
Pre-Survey Summary



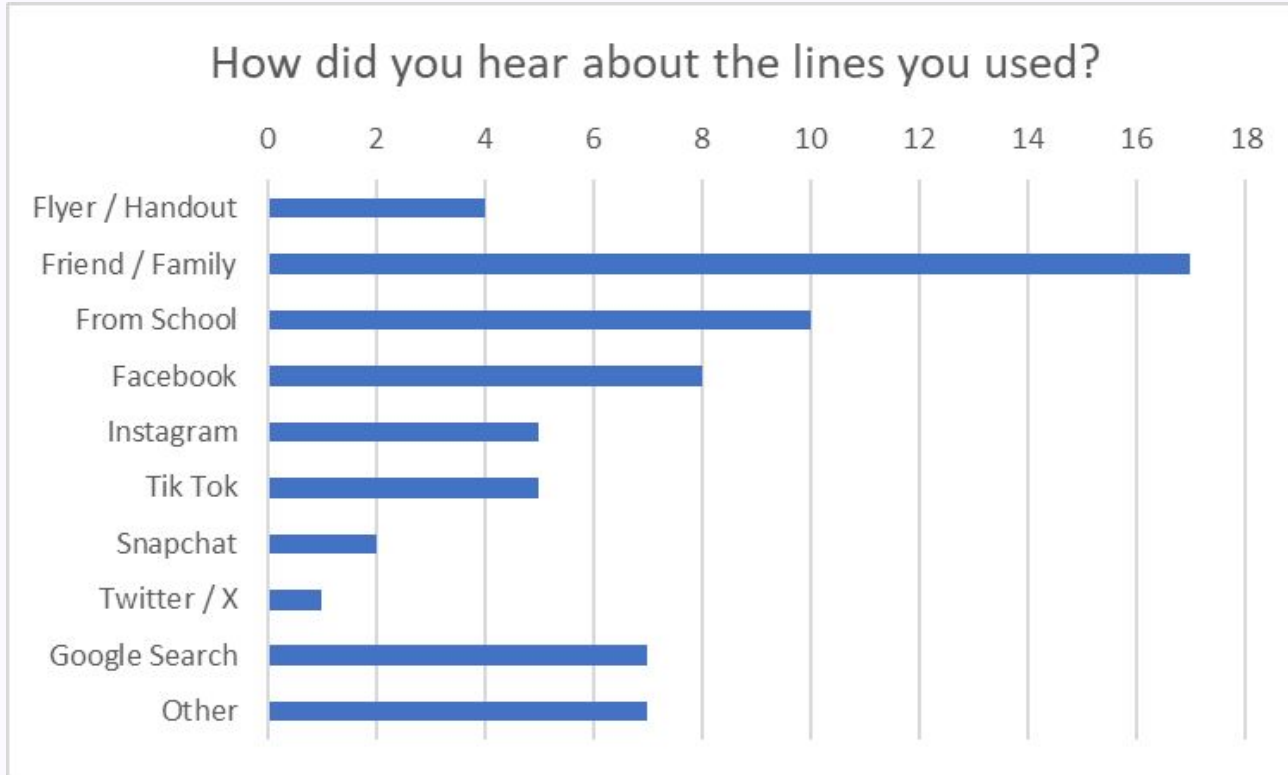
Pre-Survey Summary



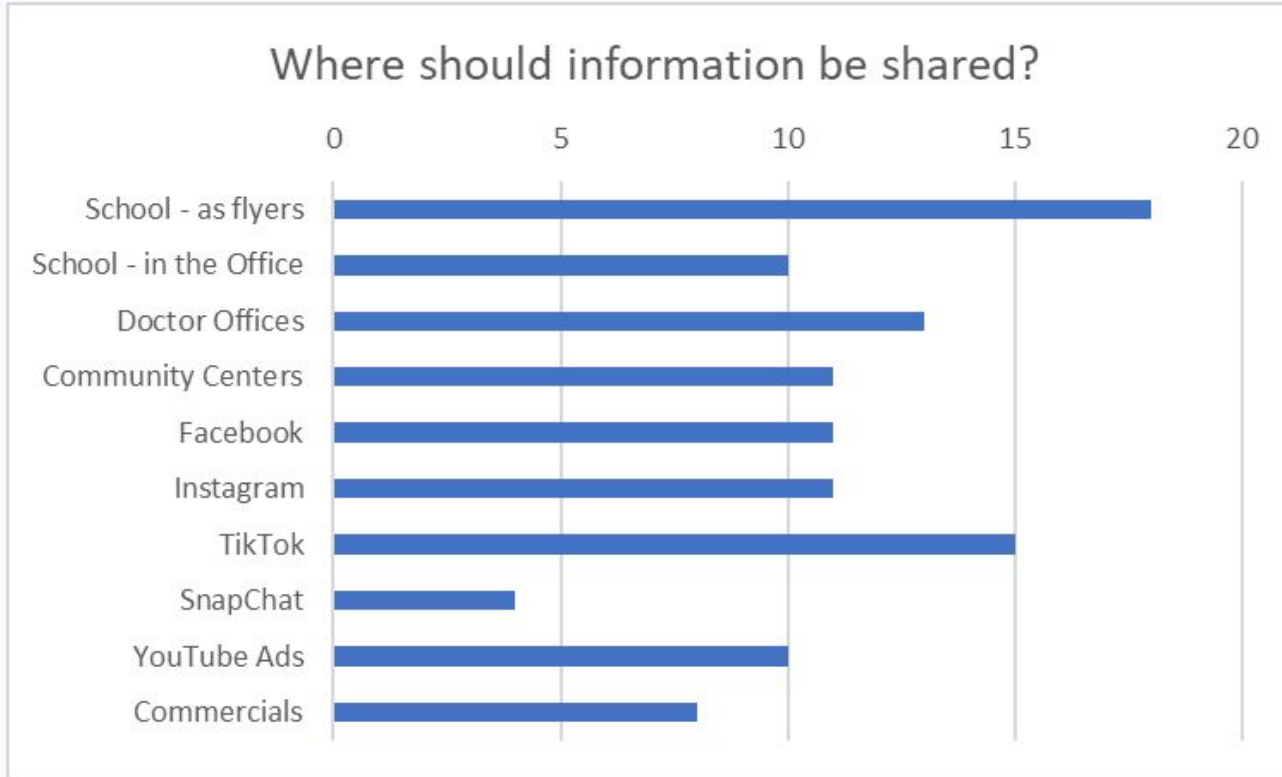
Which lines have you used for someone else?



Pre-Survey Summary



Pre-Survey Summary



How does your school advertise mental health resources like crisis lines?

Through our counseling department, assembly's, flyers, and clubs.	In the counselors office, there's posters of the Trevor Project, and safe oregon	They rarely do	Bathroom stall flyers with multiple help/crisis lines	hallways	I might be dropping out, but there were never any resouceses when i was in person (I've been online for 3 years almost 4)	During assemblies they pass out little cards with hotlines on them.
When I was still in school, they told us via councelers and flyers in the office	Flyers, Announcements, and emails detailing information about 2 or 3 hotlines.	They seldom do	Through school IDs, beginning of the year presentations, occasionally on posters around the school	we have posters in our hallways	Small class presentations about mental health related things	On school websites in a resources tab
flyers		our school is the one that doesn't broadcast the hotlines it sucks	Flyers, student ID, assemblies, health class	we have some on the back of our school ID-red		In halls, Classes, Bathrooms and offices
Via fliers and stickers.		They rarely do	My school created wristbands with the crisis text line's number	stickers in bathroom stalls, classrooms		
		They don't (or very rarely do)	Bathroom stall flyers			

How should your school advertise Mental Health resources?

Talk about it more, post it around the school more, anxiety groups, sending emails, have staff become more open to students

I think the teachers should practice gratitude

Send emails out to all the students with hotlines on them.

having open (non shameful) conversations

have classes for those who want to further educate themselves about MH

What do you think is the best way to advertise / share crisis resources?
 Who should share them?
 Where should they be shared?
 And do resources being shared need more explanation and information?

Places where teenagers / anyone spend time - community centers, parks malls

having discreet options for students who may want them

Online would be a good option.

They should be shared in public areas by Teachers, Staffs, and Councils and etc.

School clubs around mental health / SI

Education needs to be provided that normalizes that any crisis is a crisis to ensure that people don't hesitate to reachout for help - terminology means different things to diff

information about the process of making a call - what will it look like after i call the line? a flow chart of sorts included with flyers about lines

Include this information in mental health curriculum (with coping skills and grounding techniques covered) Grade 10 and up

Through well-known community organizations, like schools and stuff

schools and social media

if teachers aren't the ones sharing them, then counselors should share the information

During a assembly or flyers

I think people view 988 and youthline etc. only in a situation where there is extreme suicidal ideation or self harm and not in other scenarios which could be advertised

Social media that most youth use frequently, flyers, and word of mouth

Upstream prevention in elementary and middle schools

Flyers in bathroom stalls, not just at schools

poster or even some art work that would connect to what having SI is like might grab those struggling with it attention.

the security, safety and counseling departments of schools should put more effort to make sure that students know about any available helplines.

Flyers are a good start

If it was advertised more casually I think there would be less taboo around reaching out

Hear from information from your doctor

I think they should be shared by all. Peers, companies, schools, TV, and social media. I think a good way to share these things is catching peoples attention. For examples, if I saw a -

Targetted running ads for students

I think that schools staff should be assign to spread these information and sharing of flyers.

Schools to share them more

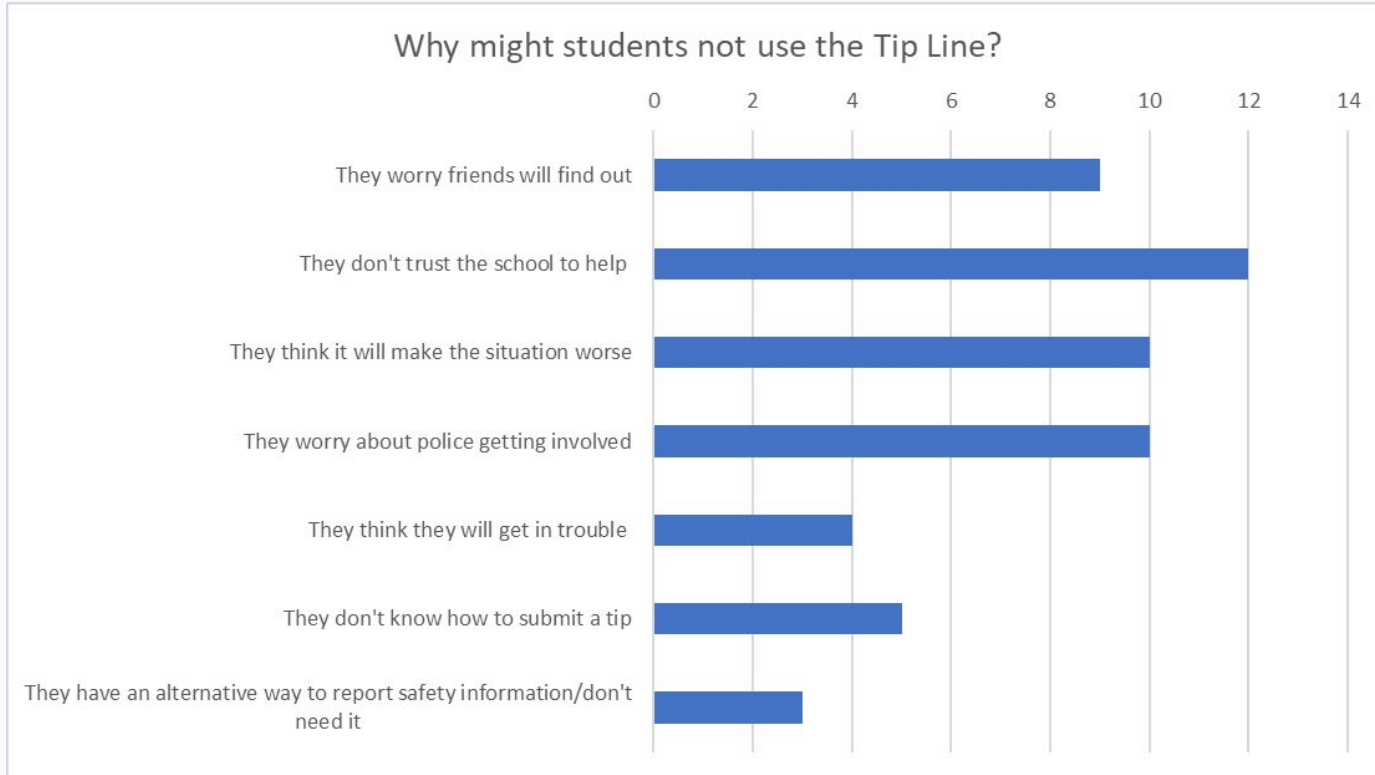
when class begins, have crisis information in the powerpoint before the lesson begins (online charter school lens); aim to have at the start of every class

SafeOregon Tip Line Survey Summary

Did the SafeOregon Tip Line work how it was supposed to?



SafeOregon Tip Line Survey Summary



What have you heard about the SafeOregon Tip Line? If you have used it before, what was your experience?

I have heard about it, but i dont think its useful a lot of the time

I don't think I've heard of the tip line, I may have and just forgot I can't remember, I have memory issues

I have never heard of it before today

No but I go to Tigard High School and there was an anonymous tip about someone threatening to shoot our school, it ended up being a prank but still.

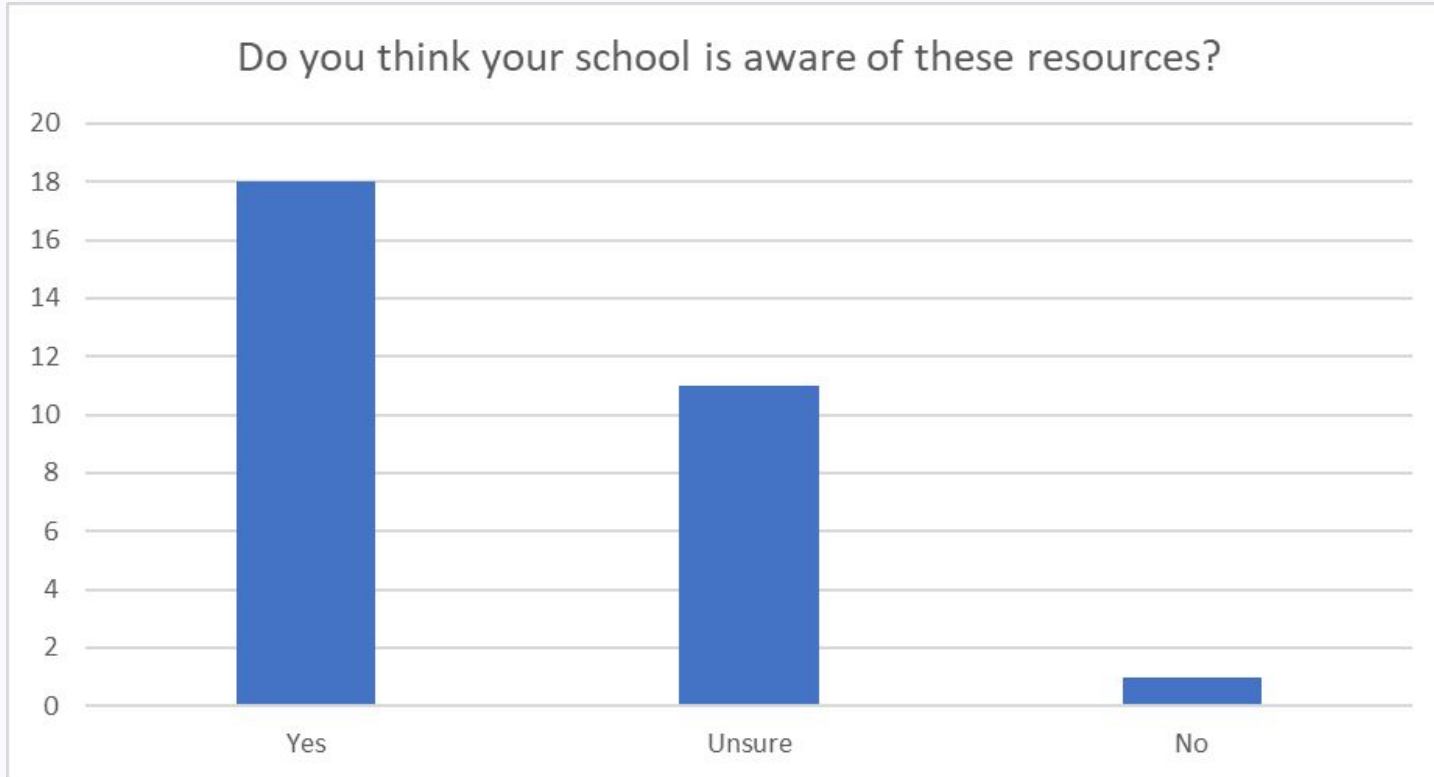
I think people primarily view this as a way to talk about a shooter threat, at least at my school. I think people are less knowledgeable about the mental health being an aspect in it.

I havent heard about it, whenever people have threatened a shooting people just went to the police.

I think people also feel intimidated by the police aspect

Haven't heard about it, people go to our school officers

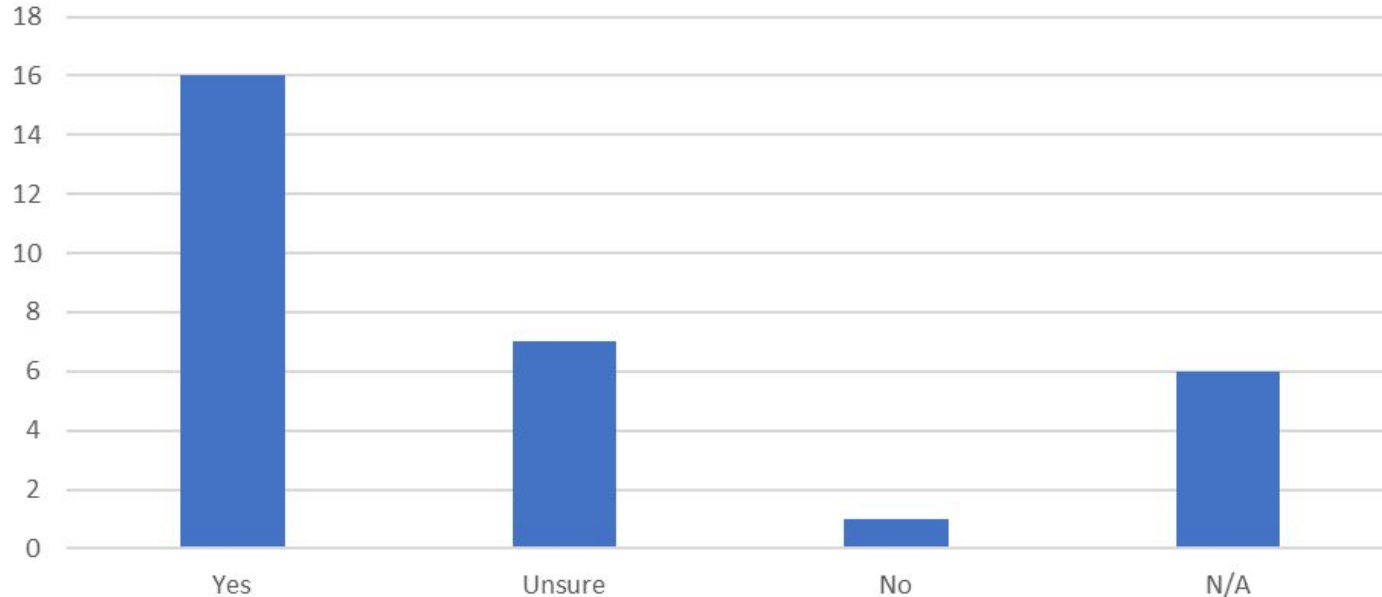
Post-Survey Summary



Post-Survey Summary



If you don't think they are aware, do you think it would make a positive difference if they were to learn about them?



Your friend Matt has been writing comments and drawings in his notebook at school recently expressing wanting to die. Matt has not talked about these feelings with you directly, but you have noticed that he has been more distant in the recent week. On Tuesday, he started sharing with you different ways that someone could die and then did not come to school the following day. You become worried about his safety.

What line would you utilize in this scenario?

Specific county crisis line	911 possibly welfare check?	911	988	SafeOregon Tip Line	at the very least talk about it at the most get them help and a good hotline
	911	911	988	safe oregon tip line	Talk to the person
	911	i think 911		Maybe SafeOregon Tip Line if I knew the number...	Something anonymous so I could keep their identity safe so things don't escalate

You transferred to a new school and have been bullied by a specific kid in your grade. You worry about talking to your teachers because you just moved here and you are hesitant to talk with your parents because you know they are stressed over the move. You notice that you are becoming more sad and stressed as this continues. Which line do you think would be helpful to call or text to receive support around this?

998

youthline

youthline

maybe talk to the school counselor bc they are always helpful and nice even if your new

Some type of warm line

Trevor Project

877.968.8491
teen help line

YouthLine because I'm a youth?

youth line maybe?

YouthLine

A classmate just posted on Instagram about how much they hate school and the people in their life. They included a few concerning emojis, like an explosion, in their post. What line would you utilize in this scenario?

county
crisis
line

Maybe the
national
crisis text
line...

youthline

safeoregontip
line

Mayne even a
non emergent
911 line
depending on
how worried I
am

Idk if I would Reach
out to a line in this
situation. Kids are
often sarcastic. I
think I would reach
out to them or
someone they are
close to as well.

national
crisis line

SafeOregon
Tip Line

safeoregontip
line

SafeOregon
Tip Line

Your sister's friend Haley went live on Snapchat and shared a goodbye message at 11:30PM. Haley is still talking when your sister comes to you with her phone and isn't sure what to do. Which line do you think you should use at this moment to provide support?

911

911

Local crisis line, and 911. I would also reach out to parents.

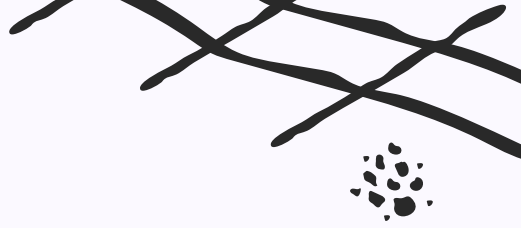
988 or something

i think 911

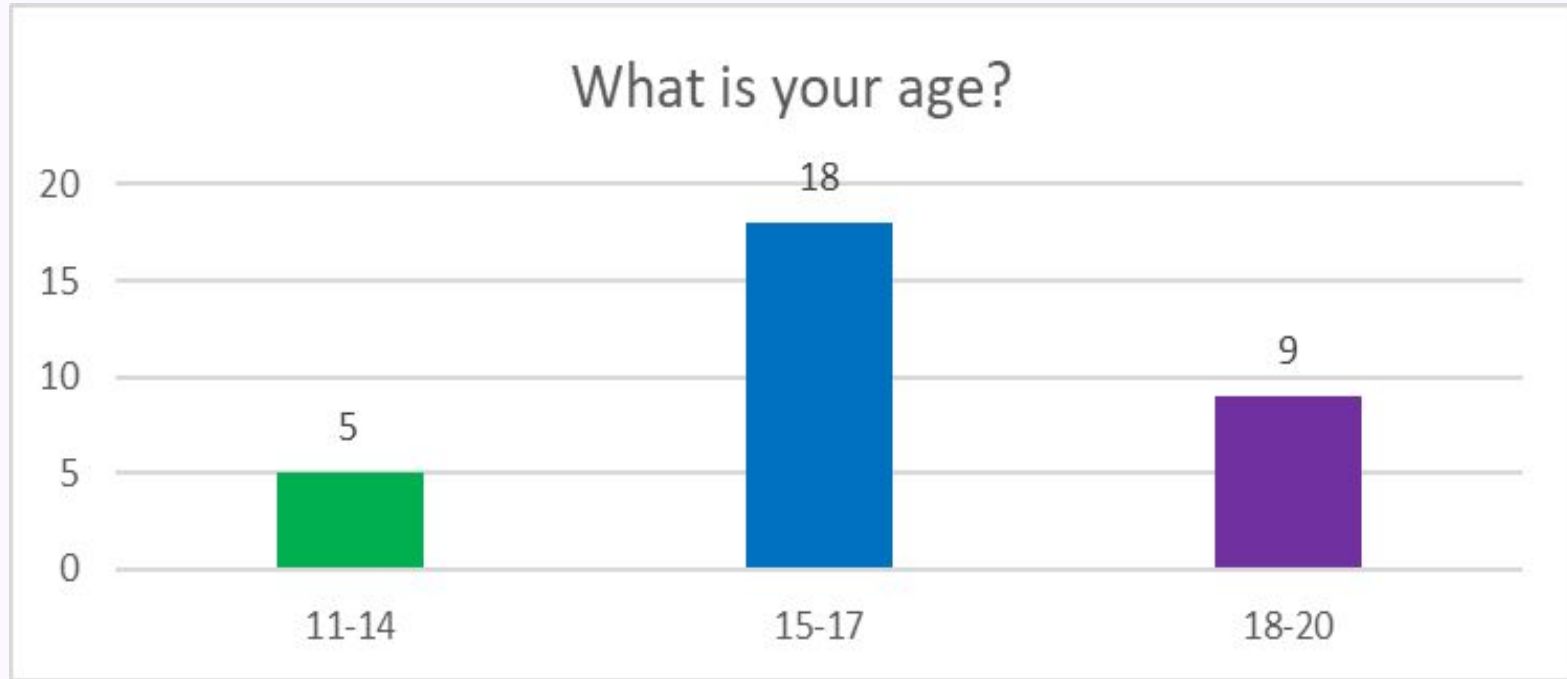
probably a 911 call for a welfare check

911 because I think they might be quicker?

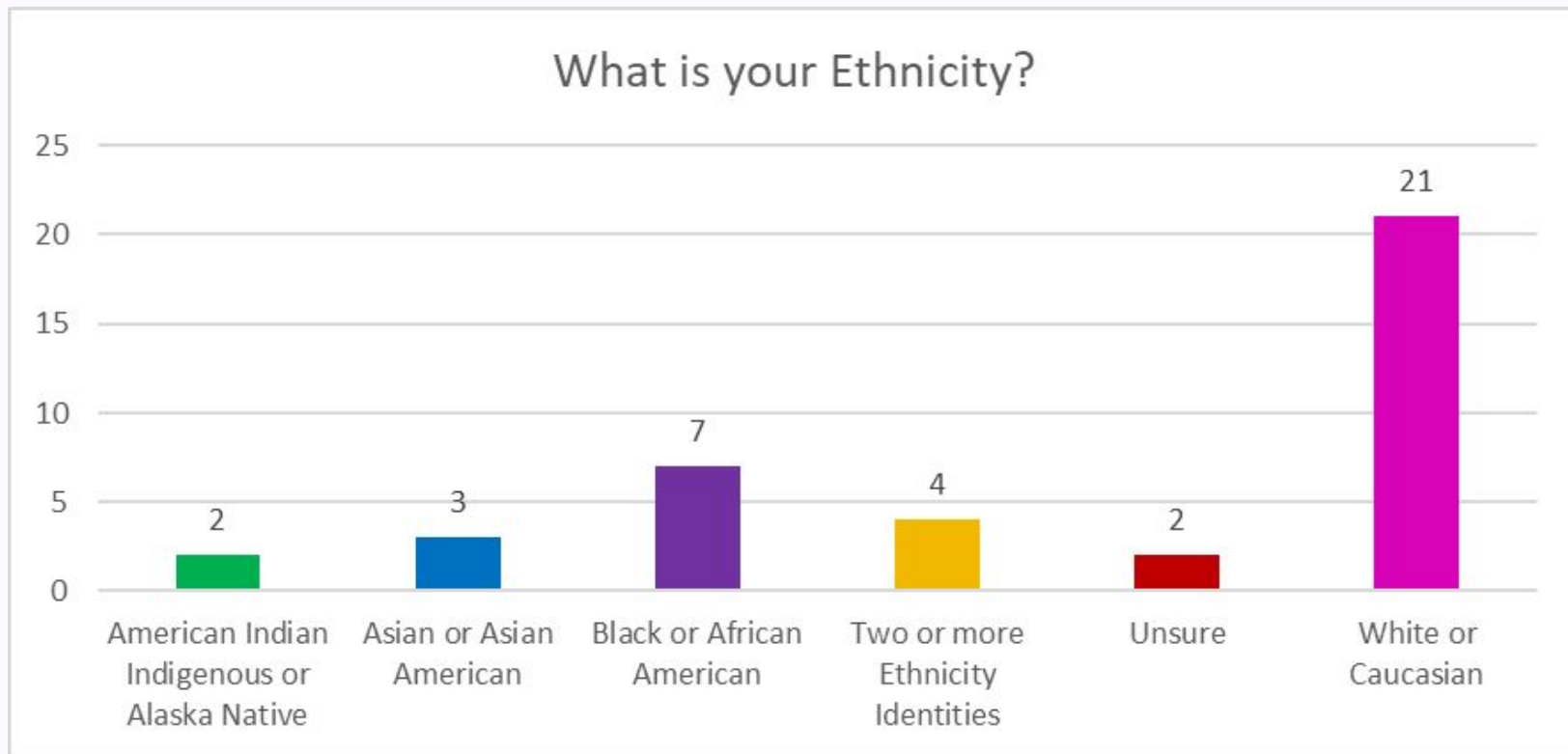
Graphs



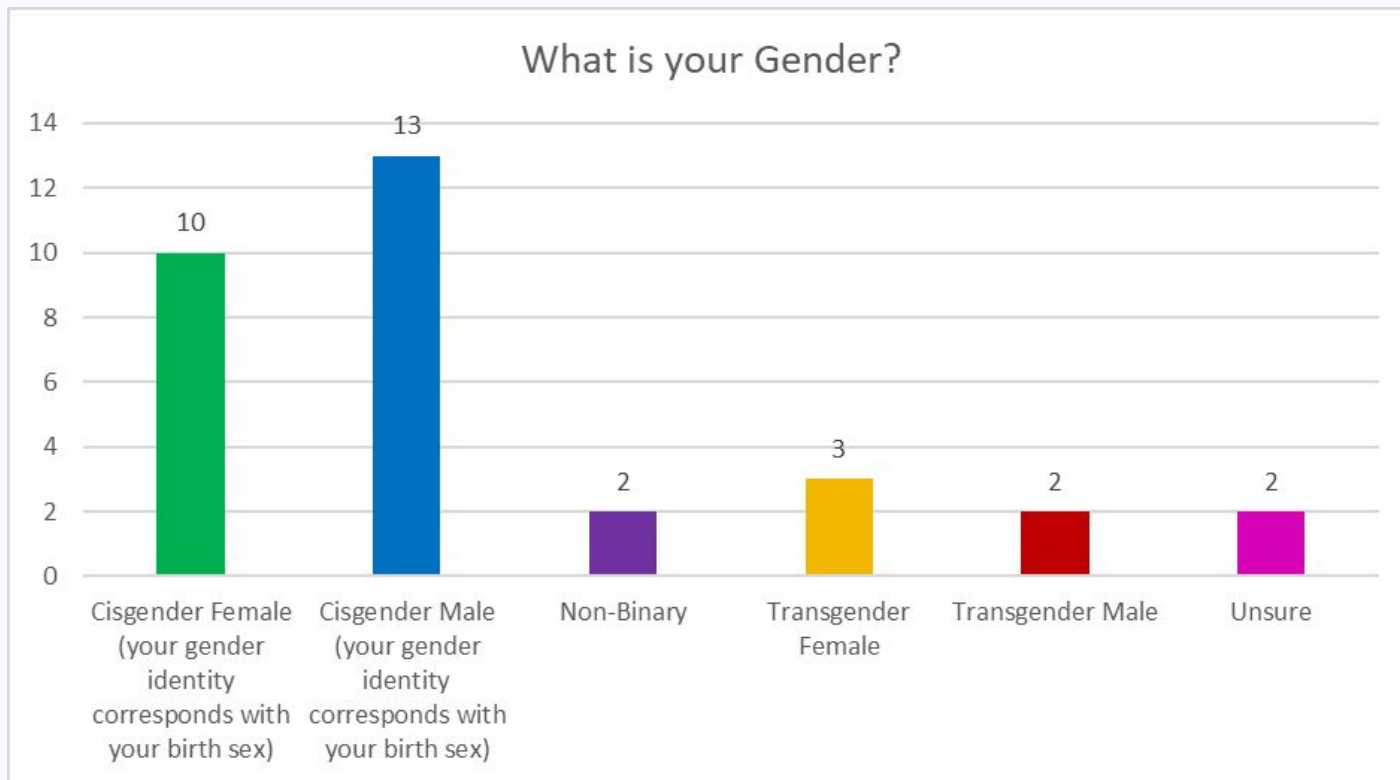
Attendee Demographics



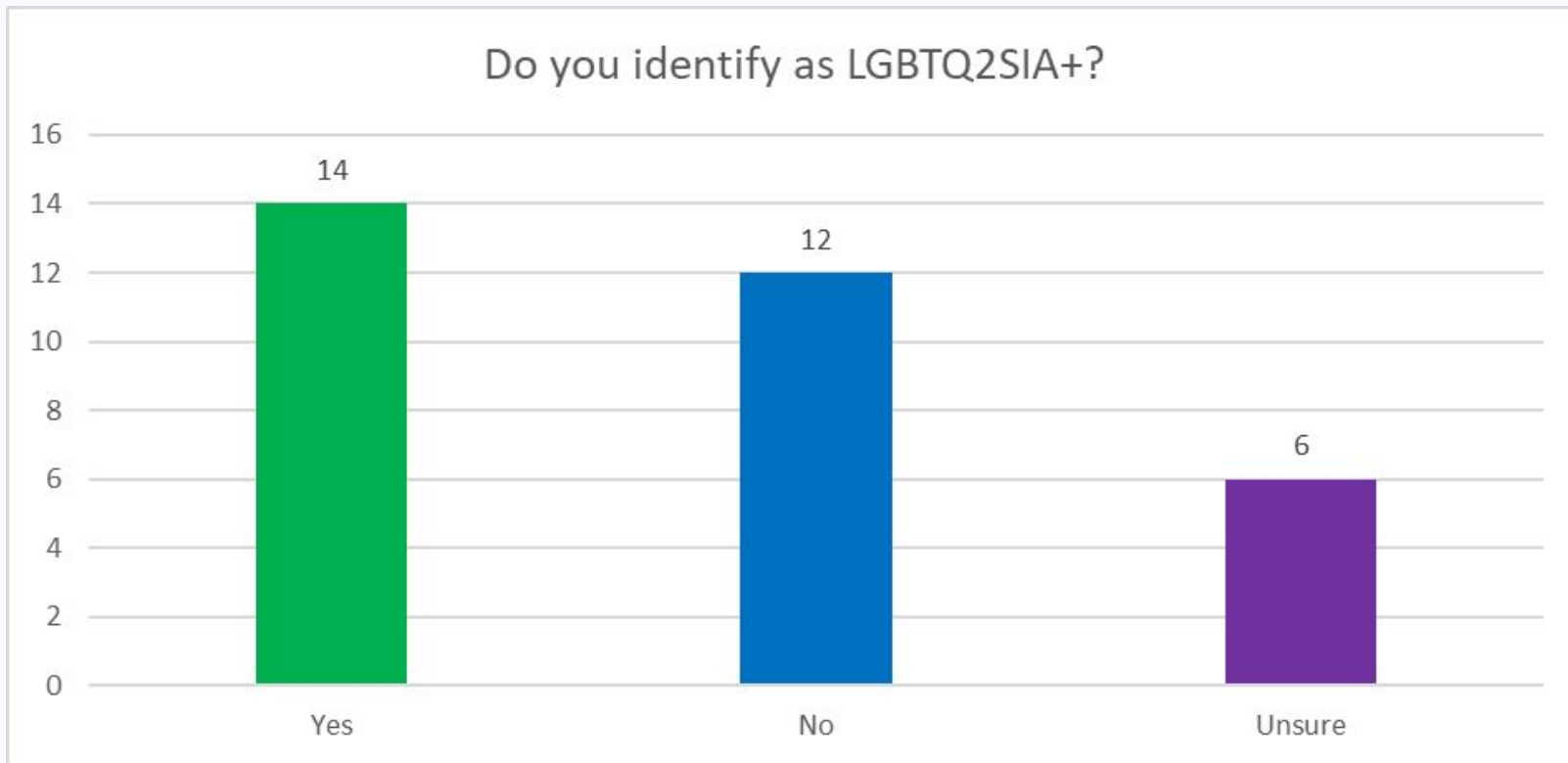
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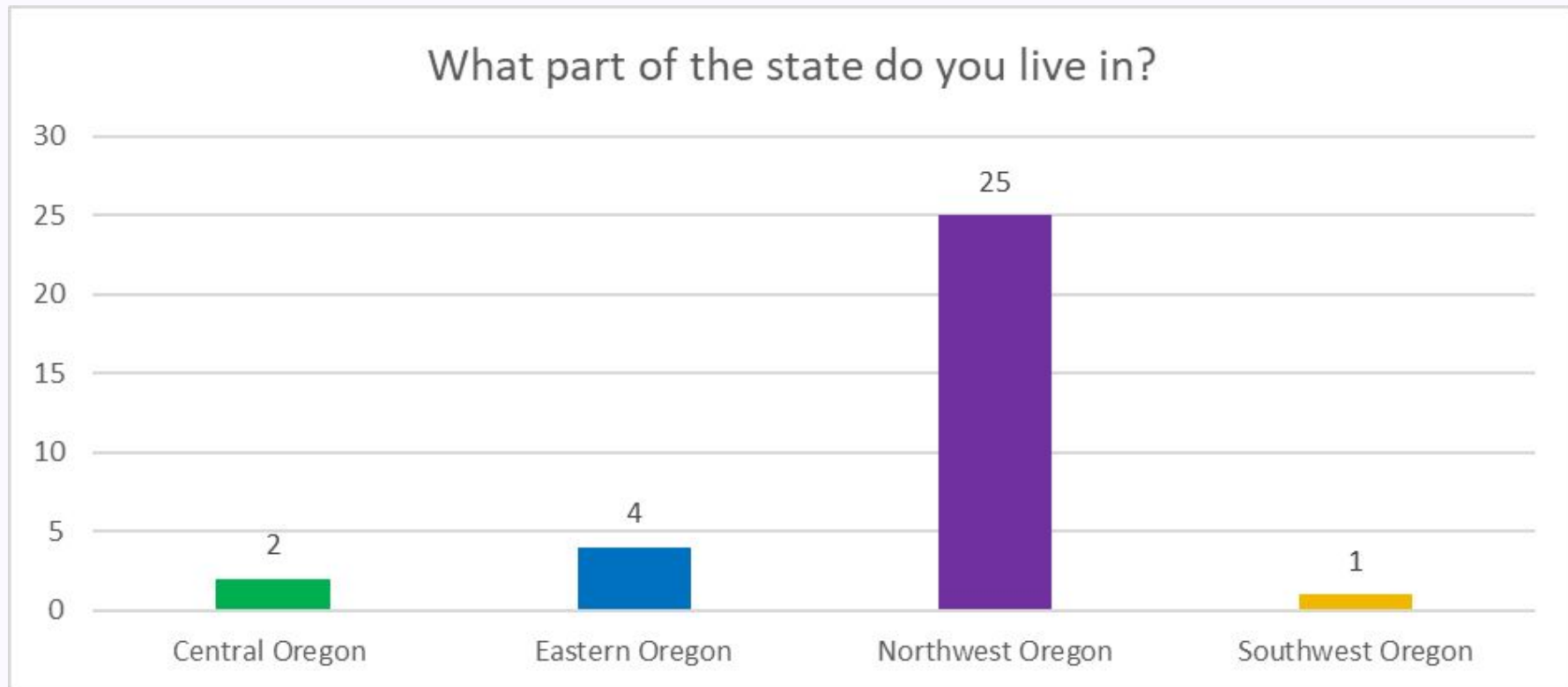
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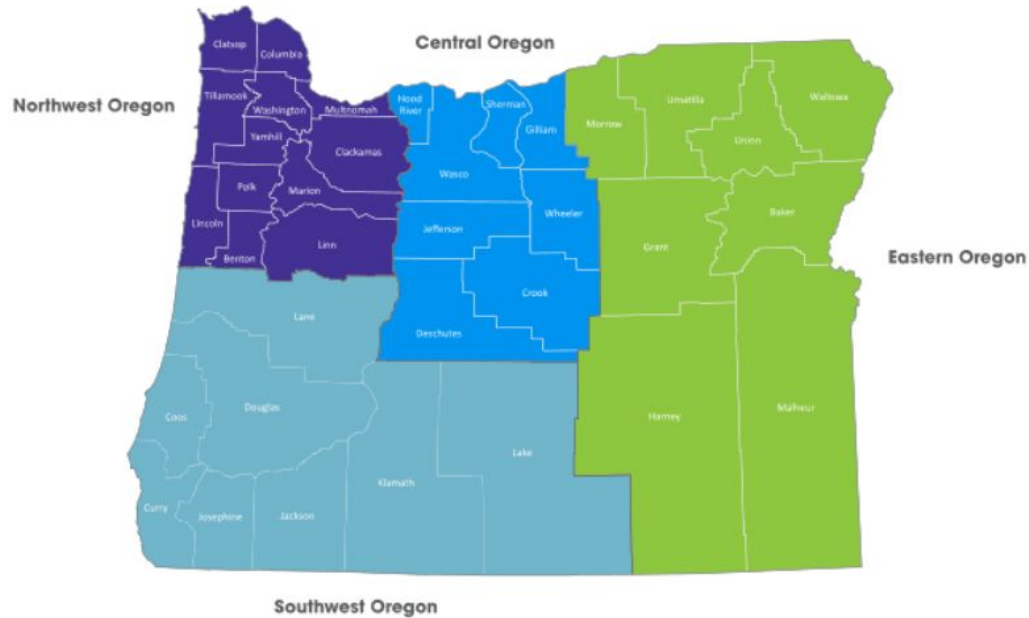


Attendee Location



Attendee Location

Oregon Region Map



Type of School Attended

What type of school do you attend?

