

Case Study

University of Alabama + Crisis Text Line

THE PROBLEM

Several University of Alabama students complete suicide each semester. Students report high rates of depression, anxiety, and self-harm, but the capacity of the counseling center poses a challenge to students needing to take the first step toward getting support.

IMPACT

This effort was student- led: the Student Government Association manages the partnership, and created a unique role on their board for it.

This is the first resource available 24/7 to all students, and is helping to make students comfortable with the idea of seeking help.

230 conversations using the BAMA keyword to date

QUOTE

“I think Crisis Text Line partnering with a university is especially important because so many teenagers and young adults use texting as their primary form of communication. Therefore, they may feel more comfortable texting somebody during a difficult time in their life than talking to somebody in person or over the phone, and I think this will make them more likely to seek out help.”

— KELLEY COOPER, DIRECTOR OF THE CRISIS TEXT LINE PARTNERSHIP ON THE UNIVERSITY OF ALABAMA STUDENT GOVERNMENT ASSOCIATION

MARKETING TACTICS

Effective: buttons! Students will gladly take free buttons and pin them to their backpacks - that's cheap evergreen marketing all over campus!

Possibilities are endless: student IDs, syllabi, planners, and online portals can all point to Crisis Text Line

Not so effective: digital displays. Students just don't notice them as they rush to class.

TEXT BAMA TO

741741

if you ever need to talk.

crisis text line

an anonymous service for times of crisis

CRISIS TEXT LINE |

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