

QUICK STATS

81 conversations with FL keyword

90% awareness of the service within the school district, according to a survey

Case Study

JP Taravella High School

+ Crisis Text Line

THE PROBLEM

Awareness of Crisis Text Line at Broward County School District in Florida, the fifth-largest in the nation, was low. High schools across the country are facing the often-tragic consequences of students not knowing how to deal with mental health issues. In Broward County specifically, a call-based mental health hotline called “Silence Hurts” was discontinued in 2011, and was not replaced.

IMPACT

Reach of the school partnership is 120,000 students, with potential to reach 1.7 million people in Broward County.

Educators, firefighters, and police officers in the community have been trained as Crisis Text Line Crisis Counselors.

First Place in DECA state competition for marketing efforts

QUOTE

“I just wanted to let you know that I was so impressed by Crisis Text Line and [JP Taravella DECA’s] efforts to have it accessible to our students, that I applied to be a Crisis Counselor.”

— CYNTHIA MACEDA, ENGLISH TEACHER IN BROWARD COUNTY

MARKETING TACTICS

Assemblies encouraging students to save 741741 in their phones.

School media — JPTV, The Chariot, and website

27 permanent posters across campus

“Infoblast”: brief but impactful student-led presentations in classrooms

Added to school IDs

