

# TXT4LIFE



**“USING TECHNOLOGY TO CONNECT WITH  
KIDS WHEN THEY NEED IT MOST”**

# Need



- Seven-county Arrowhead Region has the highest rate of suicide in Minnesota
- Kids aren't calling the national Lifeline 800#
- Kids are more disconnected from adults, more connected to social media and technology
- Spending more time communicating in a virtual world via text messaging and use of Facebook
- Meet the kids where they are when they are in crisis
  - 10 minute window

# Coalition Formed



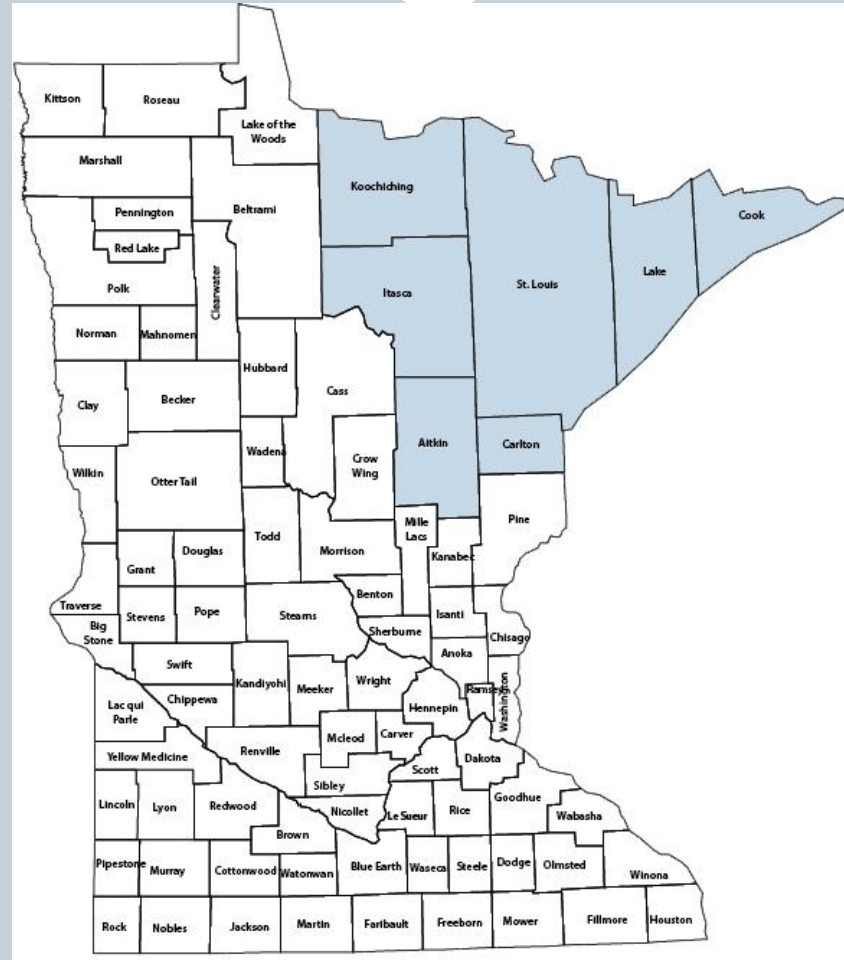
- Crisis Connection, the Minnesota affiliate of the National Suicide Prevention Lifeline, partnering to connect with suicidal kids
- 7 Counties: Aitkin, Carlton, Cook, Itasca, Koochiching, Lake, St. Louis
- 4 Tribes: Bois Forte, Fond du Lac, Grand Portage, Red Lake
- 4 Mental health centers: Canvas Health, Human Development Center, Northland, Range Mental Health
- LSS of Minnesota: Outreach to GLBT kids
- U of MN – Duluth Medical School, Center For Rural Mental Health: Research evaluation

# Funding



- US Department of Health & Human Services, Substance Abuse & Mental Health Services Administration (SAMHSA) – Garret Lee Smith Suicide Prevention Grants
- In 2011, Minnesota becomes the only new state in US to receive funding in 2011 - \$1.44 M over 3 years

# Grant Area



# Concept



- Easily gain help by texting the word “Life” to 839863
- Get number and message to all 7<sup>th</sup> through 12<sup>th</sup> graders throughout the seven county Arrowhead region
- Utilize 24/7 call center to immediately respond to kids in crisis to “buy time” to resolve issues – kids will connect or reconnect via texting for days, weeks
- Connect kids to “virtual counselors” and eventually connect them to trusted people in their community

# Next Steps in Duluth Schools



- Identify a "Champion" on the faculty in each school
- Identify students who can help reach out to ***all*** groups of kids within the school
  - *Get the number into kids' phones!*
  - *In each school, identify which adults kids will talk to when they need to talk*
  - *Provide training to interested staff & supportive adults*
  - *Provide student education and training on suicide prevention*
  - *Help all kids to feel they have a connection when they need it*

# Questions?



## Contact Information

**Dave Lee**, MA, LP, LMFT, LICSW

Director

Carlton County Public Health & Human Services

218-878-2844

[dave.lee@co.carlton.mn.us](mailto:dave.lee@co.carlton.mn.us)

**Meghann Condit**

Health Educator, TXT4LIFE Grant Coordinator

Carlton County Public Health and Human Services

218-878-2846

[meghann.condit@co.carlton.mn.us](mailto:meghann.condit@co.carlton.mn.us)

14 N 11th St., PO Box 650

Cloquet MN 55720

**Elias Lee**

Student Representative

218-391-6436

[elilee100@yahoo.com](mailto:elilee100@yahoo.com)