



State of Wisconsin
Department of Health Services

Tony Evers, Governor
Karen E. Timberlake, Secretary

October 31, 2022

The Honorable Howard L Marklein
Joint Committee on Finance, Senate Co-Chair
Room 316 East State Capitol
PO Box 7882
Madison, WI 53707

The Honorable Mark Born
Joint Committee on Finance, Assembly Co-Chair
Room 308 East State Capitol
PO Box 8952
Madison, WI 53708

Dear Senator Marklein and Representative Born:

I am pleased to submit the Suicide in Wisconsin: Impact and Response Report and HOPELINE Annual Report to the Legislature, as directed by the Committee at its October 2, 2019, meeting under Wis. Stat. § 13.10. The attached report addresses suicide prevention activities in Wisconsin, including information on suicide prevention services provided by HOPELINE between July 1, 2021 and June 30, 2022.

Sincerely,

A handwritten signature in blue ink, appearing to read "Karen E. Timberlake".

Karen E. Timberlake
Secretary-designee

Enclosure



HOPELINE Annual Report to the Legislature – July 1, 2021 through June 30, 2022

By direction of the State Legislature, the Wisconsin Department of Health Services provides grant funds in the amount of \$110,000 General Purpose Revenue (GPR) per state fiscal year to the Center for Suicide Awareness (CSA), a non-profit organization based in Kaukauna, Wisconsin. The funds are used to obtain and share data related to the use of HOPELINE, a text message-based emotional support service, as well as to maintain “HOPELINE” as Wisconsin’s text message keyword for the national Crisis Text Line (CTL).

CTL is a free 24/7 text message-based support service for people in emotional crisis that is reached by texting CTL’s number, 741741. People who text “HOPELINE” to 741741 are assumed to be in Wisconsin, and data about such texts and texters can be collected. Therefore HOPELINE data can be used by stakeholders in the state to help inform efforts related to mental health services and supports, crisis intervention, and suicide prevention. This report contains data related to the use of HOPELINE, as well as information on CSA’s expenditures using the grant funds.

In the period of July 1, 2021 through June 30, 2022, the number of individuals who texted HOPELINE was 1,563. Those individuals collectively had 3,000 text “conversations” with crisis counselors, which includes individual texters who reached out multiple times. Also during that period, HOPELINE requested emergency services be dispatched to the texter’s physical location for an active rescue on 18 occasions. Those figures compare to 2,595 individuals, 3,022 conversations, and 24 active rescues over the same period the previous year. An “active rescue” occurs when the texter indicates suicidal thoughts, a plan, and a method to attempt suicide within 48 hours, and the crisis counselor is unable to de-escalate the situation.

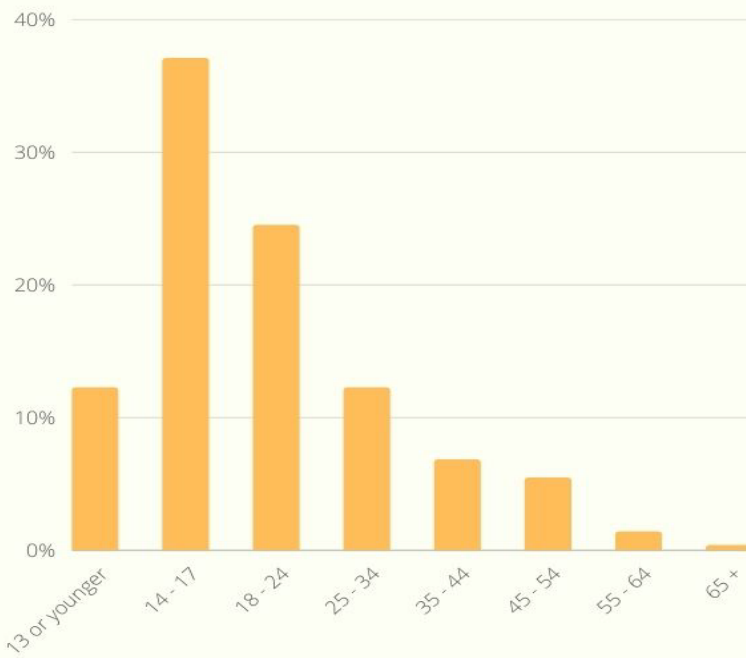
The chart below shows a breakdown of the 2021–2022 volume figures by month.



Demographics

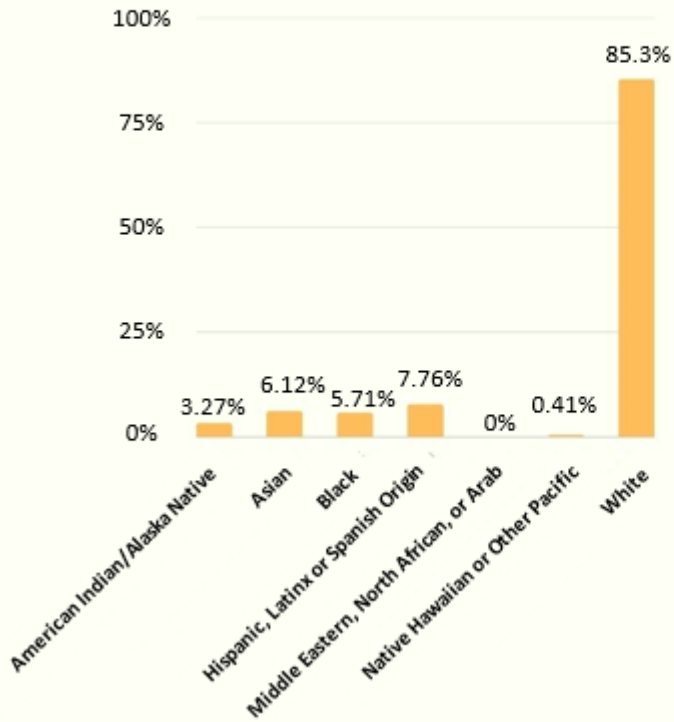
In addition to text and conversation volume, HOPELINE also has access to demographic data reported by texters themselves for the following categories: age; race/origin; gender; sexual orientation; and disabilities. The charts on the following pages show data for these categories for the period of July 1, 2021 through June 30, 2022. Percentage totals may exceed 100 percent due to rounding or texters identifying with more than one item in a category.

Age Groups



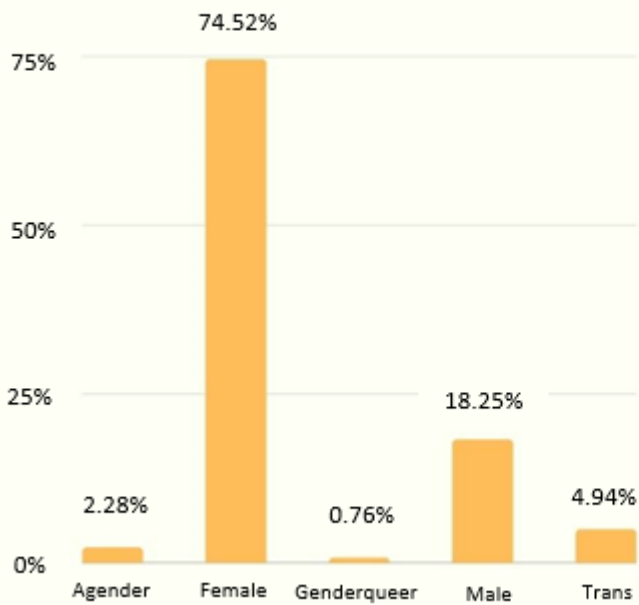
13 or younger	12.24%
14 - 17	37.07%
18 - 24	24.49%
25 - 34	12.24%
35 - 44	6.80%
45 - 54	5.44%
55 - 64	1.36%
65 +	0.34%

Race/Origin



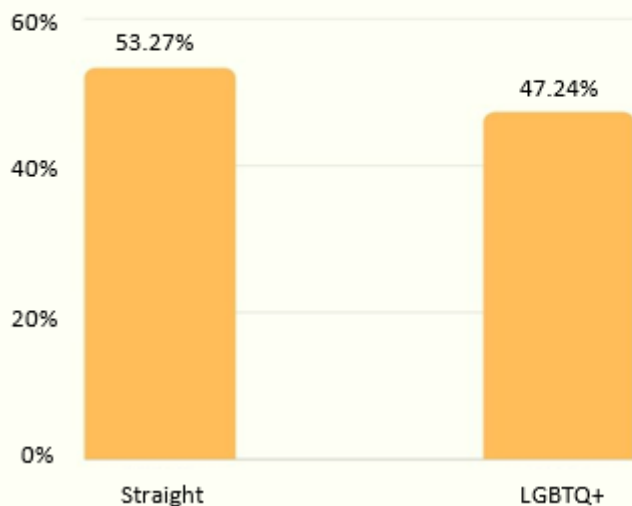
American Indian / Alaska Native	3.27%
Asian	6.12%
Black	5.71%
Hispanic, Latinx or Spanish Origin	7.76%
Middle Eastern, North African, or Arab	0.00%
Native Hawaiian or Other Pacific Islander	0.41%
White	85.3%

Gender



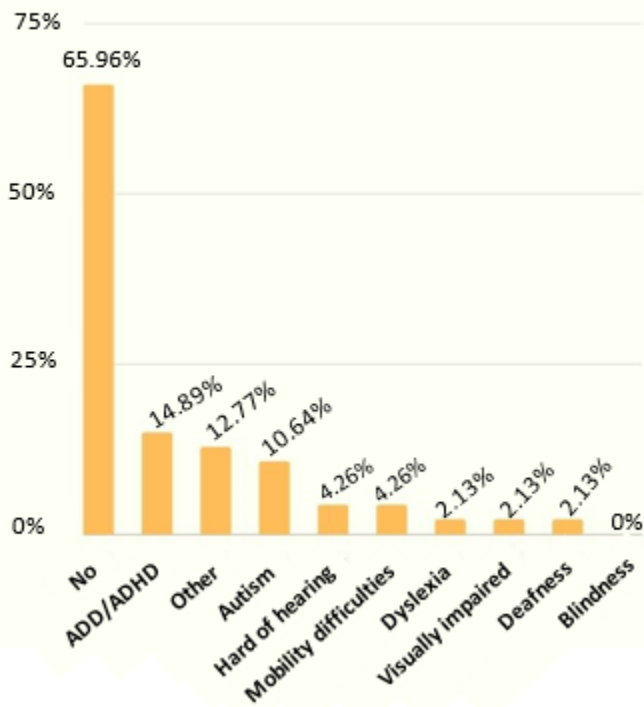
Agender	2.28%
Female	74.52%
Genderqueer	0.76%
Male	18.25%
Trans	4.94%

Sexual Orientation



Straight	53.27%
LGBTQ+	47.24%

Disabilities



No	65.96%
ADD/ADHD	14.89%
Other	12.77%
Autism	10.64%
Hard of hearing	4.26%
Mobility difficulties	4.26%
Dyslexia	2.13%
Visually impaired	2.13%
Deafness	2.13%
Blindness	0.00%

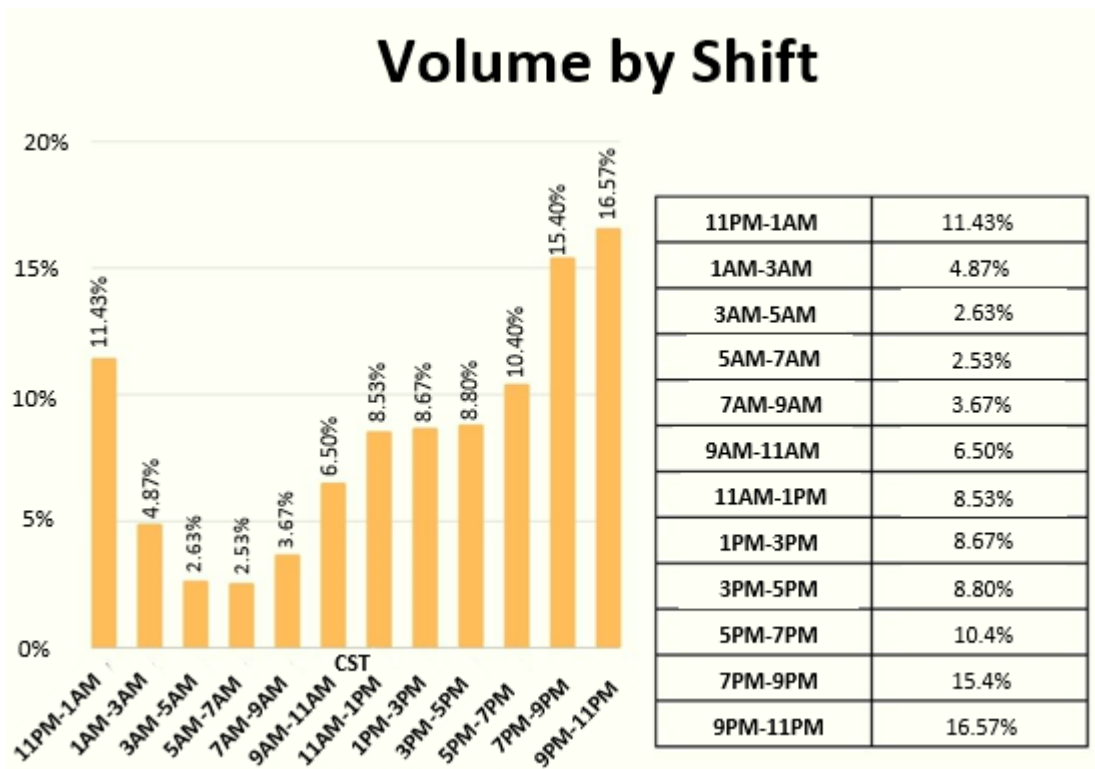
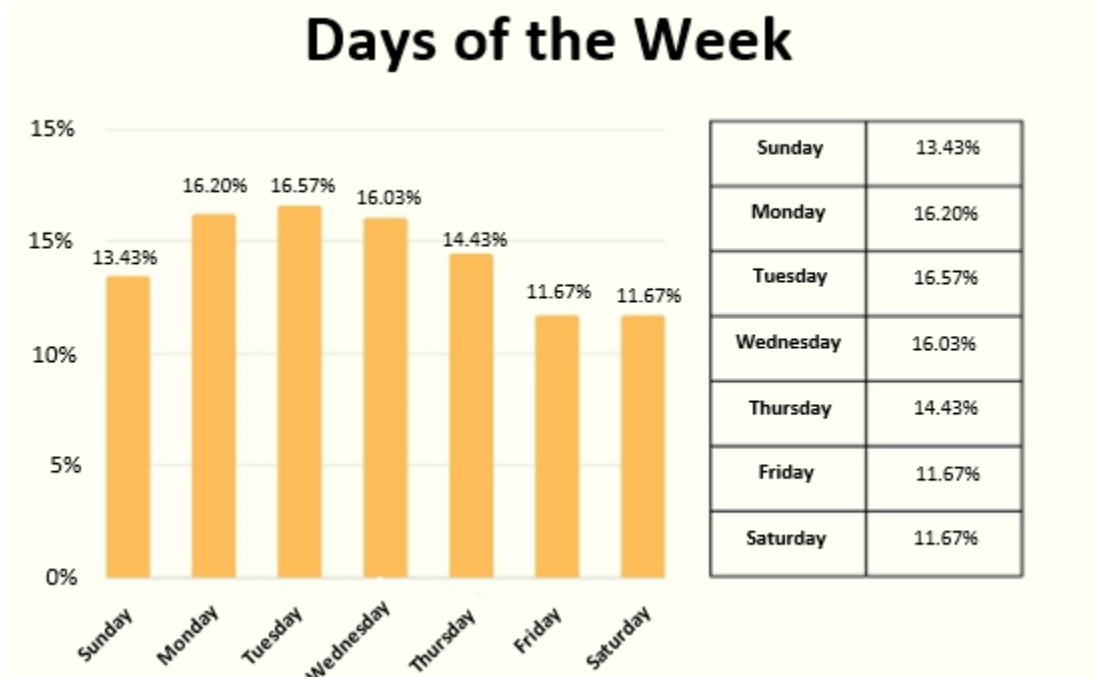
Another demographic category is texter location, for which HOPELINE has data at the county level. The table below shows the distribution of conversations per county over the period of July 1, 2021 through June 30, 2022. If a county is not listed, it means HOPELINE had no texters from that county.

County	Number of Conversations	Percentage of Total Conversations
Ashland	5	0.3%
Barron	5	0.3%
Bayfield	1	0.1%
Brown	184	9.8%
Calumet	5	0.3%
Chippewa	19	1.0%
Clark	3	0.2%
Columbia	12	0.6%
Dane	96	5.1%
Dodge	38	2.0%
Door	14	0.7%
Douglas	4	0.2%
Dunn	21	1.1%
Eau Claire	51	2.7%
Fond du Lac	44	2.3%
Forest	8	0.4%
Grant	15	0.8%
Green	17	0.9%
Green Lake	4	0.2%
Iowa	15	0.8%
Iron	9	0.5%
Jackson	12	0.6%
Jefferson	10	0.5%
Juneau	1	0.1%
Kenosha	29	1.5%
Kewaunee	2	0.1%
La Crosse	26	1.4%
Lafayette	2	0.1%
Langlade	6	0.3%
Lincoln	4	0.2%

County	Number of Conversations	Percentage of Total Conversations
Manitowoc	22	1.2%
Marathon	47	2.5%
Marinette	2	0.1%
Marquette	1	0.1%
Milwaukee	298	15.9%
Monroe	11	0.6%
Oconto	4	0.2%
Oneida	15	0.8%
Outagamie	251	13.4%
Pierce	1	0.1%
Polk	10	0.5%
Portage	33	1.8%
Price	7	0.4%
Racine	90	4.8%
Richland	5	0.3%
Rock	54	2.9%
Rusk	2	0.1%
Sauk	14	0.7%
Sawyer	2	0.1%
Shawano	2	0.1%
Sheboygan	42	2.2%
Trempealeau	6	0.3%
Vernon	6	0.3%
Vilas	7	0.4%
Walworth	22	1.2%
Washington	50	2.7%
Waukesha	122	6.5%
Waupaca	29	1.5%
Winnebago	35	1.9%
Wood	7	0.4%

Volume Distribution

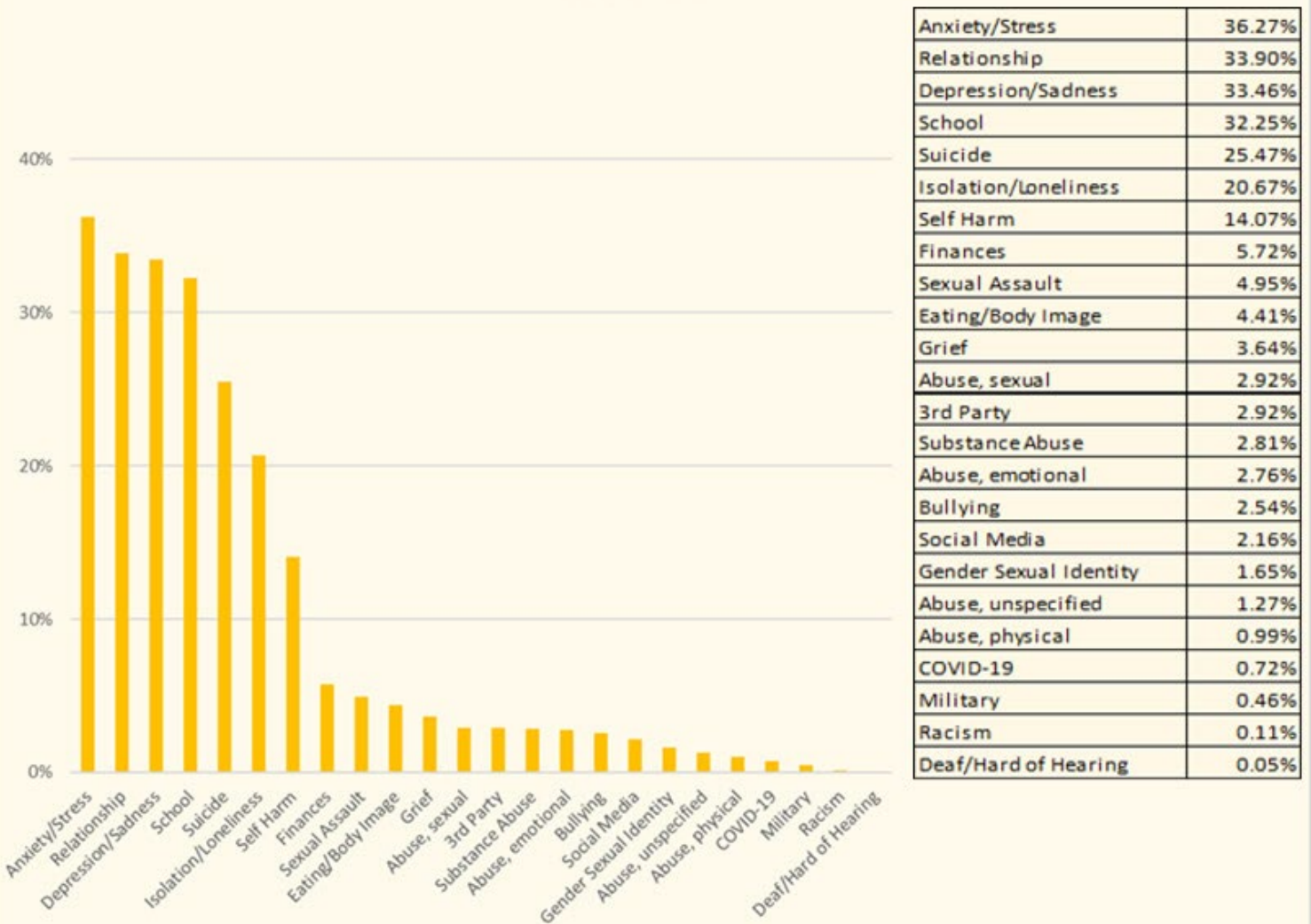
HOPELINE also has details about the text volume it receives. The following two charts show the distribution of HOPELINE conversation volume by day of the week and time of day for the period of July 1, 2021 through June 30, 2022.



Texters' Top Issues

The content of text conversations is another data point collected for HOPELINE. This chart shows the top issues that texters talked about during the period of July 1, 2021 through June 30, 2022. In addition to these specific issues, it should be noted that 56 percent of texters shared something with a crisis counselor that they had never shared with anyone else before.

Issues



Expenditures

This final section of the report contains information on CSA’s expenditures using the grant funds for the period of July 1, 2021 through June 30, 2022. During this period, CSA launched a public-facing data portal (available at: <https://app.periscopedata.com/shared/3498330c-9c77-4236-ae87-6ac769027359>) and used grant funds in the amount of \$110,000 for the following activities:

- Maintain the “HOPELINE” keyword contract with CTL (\$4,000)
- Support general HOPELINE operations, including office space, office supplies, bookkeeping services, and liability insurance required by CTL (\$6,285)
- Maintain technology that enables access to the CTL premium dashboard data system, which contains the HOPELINE data (\$6,500)
- Employ two .5 full-time equivalent (FTE) staff (\$93,215 salary and fringe) to perform the following duties for HOPELINE:
 - Fulfill requests for data reports
 - Field questions regarding the data
 - Examine the data to gauge activity and possible trends
 - Collect information on how data is being utilized and for what purposes
 - Work within Wisconsin to educate stakeholders on the importance of using the “HOPELINE” keyword to ensure that data for the state is complete as possible
 - Work with CTL national, as well as with other state CTL keyword holders, to help ensure the accuracy and integrity of HOPELINE data
 - Launch the HOPELINE data portal on the CSA website and work with a server host to ensure the portal is accessible