

Prevent Abuse of Children Text and Chat Hotline (PACTECH) Project:

Quarterly Data Report

October 15, 2020



Wendy Wolfersteig, PhD, Director

Diane Moreland, MS, Research Analyst

Marisol Diaz, JD, Senior Research Analyst

Esther Gotlieb, MPH, Research Analyst

SIRC Office of Evaluation and Partner Contracts

Arizona State University, Phoenix, Arizona

Sponsor Award: CHSC-H-001

Prime Award Number: 90CA1855-01-00

ASU Reference Number: FP00017101

ASU Account Number: GR35628

This project is supported by a grant from the Administration on Children, Youth and Families, Children's Bureau, U.S. Department of Health and Human Services. The opinions, findings, conclusions and recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the views of the Administration on Children, Youth and Families, Children's Bureau, U.S. Department of Health and Human Services.

TABLE OF CONTENTS

Table of Contents *ii*

Introduction **3**

Sources of Data and Methods **4**

 Text and Chat Data Collection 4

 Call Data Collection 4

 Modifications to Data Collection Instruments 4

 Data Cleaning and Analyses 5

 Summary of all Contacts 5

Results **7**

Research Question 2: How effective is PACTECH at communicating with youth, who may be victims of maltreatment and protecting their privacy? **7**

 Help Seeker Ratings of Contact Preference 7

 Help Seeker Ratings of Mode of Contact 8

 Help Seeker Reports of Previous Utilization of the Childhelp Hotline 8

Research Question 3: How effective is PACTECH at engaging with youth to build skills, provide resources and information to meet the need for which they sought help? **9**

 Stress 9

 Hopeful 10

 Better Prepared 11

 Information Received 12

Research Question 4: What are the demographic characteristics and presenting issues of help seekers that use a text and chat feature of a child maltreatment hotline? **13**

 Demographics 13

 Contact Time 14

 Age 14

 Gender 15

 Race and Ethnicity 16

 State 17

 Category of Help Seeker 20

 Learned about the Hotline 21

 Post-survey Response Percentage 23

 Presenting Issue 23

CONCLUSION AND NEXT STEPS **26**

INTRODUCTION

This report examines the Childhelp Prevent Abuse of Children Text and Chat Hotline (PACTECH) Project supported by Grant No. 90CA1855 from the Administration on Children, Youth and Families, Children’s Bureau, U.S. Department of Health and Human Services. The PACTECH intervention offers text and live chat services for help seekers looking for information, support, and resources related to child abuse. Childhelp provides oversight of the PACTECH project to help determine best practices and protocols pertaining to the use of text and chat in the child abuse and neglect helpline environment. This project focuses on serving help seekers in the target population of youth ages 13-24.

Childhelp partnered with Arizona State University’s Southwest Interdisciplinary Research Center (ASU-SIRC) for the quantitative research and evaluation components of PACTECH. The research design uses both a formative evaluation to report and improve processes and implementation, and a summative evaluation strategy to report on outcomes. Text services became available nationally 24 hours, 7 days a week, on February 1, 2019 with live chat quickly following in April 2019. The addition of call post-surveys for the purposes of a comparison group were initiated in February 2020.

Evaluation of the effectiveness of PACTECH is measured with data collected through surveys comparing chat, text, and call contacts. This is the first quarterly data report which summarizes the initial three-months of help-seeker data collected during Phase 2 of the project. Data included in this report were collected during June, July and August of 2020 and were analyzed to determine if chat and text help seekers had similar outcomes to call help seekers.

There are five Research Questions (RQ) for the PACTECH project:

RQ 1: What are the best practices and protocols in implementing text or chat-based technology for a hotline?

RQ 2: How effective is PACTECH at communicating with youth, who may be victims of maltreatment and protecting their privacy?

RQ 3: How effective is PACTECH at engaging with youth to build skills, provide resources and information to meet the need for which they sought help?

RQ 4: What are the demographic characteristics and presenting issues of help seekers that use a text and chat feature of a child maltreatment hotline?

RQ 5: What are the best practices for counselors that will engage help seekers in text and chat-based interactions?

In addition to data being examined by contact type (call, chat, and text), data were also examined by level of intervention. Level 1 intervention contacts are informational exchanges and brief in nature, which is the reasoning behind not needing the counselor to answer the survey questions for these inquiries. Level 2 contacts are educational and supportive based contacts, with identification of presenting issues, assessment of resources available, and action planning. Level 3 contacts are crisis oriented, and utilize the interventions employed in Level 2, but in addition apply more acute, crisis intervention responses.

This quarterly data report examines three of the five research questions (i.e., RQ2, RQ3 and RQ4). The first research question pertains to programmatic implementation gleaned from call, chat, and text software used by counselors. Question 5 examines qualitative data and will be examined by a qualitative researcher contracted by Childhelp.

SOURCES OF DATA AND METHODS

TEXT AND CHAT DATA COLLECTION

All text and chat users are offered surveys before and after their exchange with a counselor. With the initiation of a text or chat, the help seeker immediately receives a message that includes information about the user agreement, as well as information about the number of demographic survey questions being asked. The help seeker is then presented with the opening survey for text and chat which is a demographic survey before the interaction with a counselor. At the conclusion of a text or chat, the counselor sends a pre-populated message letting the help seeker know that they have access to a post-survey, which collects information on knowledge, attitudes, and behavior outcomes. Messaging also includes that the survey is voluntary and can be completed at a later date. Survey information populates into the associated call report data form through iCarol.

The iCarol system is used to collect help seeker data. Upon initiating each session for all contacts, counselors record demographic answers about the help seeker and continue collecting several data items throughout the session. These data items include: date of contact, time/length of contact, gender, age range, caller relation to issue (parent, self, teacher, etc.), call content, interaction with caller, action plan developed, level of intervention provided, how they heard about the hotline, and reaction to service.

CALL DATA COLLECTION

The sampling method used for selecting call post-survey participants is a non-probability, voluntary sample of all youth callers, ages 13-24. In February 2020, a phone based automated survey was created and pilot tested the survey measures designed for callers. PACTECH data were collected using two systems: iCarol and NICE inContact. iCarol is a subscription based, helpline software management system that automates all of the processes associated with managing a hotline. iCarol collects data that are used to assess and measure key aspects of the PACTECH project. Data were entered into the iCarol contact report form in a timely and accurate manner. NICE inContact provides the phone survey and is a cloud customer platform that allowed for the iCarol report number be connected to the phone survey when the caller opted to take the survey.

MODIFICATIONS TO DATA COLLECTION INSTRUMENTS

A call comparison pilot data report was completed in April 15, 2020 and examined outcomes for help seekers who called the hotline compared to help seekers who contacted the hotline through text or online chat. After review of the call comparison pilot data report findings, adjustments to data collection items were conducted. Survey items and response categories for all modes were finalized and changes in the iCarol and NICE inContact system were carried out prior to June 1, 2020. Phase 2 of the project includes data collected for a 12-month period (June 2020-May 2020) with quarterly data reports being prepared and submitted in October, January, and April. A final comprehensive data report will be submitted at the end of the project.

DATA CLEANING AND ANALYSES

For this first quarterly data report of Phase 2, iCarol data were securely transferred each month following collection to ASU from Childhelp in the form of an Excel spreadsheet. Monthly Excel files were cleaned, new variables created, and data were analyzed prior to merging with the previous month's data. A data dashboard using Excel was created by Julie Murphy, Senior Research Associate and utilized for data visualization in the form of tables and graphs. Statistical analysis (in SPSS and SAS) were conducted to check calculations and counts with the newly created data visualization tables and graphs. The data visualizations will be utilized to present results graphically regarding PACTECH objectives and outcomes. This report summarizes the information for the first three months of Phase 2 of the PACTECH project for those help seekers in the target population. Demographic and outcome data were analyzed and reported for only those help seekers in the PACTECH target population (ages 13-24), designated as a Level 2 or 3 intervention, and who started a post-survey which collected data to measure outcomes for this project. The following sections of this report present data collected and analyzed for **Research Questions 2-4**. Demographic data are presented under Research Question 4. Data were collected utilizing a pre-survey, counselor reported responses from interactions between counselors and help seekers for all modes of contact (call, chat and text), and a post-survey. The analysis plan also proposed examining a sub-target population of help seekers who reported being a young parent and contacting the hotline for help specific to parenting (i.e., determined based on responses for the presenting issue of parenting concerns-own child). However, due to the low numbers (n=16) of help seekers in the target population, ages 13-24, reporting parenting concerns - own child (text n=3, chat n=5, and call n=8), data were unable to be analyzed for this sub-target population of young parents.

SUMMARY OF ALL CONTACTS

Although this report focuses on help seekers in the target-age of 13-24, those with a Level 2 and Level 3 contact, and those with a post-survey, the following section provides counts for all contacts made to the hotline during this quarter. During the Phase 2 first quarter (i.e., June, July, and August 2020) of the project, there were **22,202 total** contacts initiated with the Childhelp National Child Abuse Hotline (see Table 1). Reporting remained steady across months with August reports being fewer by about 200 contacts than July. There were **1,419 text** sessions with 226 level 1 text contacts, 1,040 level 2 contacts and 39 level 3 text contacts. Also, 113 text contacts were not specified due to no response, hang-up, prank, or wrong number. (One text contact did not have a reason.) There were **2,215 chat** sessions with 189 level 1 contacts, 1,462 level 2 contacts and 101 level 3 contacts. In addition, 462 chat contacts did not have a level of intervention specified due to no response, hang-up, prank, obscene, or donation-volunteer. (One chat contact did not have a reason.) There were **18,568 call** contacts of which 5,903 were intervention level 1; 9,173 call contacts were level 2, and 429 call contacts were level 3. Also, 3,063 call contacts did not have a level of intervention specified due to hang-up, no response, wrong number, prank, donation-volunteer, or obscene.

Table 1

Contacts by Month by Mode

Month	n
June 2020	7421
Text Report	458
Chat Report	757
Call Report	6206
July 2020	7500
Text Report	518
Chat Report	635
Call Report	6347
August 2020	7281
Text Report	443
Chat Report	823
Call Report	6015
Grand Total	22,202

RESULTS

RESEARCH QUESTION 2: HOW EFFECTIVE IS PACTECH AT COMMUNICATING WITH YOUTH, WHO MAY BE VICTIMS OF MALTREATMENT AND PROTECTING THEIR PRIVACY?

Research Question 2 is related to communication. The data were collected from help seeker self-reported post-surveys for each of the three modes of contact (text, chat, and call) in addition to counselor observations. Data were examined and reported for help seekers designated as Level 2 or Level 3. Post-survey items included: mode of contact preference, mode of contact usefulness, and whether they had previously contacted the hotline.

HELP SEEKER RATINGS OF CONTACT PREFERENCE

Help seekers were asked to report their willingness to use an alternate mode to contact the hotline. An item to assess willingness to utilize an alternate mode of contact was included in the post-survey. The response categories included Yes, Maybe, No, and Prefer not to answer. Results reported by help seekers, ages 13-24, are included herein.

Fewer text and chat help seekers, ages 13-24, reported being willing to contact the hotline using a different mode than call help seekers, ages 13-24, reported. Only two-thirds (n=141) of text help seekers, ages 13-24, and 61.0% (n=188) of chat help seekers, ages 13-24, responded yes or maybe that they would call if text/chat was not available. However, 89.0% (n=121) of call help seekers, ages 13-24, responded yes or maybe that they would text or chat to contact the hotline if call was not available. **Unlike callers, chatters and texters reported less willingness to use a different mode to contact the hotline (see Figure 1).**

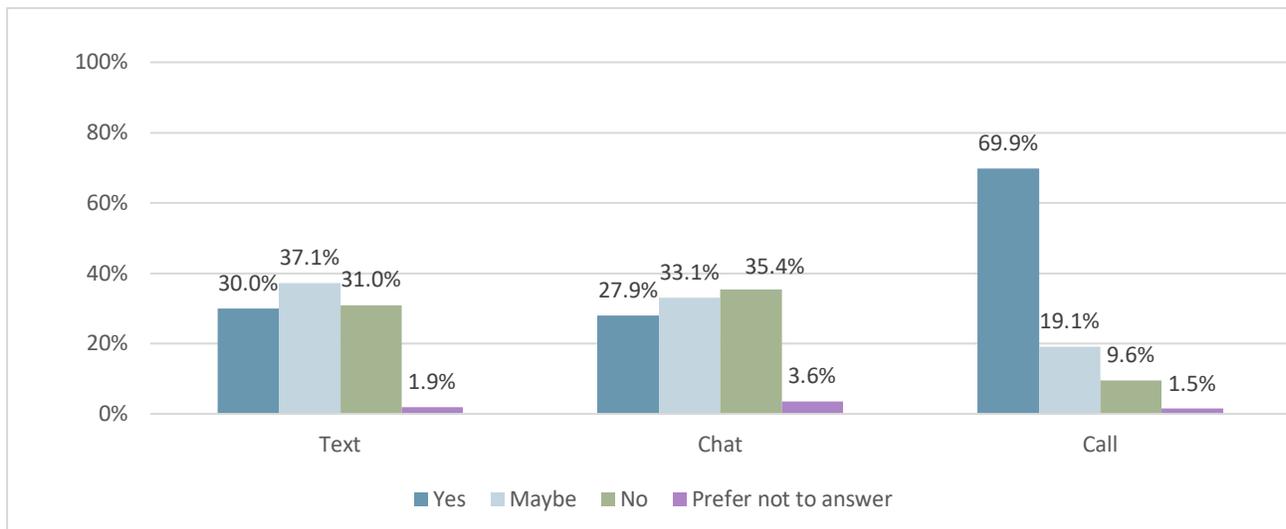
Figure 1

Help Seeker Ratings of Contact Preference

Text: Would you call the Childhelp National Child Abuse Hotline if text was not available?

Chat: Would you call the Childhelp National Child Abuse Hotline if chat was not available?

Call: Would you chat or text to contact the Childhelp National Child Abuse Hotline if call was not available?



HELP SEEKER RATINGS OF MODE OF CONTACT

Help seekers were asked to evaluate if the way in which they contacted the hotline was a good way to get help. An item to evaluate mode of contact was included in the post-survey with response categories of Yes, Maybe, No, and Prefer not to answer. Results as reported by help seekers, ages 13-24, are included herein.

Overall, text (95.2%, n=200) and chat (90.2%, n=276) help seekers, ages 13-24, reported that using text (for texters) or chat (for chatters) was a good way to get help (Yes or Maybe response; see Figure 2). Similarly, almost all callers reported that calling was a good way to get help (96.3%, n=130, Yes or Maybe response).

Text, chat, and call help seekers reported that their respective way of reaching out to the hotline was a good way to get help.

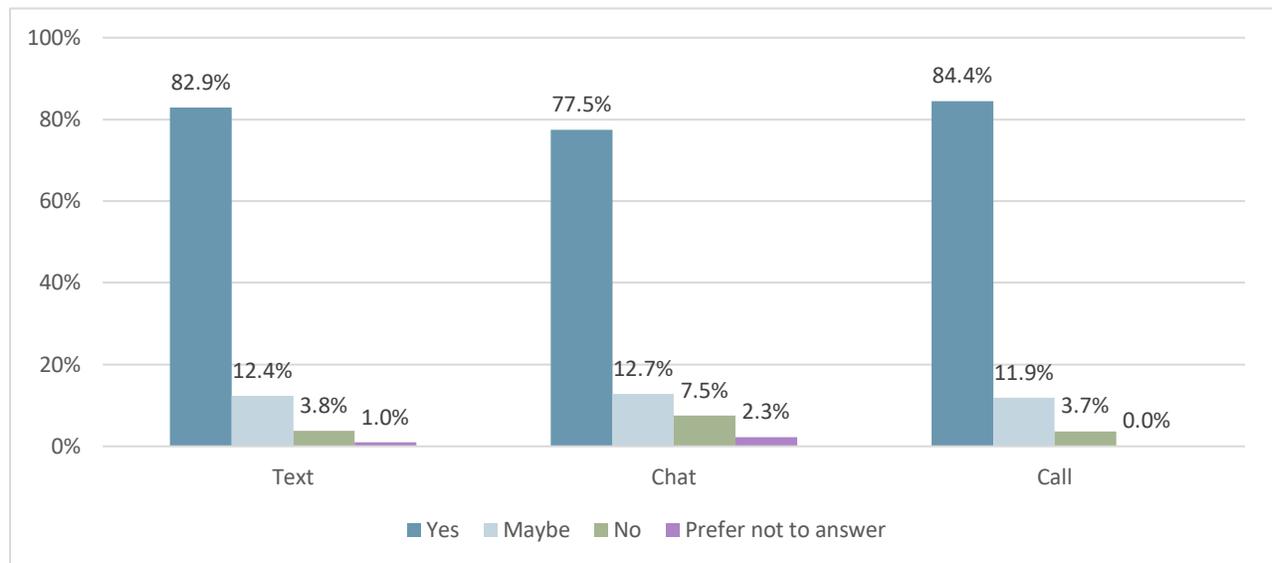
Figure 2

Help Seeker Ratings of Mode of Contact

Text: Was using text a good way for you to get help?

Chat: Was using chat a good way for you to get help?

Call: Was calling a good way for you to get help?



HELP SEEKER REPORTS OF PREVIOUS UTILIZATION OF THE CHILDHHELP HOTLINE

An item was included in the post-survey to assess whether help seekers had previously reached out to the hotline. The response categories included Yes (1-3 times or 4 or more times for text and chat, and Yes for call), No, and Prefer not to answer. Results as reported by help seekers, ages 13-24, are included herein.

Only 15.6% (n=33) of text and 18.0% (n=55) of chat help seekers, ages 13-24, had reached out to the hotline before (i.e., combined responses for Yes 4+ times and Yes: 1-3 times; see Figure 3). Even fewer, only 11.2% (n=15) of call help seekers, ages 13-24, had previously reached out to the hotline before (i.e., yes response).

Text, chat and call help seekers were similar in the percentage of help seekers who had previously reached out to the hotline.

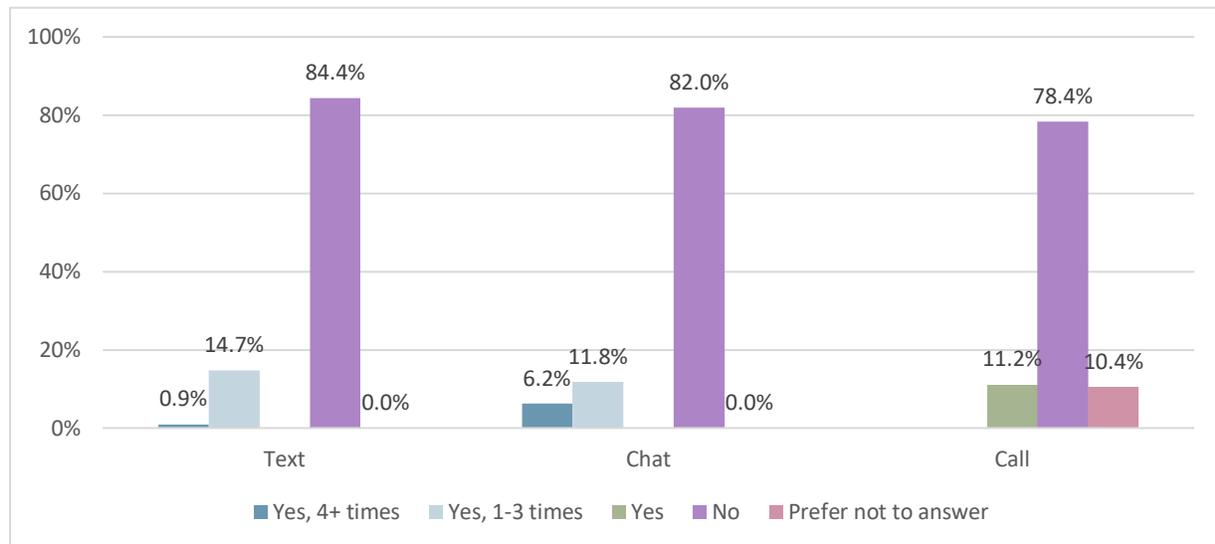
Figure 3

Help Seeker Reports of Previous Utilization of the Childhelp Hotline

Text: Have you reached out to the Childhelp National Child Abuse Hotline before? How many times have you reached out to the Childhelp National Child Abuse Hotline?

Chat: Have you reached out to the Childhelp National Child Abuse Hotline before? How many times have you reached out to the Childhelp National Child Abuse Hotline?

Call: Have you reached out to the Childhelp National Child Abuse Hotline before?



RESEARCH QUESTION 3: HOW EFFECTIVE IS PACTECH AT ENGAGING WITH YOUTH TO BUILD SKILLS, PROVIDE RESOURCES AND INFORMATION TO MEET THE NEED FOR WHICH THEY SOUGHT HELP?

Research Question 3 pertained to engaging youth to build skills, providing resources and sharing of needed information. The data were collected from help seeker self-reported post-surveys for each of the three modes of contact (text, chat, and call). Data were examined and reported for only those help seekers designated as Level 2 or Level 3 contact. Post-survey items included assessing decreased stress, increased hopefulness, increased preparedness and gained information.

STRESS

Stress reduction following contact with PACTECH was evaluated. An item regarding stress was included in the post-survey with response categories of Yes, Maybe, No, and Prefer not to answer. Results as reported by help seekers, ages 13-24, are included herein. Additionally, under Research Question 3, there was an outcome objective for PACTECH regarding decreasing stress which stated that 65% of text/chat/call users who complete a post-survey will report that their stress level decreased after the session.

Outcome objective exceeded with more than 65% of help seekers having reported decreased stress after the session.

The majority of text (71.3%, n=149) and three-fourths of chat (77.7%, n=237) help seekers, ages 13-24 reported feeling less stress after the text (for texters) or chat (for chatters) session (i.e., Yes or Maybe response; see Figure 4). Call help seekers, ages 13-24, (87.1%, n=122) reported that they felt less stress after the call session (i.e., Yes and Maybe response; see Figure 9). Most help seekers, ages 13-24, reported feeling less stress after the session, however more callers appeared to feel less stress after calling the hotline than text and chat help seekers who reached out. All forms of contact with the hotline, text, chat, and call reduced help seekers' stress.

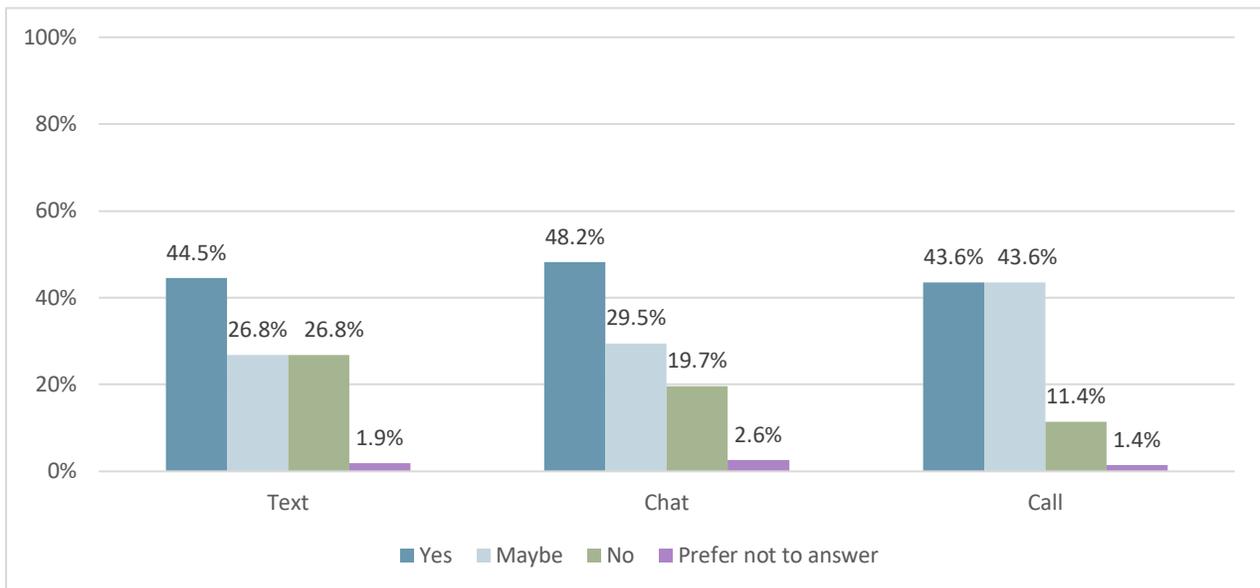
Figure 4

Stress

Text: Do you feel less stress after this text session?

Chat: Do you feel less stress after this chat session?

Call: Do you feel less stress after this call?



HOPEFUL

Help seeker hopefulness following contact with PACTECH was evaluated. An item measuring hopefulness was included in the post-survey with response categories of A lot, A little, Not at all, and Prefer not to answer.

Results as reported by help seekers, ages 13-24, are included herein. Additionally, under Research Question 3, there was an outcome objective for PACTECH regarding increasing hopefulness, which stated that 65% of text/chat/call users who complete a post-survey would report their hopefulness increased after the session.

Outcome objective exceeded with more than 65% of help seekers having reported increased hopefulness after the session.

More than three-fourths of text (87.1%, n=183) and chat (85.2%, n=264) help seekers, ages 13-24 reported feeling more positive or hopeful after the session (i.e., A lot and A little; see Figure 5). Almost all call (93.8%,

n=136) help seekers, ages 13-24 reported feeling more positive or hopeful after the call session (i.e., A lot and A little). More call help seekers, ages 13-24, reported feeling more positive or hopeful after contacting the hotline when compared to text and chat help seekers.

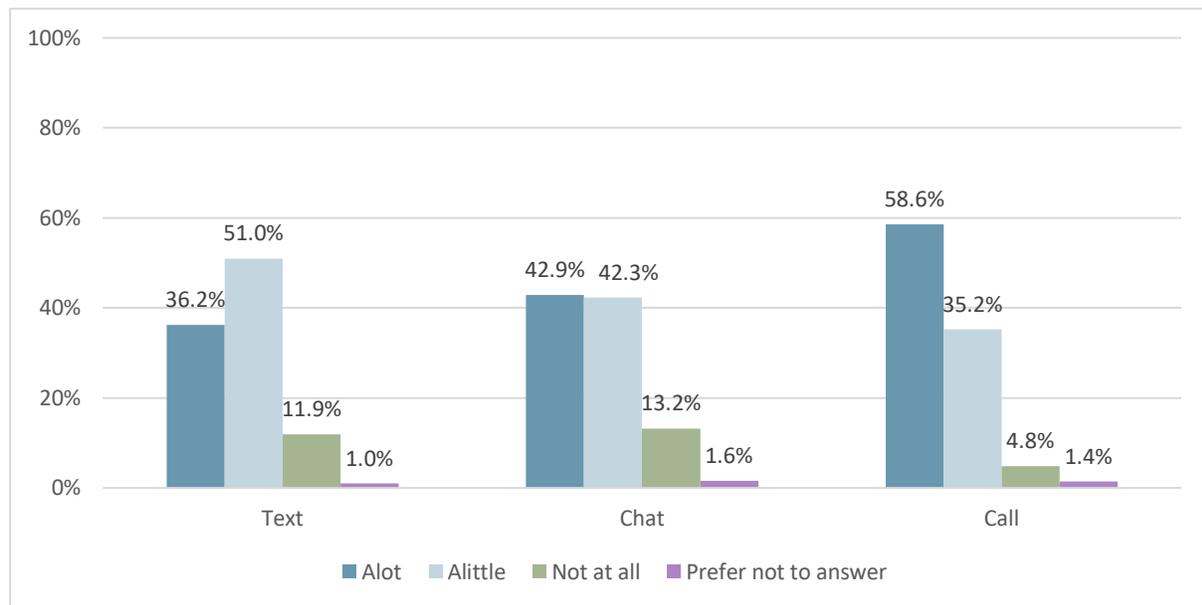
Figure 5

Hopeful

Text: Do you feel more positive or hopeful after this text session?

Chat: Do you feel more positive or hopeful after this chat?

Call: Do you feel more positive or hopeful after this call?



BETTER PREPARED

Help seekers, ages 13-24, were asked to report if they felt better prepared to deal with the situation after contacting the hotline. An item measuring preparedness was included in the post-survey with a scale of A lot, A little, Not at all, and Prefer not to answer. Results for text, chat, and call help seeker groups are reported herein.

Over three-fourths of the text (76.5%, n= 156) and chat (80.5%, n= 243) help seekers, ages 13-24 reported feeling better prepared to deal with the situation after the session (i.e., A lot or A little response; see Figure 6). Almost all call (92.2%, n=130) help seekers, ages 13-24 reported feeling better prepared to deal with the situation after the call session (i.e., A lot and A little response). More call help seekers, ages 13-24, reported feeling better prepared after calling the hotline than text and chat help seekers who reached out.

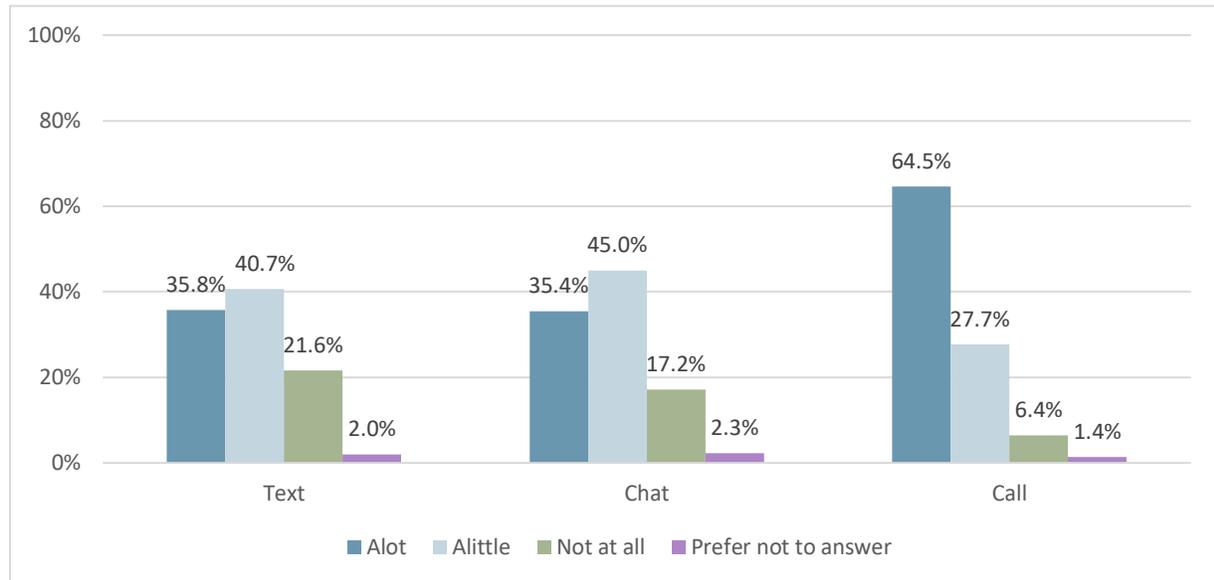
Figure 6

Better Prepared

Text: Do you feel better prepared to deal with the situation after this text session?

Chat: Do you feel better prepared to deal with the situation after this chat session?

Call: Do you feel better prepared to deal with the situation after this call?



INFORMATION RECEIVED

A post-survey item measured if help seekers got the information needed from the session. The response categories included A lot, A little, Not at all, and Prefer not to answer. Responses from help seekers, ages 13-24, are summarized herein.

The majority of text (90.9%, n=190) and chat (88.1%, n=273) help seekers, ages 13-24 reported getting the information they needed from the session with the hotline as reported by A lot or A little (see Figure 7). Almost all call help seekers, ages 13-24 (94.4%, n=135) reported getting the information they needed from the session with the hotline as reported by A lot or A little. All modes of help seekers, ages 13-24, reported getting the information they needed from the session with the hotline.

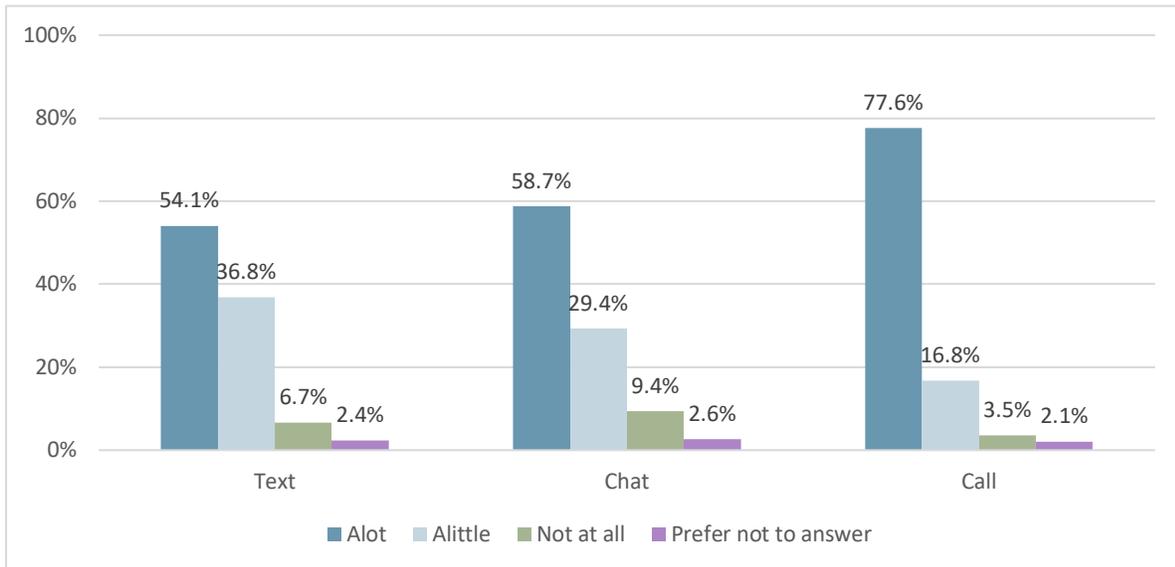
Figure 7

Information

Text: Did you get the information you needed from this text session?

Chat: Did you get the information you needed from this chat session?

Call: Did you get the information you needed from this call session?



RESEARCH QUESTION 4: WHAT ARE THE DEMOGRAPHIC CHARACTERISTICS AND PRESENTING ISSUES OF HELP SEEKERS THAT USE A TEXT AND CHAT FEATURE OF A CHILD MALTREATMENT HOTLINE?

Research Question 4 pertained to gaining an understanding of help seekers demographics and primary needs. The data were collected from help seeker self-reported pre- and post-surveys for each of the three modes of contact (text, chat, and call). Data were examined and reported for only those help seekers designated as Level 2 or Level 3. Data included items such as mode of contact, contact time, age, gender, race and ethnicity, state, category of help seeker, how help seekers learned about the hotline, post-survey response rate, and presenting issues.

DEMOGRAPHICS

There were 667 total post-surveys with intervention level 2 or 3 from help seekers in the target population, ages 13-24, that were initiated with the Childhelp National Child Abuse Hotline during this quarter. There were 211 text sessions, 311 chat sessions, and 145 call sessions. These help seekers served as the sample for this report.

Contact Time

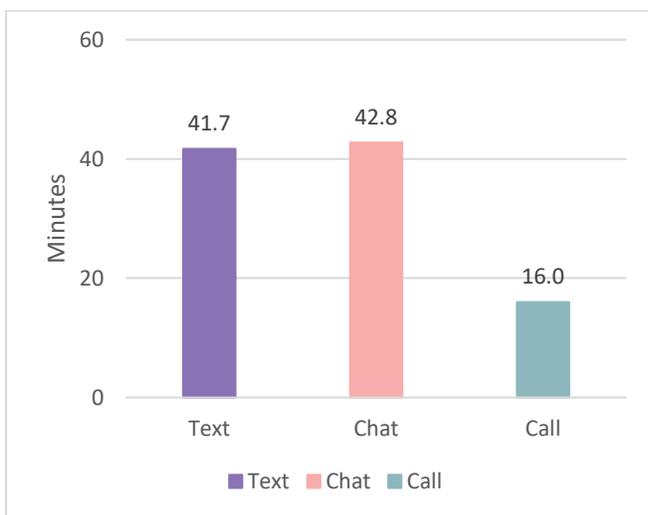
Contact time was calculated for each session for help seekers, ages 13-24 (see Figure 8):

- Text average contact time was 41.7 minutes (SD=23.6; median=37.0 minutes; range 7 to 115 minutes).
- Chat average contact time was 42.8 minutes (SD=23.0; median=39.0 minutes; range 6 to 125 minutes).
- Call average contact time was 16.0 minutes (SD=12.4; median=12.0 minutes; range 3 to 78 minutes).

Text and Chat sessions averaged almost three times longer than call sessions.

Figure 8

Average Length of Contact in Minutes



Age

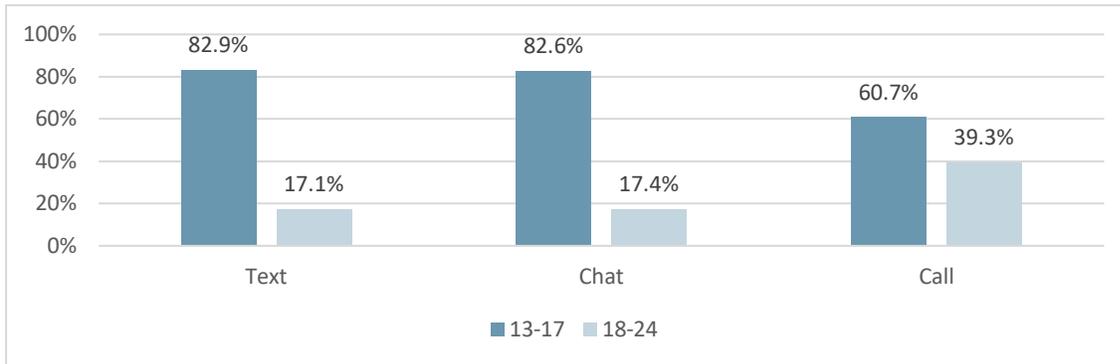
For help seekers ages 13-24, age was collected in two formats. Text and chat help seeker age was reported by help seekers in an open-ended pre-survey age item and was then categorized by counselors for ease of comparison (see Figure 9). Call age was collected by counselors during call sessions and reported in categories. The target age range for the project was ages 13-24 years. The following is a breakout of ages by contact mode:

- Text ages: 13-17 (82.9%, n=175) and 18-24 (17.1%, n=36)
- Chat ages: 13-17 (82.6%, n=257) and 18-24 (17.4%, n=54)
- Call ages: 13-17 (60.7%, n=88) and 18-24 (39.3%, n=57)

For this sample, many -text and chat help seekers were younger than call help seekers (i.e., ages 13-17 years).

Figure 9

Age by Mode



Gender

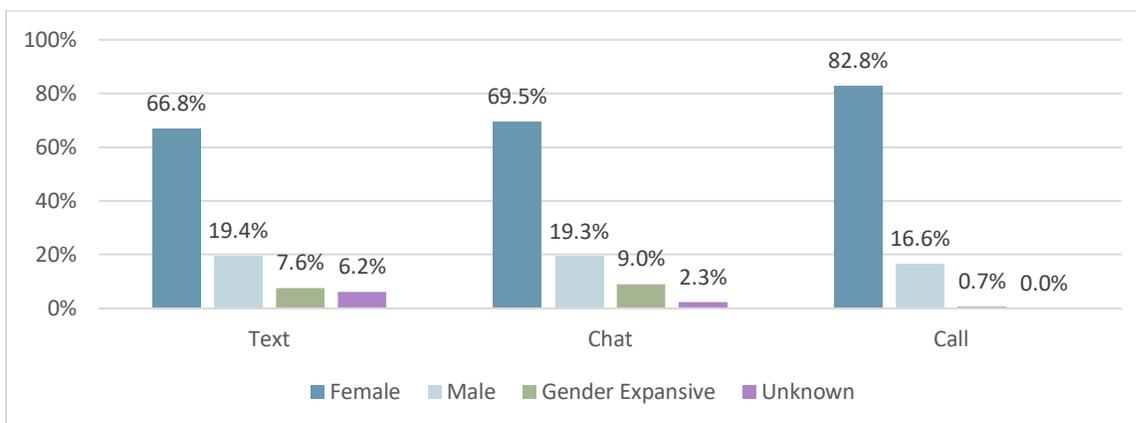
For help seekers ages 13-24, gender was collected in two formats. Gender was reported by text and chat help seekers in an open-ended pre-survey gender item (Figure 10). In contrast, caller gender was collected by counselors only if it was brought up in conversation and then coded into: Female, Male, Gender Expansive, and Unknown. The following is a breakout of gender based on contact mode.

- Text gender: Female (66.8%, n=141), Male (19.4%, n=41), Gender Expansive (7.6%, n=16), or Unknown (6.2%, n=13)
- Chat gender: Female (69.5%, n=216), Male (19.3%, n=60), Gender Expansive (9.0%, n=28), or Unknown (2.3%, n=7)
- Call gender: Female (82.8%, n=120), Male (16.6%, n=24), Gender Expansive (0.7%, n= 1), or Unknown (0.0%)

Gender of text, chat and call help seekers was similar in that most of the help seekers were female. Text and chat help seekers reported Gender Expansive more than call help seekers.

Figure 10

Gender by Mode



Race and Ethnicity

For help seekers ages 13-24, ethnicity was collected from a post-survey item where a list of race and ethnicity categories was presented to help seekers: White, Black or African American, Hispanic, Asian, American Indian or Alaska Native, Native Hawaiian or Other Pacific Islander, Multi-Racial, Other, Don't Know, or Prefer not to answer. Text, chat, and call help seekers, ages 13-24, reported similar percentages of White ethnicity (54.1%, 49.2%, and 50.0%, respectively). Text and chat help seekers, ages 13-24, reported similar percentages with Hispanic ethnicity (10.2%, 10.6%) while a higher percentage (14.3%) of call help seekers, ages 13-24, reported Hispanic ethnicity (see Table 2).

Table 2

Race and Ethnicity by Mode

Race/Ethnicity	Text		Chat		Call	
	%	n	%	n	%	n
White	54.1%	106	49.2%	149	50.0%	63
Black or African American	8.7%	17	9.9%	30	15.9%	20
Hispanic	10.2%	20	10.6%	32	14.3%	18
Multi-Racial	7.7%	15	8.6%	26	7.1%	9
Prefer not to answer	6.1%	12	7.6%	23	4.8%	6
Asian	7.1%	14	8.9%	27	4.0%	5
Other	1.5%	3	1.7%	5	2.4%	3
American Indian or Alaska Native	0.5%	1	0.3%	1	1.6%	2
Don't know	3.1%	6	2.6%	8	0.0%	
Native Hawaiian or Other Pacific Islander	1.0%	2	0.7%	2	0.0%	

State

Information about state from which the help seeker was contacting the hotline from was collected. Text and chat help seekers were asked their state in the pre-survey items. Counselors collected call help seekers state information. Counselors coded all help seekers responses to this question into a state variable with a drop-down list. California was the state most frequently reported by all three modes of help seeker (see Table 3; most frequently reported state is highlighted in bold font).

Table 3

State by Mode

State	Text		Chat		Call		All	
	n	%	n	%	n	%	Total N	Total %
Alabama (AL)	2	1.0%	12	3.9%	1	0.7%	15	2.3%
Alaska (AK)	1	0.5%		0.0%		0.0%	1	0.2%
Arizona (AZ)	3	1.4%	5	1.6%	4	2.8%	12	1.8%
Arkansas (AR)	3	1.4%	2	0.6%	1	0.7%	6	0.9%
California (CA)	23	10.9%	29	9.3%	30	20.7%	82	12.3%
Colorado (CO)	7	3.3%	8	2.6%		0.0%	15	2.3%
Connecticut (CT)	2	1.0%	1	0.3%	1	0.7%	4	0.6%
Delaware (DE)	1	0.5%	1	0.3%	2	1.4%	4	0.6%
District of Columbia (DC)		0.0%	1	0.3%		0.0%	1	0.2%
Florida (FL)	11	5.2%	18	5.8%	10	6.9%	39	5.9%
Georgia (GA)	10	4.7%	12	3.9%	10	6.9%	32	4.8%
Hawaii (HI)	2	1.0%		0.0%		0.0%	2	0.3%
Idaho (ID)	2	1.0%	2	0.6%	1	0.7%	5	0.8%
Illinois (IL)	4	1.9%	12	3.9%	4	2.8%	20	3.0%
Indiana (IN)	5	2.4%	8	2.6%	2	1.4%	15	2.3%

PACTECH Quarterly Data Report – October 2020

Iowa (IA)	1	0.5%		0.0%	1	0.7%	2	0.3%
Kansas (KS)	3	1.4%	3	1.0%		0.0%	6	0.9%
Kentucky (KY)	2	1.0%	2	0.6%	2	1.4%	6	0.9%
Louisiana (LA)	2	1.0%	3	1.0%	1	0.7%	6	0.9%
Maine (ME)		0.0%	1	0.3%	1	0.7%	2	0.3%
Maryland (MD)	7	3.3%	9	2.9%	2	1.4%	18	2.7%
Massachusetts (MA)	3	1.4%	6	1.9%	1	0.7%	10	1.5%
Michigan (MI)	4	1.9%	10	3.2%	3	2.1%	17	2.6%
Minnesota (MN)	7	3.3%	3	1.0%	3	2.1%	13	2.0%
Mississippi (MS)	2	1.0%		0.0%		0.0%	2	0.3%
Missouri (MO)	4	1.9%	4	1.3%		0.0%	8	1.2%
Nebraska (NE)	2	1.0%	1	0.3%	2	1.4%	5	0.8%
Nevada (NV)	1	0.5%	3	1.0%	1	0.7%	5	0.8%
New Hampshire (NH)		0.0%	2	0.6%	1	0.7%	3	0.5%
New Jersey (NJ)	3	1.4%	8	2.6%	2	1.4%	13	2.0%
New Mexico (NM)	1	0.5%	1	0.3%	1	0.7%	3	0.5%
New York (NY)	16	7.6%	9	2.9%	3	2.1%	28	4.2%
North Carolina (NC)	8	3.8%	13	4.2%	4	2.8%	25	3.8%
North Dakota (ND)	2	1.0%	1	0.3%	1	0.7%	4	0.6%
Ohio (OH)	11	5.2%	14	4.5%	1	0.7%	26	3.9%
Oklahoma (OK)	2	1.0%	2	0.6%	2	1.4%	6	0.9%
Oregon (OR)	3	1.4%	11	3.5%	6	4.1%	20	3.0%

Out of USA	4	1.9%	7	2.3%	8	5.5%	19	2.9%
Pennsylvania (PA)	7	3.3%	6	1.9%	1	0.7%	14	2.1%
South Carolina (SC)	1	0.5%	2	0.6%		0.0%	3	0.5%
Tennessee (TN)	2	1.0%	2	0.6%	2	1.4%	6	0.9%
Texas (TX)	12	5.7%	19	6.1%	20	13.8%	51	7.7%
Unknown	5	2.4%	31	10.0%	2	1.4%	38	5.7%
Utah (UT)	6	2.8%	4	1.3%		0.0%	10	1.5%
Vermont (VT)		0.0%	1	0.3%		0.0%	1	0.2%
Virginia (VA)	4	1.9%	7	2.3%	3	2.1%	14	2.1%
Washington (WA)	6	2.8%	9	2.9%	4	2.8%	19	2.9%
West Virginia (WV)		0.0%	2	0.6%		0.0%	2	0.3%
Wisconsin (WI)	4	1.9%	4	1.3%	1	0.7%	9	1.4%

Category of Help Seeker

For help seekers, ages 13-24, information about the type of help seeker was collected and coded by counselors for all modes of contact. The top three most frequently reported categories are highlighted in bold font in Table 4. For text and chat, the top three most reported categories were abused child, friend, and distressed child (not abuse child). For call, the top three categories were abused child, friend, and sibling (see Table 4).

Table 4

Category of Help Seeker by Mode

Category	Text		Chat		Call		All	
	%	n	%	n	%	n	Total %	Total N
Abused Child	51.7%	109	60.1%	187	37.9%	55	52.6%	351
Friend	21.3%	45	10.9%	34	17.2%	25	15.6%	104
Distressed Child (NOT abused child)	10.0%	21	15.4%	48	6.9%	10	11.8%	79
Sibling	2.4%	5	2.3%	7	12.4%	18	4.5%	30
Adult Survivor	2.4%	5	4.8%	15	2.8%	4	3.6%	24
Relative	1.4%	3	2.3%	7	5.5%	8	2.7%	18
Unknown	4.3%	9	1.3%	4	2.1%	3	2.4%	16
Other	2.8%	6	1.3%	4	3.5%	5	2.3%	15
Parent	1.0%	2	0.3%	1	7.6%	11	2.1%	14
Neighbor	1.0%	2	1.0%	3	1.4%	2	1.1%	7
Bystander	1.9%	4	0.0%		1.4%	2	0.9%	6
Day Care	0.0%		0.0%		0.7%	1	0.2%	1
Other Hotline	0.0%		0.3%	1	0.0%		0.2%	1
Healthcare worker	0.0%		0.0%		0.7%	1	0.2%	1

Learned about the Hotline

Additionally, for Research Question 4, there was one outcome objective for PACTECH regarding assessment of how help seekers learned about PACTECH through online sources. Counselors coded help seeker responses into designated categories. The target outcome objective was: 60% of text/chat/call users will state they learned about PACTECH through online sources.

Outcome objective met with 60% of help seekers (combined modes) reported having learned about PACTECH through online sources.

- 60.7% (n=405) of all help seekers (all modes combined), ages 13-24, reported hearing about the hotline through a website or internet source (see Table 5).
 - **65.9%** (n=139) of **text** help seekers ages 13-24, reported hearing about the hotline through a website or internet source.
 - **47.0%** (n=146) of **chat** help seekers ages 13-24, reported hearing about the hotline through a website or internet source. Chat help seekers reported less frequently hearing about the hotline through a website or internet source than the target outcome objective of 60%.
 - **82.8%** (n=120) of **call** help seekers ages 13-24, reported hearing about the hotline through a website or internet source.

Table 5

Learned About the Hotline Source by Mode

Source	Text		Chat		Call		All	
	%	n	%	n	%	n	Total	Total
Website-Internet	65.9%	139	47.0%	146	82.8%	120	60.7%	405
Family member/friend	12.3%	26	9.3%	29	4.1%	6	9.2%	61
Other Hotline	9.0%	19	10.0%	31	2.8%	4	8.1%	54
National Domestic Violence Hotline	3.3%	7	11.3%	35	2.1%	3	6.8%	45
Unknown	3.3%	7	10.3%	32	2.8%	4	6.5%	43
Repeat Call/Called Before	1.4%	3	4.2%	13	2.1%	3	2.9%	19
Professional	1.9%	4	1.3%	4	1.4%	2	1.5%	10
National Runaway Safeline (NRS)	0.5%	1	1.9%	6	0.7%	1	1.2%	8
Other	1.0%	2	1.0%	3	0.7%	1	0.9%	6
National Sexual Assault Hotline (RAINN)	0.0%		1.9%	6	0.0%		0.9%	6
YouTube	0.0%		0.6%	2	0.0%		0.3%	2
Social Media: Instagram	0.0%		0.3%	1	0.7%	1	0.3%	2
Social Media: Unspecified	0.5%	1	0.3%	1	0.0%		0.3%	2
Discord	0.0%		0.3%	1	0.0%		0.2%	1
Newspaper/Magazine	0.5%	1	0.0%		0.0%		0.2%	1
Television/Streaming Services	0.0%		0.3%	1	0.0%		0.2%	1
Social Media: Facebook	0.5%	1	0.0%		0.0%		0.2%	1

Post-survey Response Percentage

The number of people who responded to a post-survey were identified. The post-survey response percentage was determined by first examining the number of help seekers in the target population, 13-24, who were a Level 2 or 3 intervention, and who did not have a dropped contact. Next, a new variable was created to determine if a post-survey was completed for each help seeker. A percentage was then calculated based on these two numbers for each mode. (Please note, for call help seekers, a variable for if a follow-up was offered, which was completed by counselors, was used to delete help seekers who were not offered the survey. All text and chat help seekers were offered the post-survey.)

Post-survey response percentage of help seekers ranged from 30.4% to 35.1%. The following is a breakout of post-survey response rates by mode of contact:

- 30.4% Post-text survey response percentage
 - 211 of 695 **Text** post-surveys completed
- 34.6% Post-chat survey response percentage
 - 311 of 899 **Chat** post-surveys completed
- 35.1% Post-call survey response percentage
 - 145 of 413 **Call** post-surveys completed

PRESENTING ISSUE

Counselors coded into the system the presenting issue for which help seekers, ages 13-24, reached out to the hotline. Help seekers were able to report more than one presenting issue (see Table 4).

There were eight presenting issues most frequently reported by all help seekers across modes:

1. Abuse-Emotional
2. CPS Questions/Information
3. CPS Report Abuse
4. Abuse-Physical
5. Parent-Teen Relationships
6. Mental Health Issues
7. Abuse-Neglect
8. Abuse-Sexual

Furthermore, in addition to the list above, text and chat help seekers also reported teen issues; call help seekers reported teen issues less frequently. Text help seekers also reported domestic violence issues. Chat and call help seekers also reported COVID-19 issues more frequently with only 9 text help seekers who reported COVID-19. Call help seekers also reported parenting concerns-other child issues and runaways more frequently. The top ten most frequently reported presenting issues are in bold font in Table 6. (Note: the call column has 11 issues in bold font due to a tie for the number responding to two categories within the top ten most frequently reported).

Table 6

Presenting Issues Reported by Help Seekers by Mode

Presenting Issue	Text	Chat	Call	Total
	n	n	n	N
Abuse-Emotional	81	149	47	277
CPS Questions/Information	71	122	65	258
CPS Report Abuse	75	98	74	247
Abuse-Physical	46	94	43	183
Parent-Teen Relationships	50	92	22	164
Mental Health Issues	29	68	30	127
Abuse-Neglect	29	35	21	85
Teen Issues	17	43	9	69
COVID-19	9	29	19	57
Abuse-Sexual	13	24	14	51
Suicide Issues	10	18	7	35
Discipline/Behavior Issues	6	20	8	34
Domestic Violence	11	14	8	33
Parenting Concerns-Other Child	7	14	11	32
Childhelp Information	9	13	7	29
Legal Issues	9	10	10	29
Addiction/Substance Abuse	9	12	7	28
Runaways	4	9	11	24
Child Support-Custody Dispute	6	7	9	22
Parenting Concerns- Own	3	5	8	16
Abuse-Sibling	6	5	4	15
LGBT Issues	5	8	2	15
Emancipation	2	5	7	14
Abuse-Neglect: Medical	3	7	3	13
Adult Survivor Issues	2	8	3	13

Presenting Issue	Text	Chat	Call	Total
	n	n	n	N
Online Concerns	5	4	3	12
System Failure	4	3	2	9
Other	2	4	1	7
School Issues	2	4	1	7
Sex Offender Issues	2	3	1	6
Abuse-Elderly or Adult	0	4	1	5
Homelessness	2	2	0	4
Abandonment	1	1	1	3
Child Care Issues	1	1	0	2
Grandparent Rights	1	1	0	2
Father's Rights	0	2	0	2
Immigration Issues	0	1	0	1
Abduction Issues	0	0	0	0
Bullying	0	0	0	0
Donation: Brand Drivers	0	0	0	0
FGM/C	0	0	0	0
Forced Child Marriage	0	0	0	0
Refugee Issues	0	0	0	0
Trafficking	0	0	0	0
Welfare Fraud	0	0	0	0
Youth Sports/Coaching Issue/Safe	0	0	0	0

CONCLUSION AND NEXT STEPS

In the first three months of the year's comparison study, PACTECH was successfully able to collect data from pre and post-surveys from those help seekers who contacted the National Child Abuse Hotline for assistance via text, chat, or call. Given the circumstances of the Covid-19 pandemic, help seekers provided information and feedback that will help guide the PACTECH project. Indeed, on all three objectives measured in this report, PACTECH was successful in meeting its target outcomes. The first outcome objective on stress was surpassed with more than 65% of help seekers having reported decreased stress after the session. The second outcome objective on hopefulness also exceeded with more than 65% of help seekers having reported increased hopefulness after the session. The final target outcome objective was met with 60% of help seekers (combined contact modes) reported having learned about PACTECH through online sources.

The next quarterly data report will be completed January 15, 2021. It will provide a six-month snapshot of PACTECH outcomes, including September, October, and November 2020 data which will be added to the existing three months of data (June, July, and August) featured in this report. Similarly, demographic and outcome data will be analyzed and reported for only those help seekers in the PACTECH target population (ages 13-24), designated as a Level 2 or 3 intervention, and who started a post-survey which collected data to measure outcomes for this project.