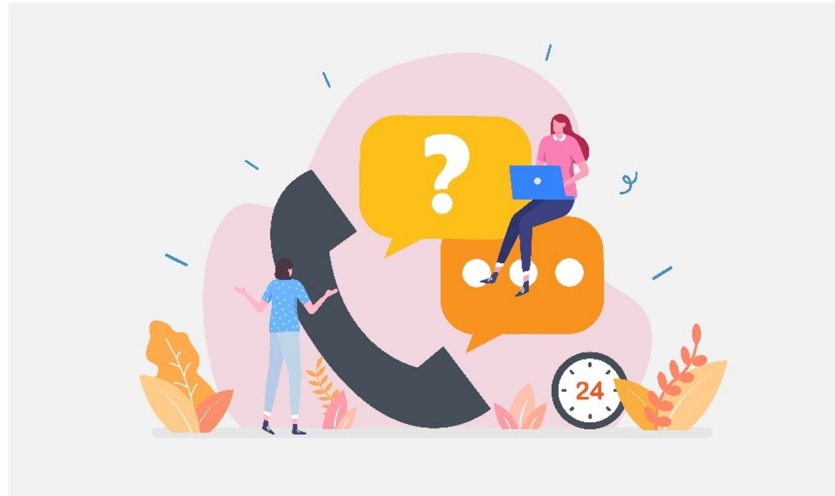


# Prevent Abuse of Children Text and Chat Hotline (PACTECH) Project:

## Final Phase 2 Comparative Data Report

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## 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 regarding the use of text and chat in the child abuse and neglect helpline environment, adding to the call service already in place. 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 implementation and a summative evaluation strategy to report 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 a comparison group was initiated in February 2020.

Evaluation of the effectiveness of PACTECH is measured with data collected through surveys comparing chat, text, and call contacts. This report summarizes the 12 months of help-seeker data collected during the research Phase 2 of the project from June 2020 through May of 2021. These data were analyzed to determine if chat and text help seekers had similar outcomes to call help seekers. Additional statistical analysis using the chi-square test was conducted to examine relationships between demographic variables (age, gender, ethnicity/race) and post-survey items within each modality used. Results are reported within the Research Question 4 section of this report.

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?**

Data were also examined by level of intervention and contact mode (call, chat, and text). Level 1 intervention contacts are informational exchanges and brief. Level 2 contacts are educational and supportive-based contacts, identifying presenting issues, assessing resources available, and action planning. Level 3 contacts are crisis-oriented and utilize the interventions employed in Level 2 and apply more acute, crisis intervention responses. This 12-month data report examines RQ2, RQ3, and RQ4. The first research question pertains to programmatic implementation gleaned from call, chat, and text software used by counselors. The fifth research question, RQ5, examined qualitative data and was reviewed by qualitative researcher specialist Dr. Laura Schwab Reese, Assistant Professor of Public Health at Purdue University.

## 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 and information about the number of demographic survey questions. The help seeker is then presented with the opening survey for text and chat, a demographic survey before the interaction with a counselor. After a text or chat session, 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, attitude, 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 the following: date of contact, time/length of contact, gender, age-range, caller relation to issue (parent, self, teacher, etc.), call content, interaction with the 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 critical 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 to 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 on 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 reviewing the findings from the call comparison pilot report, adjustments to data collection items were made. Survey items and response categories for all modes were finalized, and changes in the iCarol and NICE inContact system were carried out before June 1, 2020. Phase 2 of the project includes data collected for 12 months (June 2020-May 2021), with quarterly data reports being prepared and submitted in October, January, and April. This report serves as the 12-month comprehensive data report encompassing all data collected during the research phase, Phase 2, of the project.

### DATA CLEANING AND ANALYSES

For this 12-month comprehensive data report of Phase 2, iCarol data were securely transferred following collection to ASU from Childhelp in an Excel spreadsheet. Monthly Excel files were cleaned, new variables were created, and data were analyzed before merging with the previous month's data. A data dashboard

using Excel, previously developed by Julie Murphy, Senior Research Associate, was utilized for data visualizations of tables and graphs. Statistical analyses (in SPSS and SAS) were conducted to check calculations and counts with the newly created data visualization tables and graphs. The data visualizations present results graphically regarding PACTECH objectives and outcomes. This report summarizes the information for the 12 months (June 2020 through May 2021) 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 started a post-survey that collected data to measure outcomes for this project. 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=25) of help seekers in the target group, ages 13-24, reporting parenting concerns - own child (text n=4, chat n=8, and call n=13), data were unable to be analyzed for this sub-target population of young parents.

Regarding RQ5, Dr. Laura Schwab Reese extracted 315 text and chat transcripts from the iCarol system in July 2020. The 315 transcripts characterize the total 1,153 text and chat conversations that occurred during the month. Based on the pre and post-conversation survey data, stratified sampling was used to intentionally select transcripts of various lengths, help-seeker ages, and help-seeker knowledge, attitudes, and behaviors. Qualitative content analysis focused on how conversations progressed. Content analysis also viewed characteristics of conversations with positive perceived impact, and how crisis counselors and help-seekers managed the emotional aspects of discussing maltreatment. A coding frame was developed based on team members' prior knowledge about written child maltreatment-related help-seeking and information that emerged from the data. Two qualitative research team members reviewed all the transcripts and took notes on patterns that emerged. Based on these notes, a draft codebook was created. The codes were applied to a few transcripts, then discussed. This process continued until the coding application was consistent and adequately captured all relevant materials. Once finalized, the codebook was applied to all transcripts. In the results, the transcripts were reported verbatim, including any spelling and grammar errors. To protect the privacy of the help-seekers, only quotes that represented an experience reported by multiple people are presented. No unique situations or phrases are presented.

#### SUMMARY OF ALL CONTACTS

Although this report focuses on help seekers in the target age of 13-24 (Level 2 and Level 3 contact) with a post-survey, the following section provides counts for *all* contacts made to the hotline during this quarter. During the 12 months of Phase 2 (June 2020 through May 2021), **80,418 total contact sessions** were initiated with the Childhelp National Child Abuse Hotline (see Table 1). Reporting was higher in the summer months (high of 7,500 contacts in July 2020) and decreased in the winter (5,812 contacts in February 2021).

There were **6,099 text** sessions with 903 Level 1 text contacts, 4,523 Level 2 text contacts, and 228 Level 3 text contacts. Also, 445 text contacts were not specified due to no response (n=357), prank (n=35), hang-up (n=15), wrong number (n=29), and obscene (n=6). (Three text contacts did not have a reason.)

There were **12,526 chat** sessions with 1,280 Level 1 chat contacts, 8,368 Level 2 chat contacts, and 666 Level 3 chat contacts. In addition, 2,212 chat contacts did not have a level of intervention specified due to no response (n=2,082), hang-up (n=75), prank (n=34), obscene (n=4), wrong number (n=9), and donation-volunteer (n=1). (Seven chat contacts did not have a reason.)

There were **61,793 call** contacts, of which 19,319 were Level 1, 31,531 calls contacts were Level 2, and 1,305 call contacts were Level 3. Also, 9,638 calls did not have a level specified due to hang-up (n=5,395), no response (n=3,205), wrong number (n=623), prank (n=202), obscene (n=132), and donation-volunteer (n=81).

*Table 1: Contacts by Month by Each Mode*

	#	%
<b>June 2020</b>	<b>7,421</b>	<b>9%</b>
Text	458	1%
Chat	757	1%
Call	6,206	8%
<b>July 2020</b>	<b>7,500</b>	<b>9%</b>
Text	518	1%
Chat	635	1%
Call	6,347	8%
<b>August 2020</b>	<b>7,281</b>	<b>9%</b>
Text	443	1%
Chat	823	1%
Call	6,015	7%
<b>September 2020</b>	<b>6,932</b>	<b>9%</b>
Text	496	1%
Chat	959	1%
Call	5,477	7%
<b>October 2020</b>	<b>6,937</b>	<b>9%</b>
Text	490	1%
Chat	1,173	1%
Call	5,274	7%
<b>November 2020</b>	<b>6,219</b>	<b>8%</b>
Text	468	1%
Chat	1,116	1%
Call	4,635	6%
<b>December 2020</b>	<b>6,191</b>	<b>8%</b>
Text	437	1%
Chat	1,071	1%
Call	4,683	6%
<b>January 2021</b>	<b>6,377</b>	<b>8%</b>
Text	435	1%
Chat	1,120	1%
Call	4,822	6%

	#	%
<b>February 2021</b>	<b>5,812</b>	<b>7%</b>
Text	462	1%
Chat	1,051	1%
Call	4,299	5%
<b>March 2021</b>	<b>6,647</b>	<b>8%</b>
Text	517	1%
Chat	1,149	1%
Call	4,981	6%
<b>April 2021</b>	<b>6,293</b>	<b>8%</b>
Text	610	1%
Chat	1,299	2%
Call	4,384	5%
<b>May 2021</b>	<b>6,808</b>	<b>8%</b>
Text	765	1%
Chat	1,373	2%
Call	4,670	6%
<b>Grand Total</b>	<b>80,418</b>	<b>100%</b>

## 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 incorporated 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. Over two-thirds (n=576) of text help seekers, ages 13-24, and 62.9% (n=1,217) of chat help seekers, ages 13-24, responded *Yes* or *Maybe* that they would call if text/chat was not available. However, 90.8% (n=336) 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, texters and chatters reported less willingness to use a different mode to contact the hotline (see Figure 1).**

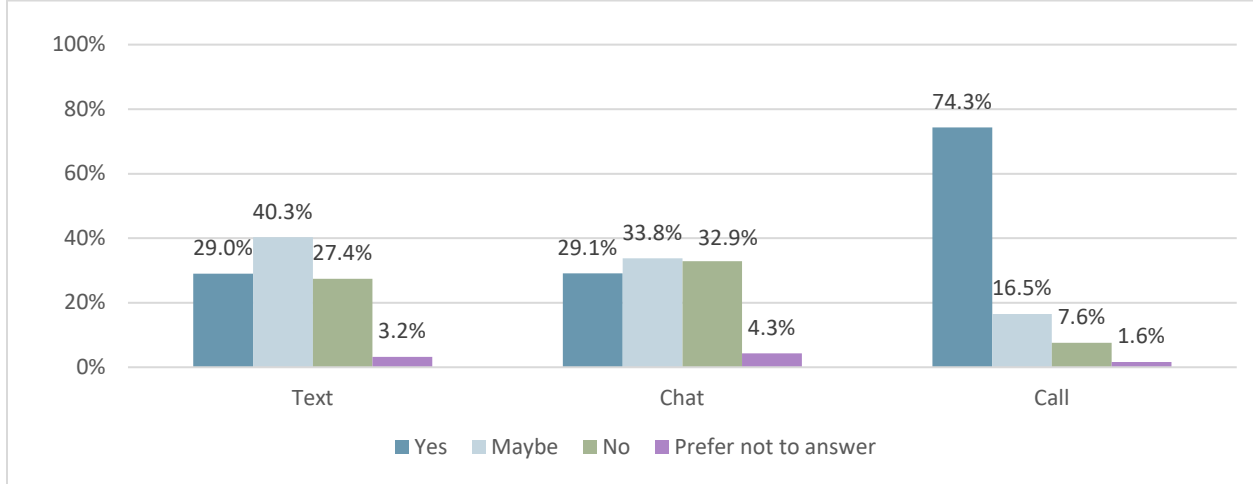


Figure 1: Help Seeker Ratings of Contact Preference

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 FOR MODE OF CONTACT

Help seekers were asked to evaluate if how 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 (for text and chat only)*. Results as reported by help seekers, ages 13-24, are included herein.

Overall, text (95.1%, n=778) and chat (89.4%, n=1,727) 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 (97.3%, n=365, *Yes* or *Maybe* response).

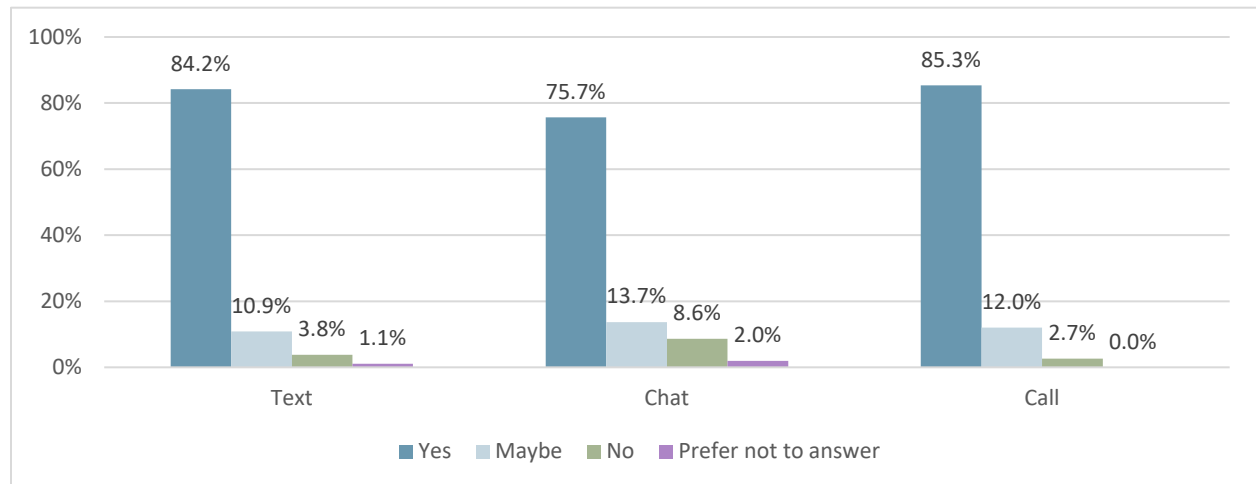
**Text, chat, and call help seekers reported that their respective way of reaching out to the hotline was a good way to get help.**

*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, yes for call), *No* (for text, chat, and call), and *Prefer not to answer* (for call only). Results as reported by help seekers, ages 13-24, are included herein.

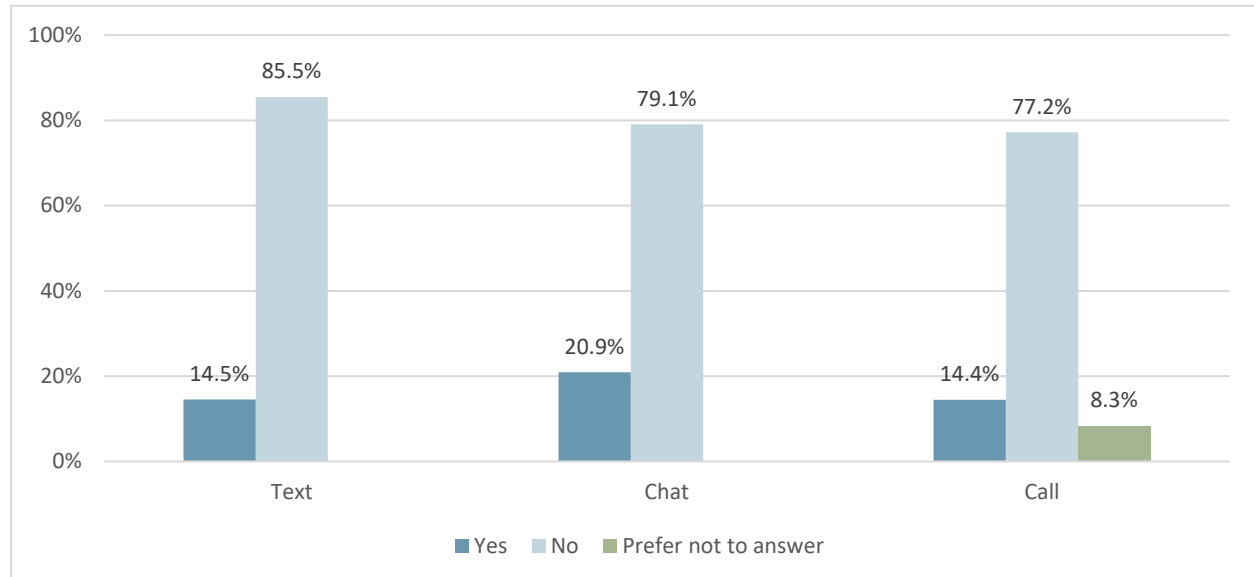
Only 14.5% (n=122) of text and 20.9% (n=406) of chat help seekers, ages 13-24, had reached out to the hotline before (i.e., combined responses for *Yes 4+ times* and *Yes: 1-3 times*; see Figure 3). Similar to text, only 14.4% (n=52) of call help seekers, ages 13-24, had previously reached out to the hotline before (i.e., yes response). **More chat help seekers had reached out to the hotline previously. Text 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 whether PACTECH is engaging youth to build skills and whether PACTECH provides resources needed. 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. 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 reported that their stress level decreased after the session.

**The outcome objective was exceeded, with more than 65% of help seekers reporting decreased stress after the session.**

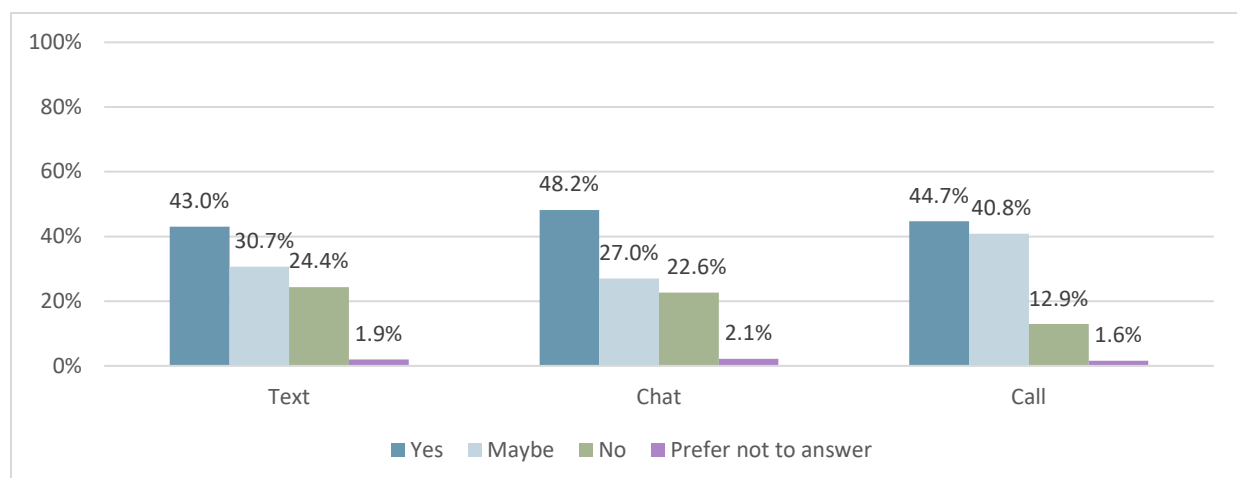
The majority of text (73.7%, n=608) and three-fourths of chat (75.2%, n=1,448) help seekers, ages 13-24, reported feeling less stress after the text or chat session (i.e., *Yes* or *Maybe* response; see Figure 4). Eight in ten call help seekers, ages 13-24 (85.5%, n=331), reported that they felt less 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 report feeling less stress after calling the hotline than text and chat help seekers who reached out. All forms of hotline contacts - 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, an outcome objective for PACTECH regarding increasing hopefulness stated that 65% of text/chat/call users who complete a post-survey would report their hopefulness increased after the session.

**The outcome objective was exceeded, with more than 65% of help seekers reporting increased hopefulness after the session.**

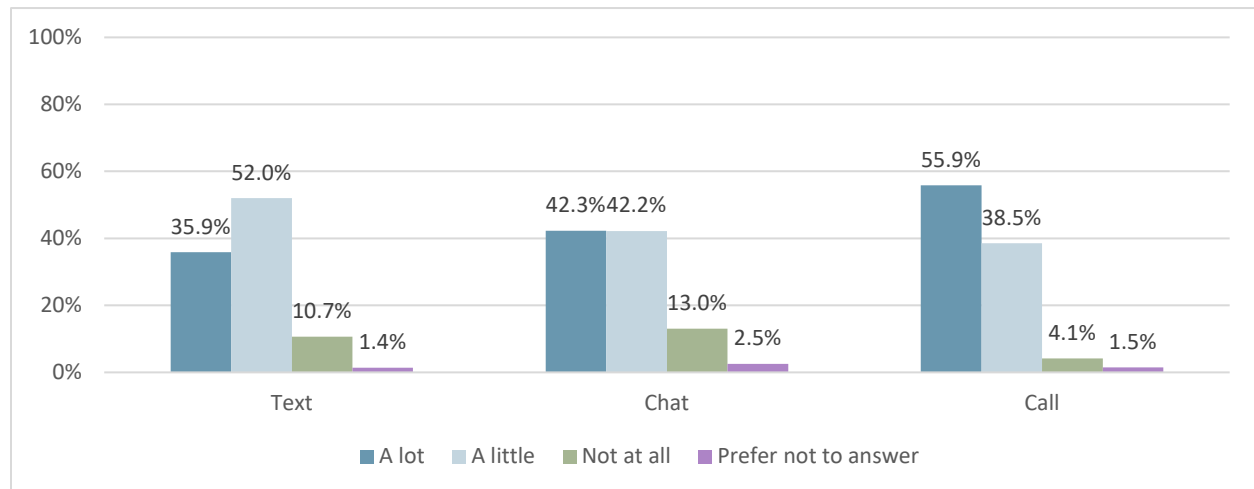
More than three-fourths of text (87.9%, n=732) and chat (84.5%, n=1,657) help seekers, ages 13-24, reported feeling more positive or hopeful after the session (i.e., *A lot* and *A little*; see Figure 5). Almost all call (94.4%, n=387) help seekers, ages 13-24, reported feeling more positive or hopeful 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 than text and chat help seekers. **Most help seekers (i.e., text, chat, and call) reported increased hopefulness after the session.**

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 session?

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.

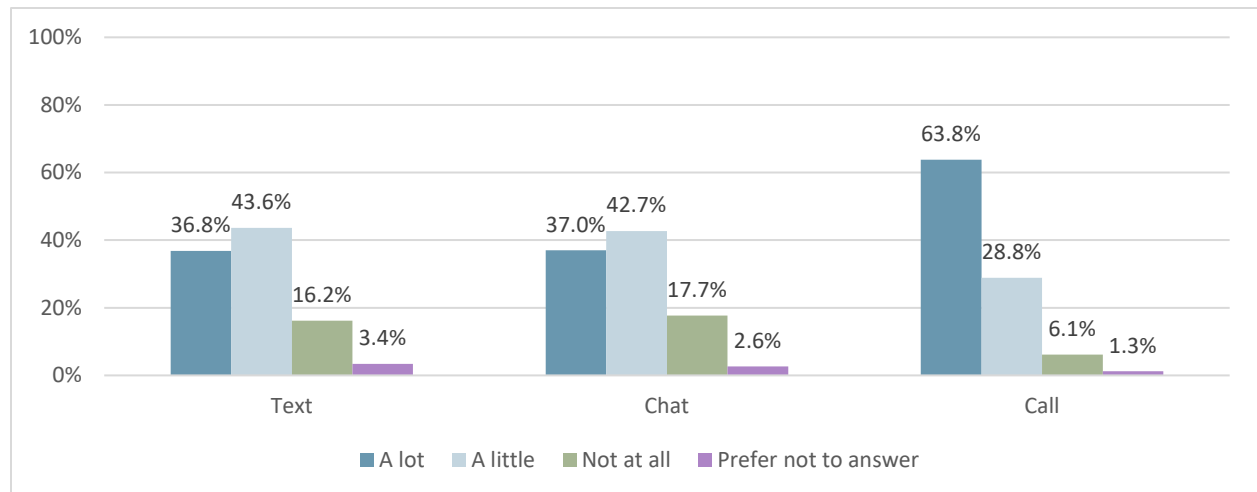
Over three-fourths of the text (80.4%, n= 660) and chat (79.7%, n= 1,523) help seekers, ages 13-24, reported feeling better prepared to deal with the situation after the session (i.e., *A lot* or *A little* response; see Figure 6). Almost all call (92.6%, n=363) help seekers, ages 13-24, reported feeling 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 whether help seekers got the information they 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.

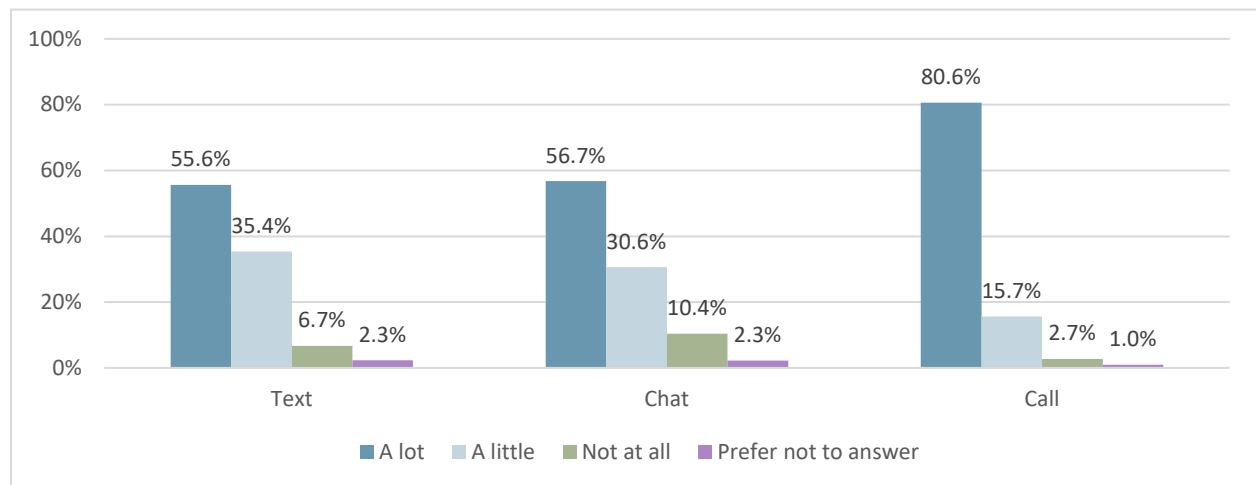
The majority of text (91.0%, n=753) and chat (87.3%, n=1,703) help seekers, ages 13-24, reported getting the information they needed from the session with the hotline as reported by *A lot* or *A little* (see Figure 7). Almost all call help seekers, ages 13-24 (96.3%, n=387), reported getting the information they needed from the hotline session as reported by *A lot* or *A little*. **All modes of help seekers, ages 13-24, reported getting the information they needed from the hotline session.**

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?



**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 contact mode, contact time, age, gender, race and ethnicity, state, category of help seeker, how help seekers learned about the hotline, post-survey response percentage, and presenting issues.

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**DEMOGRAPHICS**

There were 3,219 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 840 text sessions, 1,969 chat sessions, and 410 call sessions. These help seekers served as the respondents for this report.

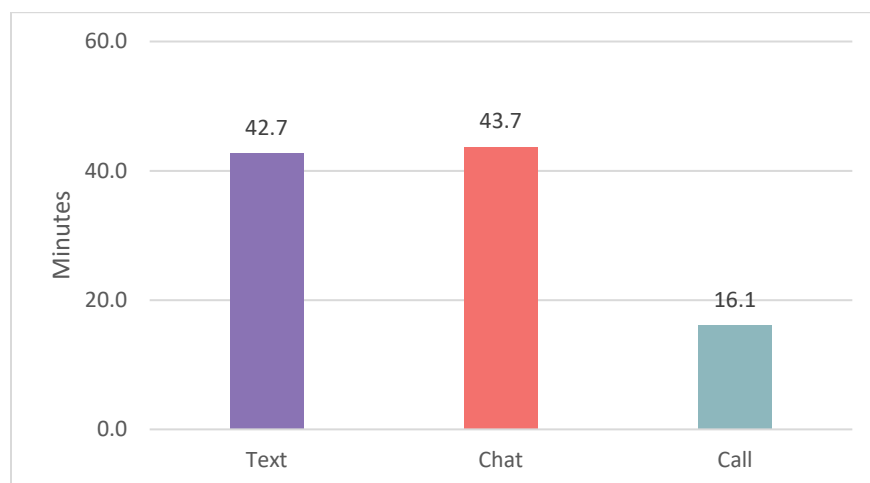
*Contact Time*

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

- Text average contact time was 42.7 minutes (SD=26.4; median=38.0 minutes; range 2 to 196 minutes).
- Chat average contact time was 43.7 minutes (SD=26.5; median=38.0 minutes; range 4 to 180 minutes).
- Call average contact time was 16.1 minutes (SD=12.9; median=12.0 minutes; range 2 to 83 minutes).

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

*Figure 8: Average Length of Contact in Minutes*



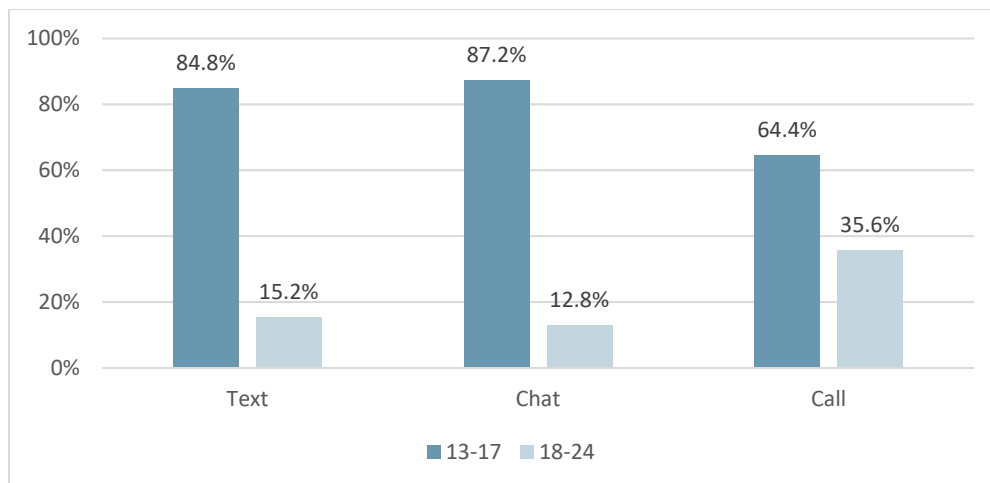


## Age

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 13-24 years. **Text and chat help seekers were younger than call help seekers (i.e., ages 13-17 years).** The following is a breakout of ages by contact mode:

- Text ages: 13-17 (84.8%, n=712) and 18-24 (15.2%, n=128)
  - Average age was 15.6 years (SD=2.4; median=15; mode=15)
- Chat ages: 13-17 (87.2%, n=1,717) and 18-24 (12.8%, n=252)
  - Average age was 15.5 years (SD=2.2; median=15; mode=15)
- Call ages: 13-17 (64.4%, n=264) and 18-24 (35.6%, n=146)
  - Average age was 17.2 years (SD=2.9; median=17; mode=16)

Figure 9: Age by Mode



## Chi-square Results

**Four results across three post-survey items were significantly associated with the help seeker's age.**

### Help Seeker Ratings of Contact Preference

Among chatters, there was a significant relationship between if a help seeker would call the Hotline had chat been unavailable and age with those reporting a higher rating of yes or maybe, as more likely to have been between the ages of 18 and 24. **Thus, chatters who were more likely to call the Hotline had chat been unavailable were more likely to have been between the ages of 18 and 24,  $X^2(1, N = 1,854) = 9.295, p = .002$ .**

Among texters, there was a significant relationship between if a help seeker would call the Hotline had text been unavailable and age with those reporting a higher rating of yes or maybe, as more likely to have been between the ages of 18 and 24. **Thus, texters who were more likely to call the Hotline had text been unavailable were more likely to have been between the ages of 18 and 24,  $X^2(1, N = 804) = 4.617, p = .032$ .**

### Help Seeker Reports of Previous Utilization of the Childhelp Hotline

Among chatters, there was a significant relationship between if a help seeker previously utilized the Hotline and age, with those reporting a higher percentage of previous utilization as more likely to have been between the ages of 13 and 17. **Thus, chatters who previously used the Hotline were more likely to have been between the ages of 13 and 17  $\chi^2(1, N = 1,942) = 24.905, p < .001$ .**

### Better Prepared

Among callers, there was a significant relationship between if a help seeker felt more prepared to deal with the situation after the call and age with those reporting a higher rating of a lot or a little, as more likely to have been between the ages of 18 and 24. **Thus, callers who felt better prepared were more likely to have been between the ages of 18 and 24  $\chi^2(1, N = 387) = 4.120, p = .042$ .**

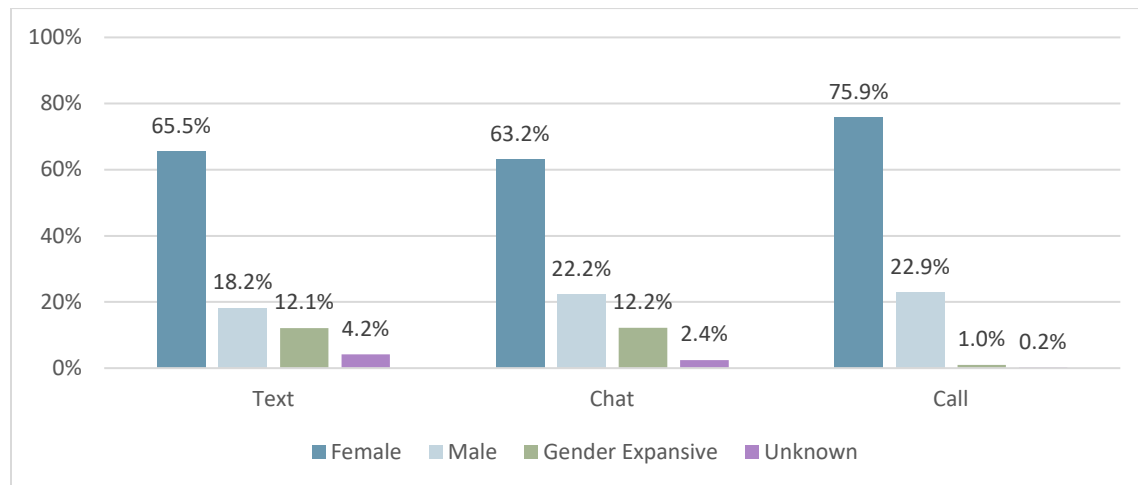
### Gender

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*. There were no statistically significant relationships between any post-survey items and a help seeker's gender. The following is a breakout of gender by contact mode.

- Text gender: Female (65.5%, n=550), Male (18.2%, n=153), Gender Expansive (12.1%, n=102), and Unknown (4.2%, n=35)
- Chat gender: Female (63.2%, n=1,244), Male (22.2%, n=437), Gender Expansive (12.2%, n=240), and Unknown (2.4%, n=48)
- Call gender: Female (75.9%, n=311), Male (22.9%, n=94), Gender Expansive (1.0%, n= 4), and Unknown (0.2%, n=1)

**Most text, chat, and call help seekers, ages 13-24, reported being female. Additionally, text and chat help seekers, ages 13-24, 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 (48.6%, 47.2%, and 49.0%, respectively).** Text and call help seekers, ages 13-24, reported similar percentages of Black or African American ethnicity (14.0%, 15.1%), while chat help seekers reported lower percentages of Black or African American ethnicity (11.5%). Text and chat help seekers, ages 13-24, reported similar percentages of Hispanic ethnicity (11.6%, 11.9%) while a higher percentage (14.5%) 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		All	
	%	#	%	#	%	#	Total %	Total #
<b>White</b>	48.6%	390	47.2%	892	49.0%	169	47.8%	1451
<b>Black or African American</b>	14.0%	112	11.5%	218	15.1%	52	12.6%	382
<b>Hispanic</b>	11.6%	93	11.9%	225	14.5%	50	12.1%	368
<b>Multi-Racial</b>	9.7%	78	9.6%	181	6.7%	23	9.3%	282
<b>Asian</b>	5.6%	45	8.6%	162	6.1%	21	7.5%	228
<b>Prefer not to answer</b>	5.1%	41	6.7%	126	5.2%	18	6.1%	185
<b>Other</b>	2.2%	18	1.4%	27	1.7%	6	1.7%	51
<b>Don't know</b>	1.6%	13	1.9%	36	0.0%	0	1.6%	49
<b>American Indian or Alaska Native</b>	0.9%	7	0.8%	15	1.7%	6	0.9%	28
<b>Native Hawaiian or Other Pacific Islander</b>	0.6%	5	0.5%	9	0.0%	0	0.5%	14

### Chi-square Results

**Two post-survey items were significantly associated with the help seeker's race or ethnicity.**

#### Stress

Among callers, there was a significant relationship between if a help seeker felt less stress after calling the hotline and race/ethnicity with those reporting a higher rating of yes or a maybe, as more likely to have been People of Color. **Thus, callers who reported decreased stress were more likely to have identified as other than White,  $\chi^2(1, N = 322) = 3.895, p = .048$ .**

#### Help Seeker Reports of Previous Utilization of the Childhelp Hotline

Among chatters, there was a significant relationship between if a help seeker previously utilized the hotline and race/ethnicity, with those reporting a higher percentage of previous utilization as more likely to have been People of Color. **Thus, chatters who previously used the hotline more likely to have identified as other than White,  $\chi^2(1, N = 1,705) = 8.643, p = .003$ .**

## State

Information about the state from which the help seeker was contacting the hotline 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 most frequently reported state by all help seekers** (see Table 3; most frequently reported state in bold font).

Table 3: State by Mode

State	Text		Chat		Call		All	
	%	#	%	#	%	#	Total %	Total #
Alabama (AL)	0.8%	7	1.7%	33	2.2%	9	1.5%	49
Alaska (AK)	0.2%	2	0.4%	7	0.0%	0	0.3%	9
Arizona (AZ)	1.7%	14	2.1%	41	2.0%	8	2.0%	63
Arkansas (AR)	1.2%	10	0.6%	12	0.5%	2	0.7%	24
<b>California (CA)</b>	<b>10.7%</b>	<b>90</b>	<b>9.8%</b>	<b>193</b>	<b>12.9%</b>	<b>53</b>	<b>10.4%</b>	<b>336</b>
Colorado (CO)	1.5%	13	1.4%	27	1.0%	4	1.4%	44
Connecticut (CT)	0.7%	6	0.8%	15	1.5%	6	0.8%	27
Delaware (DE)	0.2%	2	0.3%	6	0.7%	3	0.3%	11
District of Columbia (DC)	0.0%	0	0.2%	4	0.0%	0	0.1%	4
Florida (FL)	6.1%	51	5.8%	115	8.5%	35	6.2%	201
Georgia (GA)	3.9%	33	3.1%	61	4.9%	20	3.5%	114
Hawaii (HI)	1.2%	10	0.2%	3	0.0%	0	0.4%	13
Idaho (ID)	0.6%	5	0.2%	4	0.5%	2	0.3%	11
Illinois (IL)	3.6%	30	3.1%	61	1.5%	6	3.0%	97
Indiana (IN)	2.0%	17	1.6%	31	1.7%	7	1.7%	55
Iowa (IA)	0.5%	4	0.9%	18	1.2%	5	0.8%	27
Kansas (KS)	1.1%	9	0.6%	12	1.0%	4	0.8%	25
Kentucky (KY)	1.1%	9	0.9%	17	2.0%	8	1.1%	34
Louisiana (LA)	1.4%	12	0.9%	18	1.2%	5	1.1%	35
Maine (ME)	0.2%	2	0.2%	3	0.5%	2	0.2%	7
Maryland (MD)	3.1%	26	2.3%	46	2.7%	11	2.6%	83
Massachusetts (MA)	1.4%	12	1.5%	30	1.0%	4	1.4%	46
Michigan (MI)	2.5%	21	3.1%	62	2.7%	11	2.9%	94
Minnesota (MN)	2.6%	22	1.8%	35	2.0%	8	2.0%	65
Mississippi (MS)	1.1%	9	0.9%	18	0.5%	2	0.9%	29
Missouri (MO)	1.9%	16	1.6%	31	1.2%	5	1.6%	52
Montana (MT)	0.2%	2	0.1%	2	0.2%	1	0.2%	5
Nebraska (NE)	1.0%	8	0.5%	10	0.7%	3	0.7%	21
Nevada (NV)	0.5%	4	1.2%	23	0.5%	2	0.9%	29
New Hampshire (NH)	0.2%	2	0.4%	8	0.7%	3	0.4%	13

State	Text		Chat		Call		All	
	%	#	%	#	%	#	Total %	Total #
New Jersey (NJ)	2.1%	18	1.8%	35	1.7%	7	1.9%	60
New Mexico (NM)	0.6%	5	0.3%	6	0.5%	2	0.4%	13
New York (NY)	5.6%	47	4.3%	85	2.7%	11	4.4%	143
North Carolina (NC)	3.2%	27	4.2%	82	3.4%	14	3.8%	123
North Dakota (ND)	0.4%	3	0.1%	2	0.2%	1	0.2%	6
Ohio (OH)	4.6%	39	3.9%	77	2.2%	9	3.9%	125
Oklahoma (OK)	1.2%	10	0.9%	17	1.7%	7	1.1%	34
Oregon (OR)	1.0%	8	1.3%	26	2.4%	10	1.4%	44
Out of USA	1.5%	13	1.8%	35	3.2%	13	1.9%	61
Pennsylvania (PA)	4.4%	37	2.4%	48	3.7%	15	3.1%	100
Rhode Island (RI)	0.4%	3	0.4%	8	0.0%	0	0.3%	11
South Carolina (SC)	1.1%	9	1.3%	25	0.2%	1	1.1%	35
South Dakota (SD)	0.2%	2	0.1%	2	0.0%	0	0.1%	4
Tennessee (TN)	1.3%	11	1.2%	23	1.2%	5	1.2%	39
Texas (TX)	7.1%	60	6.9%	136	9.3%	38	7.3%	234
Unknown	3.6%	30	12.1%	239	3.9%	16	8.9%	285
Utah (UT)	1.0%	8	1.0%	20	0.7%	3	1.0%	31
Vermont (VT)	0.0%	0	0.1%	2	0.0%	0	0.1%	2
Virginia (VA)	2.7%	23	2.9%	57	2.2%	9	2.8%	89
Washington (WA)	2.4%	20	3.3%	64	2.2%	9	2.9%	93
West Virginia (WV)	0.5%	4	0.5%	10	1.7%	7	0.7%	21
Wisconsin (WI)	1.5%	13	1.1%	22	1.0%	4	1.2%	39
Wyoming (WY)	0.2%	2	0.1%	2	0.0%	0	0.1%	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, distressed child (not abused child), and friend. For call, the top three categories were abused child, friend, and sibling (see Table 4).**

*Table 4: Category of Help Seeker by Mode*

Category of Help Seeker	Text		Chat		Call		All	
	%	#	%	#	%	#	Total %	Total #
<b>Abused Child</b>	51.4%	<b>432</b>	61.6%	<b>1212</b>	39.0%	<b>160</b>	56.0%	1804
<b>Distressed Child (NOT abused child)</b>	13.9%	<b>117</b>	17.0%	<b>335</b>	7.3%	30	15.0%	482
<b>Friend</b>	18.9%	<b>159</b>	10.6%	<b>209</b>	21.2%	<b>87</b>	14.1%	455
Adult Survivor	2.0%	17	3.4%	67	5.1%	21	3.3%	105
<b>Sibling</b>	2.7%	23	1.7%	33	8.8%	<b>36</b>	2.9%	92
Other	2.6%	22	1.3%	26	2.9%	12	1.9%	60
Relative	2.1%	18	1.0%	20	4.1%	17	1.7%	55
Unknown	2.6%	22	1.1%	22	1.7%	7	1.6%	51
Parent	0.6%	5	0.4%	8	6.6%	27	1.2%	40
Neighbor	1.4%	12	0.6%	11	0.5%	2	0.8%	25
Bystander	1.3%	11	0.3%	6	1.5%	6	0.7%	23
Day Care	0.1%	1	0.1%	2	0.7%	3	0.2%	6
Repeat-chronic	0.1%	1	0.2%	4	0.0%	0	0.2%	5
Other Hotline	0.0%	0	0.1%	2	0.2%	1	0.1%	3
Addict	0.0%	0	0.2%	3	0.0%	0	0.1%	3
Counselor	0.0%	0	0.2%	3	0.0%	0	0.1%	3
Perpetrator	0.0%	0	0.1%	2	0.0%	0	0.1%	2
Healthcare worker	0.0%	0	0.1%	1	0.2%	1	0.1%	2
Foster Care	0.0%	0	0.1%	1	0.0%	0	0.0%	1
CPS worker	0.0%	0	0.1%	1	0.0%	0	0.0%	1
Teacher	0.0%	0	0.1%	1	0.0%	0	0.0%	1

### *Learned about the Hotline*

Information about how the help seeker learned about the hotline was collected. Text and chat help seekers were asked how they learned about the hotline in the pre-survey items. Counselors collected how call help seekers learned about the hotline and coded help seekers' responses into an item with a drop-down list. The most frequently reported way that text, chat, and call help seekers learned about the hotline was through online sources (see Table 5).

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

**The outcome objective was almost met, with an overall average of 56.9% of text, chat, and call help seekers reporting learning about PACTECH through online sources.**

- **56.9% (n=1,832) of all help seekers (all modes combined), ages 13-24, reported hearing about the hotline through a website or internet source.**
  - **66.9%** (n=562) of **text** help seekers ages 13-24 reported hearing about the hotline through a website or internet source.
  - **48.2%** (n=950) 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%. But in order to chat, a help seeker must in some fashion be on the website through the internet.
  - **78.0%** (n=320) 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

Learned About the Hotline Source	Text		Chat		Call		All	
	%	#	%	#	%	#	Total %	Total #
<b>Website-Internet</b>	<b>66.9%</b>	<b>562</b>	<b>48.2%</b>	<b>950</b>	<b>78.0%</b>	<b>320</b>	<b>56.9%</b>	<b>1832</b>
Unknown	3.8%	32	12.7%	251	4.9%	20	9.4%	303
Other Hotline	8.6%	72	10.2%	200	3.2%	13	8.9%	285
Friend	7.1%	60	6.6%	130	3.4%	14	6.3%	204
National Domestic Violence	2.7%	23	8.5%	167	1.7%	7	6.1%	197
Repeat Call/Called Before	0.8%	7	3.1%	61	2.2%	9	2.4%	77
Professional (agency clergy)	1.7%	14	2.5%	49	1.7%	7	2.2%	70
Family member/friend	3.1%	26	1.5%	29	1.5%	6	1.9%	61
Other	1.7%	14	1.3%	26	1.0%	4	1.4%	44
National Runaway Safeline	0.4%	3	1.6%	32	1.0%	4	1.2%	39
YouTube	0.7%	6	0.7%	14	0.0%	0	0.6%	20
National Sexual Assault	0.4%	3	0.9%	17	0.0%	0	0.6%	20
Family Member	0.7%	6	0.6%	11	0.7%	3	0.6%	20
Social Media: Unspecified	0.5%	4	0.7%	13	0.2%	1	0.6%	18
Television/Streaming Services	0.1%	1	0.4%	7	0.0%	0	0.2%	8
Social Media: Instagram	0.0%	0	0.3%	5	0.2%	1	0.2%	6
Marketing Media (magnets)	0.2%	2	0.1%	2	0.0%	0	0.1%	4
Newspaper/Magazine	0.2%	2	0.1%	1	0.2%	1	0.1%	4
Discord	0.0%	0	0.2%	3	0.0%	0	0.1%	3
Social Media: TikTok	0.1%	1	0.1%	1	0.0%	0	0.1%	2
In & Out Burger bag	0.1%	1	0.0%	0	0.0%	0	0.0%	1
Social Media: Facebook	0.1%	1	0.0%	0	0.0%	0	0.0%	1



*Post-survey Response Percentage*

To answer the question of response proportion, a percentage was calculated from the number of people who responded to a post-survey. The post-survey response percentage was determined by first examining the number of help seekers in the target population, 13-24, a Level 2 or 3 intervention, and those 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. All text and chat help seekers were offered the post-survey. For call help seekers, counselors captured whether a post survey was offered. This variable was used to delete help seekers not offered the survey.

**The post-survey response percentage for help seekers ranged from 28.5% to 35.8%.** The following is a breakout of post-survey response percentages by mode of contact:

- 28.5% Post-text survey response percentage
  - 840 of 2,947 **Text** post-surveys completed
- 35.8% Post-chat survey response percentage
  - 1,969 of 5,507 **Chat** post-surveys completed
- 29.6% Post-call survey response percentage
  - 410 of 1,383 **Call** post-surveys completed

**PRESENTING ISSUE**

Counselors coded the presenting issue for which help seekers, ages 13-24, contacted the hotline. Help seekers were able to report more than one presenting issue (see Table 6). The **ten most frequently reported presenting issues** by help seekers across modes are listed below (see Figure 11), accompanied by qualitative quotes to provide brief context to each issue. Quotes were provided from help seeker transcripts by Dr. Laura Schwab Reese, Qualitative Specialist and partner on the PACTECH project.

*Figure 11: Top Ten Presenting Issues*

<b>1. Abuse-Emotional</b>	<i>"He always threatens to hurt me and calls me names that I'm not even comfortable telling my best friend."</i>
<b>2. CPS Questions/Information</b>	<i>"I'm wondering whether or not I should call CPS on some family members of mine because of how they're treating the kids."</i>
<b>3. Parent-Teen Relationships</b>	<i>"My parents are very controlling"</i>
<b>4. Abuse-Physical</b>	<i>"I have physical scars from what happened to me from them"</i>
<b>5. CPS Report Abuse</b>	<i>"Should I wait to contact CPS in the morning? It's midnight for me &amp; I feel safe enough for tonight"</i>
<b>6. Mental Health Issues</b>	<i>"also can't get help for anxiety/depression problems because they won't let me see a therapist anymore"</i>
<b>7. Teen Issues</b>	<i>"when I started to do poorly in school due to my dad having a heart attack"</i>
<b>8. Abuse/Neglect</b>	<i>"he does not get bathed he barely knows how to talk he will stay in the same clothes for weeks she leaves him alone all the time "</i>
<b>9. Abuse/Sexual</b>	<i>"She told me that her grandfather has been touching her and her Bubba when nobody is around."</i>
<b>10. Suicide Issues</b>	<i>"Everything makes me want to self harm (cutting) or even commit suicide"</i>

**For text help seekers and for chat help seekers the most frequently reported issue was Abuse-Emotional. For callers the most frequently reported issue was CPS Report Abuse.** Help seekers were able to report more than one presenting issue per contact. The top ten most frequently reported presenting issues for each mode are in bold font in Table 6. (Please note that the row for *parenting concerns-own* is also in bold since it was a population of interest for the project.) Furthermore, the 11<sup>th</sup> most reported presenting issue was COVID-19.

Table 6: Presenting Issues Reported by Help Seekers by Mode

Presenting Issue	Text	Chat	Call	All
	#	#	#	Total #
<b>Abuse-Emotional</b>	<b>465</b>	<b>1,246</b>	<b>203</b>	1,914
<b>CPS Questions/Information</b>	<b>397</b>	<b>912</b>	<b>232</b>	1,541
<b>Parent-Teen Relationships</b>	<b>315</b>	<b>866</b>	<b>79</b>	1,260
<b>Abuse-Physical</b>	<b>287</b>	<b>799</b>	<b>146</b>	1,232
<b>CPS Report Abuse</b>	<b>328</b>	<b>629</b>	<b>238</b>	1,195
<b>Mental Health Issues</b>	<b>203</b>	<b>593</b>	<b>119</b>	915
<b>Teen Issues</b>	<b>130</b>	<b>351</b>	<b>45</b>	526
<b>Abuse-Neglect</b>	<b>145</b>	<b>248</b>	<b>79</b>	472
<b>Abuse-Sexual</b>	<b>74</b>	<b>169</b>	<b>40</b>	283
<b>Suicide Issues</b>	<b>52</b>	<b>175</b>	<b>27</b>	254
<b>COVID-19</b>	<b>36</b>	<b>123</b>	<b>55</b>	214
<b>Childhelp Information</b>	<b>38</b>	<b>103</b>	<b>46</b>	187
Discipline/Behavior Issues	39	130	15	184
<b>Domestic Violence</b>	<b>53</b>	<b>101</b>	<b>27</b>	181
Addiction/Substance Abuse	41	78	26	145
Runaways	29	90	26	145
Other	37	91	14	142
LGBTQIA Issues	38	87	10	135
Legal Issues	30	67	35	132
Parenting Concerns-Other Child	46	54	19	119
School Issues	24	69	16	109
Abuse-Neglect: Medical	22	65	13	100
Abuse-Sibling	20	50	8	78
Emancipation	12	41	19	72
Adult Survivor Issues	13	42	16	71
Child Support-Custody Dispute	21	28	16	65
Online Concerns	22	28	8	58
Bullying	13	37	5	55
System Failure	8	26	13	47
Child Care Issues	12	14	1	27
<b>Parenting Concerns- Own</b>	<b>4</b>	<b>8</b>	<b>13</b>	<b>25</b>
Abandonment	4	10	9	23
Sex Offender Issues	4	11	4	19
Homelessness	5	8	5	18
Abuse-Elderly or Adult	3	10	4	17

Presenting Issue	Text	Chat	Call	All
	#	#	#	Total #
Grandparent Rights	1	4	2	7
Trafficking	1	3	1	5
Father's Rights	-	2	1	3
Immigration Issues	-	2	-	2
Abduction Issues	1	-	-	1
Welfare Fraud	1	-	-	1
Youth Sports/Coaching	-	1	-	1
Refugee Issues	-	1	-	1
Donation: Brand Drivers	-	-	-	-
FGM/C	-	-	-	-
Forced Child Marriage	-	-	-	-

**RESEARCH QUESTION 5: WHAT ARE THE BEST PRACTICES FOR COUNSELORS THAT WILL ENGAGE HELP SEEKERS IN TEXT AND CHAT-BASED INTERACTIONS?**

Research Question 5 was addressed by Dr. Laura Schwab Reese, Assistant Professor of Public Health at Purdue University, who focused on how PACTECH crisis counselors could provide the most appropriate text- and chat-based services to help-seekers. Specifically, young people who disclose their maltreatment experiences must receive appropriate, supportive responses. Many young people feel disrespected, belittled, and shamed when they share their maltreatment experiences with adults. As a result, many young people hesitate to seek maltreatment-related help, which increases the importance of providing the best possible support through PACTECH.

**PRACTICE MODEL DEVELOPMENT**

To develop the practice model, Dr. Schwab Reese applied qualitative content analysis to analyze 315 sessions/conversations that occurred during July 2020. Qualitative content analysis allowed her to examine, in considerable detail, elements of conversations that resulted in positive or negative experiences for young people. Positive and negative experiences were identified through post-survey responses and conversational cues (i.e., that's so helpful, thanks for sharing that, you're no help, what's the point of [this service]). As Dr. Schwab Reese reviewed each type of conversation, the focus was on the structure of the conversation, the content discussed during the conversation, and how crisis counselors attended to the emotional dynamics of the discussions.

**CONVERSATION STRUCTURE**

In general, conversations progressed through five stages:

1. Clarifying the purpose of the service,
2. Exploring the issue(s),
3. Problem-solving,
4. Resolution, and
5. Conclusion

Although most conversations contained these five components, the order of the stages varied based on the needs of the help-seeker. For the most part, conversations progressed through stages one, two, and three. After problem-solving, conversations either moved to resolution or back to exploring the issues. Usually, conversations that moved through multiple rounds of issue exploration and problem-solving involved more complex situations and/or multiple types of family dysfunction.

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## CONTENT

Dr. Schwab Reese found a wide range of content discussed during the conversations. Much of the content was specific to the unique circumstances shared by the help-seeker but could be generally categorized. Most of the discussions included four primary types of content:

1. Fact-seeking,
2. Problem-solving,
3. Resources, and
4. Risk Assessment.

Fact-seeking usually occurred during the issue exploration stage of the conversation. Crisis counselors sought to understand the situation, or the help-seeker sought information relevant to their specific situation. Problem-solving content focused on what had been tried, existing supports or resources, and giving advice or ideas. Resources were specific places where help-seekers could receive additional support. Child protective services (CPS), counseling, and other online services were commonly recommended by crisis counselors. Finally, some help-seekers were in dangerous situations. Crisis counselors used risk assessment processes when they suspected that the help-seekers were experiencing suicidal thoughts or imminent danger.

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## EMOTIONAL DYNAMICS

The emotional dynamics of the conversations had a significant impact on help-seekers' satisfaction with the conversations. Some of these elements of the conversation were focused on building rapport and confirming to the help-seeker that they were seen and heard. Microcounseling skills, including reflecting feelings, validating, unconditional positive regard, and asking open questions, were common ways that crisis counselors tried to build rapport and affirm the help-seekers. Other approaches were more explicitly focused on feelings. Praise, apologizing for the help-seeker situations, and expressing gratitude towards the help-seeker were common.

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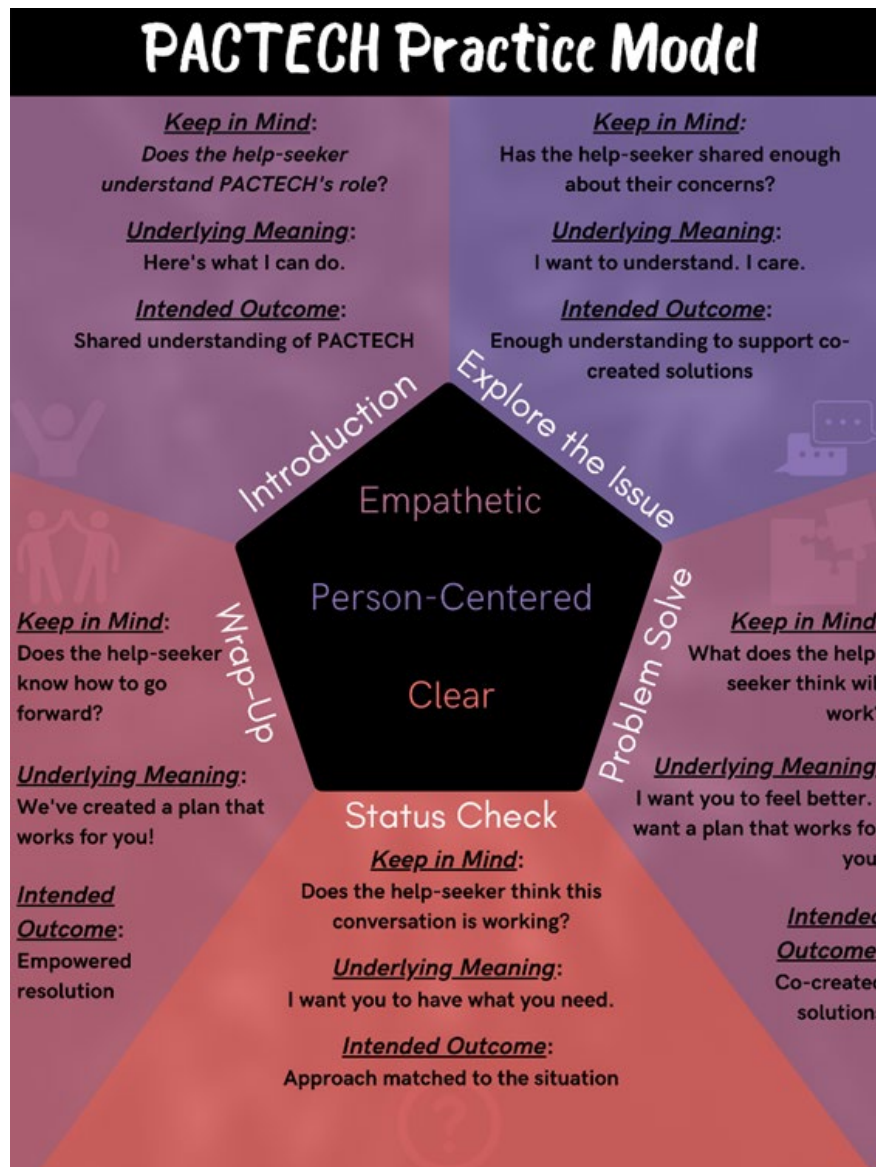
## THE PRACTICE MODEL

The practice model was built on these findings. There are several key aspects of the practice model. First, it has the five phases that closely follow the usual model for crisis counseling. These phrases are presented in a circle, rather than linearly, to reflect that crisis counselors need to be willing to move through different phases based on the needs of the help-seekers. Second, being empathetic, person-centered, and clear is at the center of all conversations. When crisis counselors are empathetic, focused on the individual, and clear in their communication, most conversations flow well and meet the needs of the help-seeker. Finally, the practice model does not include conversation prompts, although it is common to do so. The best

conversations occurred when crisis counselors were genuine and used their authentic voice rather than following a script. As a result, there are conversation guides instead of prompts. As crisis counselors move through the practice model, they are encouraged to consider critical components of the phase (i.e., Keep in Mind prompts), the underlying emotional dynamic of the phase (i.e., Underlying Meaning prompts), and indications when it is appropriate to move to the next phase (i.e., Intended Outcome phases).

Crisis counselors were trained on the practice model during May 2021. Additional training focused on building skills, knowledge, and attitudes will be implemented during 2021-2022. Evaluation of the practice model and these trainings will continue through September 2022.

Figure 12: PACTECH Practice Model



## CONCLUSION AND NEXT STEPS

PACTECH is leading the way in creating a new method to connect with youth. These evaluation report findings demonstrate that PACTECH effectively communicates with adolescents and protects their privacy, creating a safe space for youth. The text and chat help seekers were younger than the call help seekers, with the 13-17 age group using the hotline more than the 18-24 age group. Among the texters, male help-seekers are increasing, as is also the gender-expansive group, showing a preference for text and chat over a phone call. The large majority of PACTECH texters (95.1%) and chatters (89.4%) reported that their respective mode of contact was a good way to receive help, and they were less inclined to use a different manner to contact the hotline. Consequently, a combined 61% of texters (27.9%) and chatters (32.9%) responded that they would not call the hotline if text or chat was not available, indicating that they probably would not have reached out to the hotline for help.

This final comparative data report includes information from all 12 months of Phase 2 PACTECH project, providing a yearlong snapshot of PACTECH help-seekers and outcomes between June 2020 and May 2021. Demographics and results from data collected are used to measure outcomes for this project. These results are 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 began a post-survey. PACTECH successfully collected data from pre and post-surveys from those help seekers who contacted the National Child Abuse Hotline for assistance via text, chat, or call. It is noteworthy that the post-survey response percentages remained similar to the previous quarters, ranging from 28.5% to 35.8%.

Concerning the three objectives measured in this report, PACTECH successfully met the first two of its target outcomes and nearly met the third target outcome. The first outcome objective on stress was exceeded with more than 65% of help seekers reporting decreased stress after the session (text 73.7%, chat 75.2%, call 85.5%). The second outcome objective on hopefulness also was exceeded, with more than 65% of help seekers having reported increased hopefulness after the session (text 87.9%, chat 84.5%, call 94.4%).

The third target outcome objective was almost met, with 56.9% (target of 60%) of help seekers (combined contact modes) reported having learned about PACTECH through online sources. Moreover, when examining individual modes, text and call help seekers did exceed the third outcome objective, with more than 60% reporting having learned about PACTECH through online sources. Lastly, chat help seekers did report online sources (i.e., website-internet) most frequently as the referral source.

Regarding the next steps, an additional year of funding was awarded for the PACTECH project, Year 4. The outcome objectives remain the same except that call help seekers will no longer be included as a comparison group. The Childhelp Hotline will continue to serve call help seekers; however, a call comparison group will no longer be analyzed. Additionally, post-survey training satisfaction items will be added throughout Year 4, and there will be two data reports submitted in Year 4 of the PACTECH project.