



**Los Gatos**  
**Monte Sereno**

**POLICE DEPARTMENT**

**Matt Frisby, Chief of Police**

# PRESS RELEASE

**Day:** Wednesday

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## Partnership between the Los Gatos Monte Sereno Police Department and Crisis Text Line

Please see the attached press release announcing the partnerships between the Los Gatos Monte Sereno Police Department, Crisis Text Line and other local and regional partners in their efforts to proactively address mental health issues within our communities through emerging technology and outreach.

Matt Frisby, Chief of the Los Gatos Monte Sereno Police Department stated “our partnership with Crisis Text Line provides us with the opportunity to engage with our communities in a safe and contemporary manner that will assist us in getting people the help that they need during difficult times.”



Attachment: 1

Authorized by: *Matt Frisby* Date: 11/30/16 Time: 1600 Hrs

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## In the world's hub of innovation, crisis support catches up with the times

City of San Francisco, Caltrain, San Francisco Giants to bring free, 24/7 crisis support by text to the Bay Area.

**San Francisco, CA** - Whether you're a local student, a commuter taking the train into work, or a concerned parent, many have been touched by suicides at Caltrain in the Bay Area. Today, Crisis Text Line, the national not-for-profit that provides free, 24/7 crisis support via SMS, launches in the Bay Area with an array of local partnerships - including Caltrain.

Caltrain will be adding signage and information to tracks and stations, urging people to text 741741 for crisis support. **Sally Longyear**, a Palo Alto parent whose daughter, Sarah Longyear, died by suicide at Caltrain in April, supports Crisis Text Line. "If my daughter had known about Crisis Text Line, and had reached out for support, she might be here today." said Sally Longyear. "If just one life is saved by adding these signs, it will be worth it."

In 2013, serial social entrepreneur **Nancy Lublin** founded Crisis Text Line. Since then, they've exchanged over 23 million messages with people in crisis, creating the largest real-time mental health data set. The organization has garnered support from tech giants like **Reid Hoffman**, **Steve Ballmer**, **Melinda Gates**, and the **Omidyar Network**.

### BAY AREA DATA

To date, Crisis Text Line has already handled over 20,000 conversations with people in crisis in the Bay Area, and has called emergency services to intervene in imminent risk situations over 70 times. "This crisis trends data will be instrumental in improving our city," said **Mayor of San Francisco, Ed Lee**. "It will help our government allocate resources and provide support informed by Crisis Text Line's local data." So far, Crisis Text Line's data shows the Bay Area over-indexes in self-harm, stress, bereavement and third party texters — people concerned about a friend's safety.

### BAY AREA PARTNERS

Many beloved San Francisco icons are banding together in support of Crisis Text Line's Bay Area launch. The **San Francisco Giants** will raise awareness with their fans throughout the 2017 season for Crisis Text Line both in park and through their large social media following to ensure that all fans know where to turn in crisis: 741741. Bay Area based **Peet's Coffee** will promote the number in local Peet's locations and provide free coffee for Crisis Counselor volunteers.

Crisis Text Line Bay Area partners include:

- City of San Francisco
- Caltrain
- Golden Gate Bridge District
- San Francisco Giants
- Peet's Coffee
- Sunnyvale Department of Public Safety
- Los Gatos Monte Sereno Police Department
- Project Safety Net
- Children's Health Council
- Adolescent Counseling Services
- SafeSpace

These launch partners are in addition to Crisis Text Line's national corporate partners based in the Bay Area, including YouTube, Facebook, After School, Twilio, and Speck Products.

## **BAY AREA FUNDING**

Crisis Text Line's Bay Area launch is supported by a grant from The Battery's philanthropic branch, Battery Powered. "Crisis Text Line is a fast-moving, innovative organization that is disrupting the mental health sector," said **Michael Birch, Founder of The Battery**. "We were blown away by their data and how it can inform Bay Area policy, parents and schools."

Crisis Text Line has hired Palo Alto native **Libby Craig** to lead these efforts. Craig attended Gunn High School during its first suicide cluster in 2009. "I'm honored to grow Crisis Text Line in my home town, where I saw peers die by suicide," said Craig. "We all know 911 for crime and emergency. I'm hoping 741741 will be known for mental health crises."

## **GET INVOLVED**

If you're in crisis, text BAY to 741741 to connect with a trained Crisis Counselor.

Become a volunteer Crisis Counselor at [crisistextline.org/volunteer](https://crisistextline.org/volunteer).

To learn how your organization, company, or school can get involved, reach out to Bay Area Director Libby Craig at [libby@crisistextline.org](mailto:libby@crisistextline.org).

## **About Crisis Text Line**

Crisis Text Line is free, 24/7 support for people in crisis via text. Read more quotes from Bay Area leaders at [crisistextline.org/](https://crisistextline.org/) [INSERT]

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## **What Bay Area leaders are saying:**

"Mental health stigma continues to be a barrier for individuals and families to seek needed care. As we all know, millions of people use social media, and text message can be a private,

accessible way to receive support,” said **Barbara Garcia, Director of the San Francisco Department of Public Health**. “Crisis Text Line will improve access to care in times of extreme stress and also help identify trends to enrich our understanding of the population that uses this new intervention. ”

“Caltrain is committed to suicide prevention and supporting mental health of this community.” said **Tasha Bartholomew, Caltrain Communications Officer**. “We believe working with Crisis Text Line will be instrumental in reaching more people in crisis who might be more comfortable reaching out over text message.”

“Crisis Text Line fills a need that our teens have been asking for, a safe anonymous text support line designed for teens and young adults.” said **Pat Burt, Mayor of Palo Alto**. “Having access to the collected data is an additional bonus that will help inform our decisions about how we allocate resources to keep our young people healthy and safe.”

“Crisis Text Line is a powerful tool to help us reach people in crisis, and we’ve added 30 signs on the bridge and in the parking lots with their number,” **Priya Clemens, Communications Manager of the Golden Gate Bridge and Transit District**. “We’ve already seen the benefits of this partnership, with Crisis Text Line alerting bridge patrol of people considering suicide on their way to or at the bridge.”

“By using an increasingly popular means of communication, this organization is revolutionizing crisis support and providing a needed public service to the Bay Area.” said **Michael Spath, Communications Manager, Sunnyvale Department of Public Safety**. “Every 911 Public Safety Answering Point (PSAP) should know about the 24/7, free availability of Crisis Text Line. As public safety agencies nationwide are currently implementing our own ability to process emergency text messages sent to 911, having additional resources available for the texting community will become even more important.”

“Police response to mental health issues and the ability to quickly and appropriately support those in need is an ongoing priority of our department,” said **Matt Frisby, Chief of Los Gatos Monte Sereno Police Department**. “Our partnership with Crisis Text Line provides yet another avenue to connect with persons in crisis and provide them with the care they deserve.”

“Every student should know about this important resource,” said **Jessica Colvin of Tam Unified School District**. “There should be stickers in every bathroom and flyers in every classroom. Students need to enter 741741 into their phones.”