

YOUTH IN CRISIS: WHAT THE DATA IS TELLING US

TUESDAY, NOVEMBER 30TH @ 2:00 PM EST

Hosted By:



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National Runaway Safeline (NRS)

- The National Runaway Safeline is the federally-supported national communication system for youth in crisis, runaway, and homeless youth.
- Our mission is to keep America's runaway, homeless and at-risk youth safe and off the streets.
- Each year, NRS makes over 125,000 connections to offer help through hotline, online and offline resources.

NRS Services

1-800-RUNAWAY:

- Trauma-informed, solution-focused crisis intervention
- Information and referrals
- Message service
- Conference calls
- Home Free family reunification and transportation program

1800RUNAWAY.org:

- Interactive live chat
- Crisis forum and email
- Text “HELP” to 66008
- Free educational and promotional materials
- *Let’s Talk* Prevention Curriculum

The logo for Chapin Hall at the University of Chicago. It features a stylized 'H' inside a red square, with three vertical bars of increasing height (light blue, medium blue, dark blue) to the left. The text 'CHAPIN HALL' is in a large, black, sans-serif font, and 'AT THE UNIVERSITY OF CHICAGO' is in a smaller, black, sans-serif font below it.

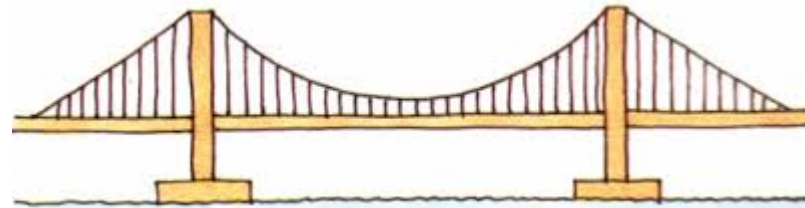
CHAPIN HALL
AT THE UNIVERSITY OF CHICAGO

www.1800RUNAWAY.org



Partnership with Chapin Hall

Chapin Hall at the University of Chicago is a research and policy center, focused on a mission of improving the well-being of children and youth, families, and their communities.



Chapin Hall provides public and private decision-makers with rigorous data analysis and achievable solutions to support them in improving the lives of society's most vulnerable children, youth and families.

Voices of Youth Count

1 in 10



young adults ages 18 to 25 endures some form of homelessness in a year. Half of the prevalence involves couch surfing only.

1 in 30



adolescent minors ages 13 to 17 endures some form of homelessness in a year. A quarter of the prevalence involves couch surfing only.

(Source: Chapin Hall, VoYC National Survey)

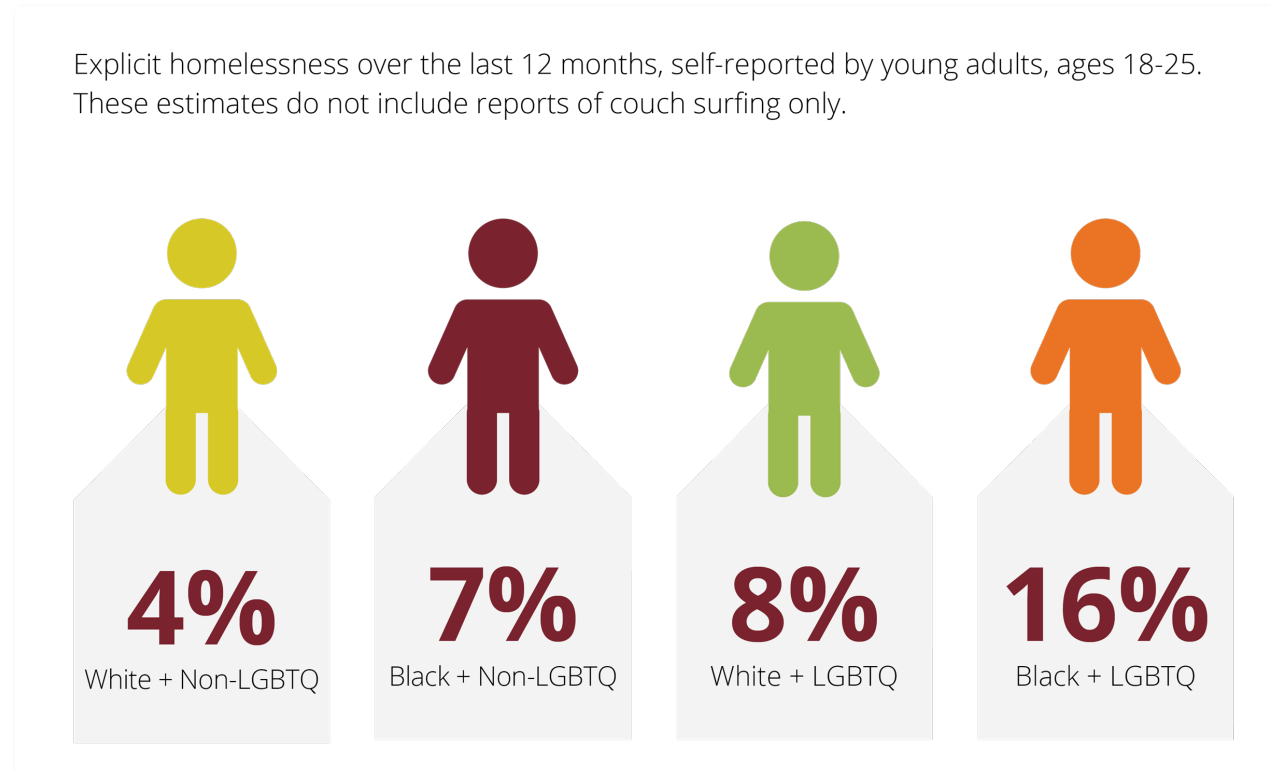
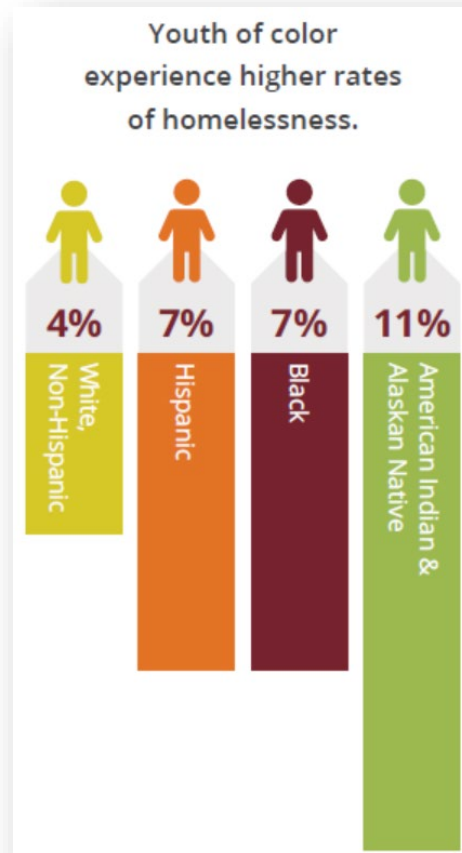
Incidence of First Time Homelessness

About half of the youth who experienced homelessness over a year faced homelessness...

...for the first time.



Voices of Youth Count



(Source: Chapin Hall, VoYC National Survey)

COVID-19 & Youth Homelessness

The Impact of COVID-19 on Youth Homelessness

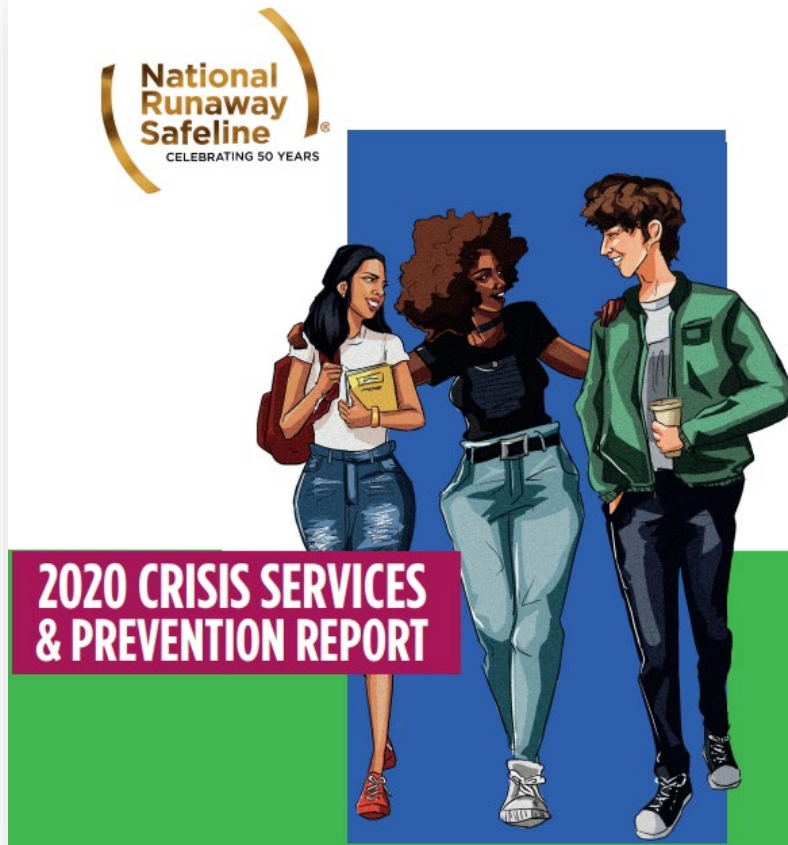
- Limited to no availability of shelter resources;
- Limited to no access to transportation for safe housing and shelter;
- Heightened anxiety and limited access to support systems at schools, drop-in centers, case management, and other resources;
- Confined to home or in current living arrangement with abusers or other potentially unsafe living situations; and
- Difficulty navigating and tracking available resources.

NRS' Response to COVID-19 Impact

- Integrated & updated technology, allowing NRS to maintain fully operational 24/7 crisis services and access to a more robust crisis communication platform.
- Expanded & updated resource referral database for youth and families in need – included a state-by-state focus on critical services with a particular focus on housing, transportation & mental health services.
- Enhanced training for NRS crisis services team including focus on mental health, vicarious trauma, suicide prevention and human trafficking.
- Increased direct outreach to youth through website and social media.

The 2020 Crisis Services & Prevention Report: The Data

2020 Crisis Services & Prevention Report



- Provides a snapshot of the individuals who reached out to NRS, their demographics, reasons for reaching out, and method of outreach
- Considers self-reported data from contacts to better understand who reaches out to NRS, why they reach out, and how we can better serve youth and families in the future
- 2020 report specifically includes a section on the impact of COVID-19 based on collected data

Creating the Report: Data Analysis & Methodology

- NRS collects self-report data
- There were 36,907 contacts from hotline calls, chats, and forum posts for youth aged 21 and under
- Excluded 800 records due to data validity concerns
- Conducted descriptive analysis
- Analysis addressed:
 - Who contacts NRS?
 - How do contacts reach NRS?
 - Why do contacts reach out to NRS?
 - What resources are available to contacts?
 - What referrals does NRS make?
 - How did trends differ in 2020 in response to COVID-19?

Key Takeaways

REPORT SUMMARY

81% of contacts were youth who connected directly with NRS on their own behalf

Nearly half of contacts were between the ages of 15 and 17

53% of contacts used NRS' chat option and 29% called the hotline

88% of contacts reported family dynamics as a reason for seeking crisis intervention services

At the time of outreach, 68% of youth were still at home

41% of youth were described as being in crisis and 37% were described as contemplating running away


74% of contacts discussed referral options with NRS staff and volunteers

44% of contacts received a referral

2020 BY THE NUMBERS


 10,506 hotline calls

 18,956 crisis chats

 2,660 crisis emails

 3,985 forum posts

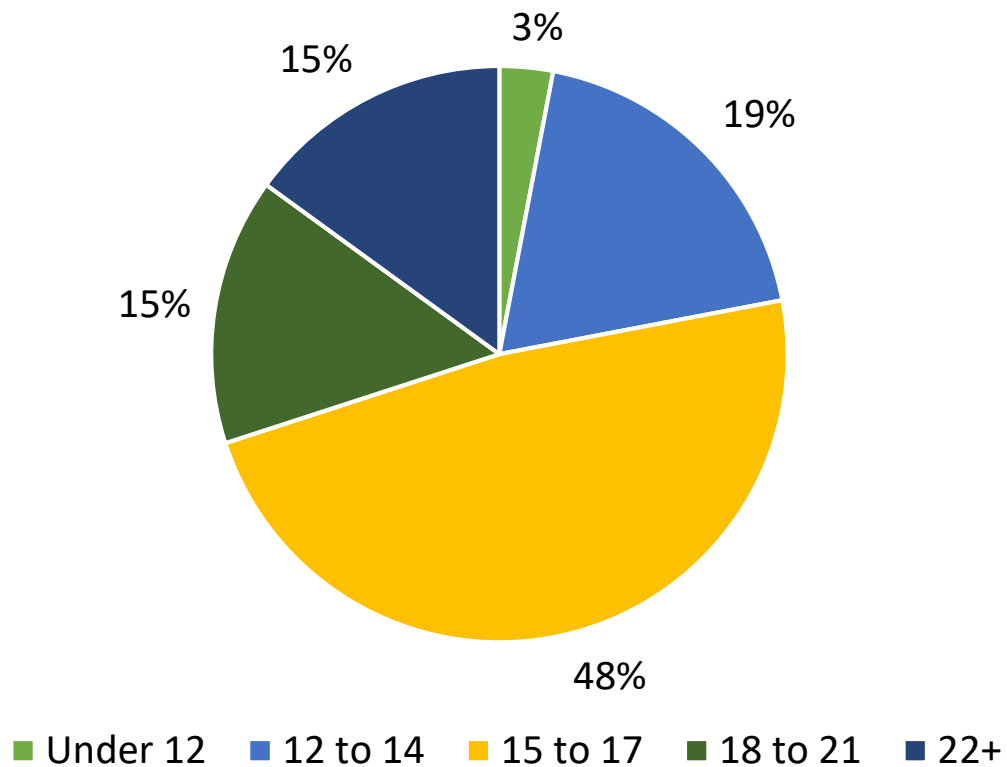
 432,930 forum visits

 16,009 referrals provided

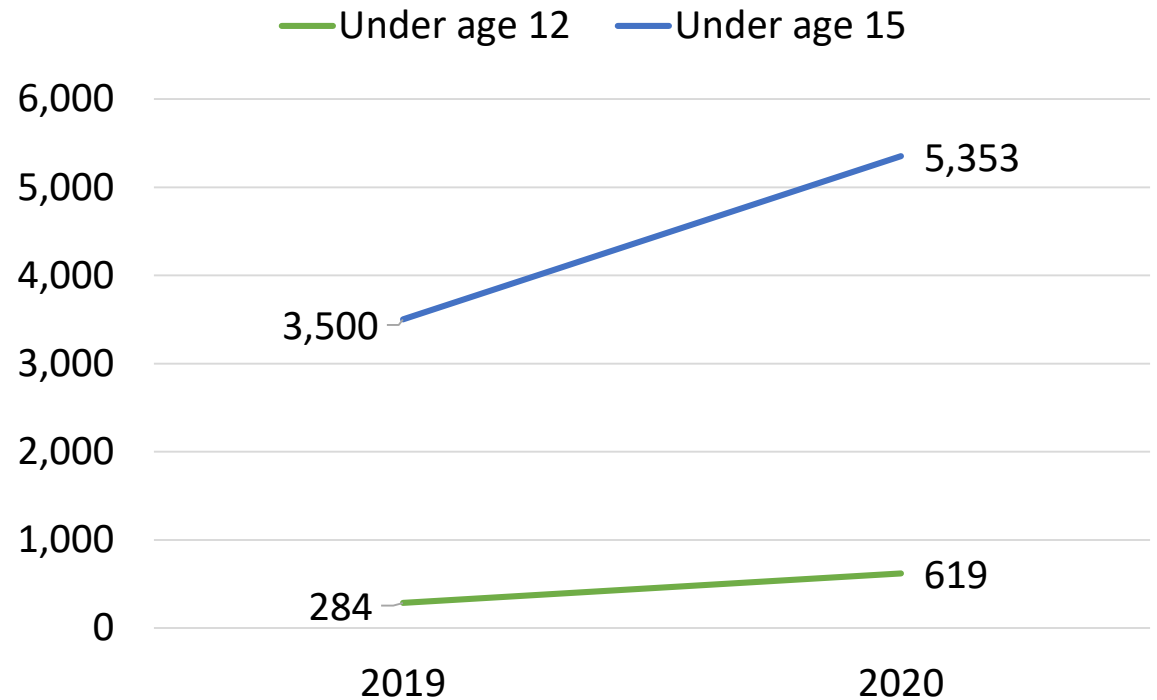
 323 Home Free tickets issued

Crisis Contact Age

Crisis Contact Age in 2020

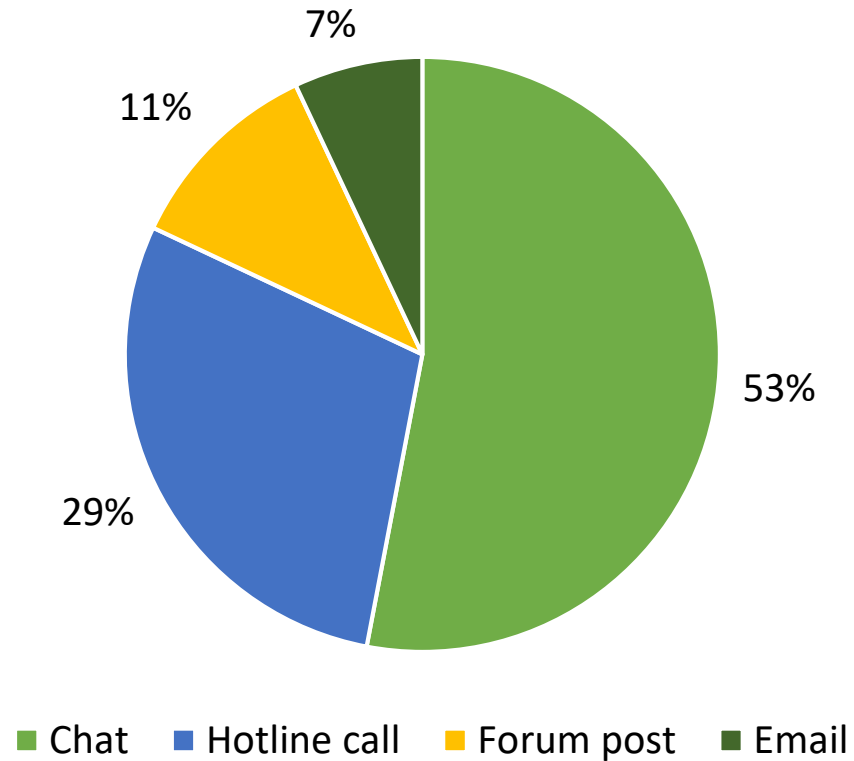


- Contacts skewed younger in 2020

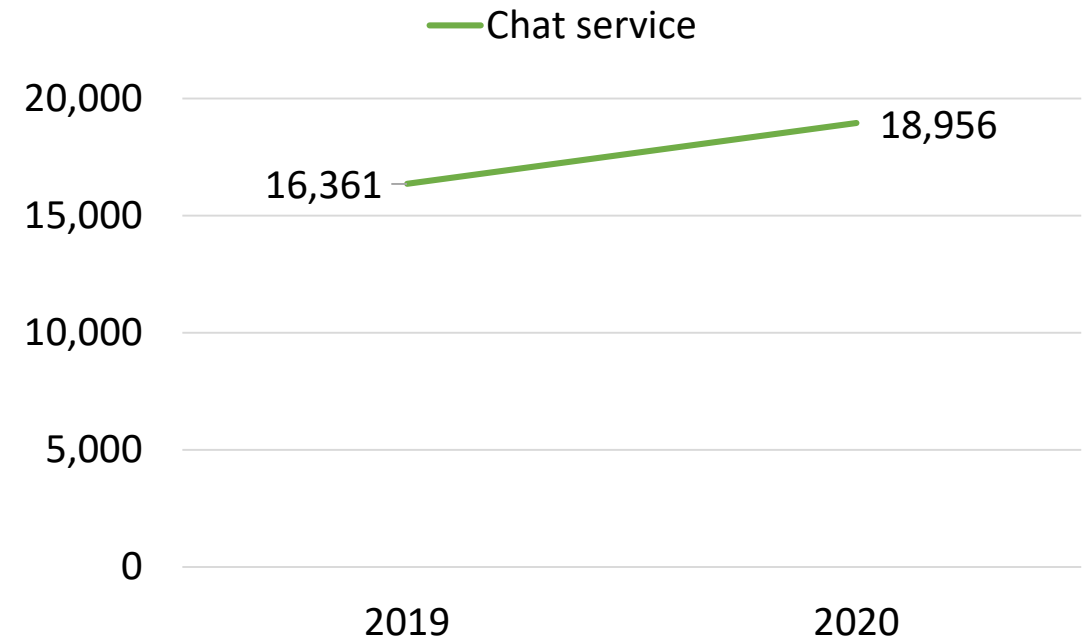


Crisis Contact Method of Outreach

Crisis Contact Method of Outreach in 2020

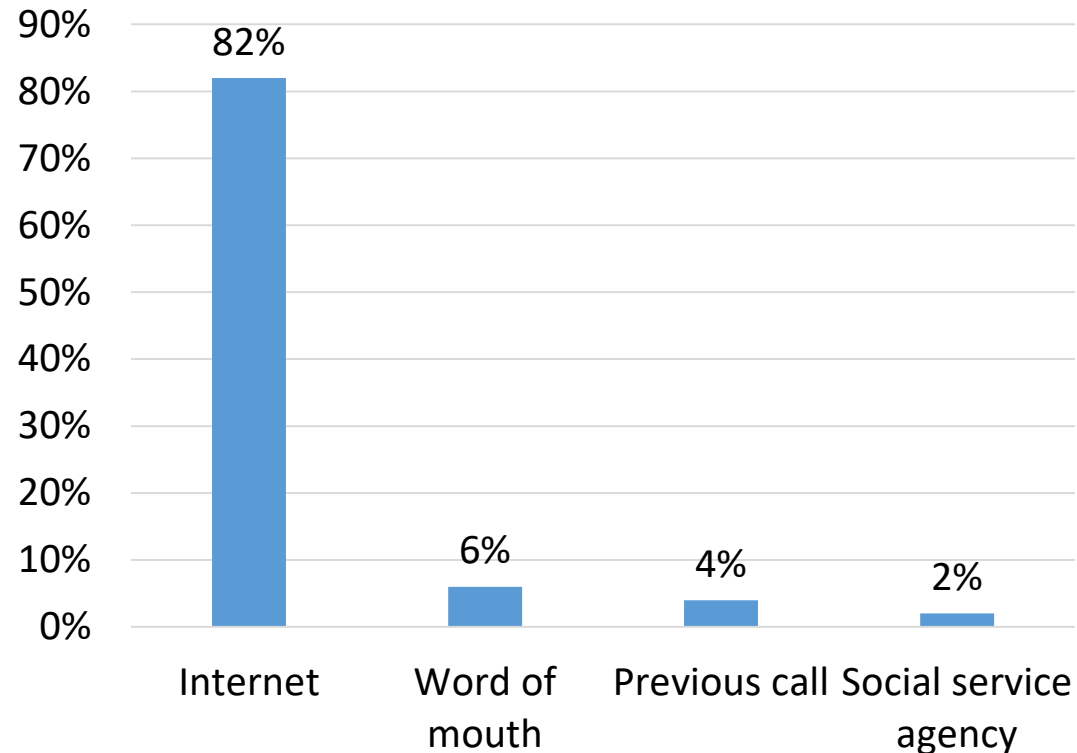


- Digital services became more popular in 2020

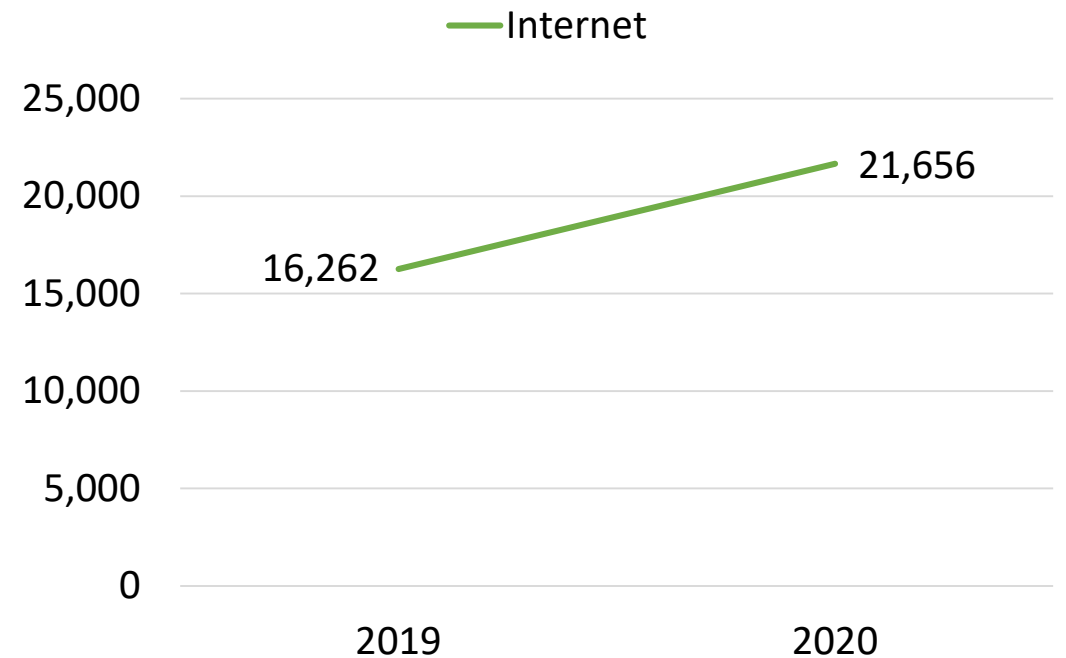


How Contacts Learned of NRS

Top Four Ways Contacts Learned of NRS

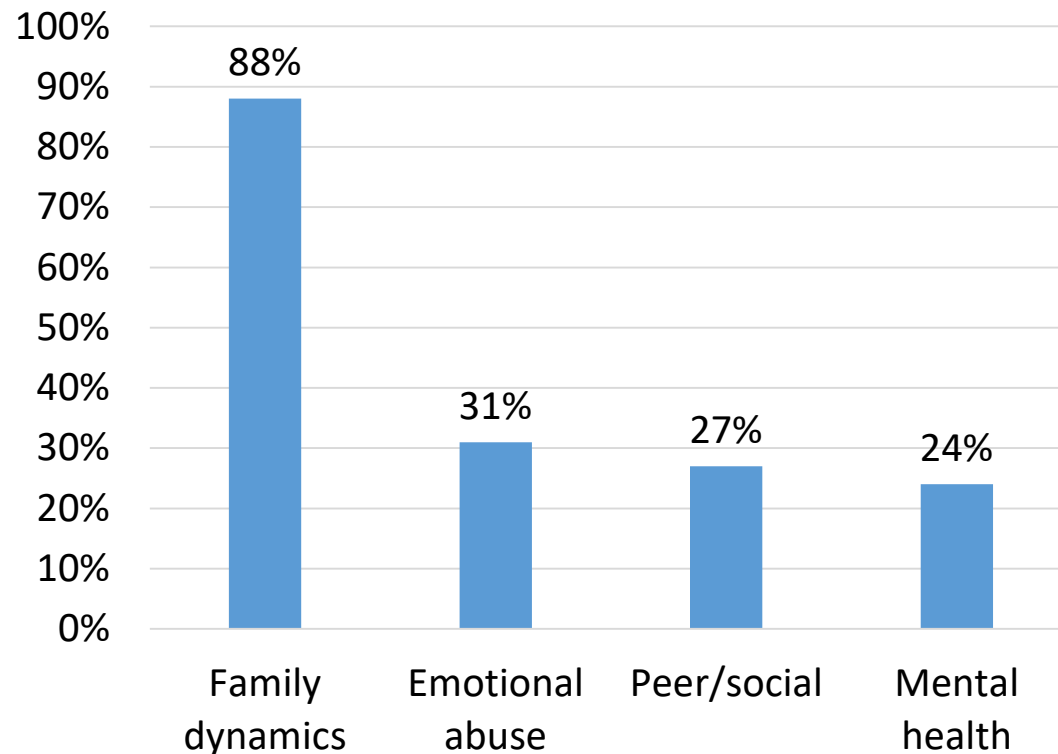


- Contacts increasingly used the internet to learn about NRS in 2020

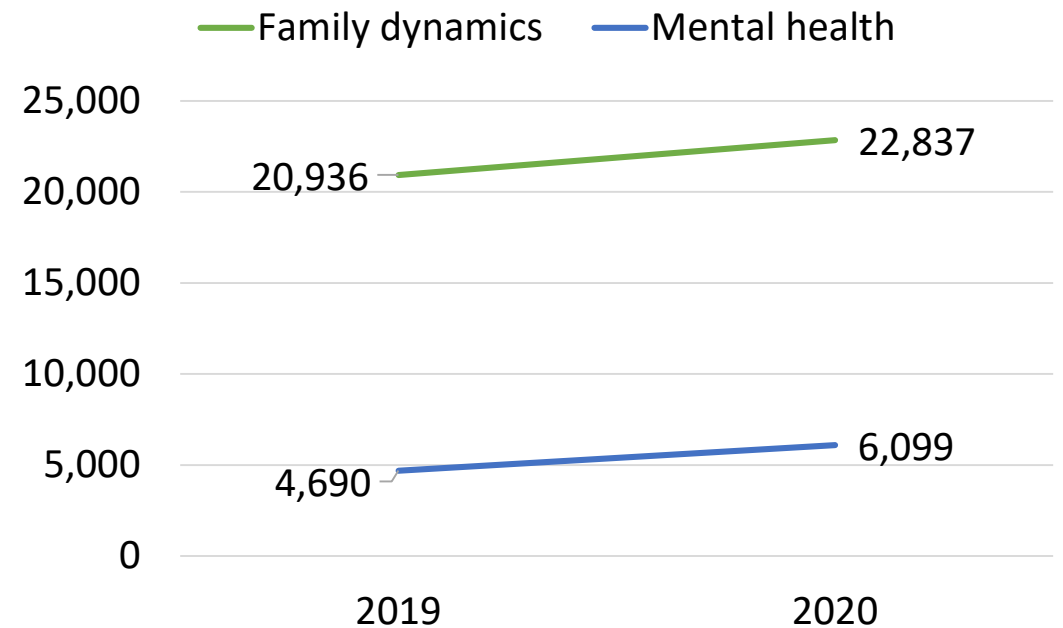


Reasons for Outreach

Top Four Reasons for Outreach

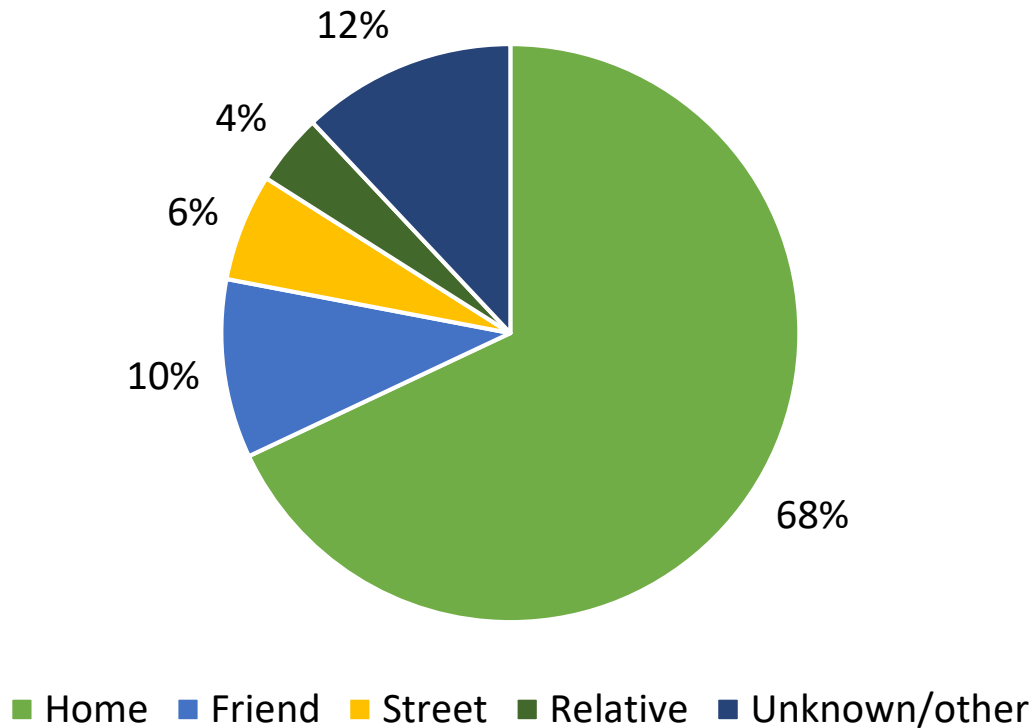


- Contacts reported increased concerns about family dynamics and mental health in 2020

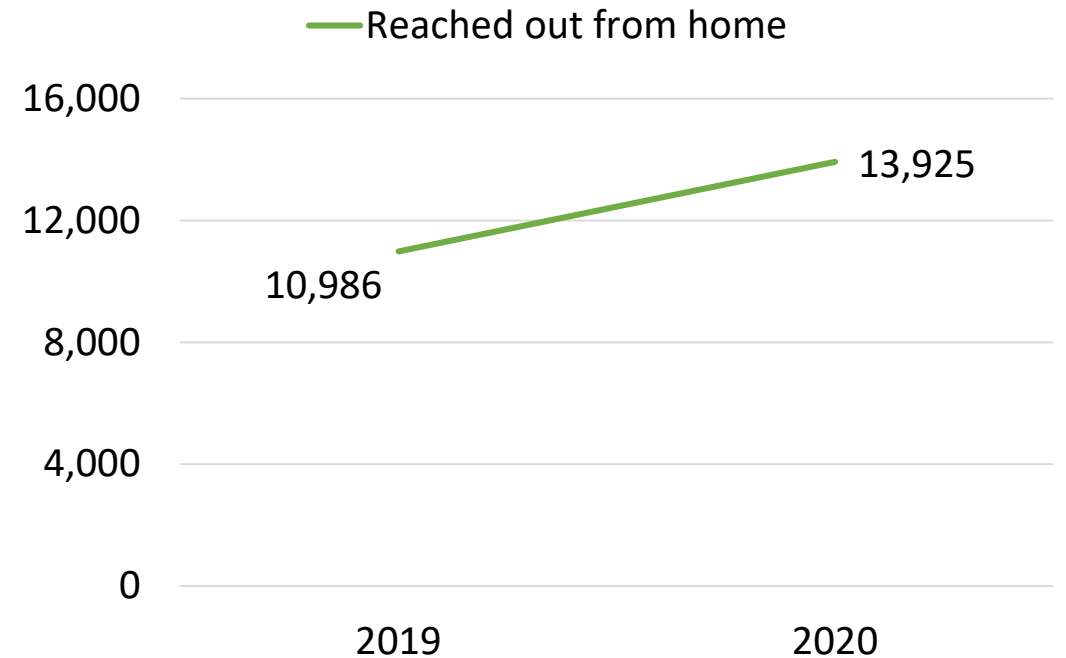


Location of Outreach

Contact Location of Outreach in 2020



- More contacts reached out to NRS from home in 2020



Referrals

- Challenge finding local resources

- NRS made 500 more referrals to local resources in 2020 than in 2019

36,107 contacts

26,674 options discussed

16,009 referrals made

- Most common referrals were for:

- NRS services (99%)
- Family (44%)
- Police (42%)
- Friends (37%)
- Alternate youth housing (31%)

Home Free

- Home Free is a partnership between NRS and Greyhound Lines, Inc.
- In 2020 ...



1,433 contacts received referrals

839 contacts followed up on referral

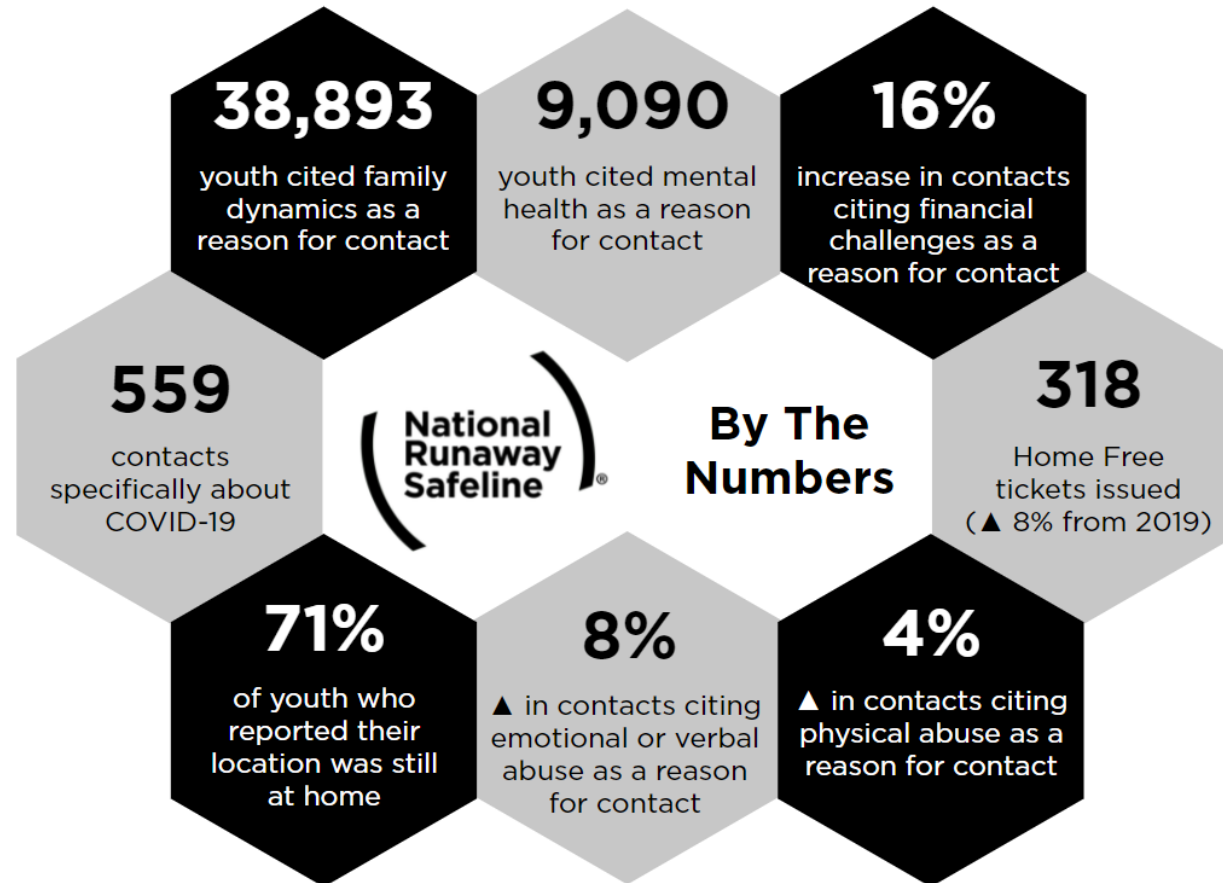
323 contacts received tickets (310 for youth; 13 for parents/guardians)

The 2020 Crisis Services & Prevention Report: Covid-19

What the Data Says About the Impact of COVID-19

- Contacts skewed younger
- Digital services becoming increasingly popular
- Reasons for reaching out: increased challenges related to family dynamics and mental health
- More contacts reaching out from home
- Greater need for assistance finding local resources

The Impact of COVID-19 by the Numbers



Key Learnings & Recommendations

New Approaches: Social Media Outreach



- Social media campaign targeting young people who may need NRS' services now or in the future.
- Initiated 2 Campaigns (Dec. 2020 – Jan. 2021 & August- September 2021)
 - Campaign messaging, design, administration
 - Branding refresh: applied to all NRS digital assets

Let's Step Forward Together

1800runaway.org/stepforward

CALL 1-800-RUNAWAY CHAT EMAIL FORUM TEXT EXIT

National Runaway Safeline

Let's Step Forward Together.

Where you're headed matters. That's why we're with you every step of the way, and available to listen 24/7. A better tomorrow starts by calling 1.800.RUNAWAY.

There is no better destination than Hope

WE RESPECT YOUR PRIVACY.

We won't pry.

When telling your story, you choose what information to share.

Our conversation is personal and private.

Although we won't share your story, if someone is hurting you and you give identifying information, we are required by law to report it - but remember the decision is yours to give us that information.

WE ARE HERE TO SUPPORT YOU.

We won't judge.

You can expect to share your story with someone who won't judge or tell you what to do.

We're trained to help you.

Each team member has been trained to provide support, listen to your story, and help you determine your next steps.

IMMEDIATE HELP IS AVAILABLE 24/7/365.

Four ways to connect.

Call 1-800-RUNAWAY. Or use the online services to chat, email, or post on the forum.

Experience helping people just like you.

Each frontline team member has over 40 hours of crisis intervention training.

GET SUPPORT


Reach out to us in a way that works best for you. We are here to listen and here to help.

CALL CHAT EMAIL FORUM TEXT

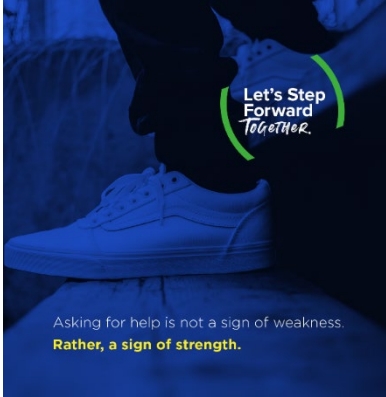
Let's Step Forward Together

**24 hours a day.
365 days a year.**

A better tomorrow starts
by calling 1.800.RUNAWAY.
Let's step forward together.




**M A K E
2021
THE YEAR YOU
STEP FORWARD
WE'RE HERE TO DO IT
WITH YOU.**



Let's Step Forward Together

Asking for help is not a sign of weakness.
Rather, a sign of strength.




Let's Step Forward Together

You took me seriously when everyone else didn't believe or didn't understand.


Post from our public forum

**PARENTS AND
GUARDIANS,
WE'RE HERE FOR
YOU TOO.**



**WE'RE HERE
TO LISTEN 24/7.**



**HERE
TO LISTEN.
HERE
TO HELP.**



**WE DON'T KNOW
WHAT IT'S LIKE
TO WALK IN YOUR
SHOES, BUT WE DO
KNOW WHAT IT'S
LIKE TO HELP.**



**THIS HOLIDAY SEASON IS
DIFFICULT FOR EVERYONE.
WE'RE HERE TO SPEND IT
WITH YOU VIRTUALLY IF
YOU WANT REACH OUT
24/7.**



Key Learnings: Social Media Outreach



- Reach: 4.64 million impressions / 29,330 clicks (across all platforms)
- Most effective platform: TikTok
 - 1.15 million impressions / 18,473 clicks
- Effectively targeted:
 - 15-17 year olds (represents nearly 50% of contacts in 2020)
 - States with highest impression counts reflected targeting based on locations with highest number of crisis contacts (CA, TX, GA, FL, IL, NY)
 - Cities (YouTube) showed similar effectiveness (NYC, LA, Houston, Chicago, Dallas)

Key Learnings: Social Media Outreach



- Meet youth where they are: platforms that may be less comfortable and familiar to many of us!
- Impressions vs. Click rates are challenging!
- Engage young people in messaging
- Use data to inform expectations and goals
- Don't expect immediate results:
 - Requires engaging over time to grow “popularity”
 - Young people may not need you right when they see ads

Recommendations

- Developing opportunities for youth to engage digitally or via social media are critical for an effective continuum of care.
- Community-based partnerships with schools, afterschool organizations, and local businesses (i.e. libraries, coffee shops, restaurants, etc.) are key for building a robust community-wide support system.
- Resources and referral options must accommodate a range of ages, including increased emphasis on youth 12 and under and 21 and older.
- Enhanced training particularly related to mental health, suicide prevention and social/emotional development are essential.

Recommendations Continued

- Programs like Home Free provide an essential path to family reunification and/or access to long-term stable housing. These types of programs must continue to be evaluated for accessibility, ease of use and increased awareness of their existence.
- It is critical to highlight the role of prevention and primary intervention.
- Assessing and adapting data collection systems to best meet the needs, perspectives and preferred methods of communication for youth are essential for developing longer-term solutions to ending youth homelessness.
- The data from the 2020 Crisis Services & Prevention Report has potential for broad applications for service providers, community-based systems, funders, researchers and others.



QUESTIONS

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ADMINISTRATION FOR
CHILDREN & FAMILIES

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