March 31, 2025

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

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

Dear Senator Marklein and Representative Born:

I am pleased to submit the Suicide in Wisconsin: Impact and Response Report and HOPELINE Annual Report to the Legislature, as directed by the Committee at its October 2, 2019, meeting under s. 13.10. The attached reports address suicide prevention activities in Wisconsin, including information on suicide prevention services provided by HOPELINE between July 1, 2023, and June 30, 2024.

Sincerely,

Kirsten L. Johnson
Secretary-designee

1 West Wilson Street • Post Office Box 7850 • Madison, WI 53707-7850 • Telephone 608-266-9622 •
www.dhs.wisconsin.gov
Protecting and promoting the health and safety of the people of Wisconsin

HOPELINE Annual Report to the Legislature – July 1, 2023, through June 30, 2024

By direction of the state Legislature, the Wisconsin Department of Health Services provides grant funds in the amount of $110,000 general purpose revenue (GPR) per state fiscal year to the Center for Suicide Awareness (CSA), a nonprofit organization based in Kaukauna, Wisconsin. The funds are used to obtain and share data related to the use of HOPELINE, a text message-based emotional support service, as well as to maintain "HOPELINE" as Wisconsin's text message keyword for the national Crisis Text Line (CTL).

CTL is a free 24/7 text message-based support service for people in emotional crisis that is reached by texting CTL's number, 741741. CTL collects data about HOPELINE texts and texters, which is available by making a data request to CSA. The data can be used by interested parties in the state to help inform efforts related to mental health services and supports, crisis intervention, and suicide prevention.
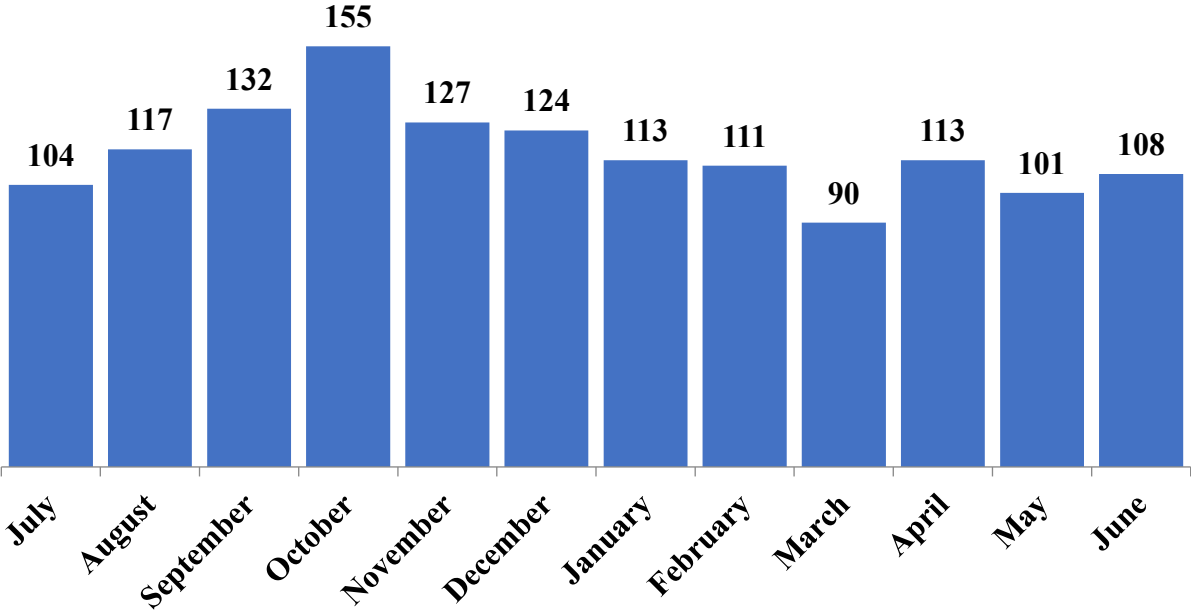
This report covers the period of July 1, 2023, through June 30, 2024. During that time, the number of individuals in Wisconsin who texted HOPELINE was 889. The number of text "conversations" with people in Wisconsin was 1,400, which includes individual texters who reached out multiple times. Also during that period, HOPELINE requested emergency services be dispatched to the texter's physical location on 13 occasions. Those figures compare to 741 individuals, 1,315 conversations, and 14 emergency dispatches over the same period the previous year. Emergency services are contacted when the texter indicates suicidal thoughts, a plan, and a method to attempt suicide within 48 hours, and the crisis counselor is unable to de-escalate the situation.

The following pages contain data provided by CSA related to the use of HOPELINE, as well as information from DHS on CSA's expenditures using the grant funds.

Volume

The chart below shows a breakdown of the text conversation volume by month for the period of July 1, 2023, through June 30, 2024.

Conversations

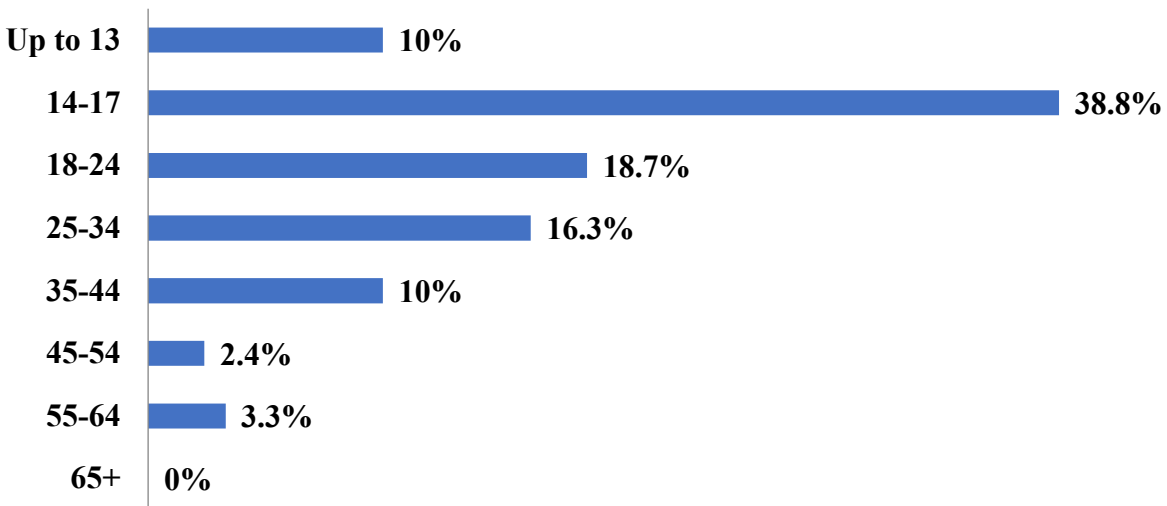| Month	Conversations
July	104
August	117
September	132
October	155
November	127
December	124
January	113
February	111
March	90
April	113
May	101
June	108

Demographics

In addition to conversation volume, HOPELINE also has access to demographic data self-reported by texters for the following categories: age, sexual identity, and disability. For this reporting period, HOPELINE was not able to provide data about texter gender or race/ethnicity, as the number of texters reporting on these categories was too small. The charts below show data for the period of July 1, 2023, through June 30, 2024. Percentage totals may exceed 100% due to rounding or texters identifying with more than one item in a category.

Age

Age	Percentage
Up to 13	10%
14-17	38.8%
18-24	18.7%
25-34	16.3%
35-44	10%
45-54	2.4%
55-64	3.3%
65+	0%

Sexual identity

Sexual identity	Percentage
Straight	49.5%
LGBTQ+	50.5%

Disability

ADD/ADHD — 28.9%
Autism — 9.9%
Deafness — 0%
Dyslexia — 0%
Hard of Hearing — 4.1%
Mobility Difficulties — 3.3%
No — 56.2%
Not Sure — 13.2%
Visually Impaired — 0%
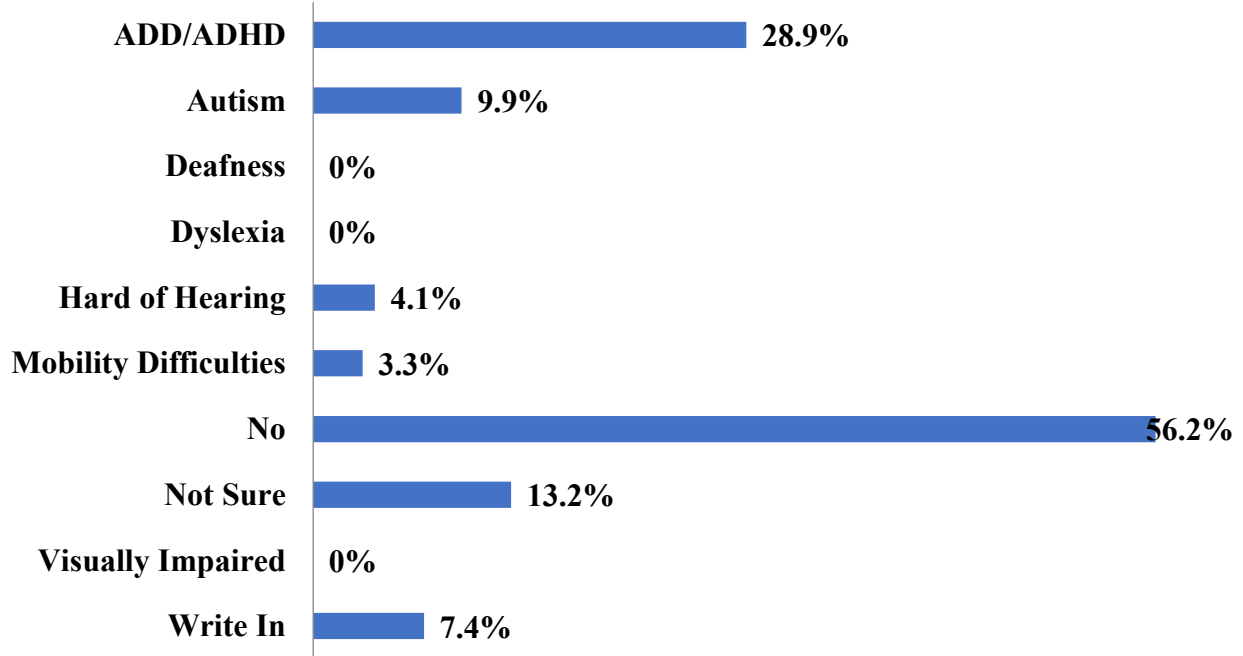Write In — 7.4%

Another demographic category is texter location. HOPELINE has data at the county level for most texters. The table below shows the distribution of conversations per county over the period of July 1, 2023, through June 30, 2024. If a county is not listed, it means HOPELINE had no texters from that county.

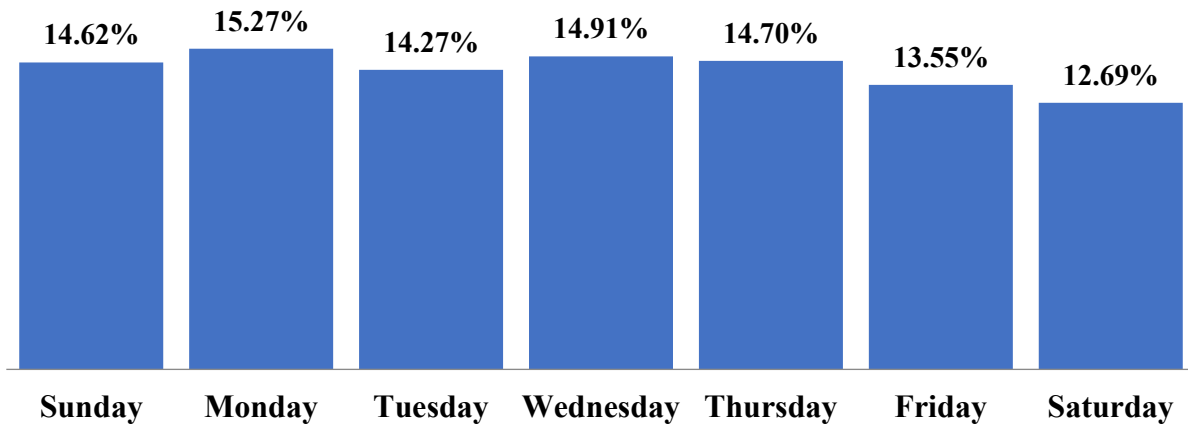| County	Number of Conversations
Brown	48
Columbia	7
Dane	59
Dodge	22
Eau Claire	16
Fond du Lac	28
Grant	7
Kenosha	7
La Crosse	13
Manitowoc	12
Marathon	20
Milwaukee	168

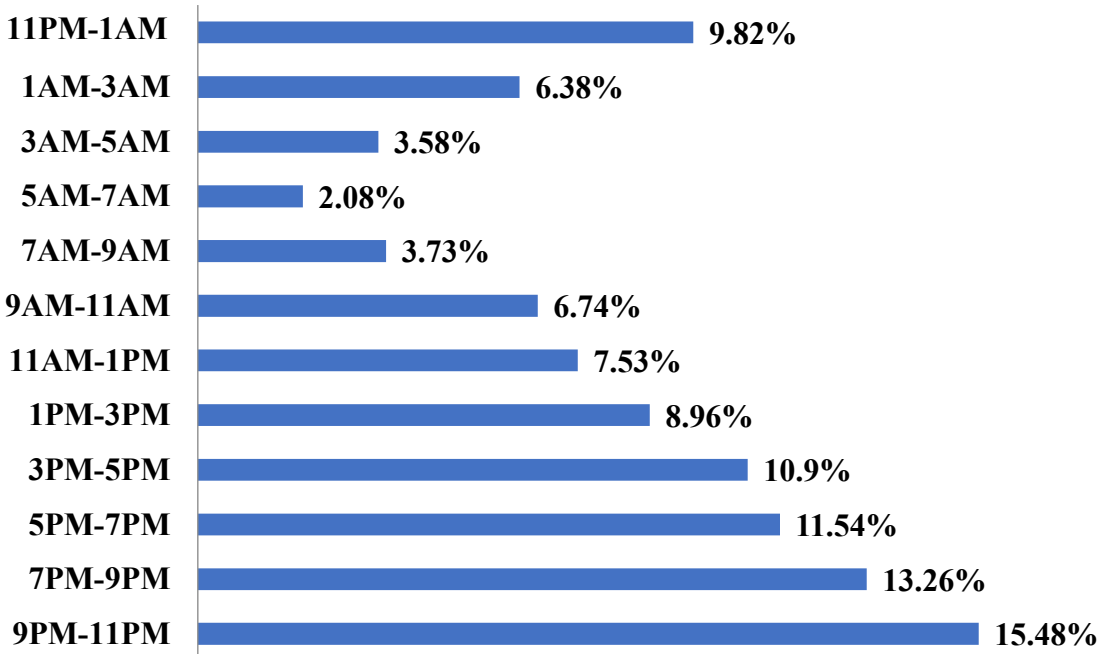| County	Number of Conversations
Oneida	13
Outagamie	103
Polk	7
Portage	13
Racine	33
Rock	40
St. Croix	16
Sheboygan	13
Walworth	8
Washington	32
Waukesha	48
Waupaca	22
Winnebago	34
Wood	19

Volume Distribution

HOPELINE also has details about the text volume it receives. The following two charts show the distribution of HOPELINE conversation volume by day of the week and time of day for the period of July 1, 2023, through June 30, 2024.

Day of week

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
14.62%	15.27%	14.27%	14.91%	14.70%	13.55%	12.69%

Time of day (Central time)

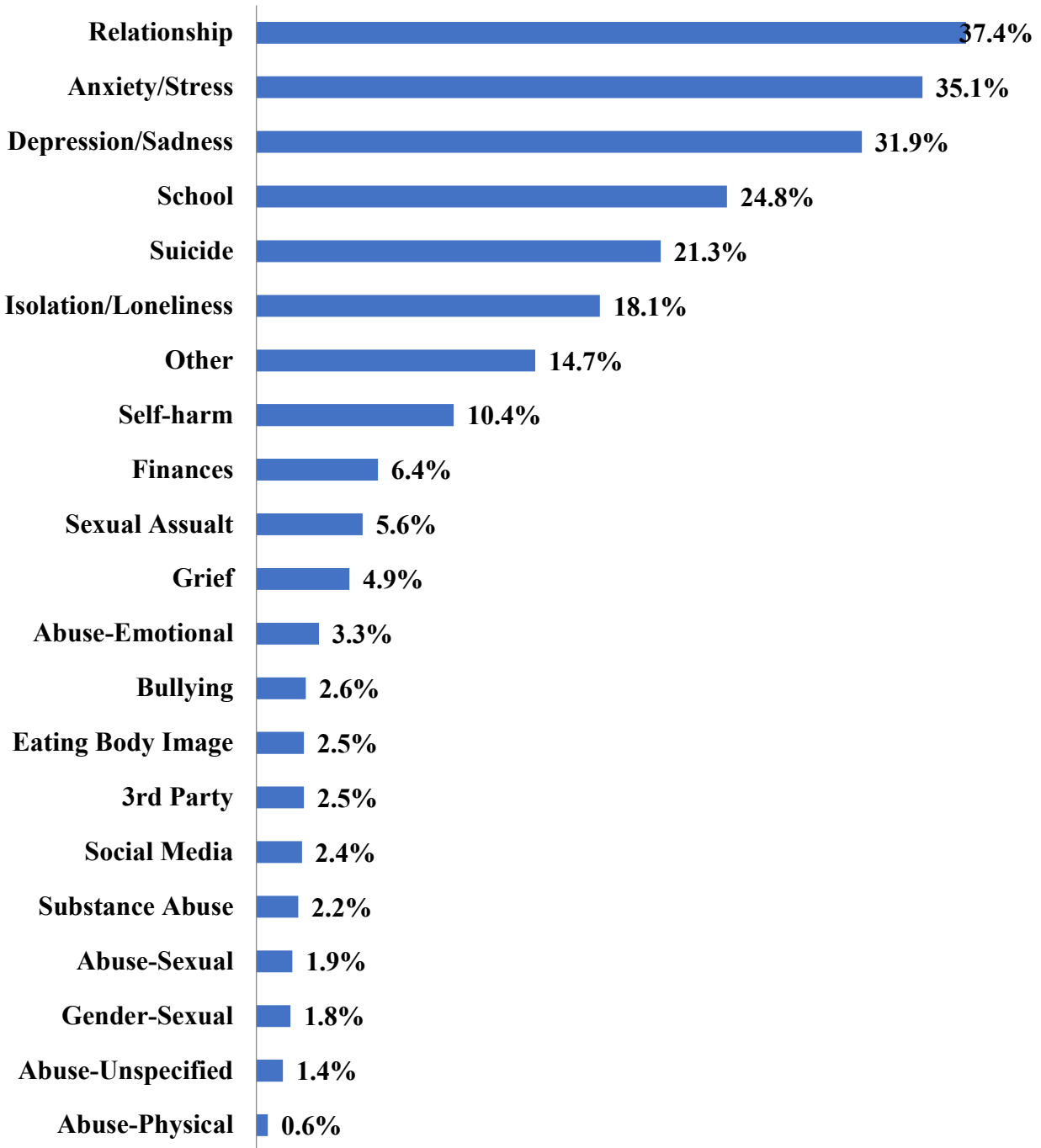| Time	Percent
11PM-1AM	9.82%
1AM-3AM	6.38%
3AM-5AM	3.58%
5AM-7AM	2.08%
7AM-9AM	3.73%
9AM-11AM	6.74%
11AM-1PM	7.53%
1PM-3PM	8.96%
3PM-5PM	10.9%
5PM-7PM	11.54%
7PM-9PM	13.26%
9PM-11PM	15.48%

Texters' Top Issues

The content of text conversations is another data point collected for HOPELINE. This chart shows the top issues that texters talked about during the period of July 1, 2023, through June 30, 2024.

Issues

Issue	Percentage
Relationship	37.4%
Anxiety/Stress	35.1%
Depression/Sadness	31.9%
School	24.8%
Suicide	21.3%
Isolation/Loneliness	18.1%
Other	14.7%
Self-harm	10.4%
Finances	6.4%
Sexual Assualt	5.6%
Grief	4.9%
Abuse-Emotional	3.3%
Bullying	2.6%
Eating Body Image	2.5%
3rd Party	2.5%
Social Media	2.4%
Substance Abuse	2.2%
Abuse-Sexual	1.9%
Gender-Sexual	1.8%
Abuse-Unspecified	1.4%
Abuse-Physical	0.6%

Expenditures

This section of the report contains information on CSA's expenditures using the grant funds for the period of July 1, 2023, through June 30, 2024. During this period, CSA used grant funds in the amount of $110,000 for the following activities:

- Maintain the "HOPELINE" keyword contract with CTL ($6,500)
- Support general HOPELINE operations, including internet service, supplies, bookkeeping services, and liability insurance required by CTL ($4,610)
- Maintain technology for supporting the CSA website, as well as technology that meets CTL requirements ($5,675)
- Employ two part-time staff, equaling one full-time equivalent position ($93,215 salary/fringe), to perform the following duties for HOPELINE:
  - Fulfill requests for data reports
  - Field questions regarding the data
  - Examine the data to gauge activity and possible trends
  - Collect information on how data is being used and for what purposes
  - Work within Wisconsin to educate community partners on the importance of using the "HOPELINE" keyword to ensure that data for the state is as complete as possible
  - Work with CTL national and other state CTL keyword holders to help ensure the accuracy and integrity of HOPELINE data
  - Advocate with CTL to have their technology vendor restore the open data portal