

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

## Semi-Annual Data Report

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TABLE OF CONTENTS

**Table of Contents** ..... ii

**Introduction** ..... 1

**Sources of Data and Methods** ..... 2

    Text and Chat Data Collection ..... 2

    Previous Data Reports ..... 2

    Current Data Cleaning, Analyses and Report ..... 2

    Summary of all Text and Chat Contacts ..... 3

**Results** ..... 5

**Research Question 2: How effective is PACTECH at communicating with youth, who may be victims of maltreatment and protecting their privacy?** ..... 5

        Help Seeker Ratings of Contact Preference ..... 5

        Help Seeker Ratings for Mode of Contact ..... 6

        Help Seeker Reports of Previous Utilization of the Childhelp Hotline ..... 7

**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?** ..... 8

        Stress ..... 8

        Hopeful ..... 9

        Better Prepared ..... 10

        Information Received ..... 11

**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?** ..... 12

        Demographics ..... 12

            Contact Time ..... 12

            Age ..... 13

            Gender ..... 13

            Race and Ethnicity ..... 14

            State ..... 15

            Category of Help Seeker ..... 17

            Learned about the Hotline ..... 18

            Post-survey Response Percentage ..... 20

            Presenting Issue ..... 20

**Training Evaluation Findings** ..... 22

**CONCLUSION AND NEXT STEPS** ..... 25

**LIST OF TABLES AND FIGURES**

Table 1: Contacts by Month by Text and Chat ..... 4

Table 2: Race and Ethnicity by Mode ..... 14

Table 3: State by Mode ..... 15

Table 4: Category of Help Seeker by Mode ..... 17

Table 5: Learned About the Hotline Source by Mode ..... 19

Table 6: Presenting Issues Reported by Help Seekers by Mode ..... 21

Table 7: Training 1, Age Pre and Post Percentages and Counts ..... 23

Table 8: Training 1, Race/Ethnicity Pre and Post Percentages and Counts ..... 23

Table 9: Training 1, Outcome Pre/Post Percentages, Counts and Difference Scores ..... 24

Figure 1: Help Seeker Ratings of Contact Preference ..... 5

Figure 2: Help Seeker Ratings of Mode of Contact ..... 6

Figure 3: Help Seeker Reports of Previous Utilization of the Childhelp Hotline ..... 7

Figure 4: Stress ..... 8

Figure 5: Hopeful ..... 9

Figure 6: Better Prepared ..... 10

Figure 7: Information ..... 11

Figure 8: Average Length of Contact in Minutes ..... 12

Figure 9: Age by Mode ..... 13

Figure 10: Gender by Mode ..... 14

Figure 11: Top Ten Presenting Issues ..... 20

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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 & 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 from text and chat help seekers. This report summarizes the first eight months of help-seeker data collected from July 2021 through February of 2022. These data were analyzed to report outcomes for text and chat 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?**

Data were examined by level of intervention and contact mode (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 text and chat 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 iCarol report form.

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, help seeker relation to issue (parent, self, teacher, etc.), contact content, interaction with the help seeker, action plan developed, level of intervention provided, how they heard about the hotline, and reaction to service.

### PREVIOUS DATA REPORTS

A call comparison pilot data report was completed on April 15, 2020. This report 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, April, and September 2021. The September 2021 report served as the 12-month comprehensive data report encompassing all data collected during the research phase, Phase 2, of the project.

### CURRENT DATA CLEANING, ANALYSES AND REPORT

For this eight-month data report, iCarol data were cleaned and merged into the data dashboard by Childhelp and securely transferred to ASU. ASU examined the data monthly and communicated any updates back to Childhelp. The Excel data dashboard, previously developed by Julie Murphy, Senior Research Associate, was utilized for data visualizations of tables and graphs. ASU utilized SPSS and SAS software to check calculations and counts of the data dashboard data visualizations (i.e., tables and graphs). The data visualizations graphically present results regarding PACTECH objectives and outcomes. This report summarizes the information for eight months (July 2021 through February 2022) of the PACTECH project for those text and chat 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 (i.e., text and chat contacts) and a post-survey. The original 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=5) of help seekers in the target group, ages 13-24, reporting parenting concerns - own child (text n=1, chat n=4), data were unable to be analyzed for this sub-target population of young parents.

#### SUMMARY OF ALL TEXT AND CHAT 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* text and chat contacts made to the hotline. During July 2021 and February 2022, **12,172 total text and chat contact sessions** were initiated with the Childhelp National Child Abuse Hotline (see Table 1). Reporting was higher in the summer months (1,682 contacts in August 2021 and 1,650 contacts in July 2021) and decreased in the winter (1,259 contacts in February 2022).

There were **4,774 text** sessions with 804 Level 1 text contacts, 3,500 Level 2 text contacts, and 127 Level 3 text contacts. Also, 343 text contacts were not specified due to no response (n=304), prank (n=9), wrong number (n=24), and obscene (n=3). (Three text contacts did not have a reason.)

There were **7,398 chat** sessions with 918 Level 1 chat contacts, 4,616 Level 2 chat contacts, and 227 Level 3 chat contacts. In addition, 1,637 chat contacts did not have a level of intervention specified due to no response (n=1,568), prank (n=27), obscene (n=22), and wrong number (n=17). (Three chat contacts did not have a reason.)

Table 1: Contacts by Month by Text and Chat

	#
<b>July 2021</b>	<b>1,650</b>
Text	678
Chat	972
<b>August 2021</b>	<b>1,682</b>
Text	674
Chat	1,008
<b>September 2021</b>	<b>1,573</b>
Text	570
Chat	1,003
<b>October 2021</b>	<b>1,584</b>
Text	583
Chat	1,001
<b>November 2021</b>	<b>1,383</b>
Text	538
Chat	845
<b>December 2021</b>	<b>1,540</b>
Text	598
Chat	942
<b>January 2022</b>	<b>1,501</b>
Text	654
Chat	847
<b>February 2022</b>	<b>1,259</b>
Text	479
Chat	780
<b>Grand Total</b>	<b>12,172</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 text and chat contacts 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.

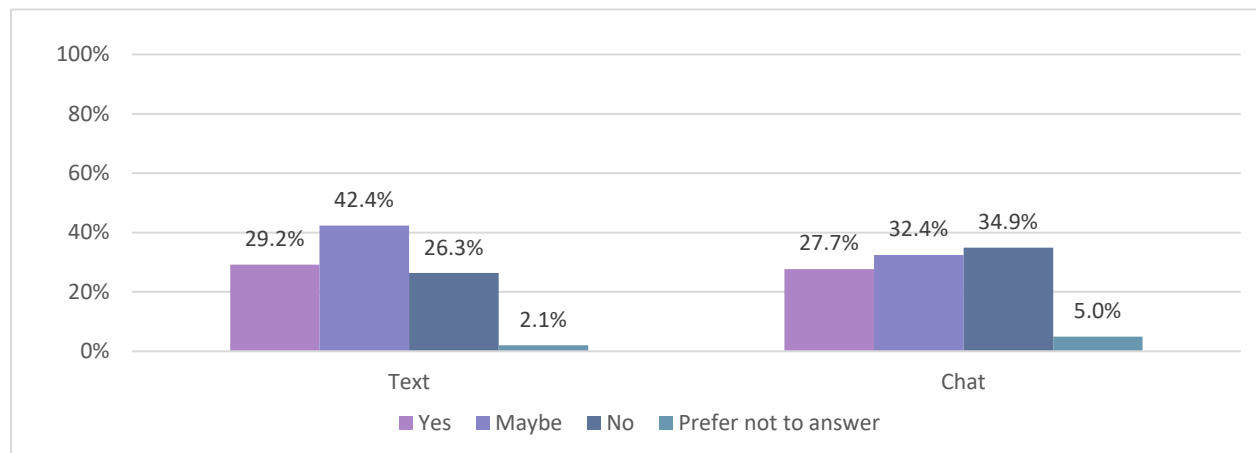
Fewer chat help seekers, ages 13-24, reported being willing to contact the hotline using a different mode than text help seekers, ages 13-24. About 72% (n=334) of text help seekers, ages 13-24, and 60.1% (n=581) of chat help seekers, ages 13-24, responded *Yes* or *Maybe* that they would call if text/chat was not available.

**Unlike texters, 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?





HELP SEEKER RATINGS FOR MODE OF CONTACT

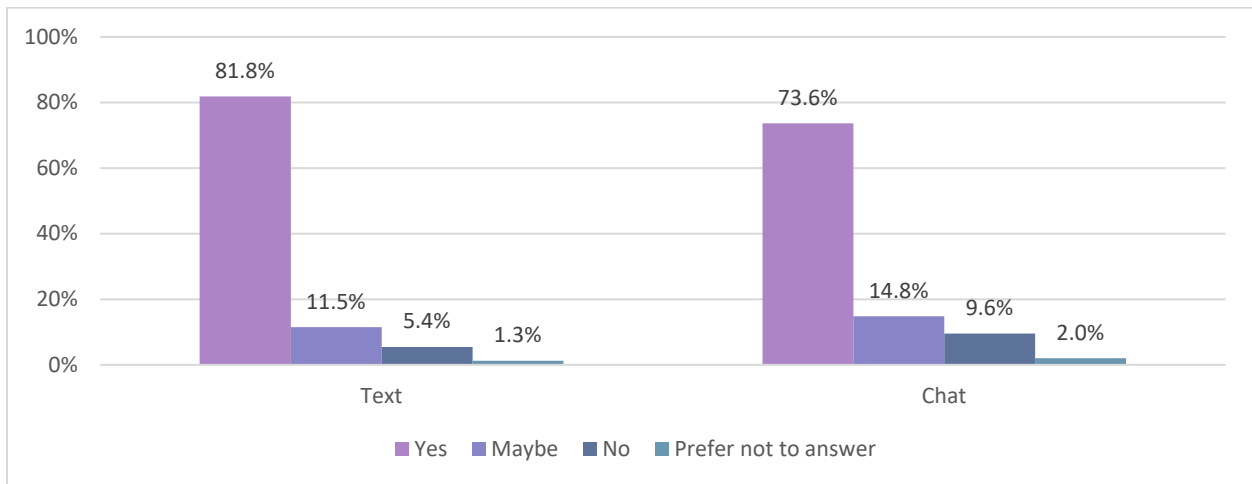
Help seekers were asked to evaluate if how they contacted the hotline was a good way to get help. An item to evaluate mode of contact was included in the post-survey with response categories of *Yes*, *Maybe*, *No*, and *Prefer not to answer (for text and chat only)*. Results as reported by help seekers,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

Overall, text (93.3%, n=447) and chat (88.4%, n=758) 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). **Text and chat 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?



HELP SEEKER REPORTS OF PREVIOUS UTILIZATION OF THE CHILDHHELP HOTLINE

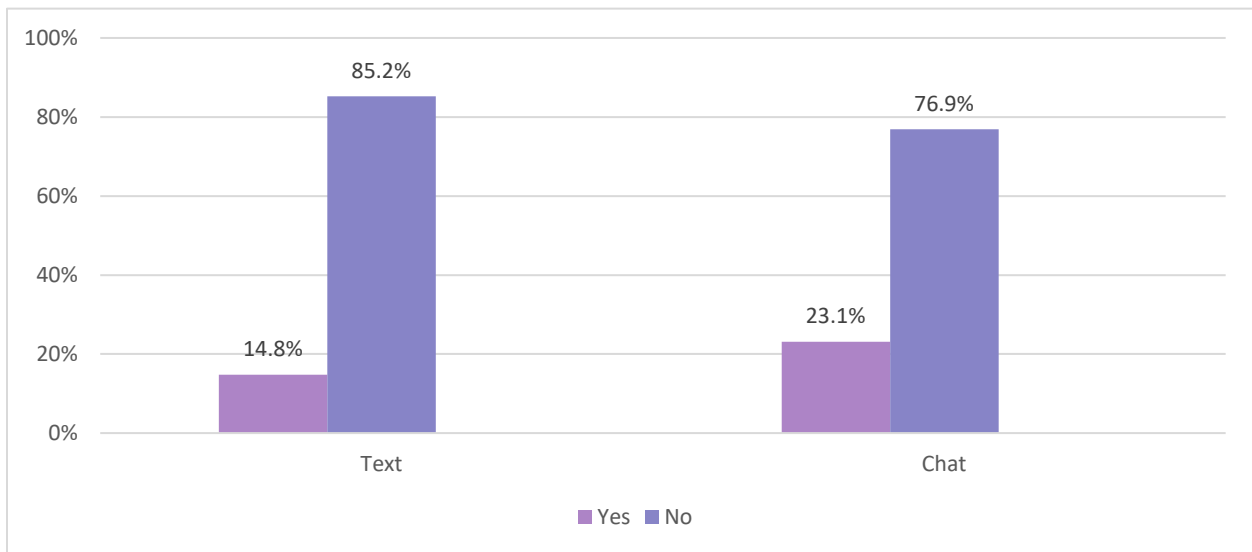
An item was included in the post-survey to assess whether help seekers had previously reached out to the hotline. The response categories included *Yes* (1-3 times or 4 or more times for text and chat) and *No* (for text and chat). Results as reported by help seekers, ages 13-24, are included herein.

Only 14.8% (n=72) of text whereas 23.1% (n=200) 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). **More chat help seekers had reached out to the hotline previously compared to text help seekers.**

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?



**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 two modes of contact (text and chat). 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 help seekers who complete a post-survey reported that their stress level decreased after the session.

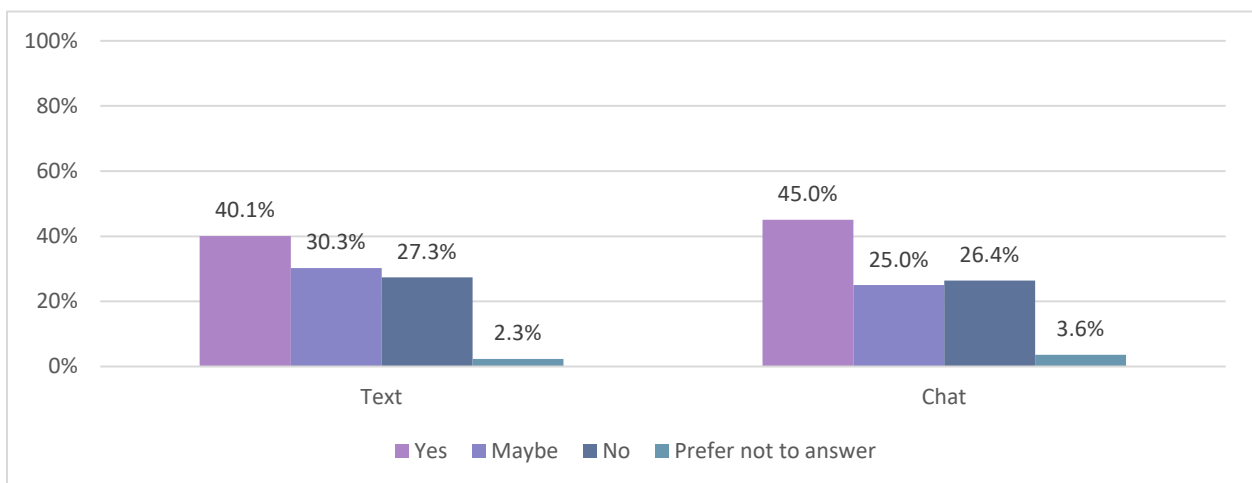
**The outcome objective was exceeded, with more than 65% of help seekers reporting decreased stress after the session.**

The majority of text (70.4%, n=337) and chat (70.0%, n=600) help seekers, ages 13-24, reported feeling less stress after the text or chat session (i.e., *Yes* or *Maybe* response; see Figure 4). **Most help seekers, ages 13-24, reported feeling less stress after the session. Text and chat help seekers reported similar levels of stress relief after contacting the hotline.**

Figure 4: Stress

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

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



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 help seekers who complete a post-survey would report their hopefulness increased after the session.

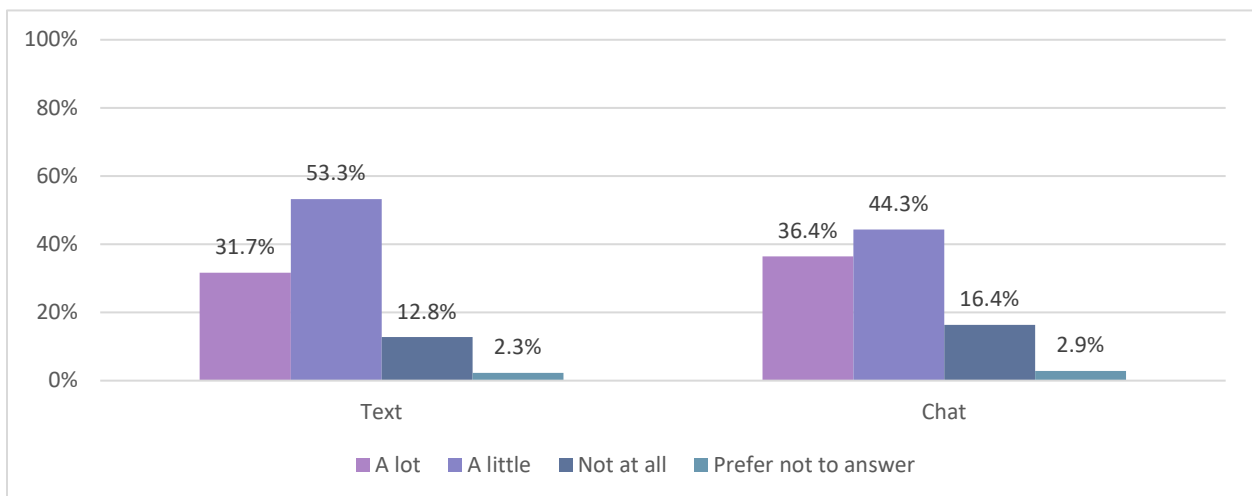
**The outcome objective was exceeded, with more than 65% of help seekers reporting increased hopefulness after the session.**

More than three-fourths of text (85.0%, n=413) and chat (80.7%, n=705) help seekers, ages 13-24, reported feeling more positive or hopeful after the session (i.e., *A lot* and *A little*; see Figure 5). More text help seekers, ages 13-24, reported feeling more positive or hopeful after contacting the hotline than chat help seekers. **Most help seekers (i.e., text and chat) 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?



**BETTER PREPARED**

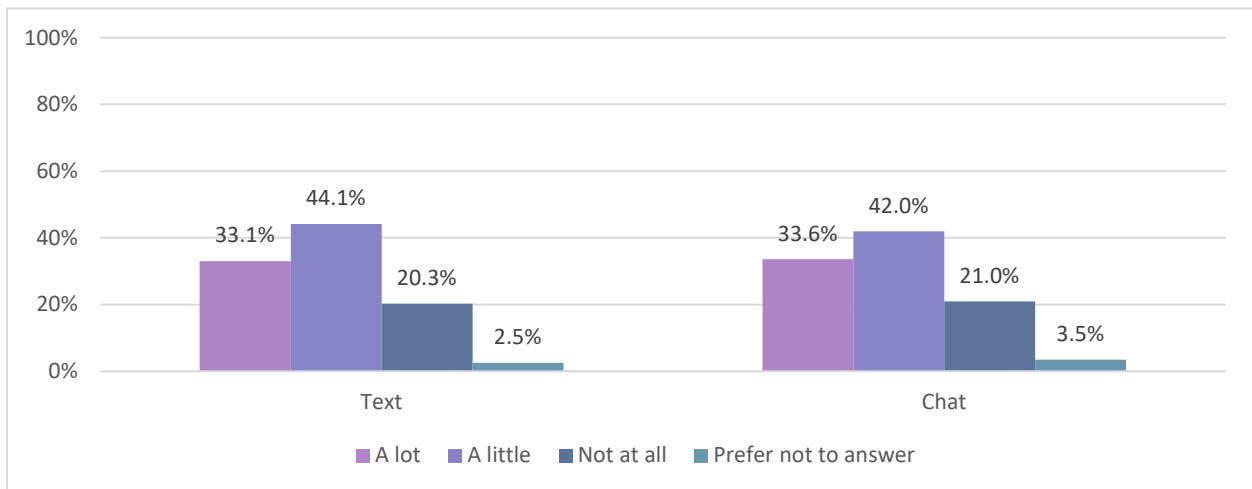
Help seekers, ages 13-24, were asked to report if they felt better prepared to deal with the situation after contacting the hotline. An item measuring preparedness was included in the post-survey with a scale of *A lot*, *A little*, *Not at all*, and *Prefer not to answer*. Results for text and chat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

Over three-fourths of the text (77.2%, n= 369) and chat (75.6%, n= 634) 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). **Most help seekers, ages 13-24, reported feeling better prepared after contacting the hotline. Text and chat help seekers reported similar levels of being prepared after contacting the hotline.**

*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?



**INFORMATION RECEIVED**

A post-survey item measured whether help seekers received 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.

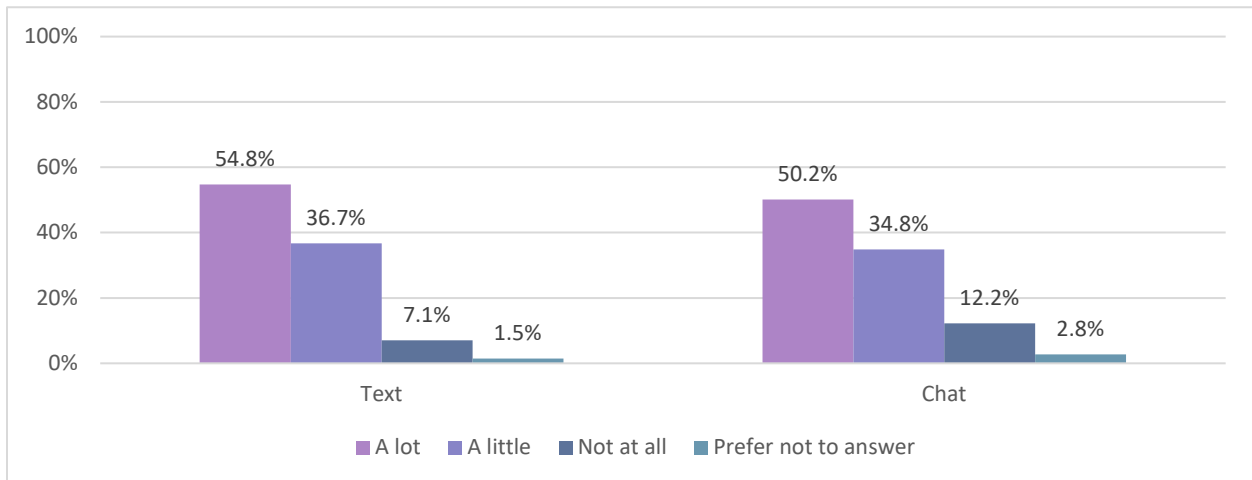
The large majority of text (91.5%, n=441) and chat (85.0%, n=737) help seekers, ages 13-24, reported getting the information they needed from the session with the hotline as reported by *A lot* or *A little* (see Figure 7).

**Both text and chat help seekers, ages 13-24, reported receiving 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?



**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 two modes of contact (text and chat). 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.

**DEMOGRAPHICS**

There were 1,366 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 Phase 2 of the project. The post-survey responses represented 488 text sessions and 878 chat sessions for these help seekers who served as the respondents for this report.

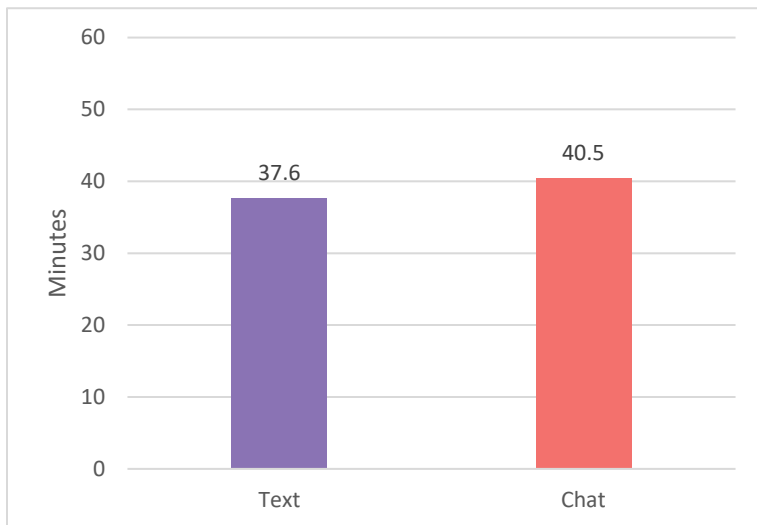
*Contact Time*

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

- Text average contact time was 37.6 minutes (SD=24.6; median=31.0 minutes; range 4 to 130 minutes).
- Chat average contact time was 40.5 minutes (SD=25.0; median=34.5 minutes; range 3 to 143 minutes).

**Chat sessions averaged longer than text sessions.**

*Figure 8: Average Length of Contact in Minutes*

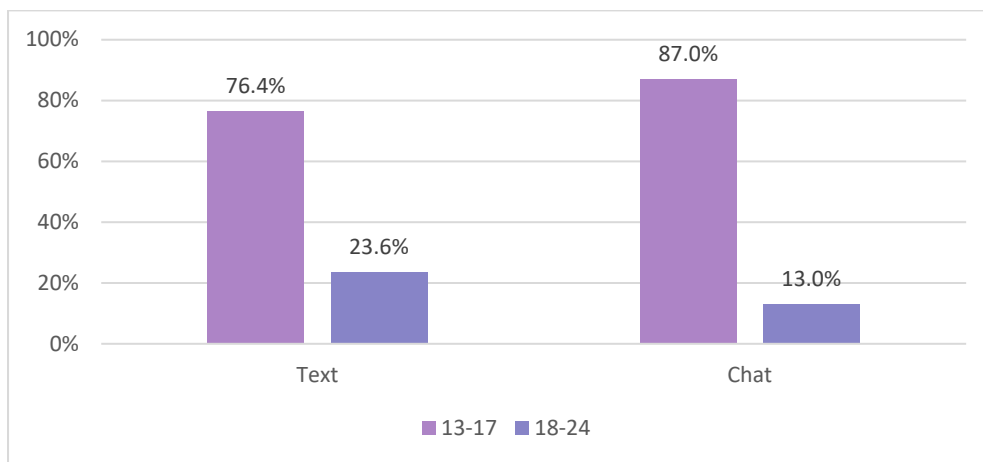


### Age

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). The target age range for the project was 13-24 years. **Chat help seekers were younger than text help seekers (i.e., ages 13-17 years).** The following is a breakout of ages by contact mode:

- Text ages: 13-17 (76.4%, n=373) and 18-24 (23.6%, n=115)
  - Average age was 16.2 years (SD=2.7; median=16; mode=15)
- Chat ages: 13-17 (87.0%, n=764) and 18-24 (13.0%, n=114)
  - Average age was 15.7 years (SD=2.3; median=15; mode=16)

Figure 9: Age by Mode



### Gender

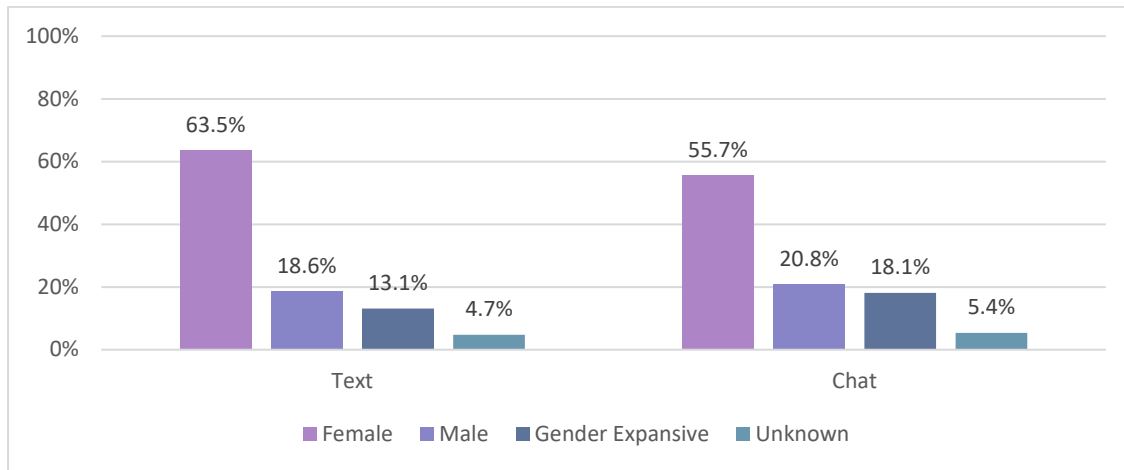
For help seekers' ages 13-24, gender was collected in two formats. Gender was reported by text and chat help seekers in an open-ended pre-survey gender item (Figure 10). The following is a breakout of gender by contact mode.

- Text gender: Female (63.5%, n=310), Male (18.6%, n=91), Gender Expansive (13.1%, n=64), and Unknown (4.7%, n=23)
- Chat gender: Female (55.7%, n=489), Male (20.8%, n=183), Gender Expansive (18.1%, n=159), and Unknown (5.4%, n=47)

**Most text and chat help seekers, ages 13-24, reported being female. Additionally, chat help seekers, ages 13-24, reported “Gender Expansive” more than text 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, or Prefer not to answer*. **Text and chat help seekers, ages 13-24, reported similar percentages for each category. The four categories with the highest percentages were White ethnicity (47.9% and 46.3%, respectively), Black or African American ethnicity (14.9% and 14.1%) Hispanic ethnicity (11.2% and 10.0%, respectively) and Multi-Racial (9.0% and 10.8%, respectively; see Table 2).**

Table 2: Race and Ethnicity by Mode

Race/Ethnicity	Text		Chat		All	
	%	#	%	#	Total %	Total #
<b>White</b>	47.9%	219	46.3%	379	46.9%	598
<b>Black or African American</b>	14.9%	68	14.1%	115	14.4%	183
<b>Hispanic</b>	11.2%	51	10.0%	82	10.4%	133
<b>Multi-Racial</b>	9.0%	41	10.8%	88	10.1%	129
<b>Prefer not to answer</b>	7.0%	32	8.1%	66	7.7%	98
<b>Asian</b>	5.9%	27	7.9%	65	7.2%	92
<b>Other</b>	1.5%	7	1.3%	11	1.4%	18
<b>American Indian or Alaska Native</b>	2.0%	9	0.9%	7	1.3%	16
<b>Native Hawaiian or Other Pacific Islander</b>	0.7%	3	0.6%	5	0.6%	8

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 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		All	
	%	#	%	#	%	#
Alabama (AL)	2.5%	12	1.5%	13	1.8%	25
Alaska (AK)	0.6%	3	0.2%	2	0.4%	5
Arizona (AZ)	2.0%	10	1.1%	10	1.5%	20
Arkansas (AR)	0.6%	3	0.7%	6	0.7%	9
<b>California (CA)</b>	<b>10.2%</b>	<b>50</b>	<b>8.1%</b>	<b>71</b>	<b>8.9%</b>	<b>121</b>
Colorado (CO)	1.8%	9	3.0%	26	2.6%	35
Connecticut (CT)	1.4%	7	1.5%	13	1.5%	20
Delaware (DE)	0.0%	0	0.2%	2	0.1%	2
Florida (FL)	5.9%	29	4.3%	38	4.9%	67
Georgia (GA)	3.3%	16	3.2%	28	3.2%	44
Hawaii (HI)	0.8%	4	0.2%	2	0.4%	6
Idaho (ID)	0.4%	2	0.7%	6	0.6%	8
Illinois (IL)	1.2%	6	2.5%	22	2.0%	28
Indiana (IN)	2.5%	12	2.2%	19	2.3%	31
Iowa (IA)	0.8%	4	0.5%	4	0.6%	8
Kansas (KS)	0.8%	4	0.9%	8	0.9%	12
Kentucky (KY)	1.2%	6	0.8%	7	1.0%	13
Louisiana (LA)	0.2%	1	0.8%	7	0.6%	8
Maine (ME)	0.2%	1	0.1%	1	0.1%	2
Maryland (MD)	2.9%	14	4.6%	40	4.0%	54
Massachusetts (MA)	1.4%	7	1.4%	12	1.4%	19
Michigan (MI)	4.3%	21	2.6%	23	3.2%	44
Minnesota (MN)	0.6%	3	1.6%	14	1.2%	17
Mississippi (MS)	1.4%	7	0.8%	7	1.0%	14
Missouri (MO)	2.5%	12	0.7%	6	1.3%	18
Montana (MT)	0.4%	2	0.6%	5	0.5%	7
Nebraska (NE)	1.0%	5	0.7%	6	0.8%	11
Nevada (NV)	1.0%	5	0.8%	7	0.9%	12
New Hampshire (NH)	0.2%	1	0.5%	4	0.4%	5
New Jersey (NJ)	2.0%	10	2.2%	19	2.1%	29
New Mexico (NM)	1.0%	5	0.7%	6	0.8%	11
New York (NY)	5.7%	28	4.1%	36	4.7%	64
North Carolina (NC)	2.5%	12	5.0%	44	4.1%	56

State	Text		Chat		All	
	%	#	%	#	%	#
North Dakota (ND)	0.0%	0	0.1%	1	0.1%	1
Ohio (OH)	4.1%	20	3.6%	32	3.8%	52
Oklahoma (OK)	0.6%	3	1.0%	9	0.9%	12
Oregon (OR)	1.6%	8	1.3%	11	1.4%	19
Out of USA	1.8%	9	2.4%	21	2.2%	30
Pennsylvania (PA)	3.3%	16	3.5%	31	3.4%	47
Rhode Island (RI)	0.4%	2	0.0%	0	0.1%	2
South Carolina (SC)	1.0%	5	1.3%	11	1.2%	16
South Dakota (SD)	0.2%	1	0.0%	0	0.1%	1
Tennessee (TN)	1.6%	8	0.9%	8	1.2%	16
Texas (TX)	8.0%	39	6.3%	55	6.9%	94
Unknown	2.3%	11	12.0%	105	8.5%	116
Utah (UT)	1.6%	8	1.0%	9	1.2%	17
Vermont (VT)	0.0%	0	0.1%	1	0.1%	1
Virginia (VA)	3.7%	18	3.0%	26	3.2%	44
Washington (WA)	3.7%	18	2.6%	23	3.0%	41
West Virginia (WV)	0.4%	2	0.6%	5	0.5%	7
Wisconsin (WI)	1.4%	7	1.8%	16	1.7%	23
Wyoming (WY)	0.4%	2	0.0%	0	0.1%	2

*Category of Help Seeker*

For help seekers, ages 13-24, information about the how the help seeker was best categorized 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 (see Table 4).**

Table 4: Category of Help Seeker by Mode

Category	Text		Chat		All	
	%	#	%	#	%	#
<b>Abused Child</b>	<b>45.3%</b>	<b>221</b>	<b>62.1%</b>	<b>545</b>	<b>56.1%</b>	<b>766</b>
<b>Distressed Child (NOT abused child)</b>	<b>12.7%</b>	<b>62</b>	<b>15.5%</b>	<b>136</b>	<b>14.5%</b>	<b>198</b>
<b>Friend</b>	<b>18.9%</b>	<b>92</b>	<b>10.3%</b>	<b>90</b>	<b>13.3%</b>	<b>182</b>
Adult Survivor	3.9%	19	3.0%	26	3.3%	45
Relative	4.7%	23	2.1%	18	3.0%	41
Other	3.9%	19	2.4%	21	2.9%	40
Unknown	3.7%	18	1.3%	11	2.1%	29
Sibling	2.0%	10	1.8%	16	1.9%	26
Bystander	2.3%	11	0.5%	4	1.1%	15
Neighbor	1.4%	7	0.5%	4	0.8%	11
Parent	0.6%	3	0.5%	4	0.5%	7
Day Care	0.4%	2	0.0%	0	0.1%	2
Repeat-chronic	0.0%	0	0.1%	1	0.1%	1
Healthcare worker	0.2%	1	0.0%	0	0.1%	1
Foster Care Provider	0.0%	0	0.1%	1	0.1%	1
Guardian	0.0%	0	0.1%	1	0.1%	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. The most frequently reported way that text and chat 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 help seekers will say they learned about PACTECH online.

**The outcome objective was almost met, with an overall average of 58.7% of text and chat help seekers reporting learning about PACTECH through online sources.**

- **58.7% (n=802) of all help seekers (text and chat combined), ages 13-24, reported hearing about the hotline through a website or internet source.**
  - **68.2%** (n=333) of **text** help seekers ages 13-24 reported hearing about the hotline through a website or internet source.
  - **53.4%** (n=469) 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.

Table 5: Learned About the Hotline Source by Mode

Learned About the Hotline Source	Text		Chat		All	
	%	#	%	#	%	#
<b>Website-Internet</b>	<b>68.2%</b>	<b>333</b>	<b>53.4%</b>	<b>469</b>	<b>58.7%</b>	<b>802</b>
Unknown	2.7%	13	16.1%	141	11.3%	154
Other Hotline	8.4%	41	8.4%	74	8.4%	115
Friend	7.2%	35	5.7%	50	6.2%	85
National Domestic Violence Hotline	5.7%	28	4.3%	38	4.8%	66
Repeat Call/Called Before	1.2%	6	3.6%	32	2.8%	38
Professional (agency clergy CPS counselor lawyer police school personnel etc.)	1.8%	9	1.6%	14	1.7%	23
Other	1.2%	6	1.7%	15	1.5%	21
National Sexual Assault Hotline (RAINN)	0.2%	1	1.4%	12	1.0%	13
National Runaway Safeline (NRS)	0.0%	0	1.1%	10	0.7%	10
YouTube	0.6%	3	0.5%	4	0.5%	7
Social Media: Unspecified	0.6%	3	0.3%	3	0.4%	6
Discord	0.4%	2	0.5%	4	0.4%	6
Social Media: TikTok	0.6%	3	0.2%	2	0.4%	5
Family Member	0.4%	2	0.3%	3	0.4%	5
Newspaper/Magazine	0.0%	0	0.3%	3	0.2%	3
Marketing Media (magnets brochures bookmarks etc.)	0.2%	1	0.1%	1	0.1%	2
Book	0.4%	2	0.0%	0	0.1%	2
Radio	0.0%	0	0.1%	1	0.1%	1
Television/Streaming Services	0.0%	0	0.1%	1	0.1%	1
Social Media: Instagram	0.0%	0	0.1%	1	0.1%	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.

The following is a breakout of post-survey response percentages by mode of contact answering the question of what percentage of help seekers completed a post-survey:

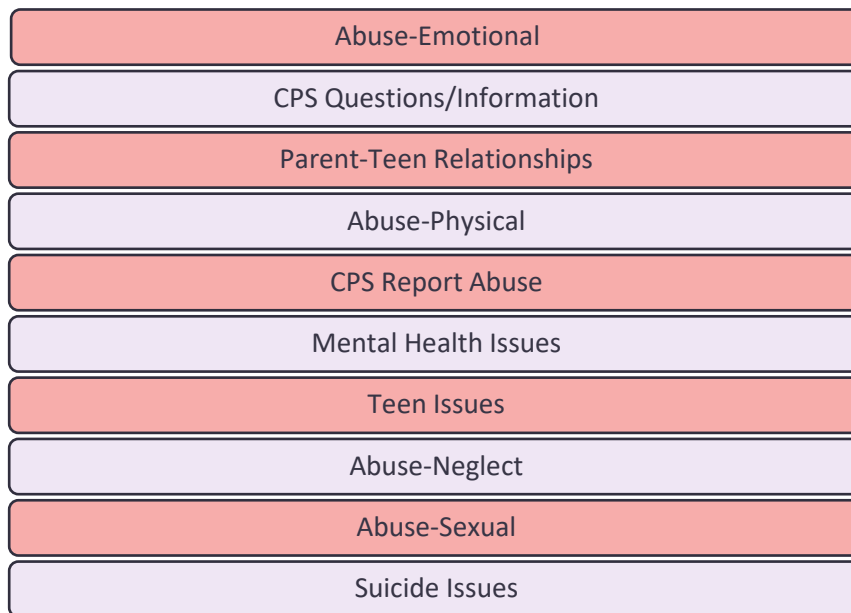
- **24.1%** Post-text survey response percentage
  - 488 of 2,022 **Text** respondents completed a post-survey
  
- **31.3%** Post-chat survey response percentage
  - 878 of 2,807 **Chat** respondents completed a post-survey

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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 text and chat help seekers (combined) are listed in Figure 11.

*Figure 11: Top Ten Presenting Issues*



**For text help seekers, the most frequently reported issue was CPS Questions/Information. For chat help seekers, the most frequently reported issue was Abuse-Emotional.** 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 (Table is sorted by All column most to least). (Please note that the row for *parenting concerns-own* is also in bold since it was a population of interest for the project.)

Table 6: Presenting Issues Reported by Help Seekers by Mode

<i>Presenting Issue</i>	<b>Text</b>	<b>Chat</b>	<b>All</b>
	#	#	#
<i>Abuse-Emotional</i>	<b>254</b>	<b>537</b>	<b>791</b>
<i>CPS Questions/Information</i>	<b>270</b>	<b>427</b>	<b>697</b>
<i>Parent-Teen Relationships</i>	<b>183</b>	<b>364</b>	<b>547</b>
<i>Abuse-Physical</i>	<b>173</b>	<b>349</b>	<b>522</b>
<i>CPS Report Abuse</i>	<b>215</b>	<b>258</b>	<b>473</b>
<i>Mental Health Issues</i>	<b>133</b>	<b>285</b>	<b>418</b>
<i>Teen Issues</i>	<b>84</b>	<b>200</b>	<b>284</b>
<i>Abuse-Neglect</i>	<b>113</b>	<b>168</b>	<b>281</b>
<i>Abuse-Sexual</i>	<b>40</b>	<b>116</b>	<b>156</b>
<i>Suicide Issues</i>	35	<b>65</b>	<b>100</b>
<i>Domestic Violence</i>	<b>42</b>	47	89
<i>Childhelp Information</i>	29	50	79
<i>Child Care Issues</i>	28	43	71
<i>Abuse-Neglect: Medical</i>	26	39	65
<i>Discipline/Behavior Issues</i>	12	50	62
<i>LGBTQIA Issues</i>	21	40	61
<i>Other</i>	21	39	60
<i>Addiction/Substance Abuse</i>	28	29	57
<i>Legal Issues</i>	14	41	55
<i>Parenting Concerns-Other Child</i>	29	22	51
<i>Runaways</i>	8	33	41
<i>Bullying</i>	10	25	35
<i>Adult Survivor Issues</i>	14	19	33
<i>School Issues</i>	12	19	31
<i>System Failure</i>	7	23	30
<i>Online Concerns</i>	13	15	28
<i>Abuse-Sibling</i>	1	24	25
<i>Child Support-Custody Dispute</i>	8	16	24
<i>Emancipation</i>	9	13	22
<i>Sex Offender Issues</i>	5	10	15
<i>COVID-19</i>	6	6	12
<i>Homelessness</i>	6	1	7
<i>Abandonment</i>	3	3	6
<i>Abuse-Elderly or Adult</i>	4	2	6
<i>Parenting Concerns- Own</i>	<b>1</b>	<b>4</b>	<b>5</b>



<i>Presenting Issue</i>	<b>Text</b>	<b>Chat</b>	<b>All</b>
	#	#	#
<i>Immigration Issues</i>	3	0	3
<i>Trafficking</i>	1	1	2
<i>Abduction Issues</i>	1	1	2
<i>Grandparent Rights</i>	0	1	1
<i>Father's Rights</i>	0	1	1
<i>Welfare Fraud</i>	1	0	1
<i>Youth Sports/Coaching Issue/Safe Sports</i>	1	0	1
<i>Refugee Issues</i>	1	0	1
<i>Donation: Brand Drivers</i>	0	0	0
<i>FGM/C</i>	0	0	0
<i>Forced Child Marriage</i>	0	0	0

### TRAINING EVALUATION FINDINGS

There are three sets of trainings offered to Hotline team members that will be evaluated between July 2021 and September 2022. The first training, focused on clear communication, translating active listening skills to writing, and understanding different types of maltreatment, and was deployed to all Hotline team members (i.e., counselors, supervisors and leadership) between January 15 and February 12, 2022. The second set of trainings were completed in March 2022 and focused on understanding adolescent development and how to set effective boundaries. (March 2022 training data were not available for analysis prior to submission of this report and will be included in the September 2022 report.) The final set of trainings will be launched in May 2022 and will focus on modifying the counselor’s approach for difficult conversations and reducing burnout among counselors. Outcome data from the first training are herein reported; data from the second and third trainings will be examined in the next report.

For the first training, a two-week time period before and after the training period was examined to determine pre and post differences in percentages in ratings. For team members, there were 92 help seeker contacts, in the target population (ages 13-24), Level 2 or 3, and who completed a post-survey, that were included in the training pre group (i.e., contacts between January 1 through January 14, 2022). There were 56 help seeker contacts, in the target population (ages 13-24), Level 2 or 3, and who completed a post-survey, that were included in the training post group (i.e., contacts between February 14 through February 28, 2022). Age, ethnicity/race, and differences in percentages in several of the outcome measures (e.g. hopeful, information, stress) were examined to evaluate the training.

There were more pre contacts than post contacts received and examined during the evaluation periods. Both Text and Chat help seekers were younger (13-17) for both pre and post groups. For both Text and Chat help seekers, White was the most reported race/ethnicity category for both pre and post groups (see Tables 7 and 8 for Age and Race/Ethnicity percentages and counts).

Table 7: Training 1, Age Pre and Post Percentages and Counts

Mode	Age Range	Pre %	Pre #	Post %	Post #
Text	13-17	87.5%	28	66.7%	12
	18-24	12.5%	4	33.3%	6
Chat	13-17	88.3%	53	76.3%	29
	18-24	11.7%	7	23.7%	9

Table 8: Training 1, Race/Ethnicity Pre and Post Percentages and Counts

Mode	Race/Ethnicity	Pre %	Pre #	Post %	Post #
Text	American Indian or Alaska Native	0.0%	0	0.0%	0
	Asian	3.3%	1	5.9%	1
	Black or African American	3.3%	1	23.5%	4
	Hispanic	10.0%	3	11.8%	2
	White	60.0%	18	52.9%	9
	Multi-Racial	13.3%	4	0.0%	0
	Other	0.0%	0	0.0%	0
Chat	American Indian or Alaska Native	1.8%	1	5.3%	2
	Asian	3.6%	2	5.3%	2
	Black or African American	14.3%	8	21.1%	8
	Hispanic	7.1%	4	7.9%	3
	White	39.3%	22	34.2%	13
	Multi-Racial	21.4%	12	15.8%	6
	Other	0.0%	0	2.6%	1

Note. Percentages do not add to 100% due to other categories such as *Prefer not to answer* or *Don't know* as options.

Help seeker responses to post-survey outcome items were evaluated before and after the training period to assess training impact: would changes occur/improve after the trainings? Post help seeker ratings for both text and chat increased slightly in all measures except one, *Better Prepared*. Difference in percentages ranged from an increase of 20.8% (Text, *Would you have called?*) to -7.8% (Chat, *Better Prepared*) across both modes. For text, *Would you have called?* was the most impacted following the training (20.8% increase). For chat, *Hopefulness* was the most impacted with a 17.5% increase after the training. Overall, chat help seekers had the greatest increases in ratings following the training. Lastly, following the training, text help seekers reported more willingness to call if text was not available than chat help seekers (20.8% increase versus 1.1% increase, *Yes* or *Maybe*). Table 9 shows the data for Pre/Post Percentages, Counts and Difference in Percentages.

Table 9: Training 1, Outcome Pre/Post Percentages, Counts and Difference Scores

Mode	Item	Pre % (#)	Post % (#)	Difference in %
Text	<i>Hopeful</i>	90.6% (29)	94.4% (17)	3.8%
	<i>Get Information</i>	93.8% (30)	100.0% (18)	6.3%
	<i>Better Prepared</i>	81.3% (26)	76.5% (13)	-4.8%
	<i>Less Stressed</i>	74.2% (23)	75.0% (12)	0.8%
	<i>Would you have called?</i>	62.5% (20)	83.3% (15)	20.8%
Chat	<i>Hopeful</i>	74.6% (44)	92.1% (35)	17.5%
	<i>Get Information</i>	84.5% (49)	97.4% (37)	12.9%
	<i>Better Prepared</i>	81.5% (44)	73.7% (28)	-7.8%
	<i>Less Stressed</i>	67.2% (39)	76.3% (29)	9.1%
	<i>Would you have called?</i>	61.0% (36)	62.2% (23)	1.1%

Note. Categories of *A lot* or *A little* were reported for *Hopeful*, *Get Information* and *Better Prepared*; Categories of *Yes* or *Maybe* were reported for *Less Stress* and *Would you have called?*

## CONCLUSION AND NEXT STEPS

For over three and a half years, PACTECH has been leading the way in creating a new method to connect with youth. These evaluation report findings demonstrate that PACTECH communicates effectively with adolescents and protects their privacy, creating a safe space for youth.

This semi-annual data report includes information for eight months of the PACTECH project, providing a summary of PACTECH help-seekers and outcomes between July 2021 and February 2022. 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 and chat. (Call data were also collected but are not summarized for the target population as the call comparison research period was completed in Year 3 of the project.) It is noteworthy that the percentage of help seekers who completed a post-survey remained acceptable with response percentages at 24.1% for text help seekers and 31.3% for chat help seekers.

The large majority of PACTECH texters (93.3%) and chatters (88.4%) 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 61.2% of texters (26.3%) and chatters (34.9%) 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.

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 reducing stress was exceeded with more than 65% of help seekers reporting decreased stress after the session (text 70.4%, chat 70.0%). The second outcome objective on gaining hopefulness also was exceeded, with more than 65% of help seekers having reported increased hopefulness after the session (text 85.0%, chat 80.7%).

The third target outcome objective was almost met, with 58.7% (target of 60%) of help seekers (combined text and chat modes) reported having learned about PACTECH through online sources. Moreover, when examining individual modes, text 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.

Examination of help seeker responses before and after the first training, showed that chat help seekers appeared to be impacted the greatest when compared to text help seekers as shown by higher positive increases in percentages gained across items. Text help seekers ratings were highest for calling if text not available (20.8% positive increase) and getting information needed (6.3% positive increase). Chat help seekers ratings were highest for hopefulness (17.5% positive increase) and getting information needed (12.9% positive increase) following the training.

The final data report will be completed in September 2022. Two additional trainings will be evaluated, and findings will be summarized. The report will include all 12 months of data findings, conclusions, and recommendations, and will serve as the final data report for the PACTECH project.