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

Annual 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 & 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. The call comparison study was completed in 2021 and outcomes were reported in the September 2021 data report.

Evaluation of the effectiveness of PACTECH is measured with data collected through surveys from text and chat help seekers. This report summarizes the help seeker data collected from **July 2021 through June 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 evaluated 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.

RECENT 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. In April 2022, an eight-month (July 2021 through February 2022) data report was written and summarized information about text and chat help seekers in the target population.

Further, there were three sets of trainings offered to Hotline counselors and team members that were 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. It was provided 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 between March 12 and March 31, 2022, and focused on understanding adolescent development and how to set effective boundaries. The final set of trainings were launched between May 9 and May 23, 2022, and focused on modifying the counselor's approach for difficult conversations and reducing burnout among counselors. Outcome data from the first training were reported in the April 2022 semi-annual data report; data from the second and third trainings were examined through the qualitative research component of the project.

CURRENT DATA CLEANING, ANALYSES AND REPORT

For this 12-month data report, iCarol data were cleaned and merged into the data dashboard by Childhelp and securely transferred to ASU. ASU examined the data and communicated any updates back to Childhelp. Previously developed by Julie Murphy, Senior Research Associate with James Bell Associates, Inc., the Excel data dashboard was utilized for data visualizations of tables and graphs. ASU utilized SPSS and SAS software to check calculations and counts of the data dashboard visualizations (i.e., tables and graphs). The data visualizations graphically present results regarding PACTECH objectives and outcomes.

This report summarizes the information for 12-months **(July 2021 through June 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 who 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.

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 through June 2022, **18,333 total text and chat contact sessions** were initiated with PACTECH (see Figure 1). Interactions were highest in August 2021 (1,682) and May 2022 (1,680). February 2022 had the fewest number of contacts (1,259).

There were **6,947 text** sessions with 1,005 Level 1 text contacts, 5,270 Level 2 text contacts, and 183 Level 3 text contacts. Also, 489 text contacts were not specified due to no response (n=436), wrong number (n=27), prank (n=13), and obscene (n=8). (Five text contacts did not have a reason.)

There were **11,386 chat** sessions with 1,619 Level 1 chat contacts, 7,000 Level 2 chat contacts, and 324 Level 3 chat contacts. In addition, 2,443 chat contacts did not have a level of intervention specified due to no response (n=2,351), prank (n=36), wrong number (n=25), and obscene (n=24). (Seven chat contacts did not have a reason.)

Figure 1: Contacts by Month by Text and Chat
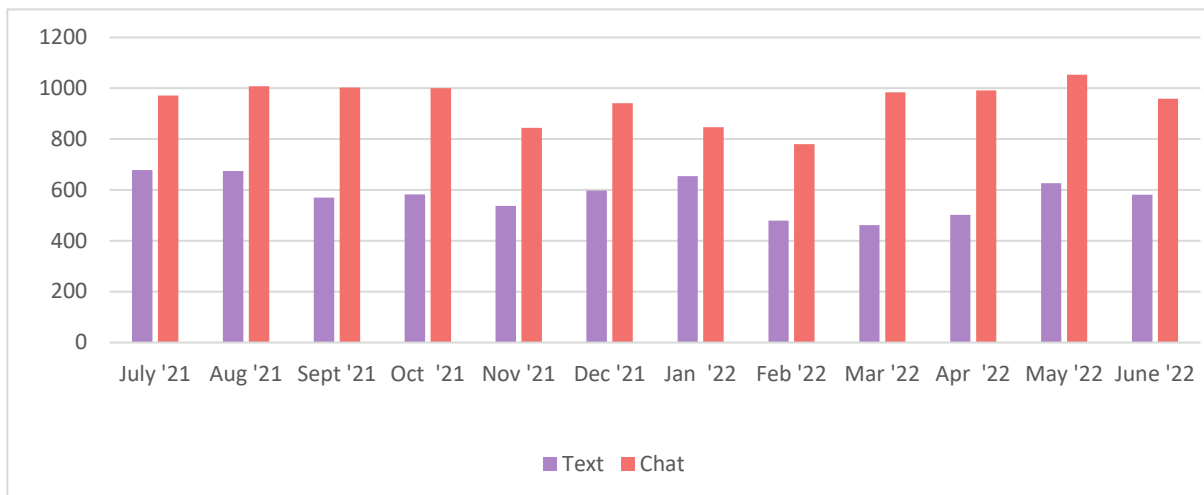
RESULTS

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 seven out of ten (69.1%, n=517) text help seekers, ages 13-24, and six of ten (58.9%, n=772) 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 call to contact the hotline (see Figure 2).**

Figure 2: 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?
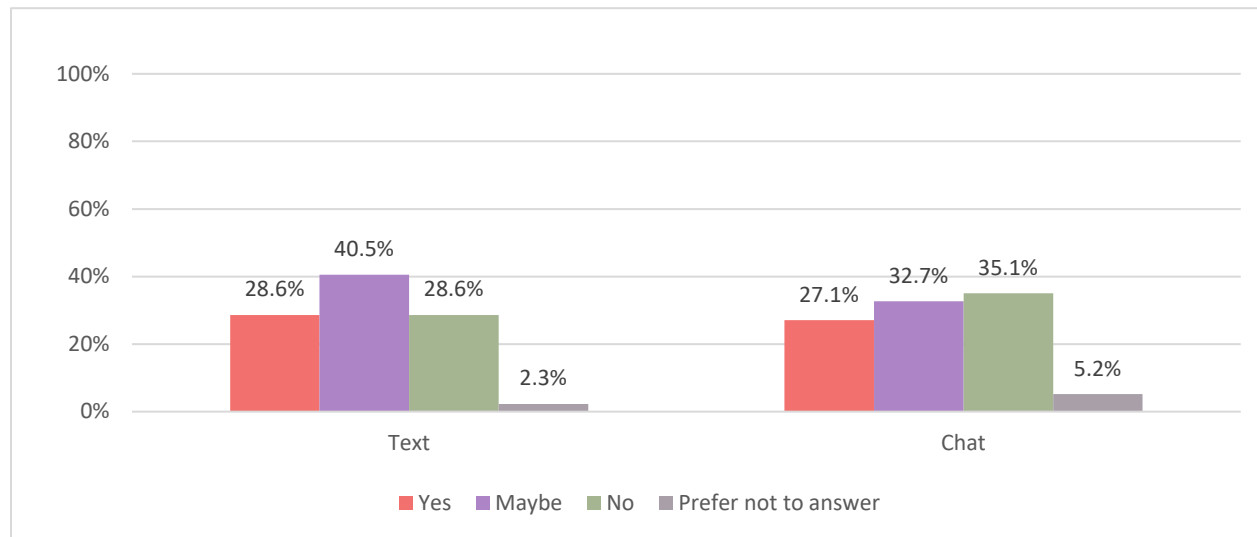
HELP SEEKER RATINGS FOR MODE OF CONTACT

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*. Results as reported by help seekers, ages 13-24, are included herein.

Overall, text (93.6%, n=691) and chat (89.5%, n=1,151) 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 3). **Text and chat help seekers reported that their respective way of reaching out to the hotline was a good way to get help.**

Figure 3: 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?
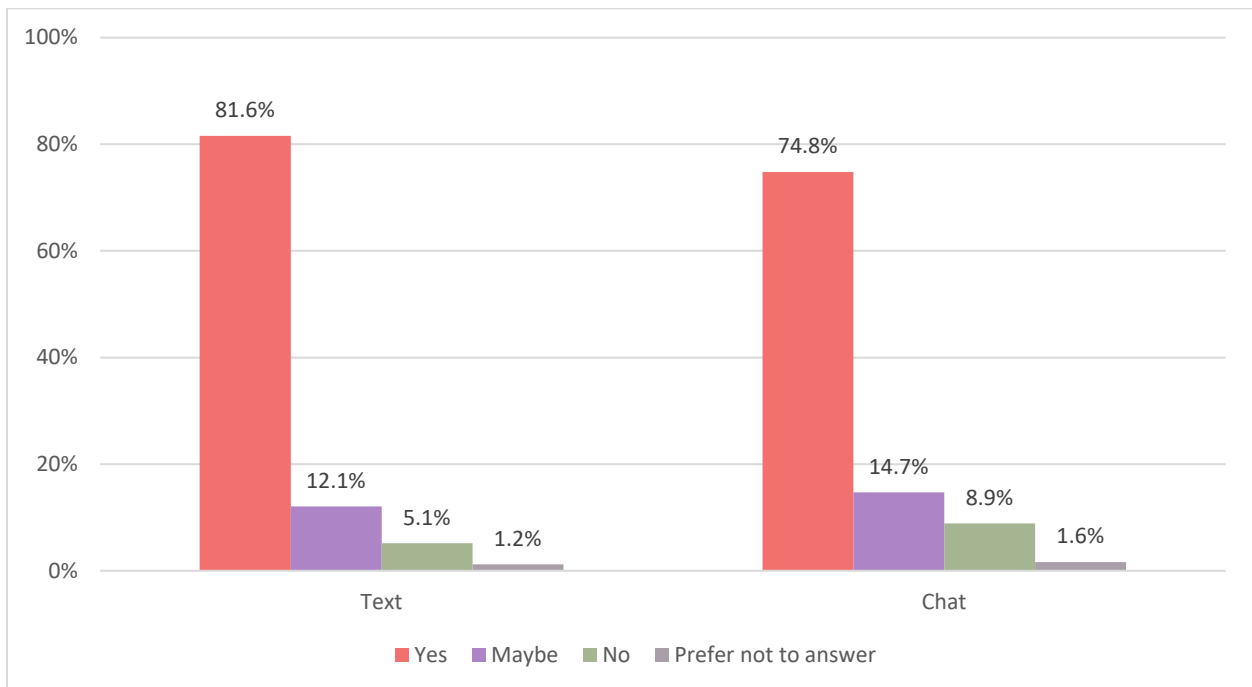
HELP SEEKER REPORTS OF PREVIOUS UTILIZATION OF THE CHILDHELP HOTLINE

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* (combines responses of 1-3 times, and 4 or more times) and *No*. Results as reported by help seekers, ages 13-24, are included herein.

Only 14.7% (n=111) of text whereas 22.3% (n=288) 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 4). **More chat help seekers had reached out to the hotline previously compared to text help seekers.**

Figure 4: 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?
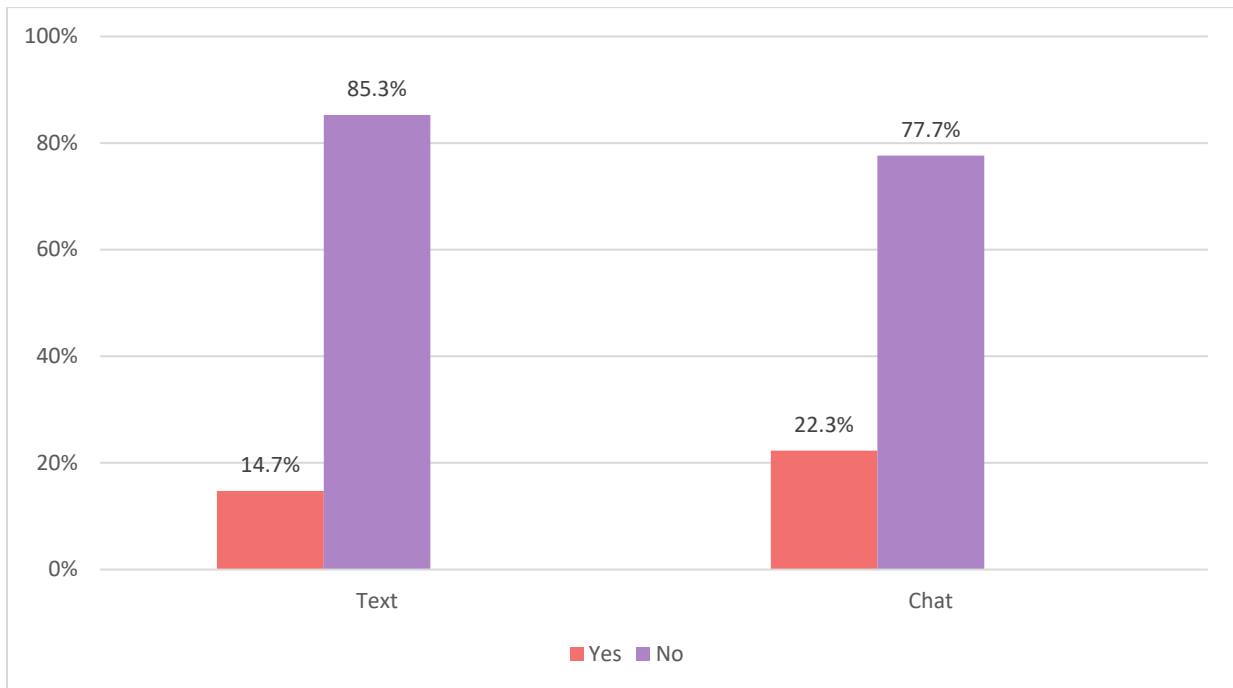
RESEARCH QUESTION 3: HOW EFFECTIVE IS PACTECH AT ENGAGING WITH YOUTH TO BUILD SKILLS, PROVIDE RESOURCES AND INFORMATION TO MEET THE NEED FOR WHICH THEY SOUGHT HELP?

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.

<p style="text-align:center;color:red;font-weight:bold;">The outcome objective was exceeded, with more than 65% of help seekers reporting decreased stress after the session.</p>

The majority of text (71.4%, n=530) and chat (72.4%, n=927) help seekers, ages 13-24, reported feeling less stress after the text or chat session (i.e., *Yes* or *Maybe* response; see Figure 5). **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 5: Stress

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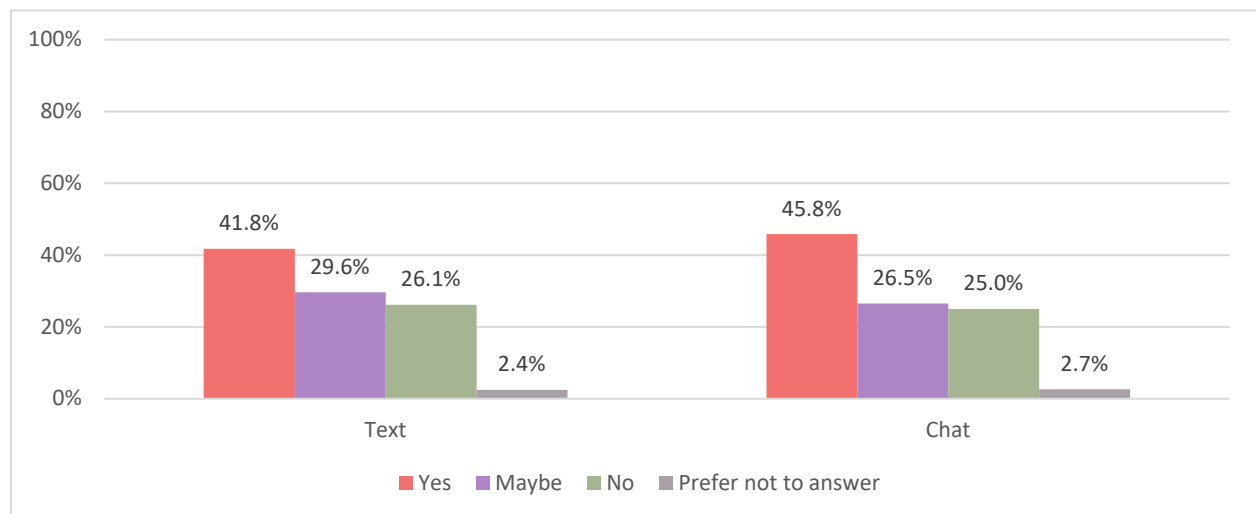
HOPEFUL

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 a*ll, 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 (86.0%, n=644) and chat (81.7%, n=1,068) help seekers, ages 13-24, reported feeling more positive or hopeful after the session (i.e., *A lot* and *A little*; see Figure 6). More text help seekers, ages 13-24, reported feeling more positive or hopeful after contacting the hotline than chat help seekers. **Most text and chat help seekers reported increased hopefulness after the session.**

Figure 6: 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?
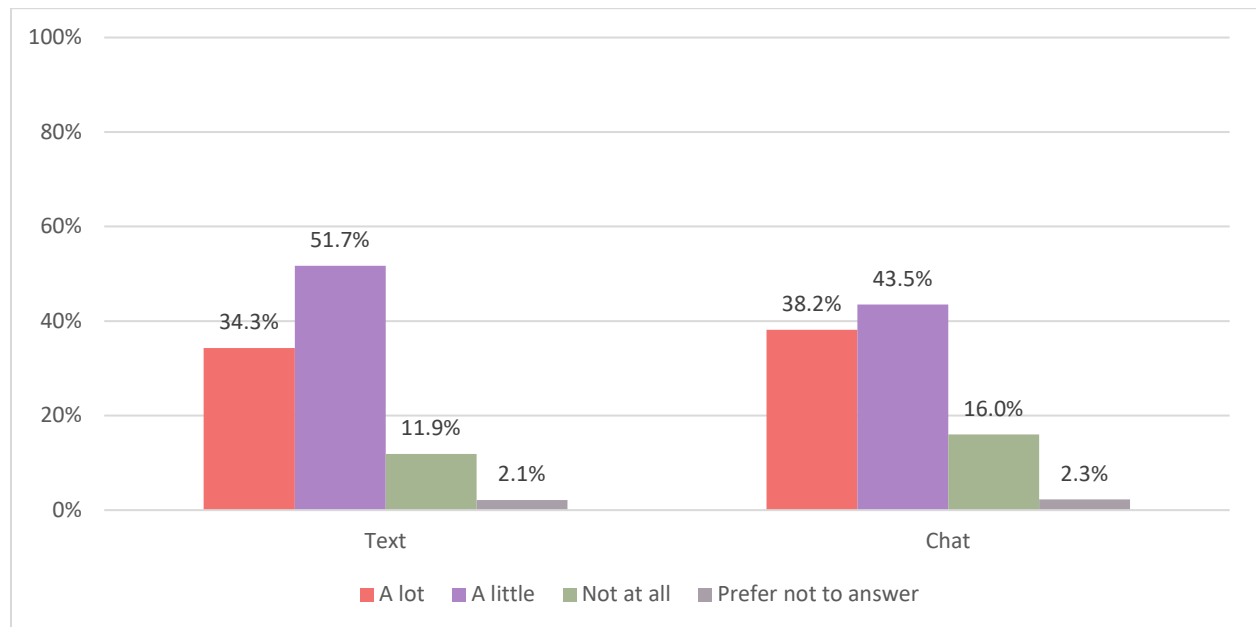
BETTER PREPARED

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 (78.0%, n= 573) and chat (76.3%, n= 962) 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 7). **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 7: 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?
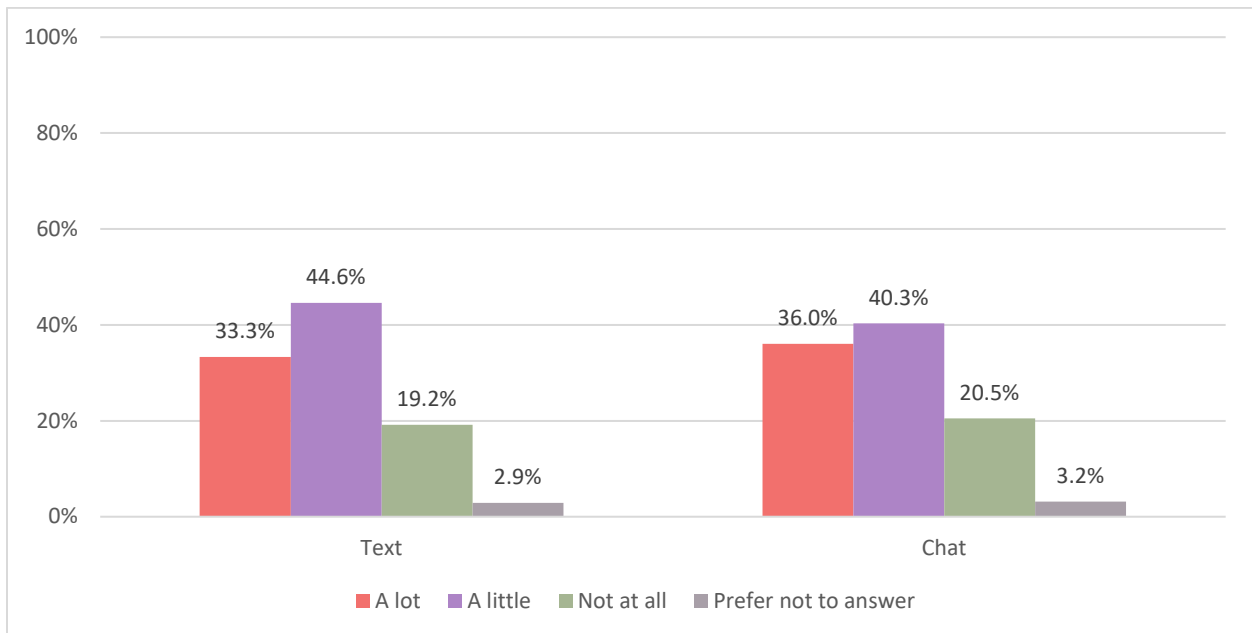
INFORMATION RECEIVED

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.

Most text (91.4%, n=679) and chat (86.2%, n=1,117) 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 8). **Both text and chat help seekers, ages 13-24, reported receiving the information they needed from the hotline session.**

Figure 8: 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?
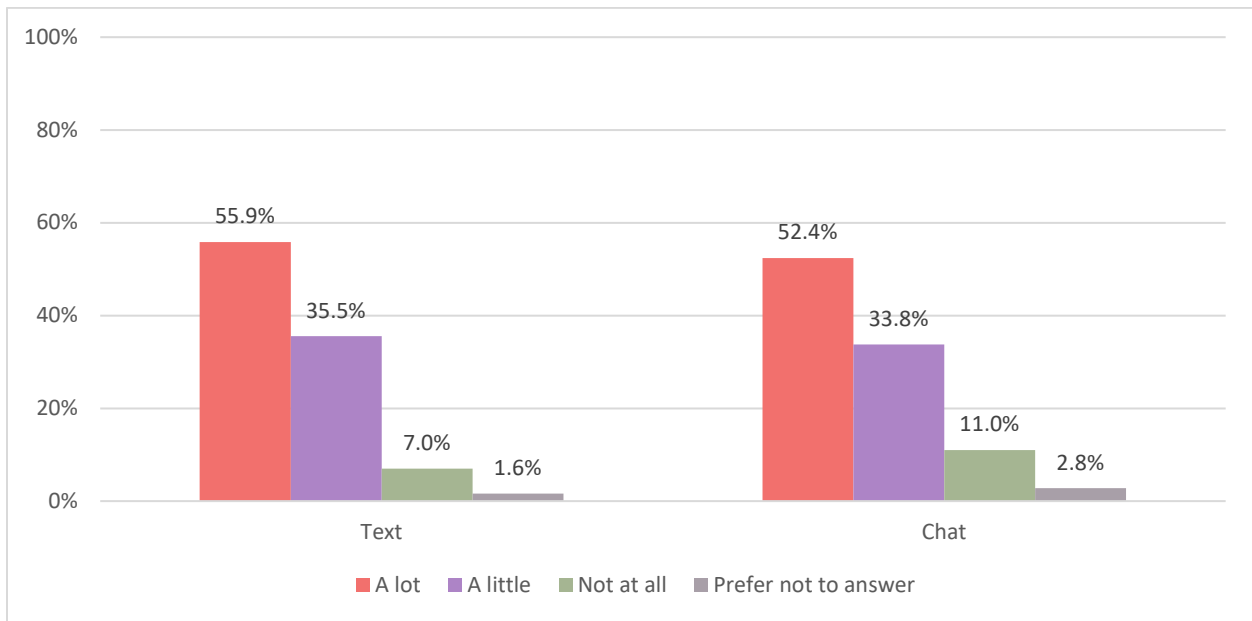
RESEARCH QUESTION 4: WHAT ARE THE DEMOGRAPHIC CHARACTERISTICS AND PRESENTING ISSUES OF HELP SEEKERS THAT USE A TEXT AND CHAT FEATURE OF A CHILD MALTREATMENT HOTLINE?

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 2,066 total post-surveys with intervention Level 2 or 3 from help seekers in the target population, ages 13-24, that were initiated with PACTECH during Phase 2 of the project. The post-survey responses represented 753 text sessions and 1,313 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 9):

- Text average contact time was 35.9 minutes (SD=23.3; median=30.0 minutes; range 3 to 130 minutes).
- Chat average contact time was 38.7 minutes (SD=23.9; median=33.0 minutes; range 3 to 143 minutes).

Chat sessions averaged longer than text sessions.

Figure 9: Average Length of Contact in Minutes
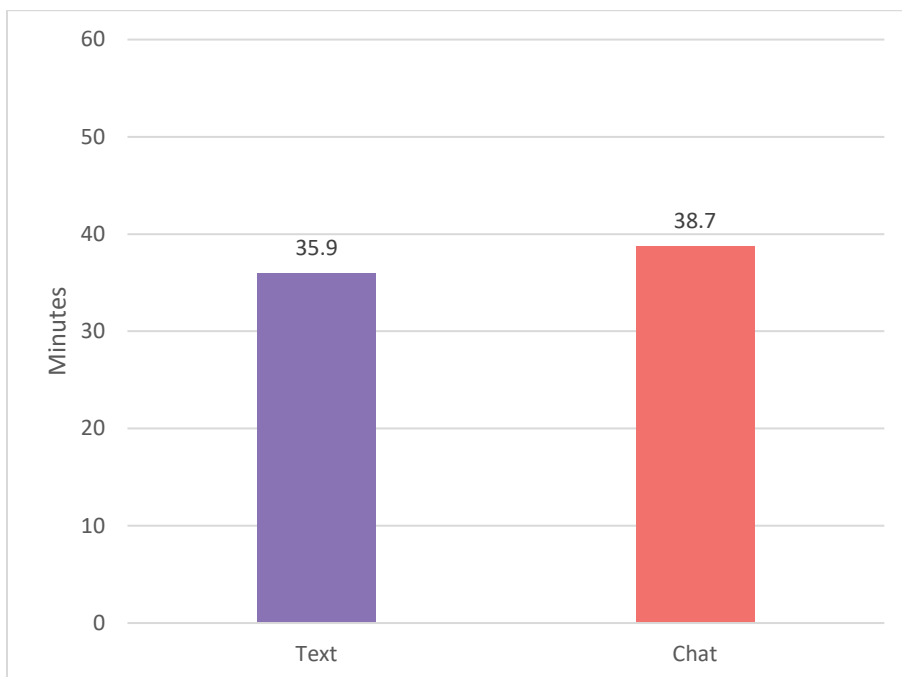
Age

For help seekers ages 13-24, age was collected and reported 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 10). The target age range for the project was 13-24 years. A larger percentage of **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 (78.4%, n=590) and 18-24 (21.6%, n=163)
  - Average age was 16.1 years (SD=2.6; median=16; mode=15)
- Chat ages: 13-17 (86.6%, n=1,137) and 18-24 (13.4%, n=176)
  - Average age was 15.7 years (SD=2.4; median=15; mode=16)

Figure 10: Age by Mode
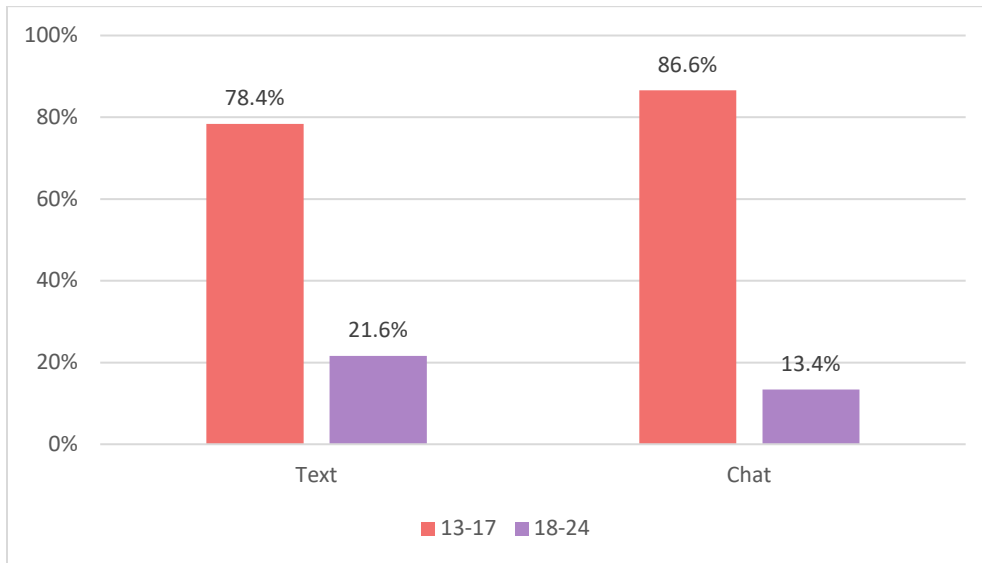
Gender

For help seekers' ages 13-24, gender was reported in an open-ended pre-survey gender item (Figure 11). The following is a breakout of gender by contact mode.
- Text gender: Female (61.6%, n=464), Male (19.7%, n=148), Gender Expansive (13.7%, n=103), and Unknown (5.0%, n=38)
- Chat gender: Female (58.6%, n=770), Male (19.1%, n=251), Gender Expansive (17.6%, n=231), and Unknown (4.6%, n=61)

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 11: Gender by Mode
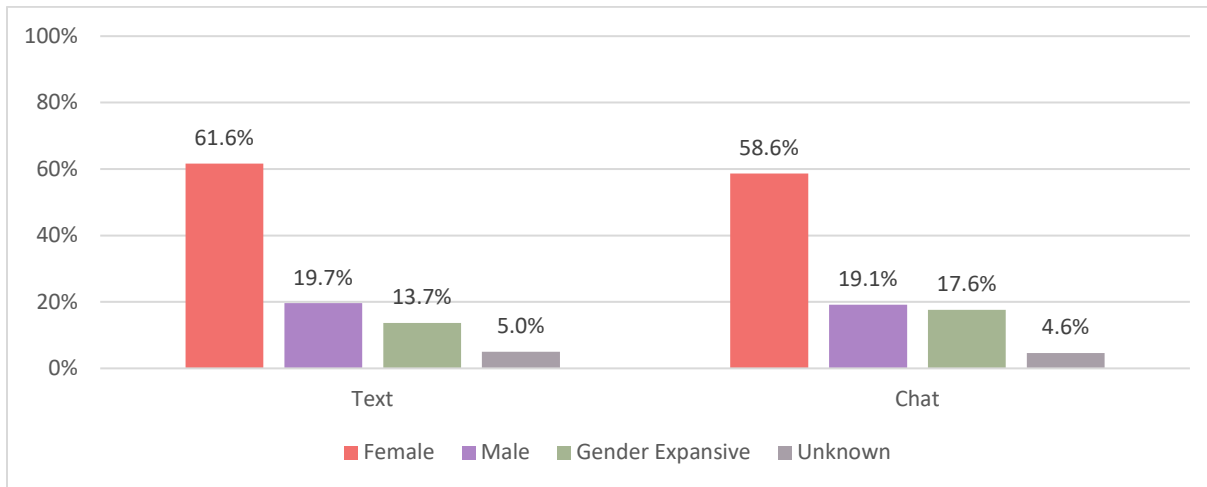
Race and Ethnicity

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 (49.3% and 44.8%, respectively), Black or African American ethnicity (13.6% and 14.7%) Hispanic ethnicity (12.9% and 10.7%, respectively) and Multi-Racial (7.9% and 11.0%, respectively; see Table 1).**

Table 1: Race and Ethnicity by Mode

Race/Ethnicity	Text		Chat		All	
	%	#	%	#	Total %	Total #
White	49.3%	351	44.8%	551	46.4%	902
Black or African American	13.6%	97	14.7%	181	14.3%	278
Hispanic	12.9%	92	10.7%	131	11.5%	223
Multi-Racial	7.9%	56	11.0%	135	9.8%	191
Prefer not to answer	6.6%	47	7.9%	97	7.4%	144
Asian	5.8%	41	7.5%	92	6.8%	133
Other	1.5%	11	1.6%	20	1.6%	31
American Indian or Alaska Native	1.8%	13	1.3%	16	1.5%	29
Native Hawaiian or Other Pacific Islander	0.6%	4	0.6%	7	0.6%	11

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 2; most frequently reported state in bold font).

Table 2: State by Mode

State	Chat		Text		All	
State	%	#	%	#	Total %	Total #
Alabama (AL)	1.2%	16	2.1%	16	1.5%	32
Alaska (AK)	0.3%	4	0.7%	5	0.4%	9
Arizona (AZ)	1.4%	18	2.0%	15	1.6%	33
Arkansas (AR)	0.5%	6	0.7%	5	0.5%	11
California (CA)	**8.1%**	**106**	**11.2%**	**84**	**9.2%**	**190**
Colorado (CO)	2.4%	32	1.7%	13	2.2%	45
Connecticut (CT)	1.1%	15	1.3%	10	1.2%	25
Delaware (DE)	0.3%	4	0.0%	0	0.2%	4
District of Columbia (DC)	0.1%	1	0.0%	0	0.0%	1
Florida (FL)	4.8%	63	6.8%	51	5.5%	114
Georgia (GA)	3.1%	41	3.5%	26	3.2%	67
Hawaii (HI)	0.3%	4	0.7%	5	0.4%	9
Idaho (ID)	1.0%	13	0.9%	7	1.0%	20
Illinois (IL)	2.6%	34	1.7%	13	2.3%	47
Indiana (IN)	2.0%	26	2.0%	15	2.0%	41
Iowa (IA)	0.7%	9	0.8%	6	0.7%	15
Kansas (KS)	0.8%	11	0.8%	6	0.8%	17
Kentucky (KY)	0.9%	12	1.5%	11	1.1%	23
Louisiana (LA)	0.9%	12	0.7%	5	0.8%	17
Maine (ME)	0.3%	4	0.3%	2	0.3%	6
Maryland (MD)	4.0%	52	2.3%	17	3.3%	69
Massachusetts (MA)	1.4%	19	1.2%	9	1.4%	28
Michigan (MI)	3.1%	41	3.5%	26	3.2%	67
Minnesota (MN)	1.6%	21	1.5%	11	1.5%	32
Mississippi (MS)	0.7%	9	1.1%	8	0.8%	17
Missouri (MO)	0.5%	7	2.7%	20	1.3%	27
Montana (MT)	0.5%	7	0.3%	2	0.4%	9
Nebraska (NE)	0.5%	6	0.9%	7	0.6%	13
Nevada (NV)	0.8%	11	1.1%	8	0.9%	19
New Hampshire (NH)	0.4%	5	0.7%	5	0.5%	10
New Jersey (NJ)	2.4%	31	2.0%	15	2.2%	46
New Mexico (NM)	0.5%	7	0.9%	7	0.7%	14
New York (NY)	3.7%	48	4.9%	37	4.1%	85

State	Chat		Text		All	
North Carolina (NC)	4.4%	58	1.9%	14	3.5%	72
North Dakota (ND)	0.2%	2	0.3%	2	0.2%	4
Ohio (OH)	4.0%	53	4.2%	32	4.1%	85
Oklahoma (OK)	0.9%	12	1.2%	9	1.0%	21
Oregon (OR)	1.4%	18	1.5%	11	1.4%	29
Out of USA	2.2%	29	2.1%	16	2.2%	45
Pennsylvania (PA)	3.0%	40	2.7%	20	2.9%	60
Rhode Island (RI)	0.0%	0	0.4%	3	0.1%	3
South Carolina (SC)	1.3%	17	1.2%	9	1.3%	26
South Dakota (SD)	0.0%	0	0.1%	1	0.0%	1
Tennessee (TN)	1.2%	16	2.1%	16	1.5%	32
Texas (TX)	6.6%	87	7.3%	55	6.9%	142
Unknown	11.6%	152	2.5%	19	8.3%	171
Utah (UT)	1.5%	20	1.3%	10	1.5%	30
Vermont (VT)	0.1%	1	0.0%	0	0.0%	1
Virginia (VA)	3.2%	42	3.5%	26	3.3%	68
Washington (WA)	3.0%	40	3.5%	26	3.2%	66
West Virginia (WV)	0.5%	6	0.4%	3	0.4%	9
Wisconsin (WI)	1.9%	25	1.5%	11	1.7%	36
Wyoming (WY)	0.0%	0	0.4%	3	0.1%	3

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 help seeker categories were abused child, distressed child (not abused child), and friend (see Table 3).**

Table 3: Category of Help Seeker by Mode

Category	Text		Chat		All	
	%	#	%	#	Total %	Total #
Abused Child	**46.3%**	**349**	**63.1%**	**828**	**57.0%**	**1177**
Distressed Child (NOT abused child)	**12.9%**	**97**	**14.9%**	**195**	**14.1%**	**292**
Friend	**18.7%**	**141**	**9.4%**	**123**	**12.8%**	**264**
Adult Survivor	4.4%	33	3.4%	45	3.8%	78
Other	3.6%	27	1.9%	25	2.5%	52
Relative	3.5%	26	1.7%	22	2.3%	48
Unknown	4.0%	30	1.3%	17	2.3%	47
Sibling	2.1%	16	2.2%	29	2.2%	45
Neighbor	1.1%	8	0.7%	9	0.8%	17
Bystander	1.6%	12	0.3%	4	0.8%	16
Parent	0.7%	5	0.6%	8	0.6%	13
Day Care	0.7%	5	0.0%	0	0.2%	5
Repeat-chronic	0.1%	1	0.2%	3	0.2%	4
Other Hotline	0.1%	1	0.1%	1	0.1%	2
Foster Care Provider	0.0%	0	0.1%	1	0.0%	1
Grandparent	0.1%	1	0.0%	0	0.0%	1
Perpetrator	0.0%	0	0.1%	1	0.0%	1
Guardian	0.0%	0	0.1%	1	0.0%	1
Healthcare worker	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. The most frequently reported way that text and chat help seekers learned about the hotline was through online sources (see Table 4).

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 nearly met, with an overall average of 57.8% of text and chat help seekers reporting learning about PACTECH through online sources.

- **57.8% (n=1,194) of all help seekers (text and chat combined), ages 13-24, reported hearing about the hotline through a website or internet source.**
  - **65.7%** (n=495) of **text** help seekers ages 13-24 reported hearing about the hotline through a website or internet source.
  - **53.2%** (n=699) 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 be on the website through the internet.

Table 4: Learned About the Hotline Source by Mode

Learned About the Hotline Source	Text		Chat		All	
	%	#	%	#	Total %	Total #
Website-Internet	65.7%	495	53.2%	699	57.8%	1194
Unknown	3.6%	27	16.2%	213	11.6%	240
Other Hotline	10.2%	77	7.7%	101	8.6%	178
Friend	6.2%	47	5.6%	73	5.8%	120
National Domestic Violence Hotline	5.8%	44	4.6%	60	5.0%	104
Repeat Call/Called Before	1.3%	10	3.1%	41	2.5%	51
Professional (agency clergy CPS counselor lawyer police school personnel etc)	1.7%	13	1.7%	22	1.7%	35
Other	1.1%	8	1.6%	21	1.4%	29
National Sexual Assault Hotline (RAINN)	0.5%	4	1.6%	21	1.2%	25
YouTube	0.7%	5	1.0%	13	0.9%	18
Social Media: Unspecified	0.9%	7	0.8%	10	0.8%	17
National Runaway Safeline (NRS)	0.0%	0	1.2%	16	0.8%	16
Family Member	0.7%	5	0.3%	4	0.4%	9
Social Media: TikTok	0.5%	4	0.2%	3	0.3%	7
Discord	0.3%	2	0.3%	4	0.3%	6

Learned About the Hotline Source	Text		Chat		All	
Newspaper/Magazine	0.0%	0	0.5%	6	0.3%	6
Marketing Media (magnets brochures bookmarks etc.)	0.1%	1	0.1%	1	0.1%	2
Book	0.3%	2	0.0%	0	0.1%	2
Social Media: Instagram	0.1%	1	0.1%	1	0.1%	2
Social Media: Facebook	0.0%	0	0.1%	1	0.0%	1
In & Out Burger bag	0.0%	0	0.1%	1	0.0%	1
Television/Streaming Services	0.0%	0	0.1%	1	0.0%	1
Radio	0.0%	0	0.1%	1	0.0%	1
SUBS-Childhelp Speak Up Be Safe Program	0.1%	1	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, at 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.

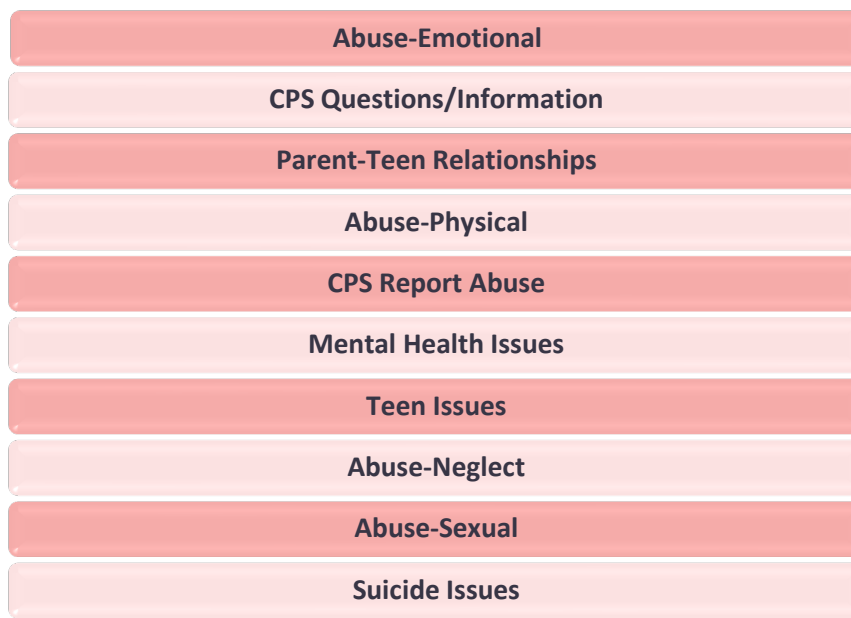The following is a breakout of post-survey response percentages by mode of contact answering the question of what percentage of help seekers completed a post-survey:

- **24.5%** of text respondents completed the post-survey
    - 753 of 3,070 **Text** respondents completed a post-survey

- **31.0%** of chat respondents completed the post-survey
    - 1,313 of 4,234 **Chat** respondents completed a post-survey

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 5). The **ten most frequently reported presenting issues** by text and chat help seekers (combined) are listed in Figure 12.

Figure 12: Top Ten Presenting Issues

Abuse-Emotional
CPS Questions/Information
Parent-Teen Relationships
Abuse-Physical
CPS Report Abuse
Mental Health Issues
Teen Issues
Abuse-Neglect
Abuse-Sexual
Suicide 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.

The top ten most frequently reported presenting issues for each mode are in bold font in Table 5. Please note that the table is sorted by All column most to least.

Table 5: Presenting Issues Reported by Help Seekers by Mode

Presenting Issue	Text	Chat	All
	#	#	#
Abuse-Emotional	383	775	1,158
CPS Questions/Information	405	639	1,044
Parent-Teen Relationships	298	577	875
Abuse-Physical	267	545	812
CPS Report Abuse	339	427	766
Mental Health Issues	201	433	634
Teen Issues	151	300	451
Abuse-Neglect	166	251	417
Abuse-Sexual	80	174	254
Suicide Issues	51	98	149
COVID-19	7	13	20

Presenting Issue	Text	Chat	All
	#	#	#
Childhelp Information	39	63	102
Discipline/Behavior Issues	27	67	94
Domestic Violence	53	74	127
Addiction/Substance Abuse	44	42	86
Runaways	17	49	66
Other	27	51	78
LGBTQIA Issues	38	54	92
Legal Issues	28	61	89
Parenting Concerns-Other Child	43	36	79
School Issues	23	46	69
Abuse-Neglect: Medical	34	57	91
Abuse-Sibling	13	35	48
Emancipation	17	23	40
Adult Survivor Issues	24	31	55
Child Support-Custody Dispute	12	21	33
Online Concerns	23	21	44
Bullying	14	31	45
System Failure	13	34	47
Child Care Issues	35	56	91
Parenting Concerns- Own	1	7	8
Abandonment	4	3	7
Sex Offender Issues	6	18	24
Homelessness	11	4	15
Abuse-Elderly or Adult	5	3	8
Grandparent Rights	-	2	2
Trafficking	1	5	6
Father's Rights	3	2	5
Immigration Issues	4	1	5
Abduction Issues	1	1	2
Welfare Fraud	1	-	1
Youth Sports/Coaching Issue/Safe Sports	1	-	1
Refugee Issues	1	-	1
Donation: Brand Drivers	-	-	-
FGM/C	-	-	-
Forced Child Marriage	-	-	-

CONCLUSION AND NEXT STEPS

For four years, the Childhelp Prevent Abuse of Children Text and Chat Hotline (PACTECH) Project has been leading the way in enhancing methods to help connect adolescents with needed resources, safely and successfully. This annual report includes a summary of PACTECH help seekers and outcomes from July 2021 through June 2022. These evaluation report findings demonstrate that PACTECH communicates effectively with adolescents and protects their privacy, creating a safe space for youth.

PACTECH collected data from pre- and post-surveys from those help seekers who contacted the National Child Abuse Hotline for assistance via text and chat. Data included demographics and survey responses that were analyzed to measure outcomes. These results were reported for those help seekers in the PACTECH target population (ages 13-24), designated as a Level 2 or 3 intervention, and began a post-survey.

For the twelve months, there were a total of 18,333 text and chat contact sessions initiated with PACTECH, with more youth ages 13-24 using chat as their preferred method of communication. Chat help seekers reported being younger than text help seekers (i.e., ages 13-17 years), and most text and chat help seekers reported being female. Additionally, chat help seekers, ages 13-24, reported "Gender Expansive" more than text help seekers. As well, more chat help seekers (22.3%) reported having previously reached out to the hotline compared to text help seekers (14.7%). Text and chat sessions were similar in contact time, with an average text time of 35.9 minutes and an average chat time of 38.7 minutes. Notably, volume was highest in August 2021 and May 2022. Similar to previous project years, the percentage of help seekers who completed a post-survey remained acceptable, with response percentages at 24.5% for text help seekers and 31.0% for chat help seekers.

Also resembling previous years, the large majority of PACTECH texters (93.6%) and chatters (89.5%) 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, 63.7% of combined texters (28.6%) and chatters (35.1%) 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 of reducing stress was exceeded, with more than 65% of help seekers reporting decreased stress after the session (text 71.4%, chat 72.4%). The second outcome objective of gaining hopefulness also was exceeded, with more than 65% of help seekers having reported increased hopefulness after the session (text 86.0%, chat 81.7%). The third target outcome objective was almost met, with 57.8% (target of 60%) of help seekers (combined text and chat modes) reported having learned about PACTECH through online sources. Moreover, 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 as their most frequent referral source.

This annual report summarized the 12 months of data findings for the past year of the PACTECH project and reiterated the positive outcomes from the chat and text services now provided by the Childhelp Hotline. Additional funding was secured for year five of the PACTECH project. Best practices and lessons learned from the previous four years of the PACTECH project will be used to determine fifth year program and evaluation changes, implement quality improvements, and evaluate the practice model.