

Concerning Message Response Plan GENERIC TEMPLATE

Suicide Ideation Protocol

Your Organization Details (e.g. name, website, logo)

Click [here](#) to tailor in Canva.





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Executive Summary

Protocol for Suicide Ideation

In the event a person submits a post or message expressing suicidal thoughts, staff at the **Insert**, with help from professional mental health counselors, will follow the Concerning Message Response Plan to intervene.





How to Use this Guide

Purpose of this Guide

The Concerning Messages Protocol is designed to support tribal communities in the event a person expresses suicidal thoughts through their organization's communication channels (e.g. website, social media channels, text message service, email, etc.), or is in crisis or a mental health emergency. It is intended to be a guide on which to build upon at an organizational and community level.

The guide can help with the following:

- General Organization Flowchart
- Managing and Tracking Incoming Messages
- Protocol for Suicide Ideation WITH & WITHOUT Contact Information
- Notification of Crisis Response Team
- "Q&A" Service Algorithm for Answering Incoming Questions
- 3-month Follow-up: Caring Contact
- Resources

This document was put together as a guide for you to adapt to your community and organization needs. No need to reinvent the wheel when we can help share the load.

Need Help?

If we can help in any way, please let us know! We are here to help! You can request Technical Assistance or Training by clicking this link [here](https://www.healthynativeyouth.org) or going to the Healthy Native youth website (www.healthynativeyouth.org).





How to Use this Guide cont.

Management Doc

The We R Native "Q&A" team uses an Excel document entitled "Management Doc", which is referenced throughout this template. We use it to keep track and organize questions received, as well to follow-up with youth who've sent concerning messages. Below is an screenshot that might be helpful, but as always feel free to create a tracking document that makes sense for your organizational needs.

Non-urgent Tab

Question	Folder/ Subfolder	Where to Find/ Title	Contact Info	Date Submitted	Type of Response (Urgent, Recycled, Tailored, New, Non- Native/ Adult)	Assigned Relative	Notified	Draft:	Posted Website Link
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Urgent Question Tab

Caring Contact Tracking Info:														
Question	Contact Info	Date Submitted	Channel Submitted	Auto Resonse Option Selected	Auto Resonse Sent Date	Assigned to	First Contact Date	Type of Contact	Second Contact Date	Thir'd Contact Date	3-month "Caring Contact" Date	Person Responsible for sending "Caring Contact" Calendar invite & Date	Person Responsible for sending "Caring Contact"	Date CC was sent

See section 3 for more details.



Authors

Authors

This guide was developed by Celena McCray, Colbie Caughlan, Dr. Stephanie Craig Rushing, Amanda Gaston, Lael Tate, David Stephens, and Asia Brown on behalf of the Northwest Portland Area Indian Health Board's THRIVE and We R Native Programs.

Northwest Portland Area Indian Health Board (NPAIHB) is a non-profit tribal advisory organization that serves the forty-three federally recognized tribes of Oregon, Washington, and Idaho. Established in 1972, the NPAIHB strives to eliminate health disparities and improve the quality of life of American Indians and Alaska Natives by supporting the Northwest Tribes in their delivery of culturally appropriate, high-quality healthcare. NPAIHB houses a Tribal Epidemiology Center (EpiCenter) that manages health promotion and disease prevention projects and is active in Indian health policy. For more information, visit: www.npaihb.org.

THRIVE provides regional support for suicide prevention with a focus on cultural pride, resilience, and traditional healing.

We R Native is a multimedia health resource for Native teens and young adults. The service includes an interactive website (www.weRnative.org), a text messaging service (Text NATIVE to 97779), Instagram, Facebook, Twitter, TikTok, YouTube, and print marketing materials. Special features include an "Ask Your Relative" Q&A service and medically accurate information reviewed by experts in public health, mental health, community engagement, and activism.



Funding Acknowledgement & Suggested Citation

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General Flowchart

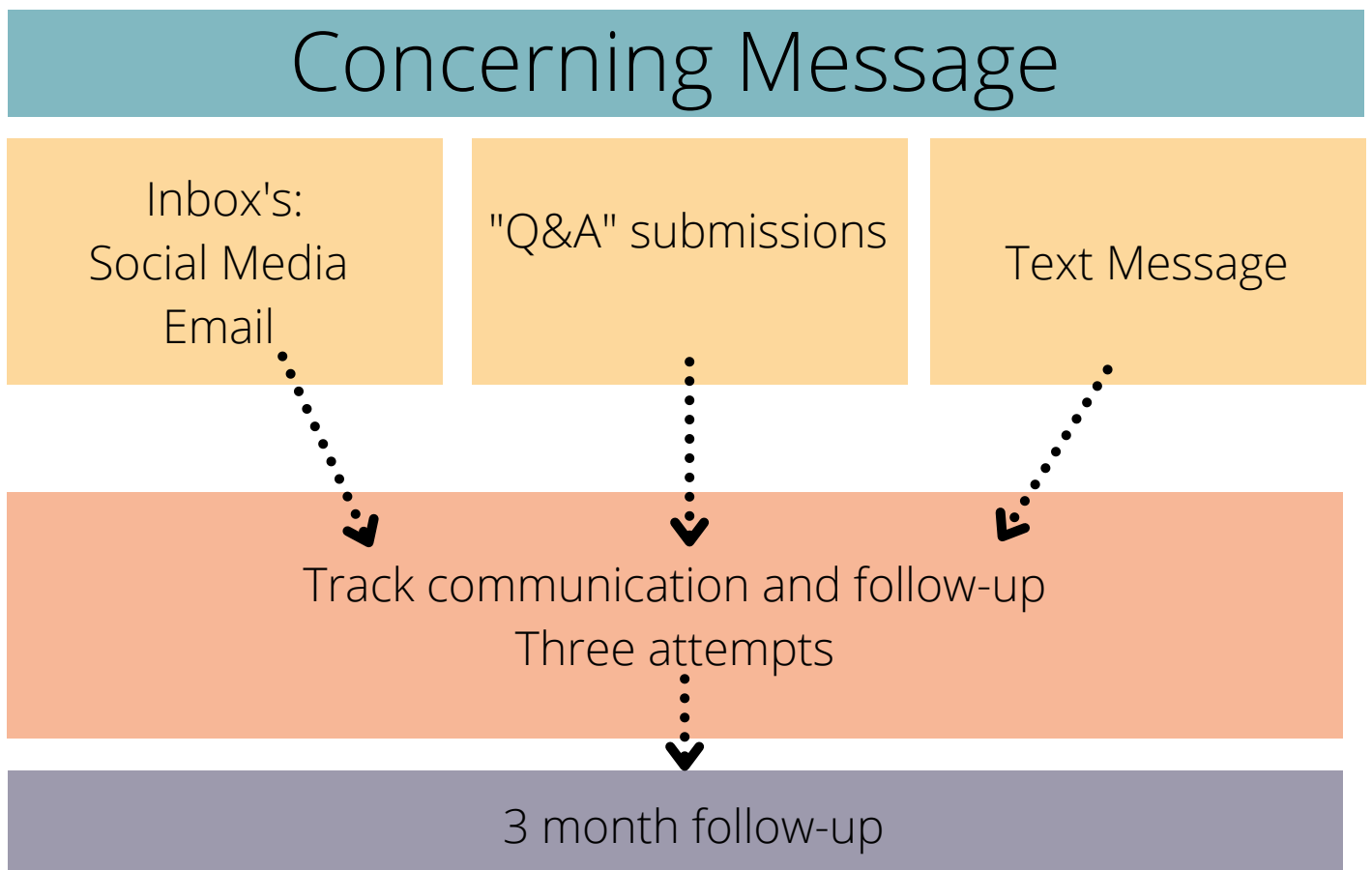
Insert Program/ Organization has three main channels that generate incoming messages: *(tailor to fit your needs and organization description)*

Text Message. Insert if applicable

"Q&A" Service. Insert if applicable

Inbox - Email and Social Media channels. e.g. Email, Instagram, Facebook, TikTok and/or Twitter

Each message's source will initiate their own protocol and will involve three attempts to contact and a three month follow-up



1. When 'message' or 'post' is used in this protocol it refers to: text messages, email, web submissions, DMs, Instagram, Facebook, and/or Twitter.

1

Auto Responses

WITH Contact Info

Email & Social Media Channels

When someone inbox's PRT channels with a concerning message, **Insert Staff** will automatically send the following reply:

"We care about how you are doing. Please note this line is NOT monitored 24/7. If you need immediate help text "NATIVE" to 741 741 for free 24/7 support or call the Suicide Prevention Lifeline at 1-800-273-8255. We want to continue to support you, text "Caring" to 65664."

"Q&A" Service

When a concerning Web App Submission from MSI is submitted with contact information, **Insert Staff** will automatically send the following reply to the contact information provided (e.g. email, phone/text, SM):

"We care about how you are doing. Please note this line is NOT monitored 24/7. If you need immediate help text "NATIVE" to 741 741 for free 24/7 support or call the Suicide Prevention Lifeline at 1-800-273-8255. We want to continue to support you, text "Caring" to 65664."

Text Message Services (**Insert Provider**)

When someone texts the project with a concerning text, **Insert** will automatically send the following reply:

"We care about how you are doing. Please note this line is NOT monitored 24/7. If you need immediate help text "NATIVE" to 741 741 for free 24/7 support or call the Suicide Prevention Lifeline at 1-800-273-8255. We want to continue to support you, text "Caring" to 65664."

***Text Message Specialist** will receive a notification from **Insert Provider** that it has been sent to the phone number.

1.1

Select First Responder

WITH Contact Info

If the concerning message includes content suggesting suicide ideation *with* contact information, **Insert Staff** will send an email or text, flagged with High Importance!, to mental health counselors:

- **Insert**
- **Insert**

If none of these professionals are available, **Insert Staff** will contact crisis call center/local/regional resource and ask for assistance with follow-up.

1.2

Email Draft to First Responder

WITH Contact Info

To: insert mental health counselor email
cc: insert Exec. Director, Project Director, etc.
Subject: Concerning Message (with High Importance! flagged)

Hello –

The **Insert** team received a concerning message from (*Name, email address, cell number, etc.*) and we are concerned about possible suicide ideation (*or name the concern here*).

We don't know their age or gender, below is the only information we have.

This is the information we'll use to track their response:

Question	Contact Info	Date Submitted	Assigned To	First Contact	Second Contact	Third Contact
Ex. I don't want to be here?	Insert	2013-08-29 14:12:23	Ex. Ursula			

Are you available to **contact the individual?**

If so, you might open the conversation with something like:

"Hi. I'm a **volunteer counselor** with (**insert organization name**). I got your number from their (e.g. "Q&A" service) and I wanted to reach out. How are you doing?

Would you like me to connect you to someone in your community that you can talk to?

Thank you for reaching out for help.

In the meantime, you can contact the the Crisis Text Line by texting "NATIVE" to 741-741 or call the suicide prevention lifeline at 1-800-273-8255. They're available 24/7. You don't have to be in an emergency to use these resources. Also, www.nowmattersnow.org has videos and resources that others have found useful if you are in a crisis or are having a mental health emergency. You can also, text "CARING" to 65664 to receive caring messages."

Thank you so much for your assistance!

-*Insert Staff*

2

Response Options

WITHOUT Contact Info

Reverse Look-up

Insert Staff may use a reverse look-up resource to identify local resources: e.g. mental health center, police

Insert Staff will use the

- Protocol Algorithm Steps, and
- "Ask Your Relative" Management Doc to track communication and ensure **three contact attempts** have been made with the individual

Insert Staff will post on all social media accounts within 48 hours, if youth was not reached

Post Response on "Ask Your Relative" Channels

Insert Staff will use the

- Protocol Algorithm Steps, and
- Management Doc to track communication and ensure **three contact attempts** have been made with the individual

Insert Staff will post on all social media accounts within 48 hours

This will conclude staff reaching out with specific resources

3

Caring Contact

3-months later

3-months after the first contact, *Insert staff* will be prompted by calendar invite to send one caring contact follow-up message. Caring Contact (CC) messages are often brief and simply let the person know that someone cares about them and wishes them well. Staff will send this message:

"Dear __

I wanted you to know that I am thinking of you and hope things are going well for you. You are loved. You are not alone. We Need You Here. If you are ever in a mental health emergency please call the Suicide Prevention Lifeline at 1-800-273-8255 or text "NATIVE" to 741 741. You can also, click here [insert Youth Support Resource link] for more resources and text "CARING" to 65664 to receive caring messages.

With Love, Insert Staff

Youth Support Resource link: <https://www.wernative.org/wp-content/uploads/Youth-Support-Resources.pdf>

Track the date of this message on "Management Doc" tracking log, under "Urgent Q's – Caring Contact" tab.

Question	Contact Info	Date Submitted	Channel Used	Assigned To	First Contact	Second Contact	Third Contact	3-month CC Date
If I had depression for 6 years and I had no help, how would that affect me		4/23/21		Danica	4/27/21	N/A	N/A	7/27/21
**Person Responsible for Sending CC Calendar Invite			Notes		Person Responsible for Sending CC		Date CC was sent	
Amanda			Sent Calendar Invite to team 5/21/21		THRIVE Staff			



This concludes the communication with this individual.

**Send out a calendar invite to appropriate team members as a reminder to follow-up at 3-months.

PROTOCOL ALGORITHM TEMPLATE



Does the Message require an Urgent Response?

Does the message include Contact Info?

YES

NO

YES

NO

Has a similar question been answered?

YES

NO

Assign First Draft to Appropriate Staff

1 week

*Add to "Management Doc"

Determine Type of Q
(e.g. recycled, tailored, or non-native/ adult)
Find related website answer link(s)

1 week

*Add to "Management Doc"

Chose Template:

Recycled Template
Hi *insert!* Thanks for reaching out! I received your question and found a similar answer to yours *insert link*. Let me know if this answers your question. Thanks for writing in! Take care, *insert relative*

Tailored Template
Hey there! Thanks for reaching out! *Insert tailored info*. I received your question and found a similar answer to yours *insert link*. Let me know if this answers your question. Thanks for writing in! Take care, *insert relative*

1 week

*Update "Management Doc"

Notify person via provided contact info

2-3 days

Review, Edit, Approve Draft
Send for review to appropriate folks, as needed (e.g. medical, behavioral, mental health, substance misuse, etc.)

1 week

*Update "Management Doc"

Notification/ Posting Process:

WITH Contact Info:
Notify person via provided contact info

No Contact Info:
Post in Public Spaces (e.g. Social Media, website, text-message, etc.)

2-3 days

*Update "Management Doc"

Assign Draft to Crisis Response Staff, Review, Edit Response & Post on Public Platforms (i.e. Social Media, website, text-message, etc.)

Post within 48 hours

Reverse Look up Option
Staff may use a reverse look-up resource and identify local resources: e.g. mental health center, police.

Within 48 hours

Was Reverse Look up Successful?

YES

NO

Move to Auto Response

Staff may call local resources to intervene

Auto Response Options:
General: We care about how you are doing. Please know this line is NOT monitored 24/7. If you need immediate help text "NATIVE" to 741 741 for free 24/7 support or call the Suicide Prevention Lifeline at 1-800-273-8255.

Sexual health questions: Please note this line is NOT monitored 24/7. If you have an urgent sexual health question text NATIVE to 774 636

Grief or concerning questions: We care about how you are doing. Please note this line is NOT monitored 24/7. If you need immediate help text "NATIVE" to 741 741 for free 24/7 support or call the Suicide Prevention Lifeline at 1-800-273-8255.

DV/SA: We care about how you are doing. Please note this line is NOT monitored 24/7. If you need immediate help call StrongHearts Native Helpline at 1-844-762-8483 or text "NATIVE" to 741741 for free 24/7 support.

Suicide/mental health option: We care about how you are doing. Please note this line is NOT monitored 24/7. If you need immediate help text "NATIVE" to 741741 for free 24/7 support or call the Suicide Prevention Lifeline at 1-800-273-8255. We want to continue to support you, text "Caring" to 65664.

2SLGBTQ: We care about how you are doing. Please note this line is NOT monitored 24/7. If you need immediate help text "NATIVE" to 741 741 for free 24/7 support or call the Trevor Lifeline at 1-866-488-7386 for 2SLGBTQ youth and young adults.

Send within 48 hours

Does the Message include a Crisis or Suicidal Ideation ?

YES

NO

Notify Crisis Team Email or SMS: (with High Importance! flagged)

Assign Draft to Crisis Response Staff, Review, Edit Response & Post on Public Platforms (i.e. Social Media, website, text-message, etc.)

Post within 48 hours

1st Contact Attempt
Clarify the individual's intent *within 48 hours* of message sent

*Add to "Management Doc"

Has the person responded *within 24 hours* of outreach?

YES

NO

Has the person clarified their intent with Crisis Team?

*Update "Management Doc"

2nd Contact Attempt
Crisis Team follow-up - *no later than one week*

Has the person responded *within 24 hours* of outreach?

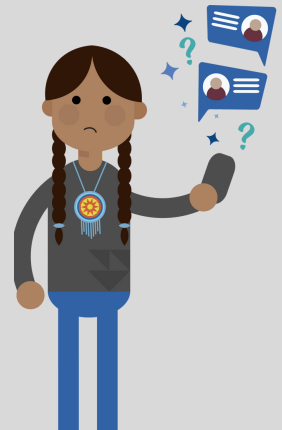
YES

NO

Has the person clarified their intent with Crisis Team?

3rd Contact Attempt
Crisis Team will follow-up and provide resources - *no later than one week after 2nd contact*

3-month Follow-up: Caring Contact



"Dear ____, I wanted you to know that I am thinking of you and hope things are going well for you. You are loved. You are not alone. We Need You Here. If you are ever in a mental health emergency please call the Suicide Prevention Lifeline at 1-800-273-8255 or text "NATIVE" to 741 741. You can also click [here](#) for more resources and text "CARING" to 65664 to receive caring messages. With Love, Staff

*Update "Management Doc"

Click [here](#) to edit



Team & Resources

Crisis Team

"Q&A" Team

Staff/Tracking Team

Tailor Examples:

**Clinical Psychologist:
Behavioral Health
Counselor:
Behavioral Health
Counselor for 2SLGBTQ:
Crisis Call Center:**

Tailor Examples:

**Auntie:
Uncle:
Auntie:
Cousin:

Management Doc
Lead:
Media Specialist:

Project Investigator:**

Tailor Examples:

**Management Doc
Lead:

Media Specialist:**

Resources

Youth Support Resource link:

<https://www.wernative.org/wp-content/uploads/Youth-Support-Resources.pdf>

Caring Messages:

<https://www.nowmattersnow.org/wp-content/uploads/2019/01/CaringMessages.pdf>

Youth Support



In crisis? Connect 24/7...

CRISIS TEXT LINE |

Crisis Text Line
Text: NATIVE to 741 741
[WhatsApp](#)



National Suicide Prevention Lifeline
Call: 1-800-273-TALK
[Chat](#)

Abuse & Sexual Assault



StrongHearts Native Helpline
Call, text, or chat 24/7
1-844-7NATIVE (762-8483)
[Chat](#)



National Sexual Assault Hotline Call
(24/7): 1-800-656-HOPE
[Chat](#)



National Teen Dating Abuse Helpline
Call (24/7): 1-866-331-9474
Text: LOVEIS to 22522
www.loveisrespect.org



Childhelp National Child Abuse Hotline
(24/7): 1-800-4-A-Child (422-4453)

Drugs, Alcohol & Tobacco



National Institute on Drug Abuse for
Teens
Call: 1-800-662-HELP



Truth: Smoking, Vaping, and Opioids
[Get 24/7 Support](#)
Text: DITCHVAPE to 88709



Get the Facts About Drugs:
Just Think Twice
Call: 1-855-378-4373
Text: 55753



National Drug Information
Treatment & Referral
Hotline
Call: 1-800-662-4357

Mental Health



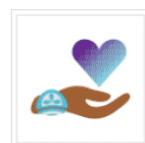
Mental Health America
Call: 1-800-969-6642
Text: MHA 741 741



National Hotline. Reach Out
& Get Help
Call: 1-800-448-3000
Text: VOICE to 20121

teen line

Teens Helping Teens
Call: 1-800-852-8336
Text: TEEN to 839 863



Caring Messages - to
remind you of how
awesome you are!
Text: CARING to 65664
Text: COLLEGE to 65664



We R Native: My Mind
[Ask Auntie & Uncle](#)
Text: CARING to 65664



Youth Support

PAGE 2



Relationships & Dating



StrongHearts Native Helpline
Call, text, or chat 24/7
1-844-7NATIVE (762-8483)
[Chat](#)



Love is Respect
Call (24/7): 1-866-331-9474
Text: LOVEIS to 22522
www.loveisrespect.org



That's Not Cool
Healthy Relationships, Online & Off
Call (24/7): 1-866-331-8453



We R Native: My Relationships
[Ask Auntie & Uncle](#)

Sexual Identity - 2SLGBTQ+



Paths (Re)Membered Project
Text: 2SLGBTQ to 97779



Native Youth Sexual Health Network



The Trevor Project
Call (24/7): 1-866-488-7386
Text: START to 678 678
[Chat](#)



It Gets Better Project
Embrace the Journey

Sexual Health



Planned Parenthood
Call: 1-800-230-7526
Chat: [Ask Roo](#)
[Find a Clinic](#)



We R Native: Sexual Health
Text: SEX to 97779
[Ask Auntie & Uncle](#)



I Know Mine
[Ask Nurse Lisa](#)
[I Want the Kit & Order](#)
[Condoms \(AK mailing only\)](#)



It's Your Sex Life
[Live Chat](#)



Bedsider



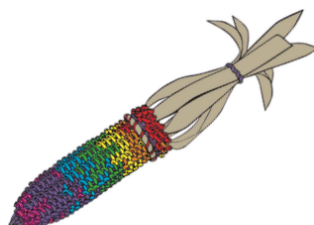
Get Yourself Tested #GYT
[Find a clinic near you](#)



Trans Life
Call: 1-877-565-8860



Human Trafficking Hotline
Call (24/7): 1-888-373-7888
Text HELP to 233 733
www.humantraffickinghotline.org



CLICK ON THE LOGOS TO GO TO RESOURCE

Bullying

stopbullying

Stopbullying.gov
[What Teens Can Do](#)
[What Adults Can Do](#)



[Cyberbullying Resources for Youth](#)
[Report Cyberbullying](#)



[We R Native: Bullying Prevention](#)
[Ask Auntie & Uncle](#)

Find Help Near You



[SAMSHA - Zip code locator for a treatment center closest to you](#)



[Mental Health America - Zip code locator for a clinic closest to you](#)

CLICK ON THE LOGOS TO GO TO RESOURCE

Text Message Campaigns



Text: NATIVE to 97779
For health & wellness tips



Caring Messages - to remind you of how awesome you are!
Text: CARING to 65664 (ages 13-24)
Text: COLLEGE to 65664 (college youth)



Text: SEX to 97779
Get tips and resources to protect your sexual health



Text: LGBTQ2S to 97779 or ALLY to 97779
Native. Two-Spirit. LGBTQ. #BornSacred



Text: STEM to 97779
For inspiration and motivation on your journey in Health, Technology, Engineering or Math



Text: FITNESS to 97779
For inspiration and motivation to conquer your personal wellness goals and you could win fitness gear or a fitbit!!!

TIP: SIGN UP FOR ONE CAMPAIGN AT A TIME. OTHERWISE YOUR MESSAGES WILL GET ALL MIXED UP AND THAT'S NO BUENO

We ALL need Help...

... at different points in time. Every single one of us! Trust your gut and...

Share - any concerns you have

Talk - with someone you can trust

Report - if you're worried about someone

