



# Digital Advocacy

## Texting With Our Teens

**Jennifer Ponce, CHES**  
Prevention & Education Manager

**LAURA'S**  **HOUSE**

Inspiring Hope and Empowering Change to End Domestic Violence

THE

# NEED

## HOW ARE TEENS CONNECTED?

- On average, children are 12.1 when they receive their first mobile device
- 91 percent of teenagers, ages 13 to 17, access the internet on cell phones, tablets and other mobile devices.
- 53 percent of teenagers, ages 13 to 17, say most of their calls last four minutes or less.
- 33 percent of teenagers, ages 13 to 17, list texting as their favorite form of communicating with their friends.
- A typical teen sends and receives 30 texts per day.

THE

# NEED

## ELEMENTS OF ASSESSMENT

- Hotline Calls
- Available resources
- Programs being utilized
- Teen focus group
- School clubs
- Trends

# IMPLEMENTATION

We began with an assessment of our agency and what resources we had readily available.

- Hotline
- Email
- Advocates
- Therapists
- H.E.A.R.T. (Access to teens)

# TELEHEALTH

Telehealth is a collection of means or methods for enhancing health care, public health, and health education delivery and support using telecommunications technologies. Telehealth encompasses a broad variety of technologies and tactics to deliver virtual medical, health, and education services.

## H.E.A.R.T. CHAT

Utilizing email as a readily available resource  
[heartchat@laurashour.org](mailto:heartchat@laurashour.org)

## H.E.A.R.T. HEALTH

Interfacing with a therapist over Skype after initial contact and intake via H.E.A.R.T. Chat

# IMPLEMENTATION

- **STAFF MEETINGS**
- **MARKETING**
- **INSTRUCTIONAL VIDEO**
- **LOG**
- **EVALUATION**



FINDING A  
**PLATFORM**

**BOLD  
CHAT**

- SMS/TEXT
- LIVE CHAT
- USER FRIENDLY
- APP/ REMOTE RESPONSE
- SECURITY FEATURES
- CANNED MESSAGING

# DIGITAL ADVOCACY STAFFING

## PHASES FOR CAPACITY

- Prevention Education Department
- Interns
- Volunteers
- Hotline Advocates



WHAT ARE TEENS

# ASKING?











## SOME THINGS WE HAVE ADDRESSED ON H.E.A.R.T. CHAT

- Concern about abuse from family member's partner (parent, sibling, etc.)
- Struggling with abuse from previous partner in their current relationship
- Asked if their relationship is healthy
- Wanted to talk to someone on the phone, so we provided the hotline number

# **BARRIERS & CHALLENGES**

- **AGENCY CAPACITY**
- **ACCESS TO INTERNET OR PHONE**
- **RESPONSE TIME**
- **ACCESSIBILITY**
- **LIMITED RESOURCES**

# BEST PRACTICE

-  Find a platform that works with your needs
-  Reach out to other agencies for guidance
-  Maintain confidentiality
-  Screen for safety
-  Utilize outside resources
-  Prepare to safety plan and refer
-  Reinvent the wheel
-  Worry about offering 24 hours if you are not able

# MARKETING

H . E . A . R . T .  
P A L M C A R D  
& S T I C K E R



**HEALTHY  
EMOTIONS &  
ATTITUDES *in*  
RELATIONSHIPS  
TODAY**



## HEART CHAT LINE

**STEP 1:** Visit our teen website, [laurashouse.org/lhteen](http://laurashouse.org/lhteen) to chat with an advocate online or text "HEART" to 949-484-8440. You can also get help by sending an email to [heartchat@laurashouse.org](mailto:heartchat@laurashouse.org).

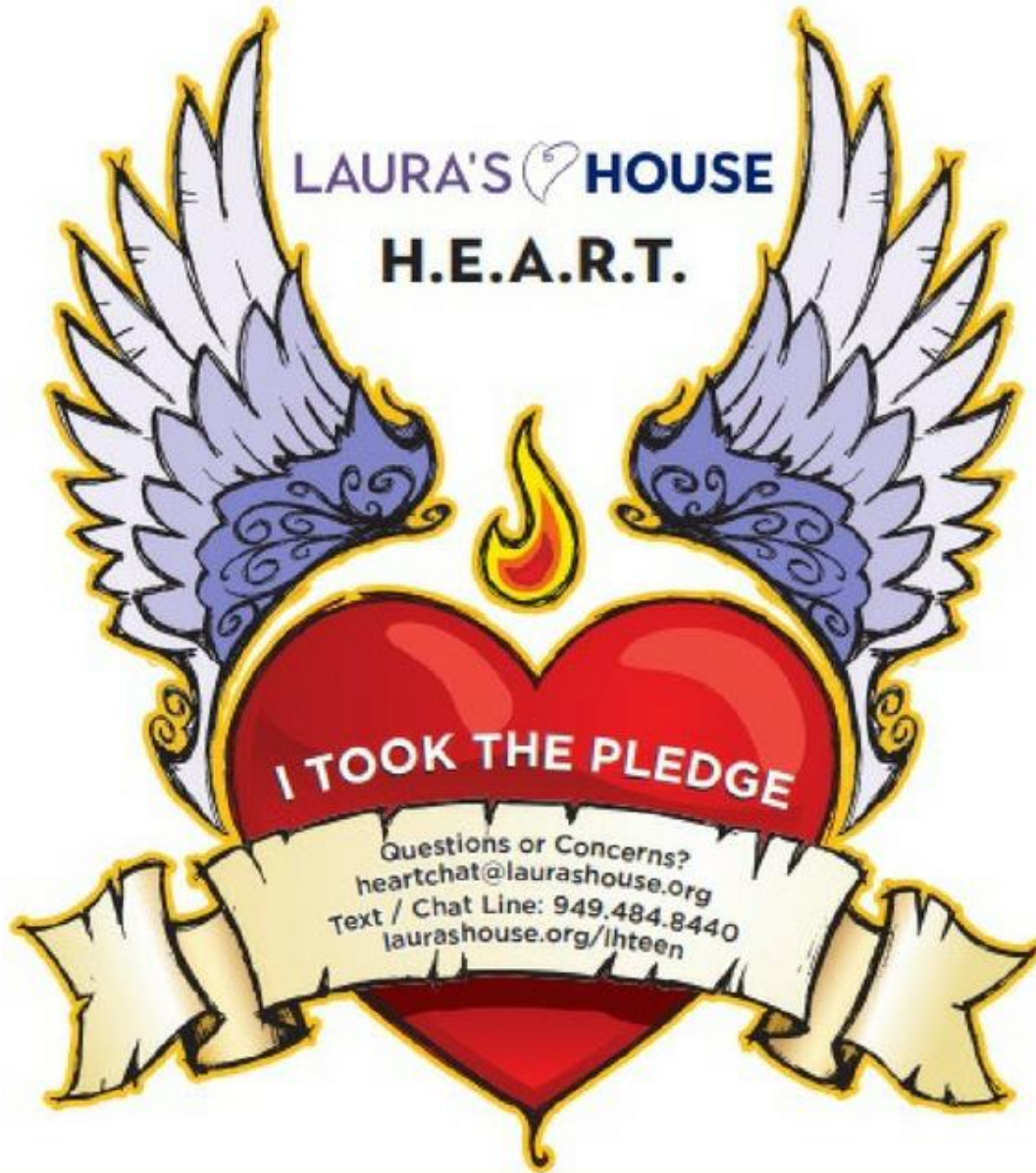
**STEP 2:** Receive a reply with answers to your questions and next steps.

**STEP 3:** Connect with Laura's House advocates/counselors to address your concerns.

**STEP 4:** You are on your way to a healthier relationship!

IT'S FREE AND CONFIDENTIAL

LAURA'S  HOUSE  
H.E.A.R.T.



I TOOK THE PLEDGE

Questions or Concerns?  
[heartchat@laurashouse.org](mailto:heartchat@laurashouse.org)  
Text / Chat Line: 949.484.8440  
[laurashouse.org/lhteen](http://laurashouse.org/lhteen)

# ADDITIONAL TRAINING & RESOURCES

- **BREAK THE CYCLE**
- **LOVEISRESPECT.ORG**
- **NATIONAL DV HOTLINE -  
TRAINING OPPORTUNITIES FOR  
DIGITAL ADVOCACY**

# CONTACT

**FOR MORE INFO**

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**VISIT US!**

[www.laurashouse.org](http://www.laurashouse.org)

[www.laurashouse.org/lhteen](http://www.laurashouse.org/lhteen)



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