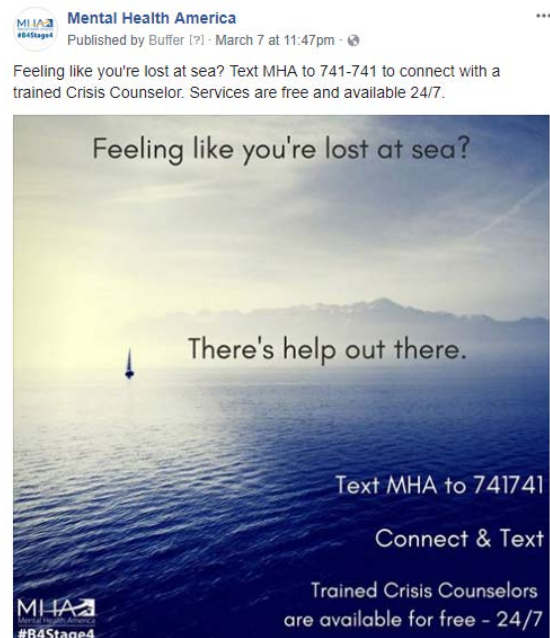


Crisis Text Line Affiliate Questions

1. What does an affiliate need to do to use Crisis Text Line (CTL)– what are the next steps?
 - a. There is no formal sign up necessary. Since MHA National is a partner, you are free to use the MHA National specific keyword at any time.
 - b. To assist you in sharing content, we have created social media graphics and web cards that you can use across your social media profiles or your website.
 - c. Please make sure to review the CTL Communications Guide to understand the parameters when creating language for sharing.
 - d. Materials are accessible here:
<https://www.dropbox.com/sh/cwimslslohv2b8p/AABU2g5vFCWpgp5kLVibD88ra?dl=0>
2. How does CTL work?
 - a. Please review the Keyword Partnership Presentation and the CTL External Partnership FAQ in the Dropbox folder.
3. Should an affiliate reach out to CTL directly to ask questions about our partnership?
 - a. No, please reach out to MHA's America Paredes, aparedes@mentalhealthamerica.net, who manages all partnership relationships for the National office.
4. Can an affiliate partner directly with CTL?
 - a. No. CTL will not partner with an affiliate, because we have a national partnership already in place.
5. How does an affiliate share information about CTL on social media?
 - a. Please refer to sample posts on MHA National social media profiles. A couple of examples are provided below:



6. Can an affiliate forward texters to CTL?
 - a. No, affiliates should urge individuals to text CTL directly. Since there are situations where an individual may need Active Rescue, the individuals cell phone number will be needed.
7. Can an affiliate be held liable for using this service?
 - a. Liability for using this service is similar when referring individuals to the National Suicide Prevention Lifeline. This is a free resource aimed at helping an individual move from what CTL refers to as “Moving from a hot moment to a cool calm.”
 - b. For additional information please review the [CTL Terms of Services section](#).
8. Can an affiliate get access to CTL data referenced in partnership materials?
 - a. No, MHA National can only access CTL partnership data.
 - b. All data collected by CTL is area code specific. If you are interested in obtaining local data, requests with area codes identified must be made directly to MHA’s America Paredes at aparedes@mentalhealthamerica.net.
9. Who can I contact if I have additional questions?
 - a. Contact MHA’s America Paredes at aparedes@mentalhealthamerica.net or via phone at 703-838-7523.