

CASE STUDY

GOLDEN GATE BRIDGE + CRISIS TEXT LINE

Problem

The Golden Gate Bridge is the number one site of suicide in the nation. Over the past 15 years, the Bridge has seen a 5 fold increase in the number of young people (under 25) coming to the bridge to attempt or complete suicide. While the Bridge previously had crisis counseling call boxes, they were seldom used. Increasingly, bridge patrol would see suicidal people texting on their phones. So, we decided to make this partnership official.

Impact

Many successful interventions. An example: texter was on their way to bridge to jump. We contacted bridge patrol who identified the person. He was brought to safety thanks to this partnership.

“To be honest, you’ve been that shred of hope. I still feel down, don’t get me wrong. But you walked me back from the ledge enough to the point where I’m reevaluating a lot.”

Texter in crisis at the bridge

Quick Stats

- 200+ convos mentioning Golden Gate
- 3% of conversations mentioning “Golden Gate” result in an Active Rescue (4x the national average)

Awareness Campaign

- 30 permanent signs on the bridge and in the surrounding parking lots
- **Widely covered** press conference to raise awareness of Crisis Text Line and the partnership
- Bus ads on Golden Gate Transit buses

What’s Next?

More outreach efforts: additional bus ads, additional on-the-ground ads, press release/media story around update of impact.

