



Crisis Jam

*Connect with people you trust*

# Speakers

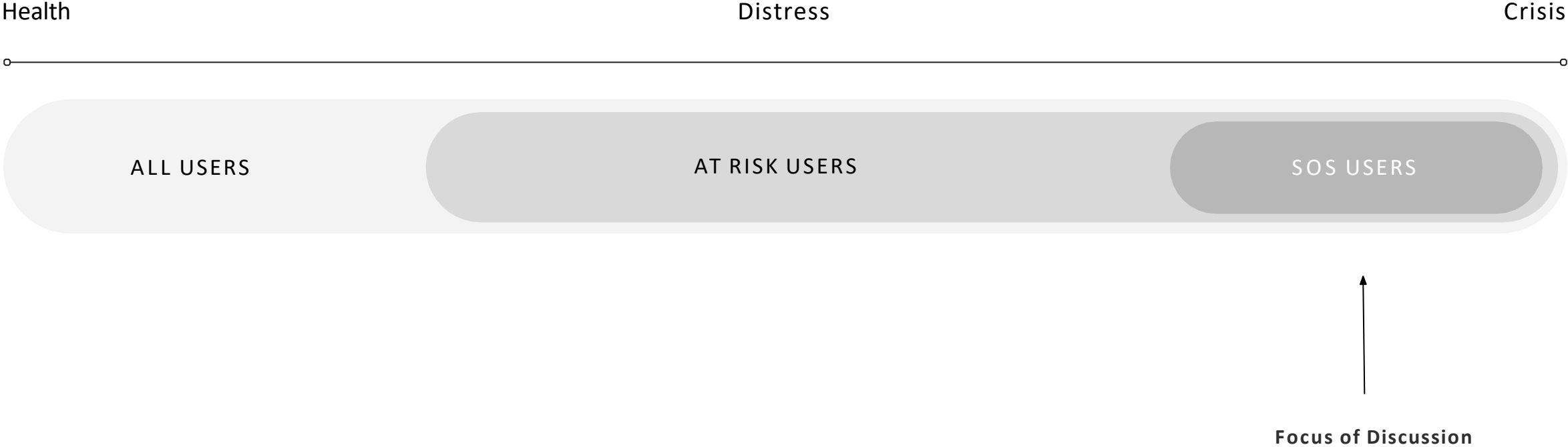


**Dr. Renee Schneider**  
Google



**Dr. Rory O'Connor**  
International Association for  
Suicide Prevention

# Users turn to Search over the lifecycle of a vulnerable experience

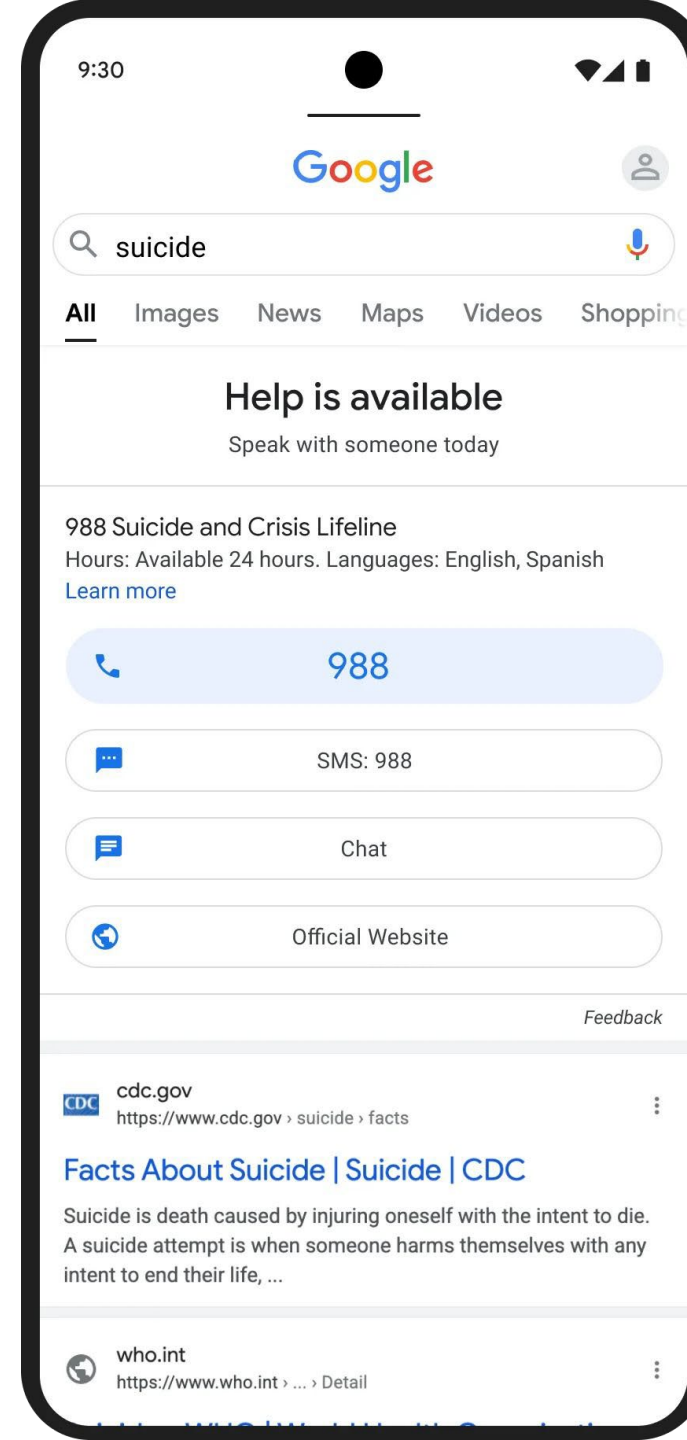


# Hotlines Information Boxes on Search

**Mission:** Connect Google's most **vulnerable users** with the **help they need for personal crises**

**Intents we currently have global coverage for:**

- Suicide
- Sexual Assault
- Domestic Violence

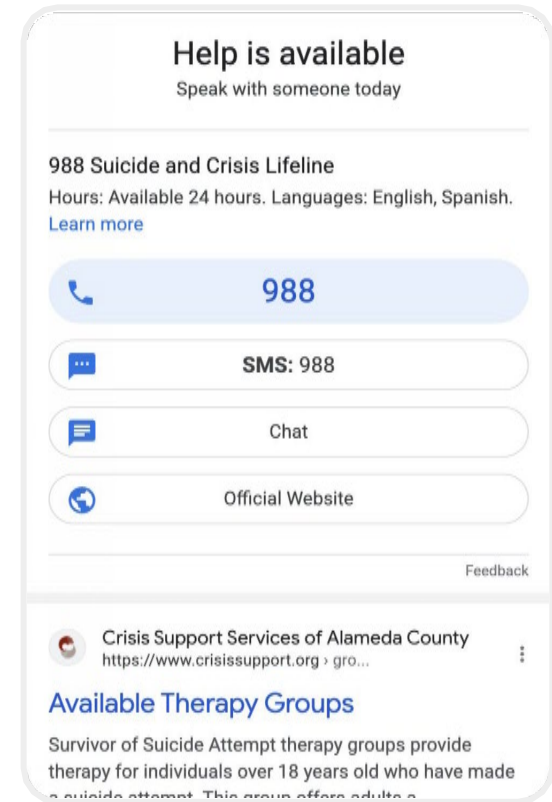


# Suicide Information Box on Search

**Goal:** Provide users with suicide intent access to immediate counseling via trusted Hotlines partner websites, chat and phone.

We recognize that users might not feel ready to call a hotline when they see the information box on Search.

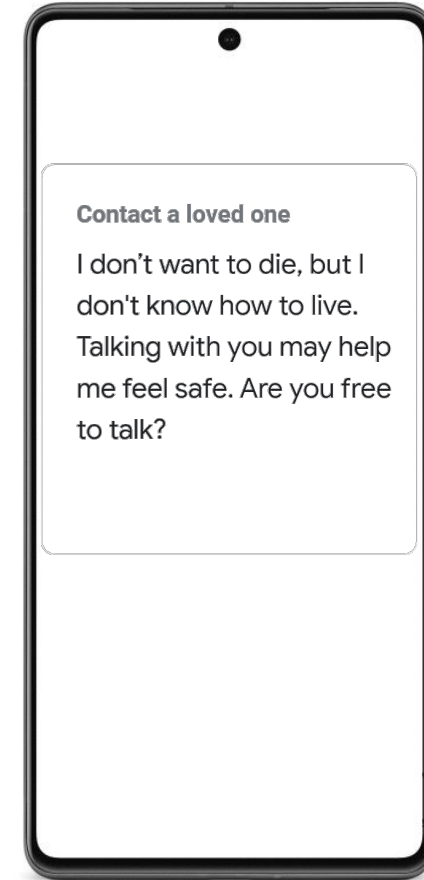
Our team has begun enhancements on this foundational feature to help SOS users with the content and connection they might need.



# Meeting users where they are

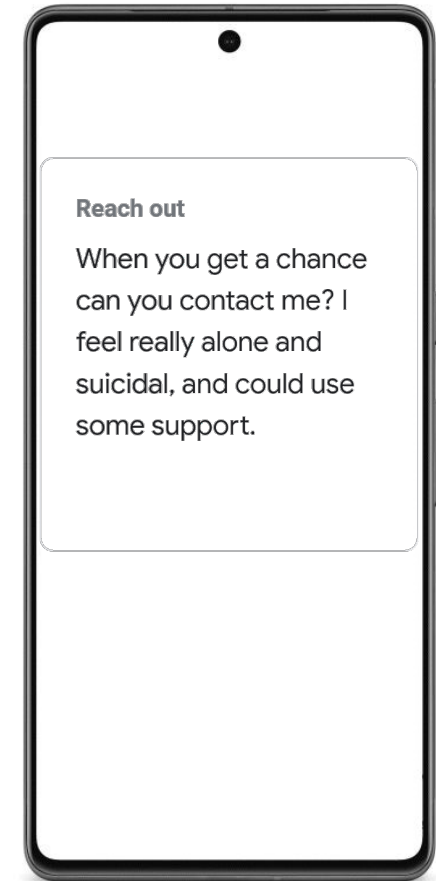
**Problem statement:** Users who trigger a Suicide Information box may not be ready to call a hotline yet, but may have a need for additional resources to help them in their moment of need.

**Hypothesis:** Users who are not yet ready to call a Hotline could benefit from connection with a trusted contact or loved one to help them in their moment of need.



# Coping Module : IASP & Google

- Launched Coping Module as our first feature enhancement to the Suicide Information Box in May '23
- Coping Module is a series of four prewritten texts directly under the Suicide Information Box, that users can copy into a text message to a trusted contact or loved one
- Google partnered with IASP to license content for coping module texts, leaning on their team's expertise
- Feature is still in early phases, and Google team is continuing to collect data on usefulness and impact



# Early Learnings

## Language Matters

Use of the term suicide is important in terms of accurate communication and destigmatization

## Not Everyone Is Feeling the Same Way

Because some people might have vague thoughts of suicide and others might be at risk of imminent harm, it's important to provide different options for communication

## Some People May Not Have Anyone to Reach out to

Recognizing that some people might be more alone in the world, we noted that the text message could be sent to a loved one or a hotline

## We Need to Hear from People with Lived Experience

Lived experience experts provided an important perspective that led to shifts in language and presentation



# Additional Learnings from Lived Experiences Panel

## Less is More

Less text is more helpful for users in crisis

## Plain Language Does the Job

Better to use simple language consistent with how people communicate with loved ones

## Do We Trust the Word Trust?

Might be better to talk about connecting with people who care

## Helping People to Feel Cared About is Key

Features for people in crisis should signal caring—not pity, but compassion

# Q&A