



NEBRASKA FAMILY
HELPLINE
1-888-866-8660

Nebraska Family Helpline
April - June 2023
Quarterly Report

July 31st, 2023

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The Nebraska Family Helpline provides a single point of access to children’s behavioral health services through the operation of a 24-hour, year-round Helpline for the State of Nebraska. Helpline callers may be referred to the Family Navigator program. Both services support the Children and Family Behavioral Health Support Act (LB603), appropriated by the Legislature in 2009.

On January 1, 2010, the Helpline became operational. This report covers the fourth quarter of FY2023 (April 1st to June 30th, 2023). The Helpline serves the entire state of Nebraska. Boys Town National Hotline has over 30 years of experience providing assistance to parents and youth across the country. Boys Town National Hotline has applied this extensive experience (staff expertise, policies, and practices) as well as its technology systems (telephone, caller, and referral databases) to the Helpline.

The Nebraska Family Helpline offers a range of services, including:

- Live, 24/7/365 crisis intervention and support
- Screening for immediate safety needs
- Connecting with first responders
- Maintaining an updated resource database
- Identification of and referrals to local resources
- Development of strategies with families
- Collaborative problem solving
- Empowerment of youth and families
- Helping youth and families make informed decisions
- Assistance to families navigating the system
- Follow up calls with the family

The Nebraska Family Helpline acts as a central access point working to increase access to home and community-based services for families across the state of Nebraska.

The Helpline provides preventative and crisis services to parents through offering parenting strategies and referrals to local agencies. The Helpline’s involvement in Division of Behavioral Health’s (DBH) array of services enables Helpline Counselors to make referrals to behavioral and mental health services such as Families Forever, Multi-Systemic Therapy (MST), and Mobile Crisis Response, to name just a few.

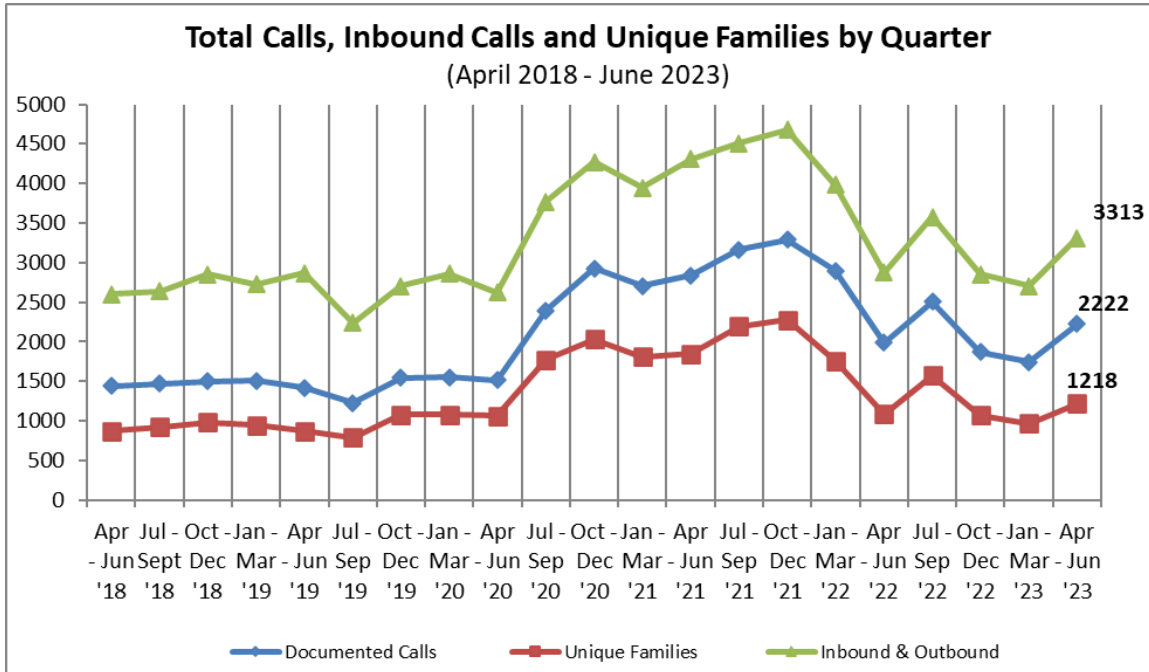
During FY2023 Q4, Helpline administrators continued to collaborate with DHHS and DBH partners to identify strategies for increasing awareness of the Helpline and exploring additional options for connecting families with services. An example of this collaboration is the Nebraska Family Helpline serving as the statewide access point for youth mobile crisis response.

FY2023 Q4 Summary

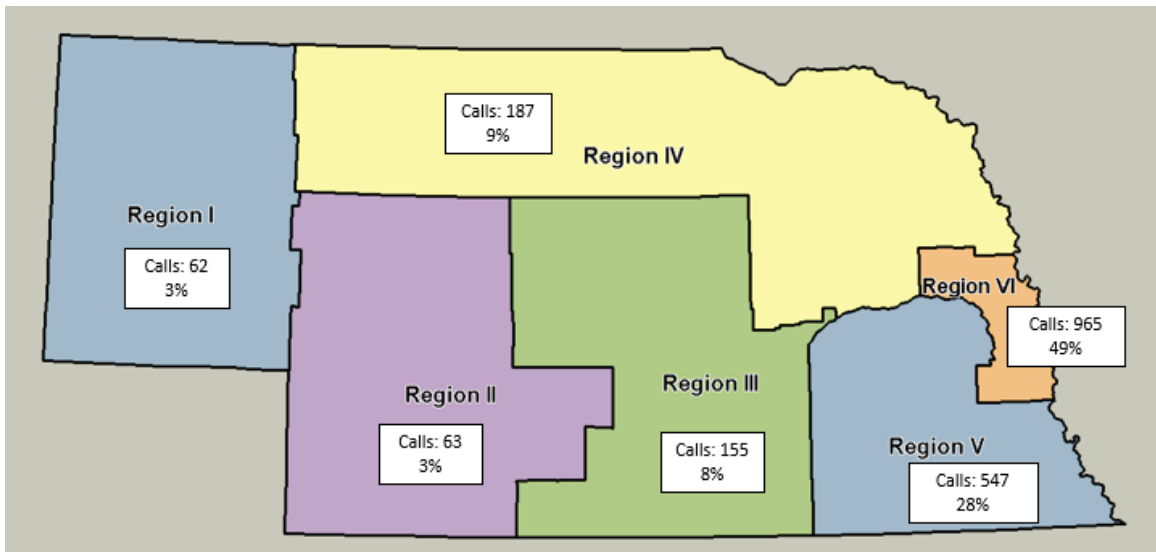
- Callers made **2,222** Documented Calls to the Helpline in Q4 – a **12%** increase from the same period the year before.
- During Q4, the Helpline averaged **741** Documented Calls per month.
- Calls came from **1,218** unique, new families – a **12%** increase from the same period a year ago.
- Helpline Counselors made **1,215** outbound calls in Q4.
- **253** unique, new families consented to receive outbound, follow-up calls. Counselors attempted to reach all those families.
- **45%** of callers to the Helpline reported being Single Parents, followed by households with Both Biological Parents at **25%**.
- Of calls where insurance information was available, **49%** of identified children were covered by Medicaid/CHIP, while **25%** were covered by Private Insurance.
- Helpline Counselors provided families with **1,724** service referrals to community-based providers across the state of Nebraska.
- Of the parents completing the 90-Day Follow Up survey, **71%** reported improved family situations since the family’s initial Helpline call.
- **54** families were offered Family Navigator service, with **43** families accepting Family Navigator service – an **80%** acceptance rate for this service. Typical reasons families decline Family Navigation services are that they want to “*think about it,*” they would prefer a different type of intervention or service, or the caller’s spouse is not willing to agree.
- **19** families were connected to Mobile Crisis Response (MCR)/Crisis Response Team (CRT) services in Nebraska, reflecting a **46%** decrease over the prior quarter. **4** families received additional referrals to mental and/or behavioral services post MCR intervention for ongoing services.
- The Nebraska Family Helpline has served **100%** of Nebraska counties.

Detailed Call Data

In the fourth quarter of FY2023, **2,222** documented calls were made to the Helpline – an **12%** increase over the same period a year ago. Overall, **1,218** new, unique families contacted the Helpline in Q4.



The highest share of calls in Q4 came from Region VI with **49%**, Region V with **28%**, and Region III with **8%**. Since the Helpline began, calls have come from **93** unique Nebraska counties, or **100%** of counties.



* N = 1,979 calls (Out-of-State calls not included)

Crisis and Prevention Services

The **2,222** documented calls in Q4 were categorized as Standard, High Risk, Information, Inbound Follow Up, and Positive/Negative Consumer calls by families as defined below. The Helpline had a Call Answer Rate of **99%** during Q4, and a Call Wait Time of only **9 seconds**.

In Q4, **10%** of the families that contacted the Helpline were involved in the Juvenile Justice or Child Welfare systems, meaning **90%** of families were not involved in the Juvenile Justice or Child Welfare systems which is a great indicator that families are getting the assistance they need early on and from a preventative perspective

Helpline Counselors often provide a mix of parenting strategies and referrals to community resources to parents during documented calls, which can last more than half an hour. For example, in Q4 the average length of Standard calls was **38** minutes, and the average length of High-Risk crisis calls was **45** minutes.

Outbound Follow Up calls made by Helpline Counselors to families lasted an average of **11** minutes in Q4.

| Call Type | Average Length Q4 | Definition |
|---------------------------|-------------------|--|
| Standard | 38 minutes | First time call from parents |
| High Risk | 45 minutes | Crisis/CRT Call |
| Inbound Follow Up | 19 minutes | Parents checking in with Helpline |
| Information | 12 minutes | Parents seeking referrals |
| Outbound Follow Up | 11 minutes | Helpline checking in with parents |

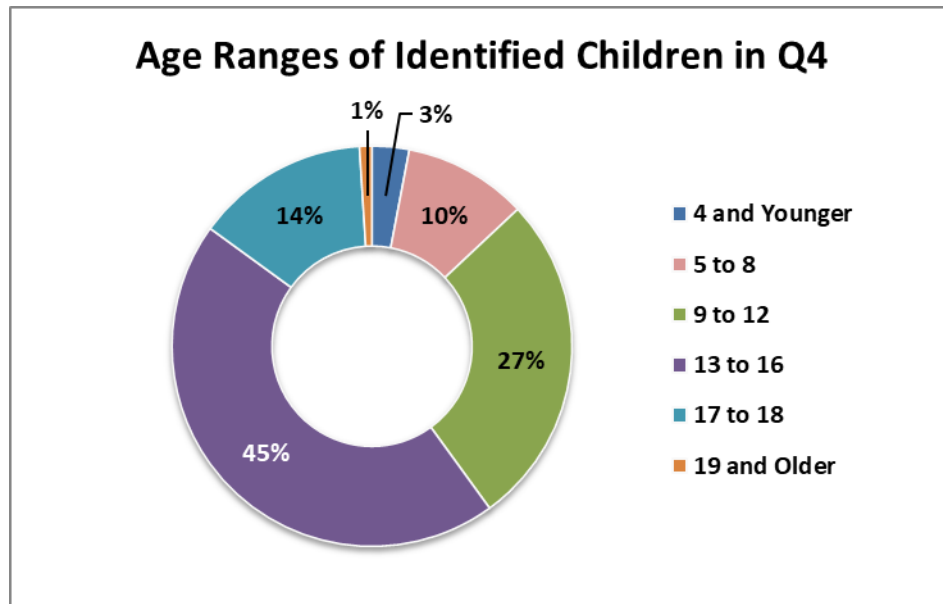
Helpline Counselors provided preventative parenting strategies and/or referrals to parents on **93%** of documented calls in Q4.

For example, a father called regarding his 10-year-old son. The son was having trouble in school, stealing, and lying. Father had been getting multiple reports from son’s teacher. Son does not admit to behavior or take responsibility. Father said son did not have these issues until the family moved to Nebraska from out of state two years ago. Father was looking for a program to help with son’s behaviors.

The Nebraska Family Helpline Crisis Counselor (CC) discussed parenting strategies, exploring what had been tried and what had worked. CC provided a referral for a program to help son with behaviors at home and school which was what father wanted most.

In Q4, **72%** of Helpline callers were women. Identified Children were **49%** male and **51%** female.

The percentage of parents calling about Identified Children ages 12 and under was **40%** in Q4. Reaching families with younger children is important for providing preventative strategies and referrals before negative behaviors escalate.



Parent’s most reported behavior concerns for their children were: **Not following rules of authority figures, Out of control, and Family Relationship Problems.**

| Top 10 Child Issues* | Q4 | % of All Child Issues Reported | % of Unique Families |
|---|------------|--------------------------------|----------------------|
| Out of Control | 179 | 10% | 32% |
| Not Following Rules of Authority Figures | 179 | 10% | 32% |
| Family Relationship Problems | 149 | 8% | 27% |
| Verbal Aggression | 142 | 8% | 26% |
| Poor Anger Control | 128 | 7% | 23% |
| Lying | 127 | 7% | 23% |
| Suicide Threat | 115 | 6% | 21% |
| Academic Behavior Problems | 88 | 5% | 16% |
| Substance Abuse | 75 | 4% | 14% |
| Runaway | 70 | 4% | 13% |

*N = 1,855 issues reported by 552 families

In addition, **152** families, or **28%** of families, reported an identified child with at least one suicide-related behavior (self-harm/ideation) during Q4.

Most callers contacted the Helpline based on specific precipitating events. The following is an example of a crisis call to the Helpline and a prevention call to the Helpline in Q4:

Crisis Call – Helpline Counselor assists a mother needing help with her 13-year-old son:

Mother called concerned with the behaviors of her 13-year-old son. She is a single mom who has shared custody with dad. She is supposed to have her son with her part-time, but he is refusing to come. She and her ex-husband do not co-parent well at all, but now her ex is having issues with their son too.

The youth gets in arguments with parents and makes threats of violence to them. Her son has been in legal trouble after getting into a physical altercation with a police officer; as a result, she is looking into out of home placement. Son recently was in a fight where he attacked another boy.

Son is drinking, vaping, and smoking pot; he hardly went to school last year, failed all his classes, and is supposed to attend an alternative school in the fall.

Son has struggled with suicidal ideation and was hospitalized 6 months ago after wanting to jump off a bridge. He had been on medication since the hospitalization which had helped, but one month ago, her son stopped taking his medications after his father did not pick up the prescription. Son became angry again shortly after.

While mother and father have not co-parented well, the father is increasingly having issues with son and has shown willingness to work better with mom, especially as monitoring youth gets more difficult. Both are frustrated their son's friend's parents supply him with vapes and alcohol.

The Nebraska Family Helpline Crisis Counselor (CC) discussed strategies for increasing co-parenting and benefits of showing teamwork. CC suggested holding a family meeting with all three of them, laying out expectations. Mom has already contacted out of home placement options, so CC explained process for admission, described continuum of care, and explored less-restrictive treatment opportunities. CC was able to provide referrals. CC also discussed strategies for dealing with the parents supplying vapes and alcohol. CC was able to schedule a follow up call to see how strategies worked and if she was able to access referrals.

Prevention Call – Helpline Counselor provides parenting strategies, safety planning, and local community referrals for mental health services:

Mother called seeking help with her 9-year-old son. Son does not listen to her, has been caught mistreating the neighbor’s dog, and fights with his 15-year-old sister. Son will take off on his bike without permission and will ride around on it in the middle of the road. Mother is looking for resources in her area to help her manage her son.

Mother stated she has asked for help from son’s pediatrician, but son is well-behaved outside the home. Mother suspects pediatrician does not believe her. Mother reports son does not sleep well even when given Melatonin which adds to her exhaustion, as he keeps her up.

The one strategy that has worked at home, according to mother, is when son has access to electronics, but when he has them taken away, he will not listen to any instructions. Mother would like resources in their home County, but not from the largest local provider.

The Nebraska Family Helpline Crisis Counselor (CC) was able to provide support for mother, reinforcing the positive things being tried. CC was able to connect mom to a local agency who can provide insight into potential issues and treatment if necessary. CC was able to schedule a follow up call with mother.

Family and Child Demographics

Of Helpline calls where insurance information was available in Q4 FY2023, **49%** of identified children were covered by Medicaid; and **25%** of identified children were covered by Private insurance. Overall, **75%** of families reported being uninsured, underinsured, or being eligible for public assistance.

| Q4 Insurance Type | Number | Percent |
|-------------------|------------|-------------|
| Medicaid | 76 | 49% |
| Private | 39 | 25% |
| Other | 35 | 23% |
| None | 4 | 3% |
| Private w/o MH | 1 | 1% |
| TOTAL | 155 | 100% |

Helpline Counselors collect insurance information from families on phone calls with parents when they contact the Helpline for assistance. Collecting this insurance information allows Helpline Counselors to better direct families to agency referrals in their communities.

Single Parents continued to be the largest group of callers to the Helpline, followed by households with **Both Biological Parents**.

| Family Structure* | Q4 % |
|---------------------------|------|
| Single Parent | 45% |
| Both Biological Parents | 25% |
| Parent and Step-Parent | 12% |
| Adoptive Parents | 5% |
| Legal Guardian | 6% |
| Other Relative | 4% |
| Parent and Live-In Friend | 3% |
| Non-Family Member | 1% |

*N = 275 Q4

Where parent information was available, **33%** reported a previous mental health diagnosis for the identified child.

| Top 5 Child Diagnoses Reported* | % of All DX Reported |
|---------------------------------|----------------------|
| ADD/ADHD | 45% |
| Depression | 29% |
| Anxiety | 27% |
| ODD | 19% |
| Autism | 8% |

*N = 122 diagnoses Q4
Multiple diagnoses can be reported per child

Before calling the Helpline for assistance, the most common previous interventions for identified children were Outpatient Mental Health services and Medication Management. In Q4, of families

who had accessed services for their children prior to contacting the Nebraska Family Helpline, **67%** of those identified children had accessed Outpatient Mental Health services **within three months** of their parents’ initial Helpline calls. Parents reported the previous Outpatient services were ended mainly because parents reported them to be ineffective in helping the identified children which led to them calling and asking for help.

Overall, in Q4, **69%** of families did not report having accessed any previous interventions for the identified child meaning the Helpline may be the families’ first step in seeking assistance. In total **73%** of families reported either no previous interventions or interventions that ended at least a year prior to contacting the Helpline meaning only **27%** had utilized services within the past year prior to contacting the Helpline.

Where parent information was available, **25%** of families reported that access to services was a stressor for them in Q4. In addition, **16%** of parents reported a mental health issue for either themselves or the other parent/caregiver in Q4. This serves to highlight that not only are families dealing with a child’s behavioral or mental health issue, but possibly the additional stressor of the parent’s mental health concerns, as well.

Referrals

Helpline Counselors provided **1,724** service referrals to families in Q4. Many families received multiple referrals.

In general, callers to the Helpline in Q4 requested more information on Benefits **2.6 times** more than what Helpline Counselors suggested.

| Requested Referral Types Q4* | Number | Percent |
|--------------------------------------|------------|------------|
| Benefits | 270 | 26% |
| Mental Health | 217 | 21% |
| Basic Needs | 170 | 16% |
| Substance Abuse | 93 | 9% |
| Legal and Court Services | 90 | 9% |
| Non-Therapeutic Supports | 88 | 8% |
| Parent Education and Support | 70 | 7% |
| Child Development and Support | 36 | 3% |
| Health Care | 14 | 1% |
| Education | 3 | 0% |

*Multiple services can be requested/suggested during calls

In Q4, Helpline Counselors suggested various **Parent Education & Support** services **2 times** as often as families requested them. This illustrates a key role of Helpline Counselors in suggesting

appropriate, supportive, and often preventive services regardless of the utilization of other formal services.

| Suggested Referral Types Q4 | Number | Percent |
|--------------------------------------|---------------|----------------|
| Mental Health | 241 | 21% |
| Non-Therapeutic Supports | 184 | 16% |
| Parent Education and Support | 156 | 14% |
| Legal and Court Services | 148 | 13% |
| Benefits | 118 | 10% |
| Basic Needs | 109 | 10% |
| Child Development and Support | 94 | 8% |
| Substance Abuse | 68 | 6% |
| Health Care | 14 | 1% |
| Education | 10 | 1% |

Parent Education & Support referrals include programs such as Autism Speaks, Families Forever, Boys Town Common Sense Parenting, and family organizations providing Family Navigator Services.

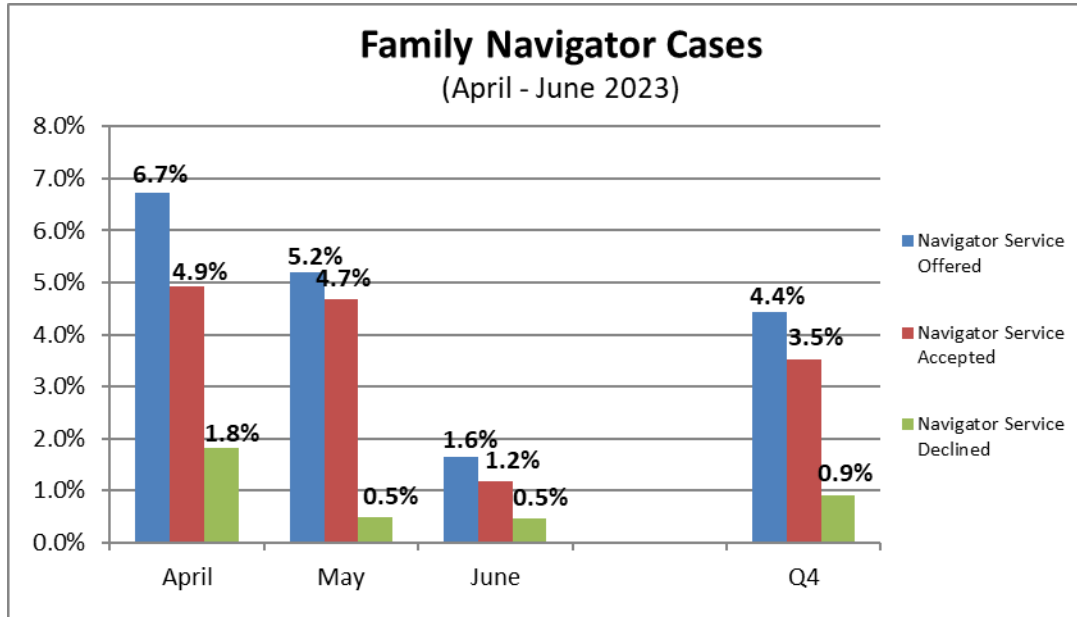
Examples of Child Development & Support referrals include Boys & Girls Club, Youth Emergency Services, Inc., Community Action Partnerships, and TeamMates.

Families were not the only ones requesting referrals and information from the Helpline. Approximately **1%** of calls in Q4 were made on behalf of families by professionals, including mental health workers, educators, and public safety personnel.

The Helpline maintains an extensive Referral Database with listings for **1,600+** agencies and programs in communities throughout Nebraska. This database is now audited by a designated resource coordinator on an annual cycle to ensure accuracy. The 2023 audit continued during Q4. The audit process includes researching and/or contacting agencies to ensure provided services, office locations, hours and fees are up to date. Helpline Administrators also attend outreach events throughout the state to explain services to providers and to learn about programs of other agencies. This enables Helpline Counselors and Administrators to direct families to appropriate services for their needs.

Family Navigator

During Q4 of FY2023, Family Navigator service was offered to **54** families (**4%** of total families who called) and accepted by **43** families (**4%** of total families) – an **80%** acceptance rate. The number of monthly Family Navigator referrals averaged **14** in Q4.



Of the **43** families that accepted referrals to Family Navigator service in Q4, the highest number lived in Region VI, followed by Region V.

| Region | FN Cases in Q4 |
|--------------|----------------|
| I | 2 |
| II | 0 |
| III | 4 |
| IV | 2 |
| V | 11 |
| VI | 24 |
| TOTAL | 43 |

Automated Survey

In Q4, **23** callers were offered the automated Helpline survey - either a transfer to the survey or the phone number to access the survey later. Of those families, **20** accepted the survey and **6** families completed the survey – a **30%** completion rate. Families are offered the survey during follow up calls made by Helpline Counselors approximately 3 days after the family’s original call. The survey is typically offered once the initial crisis has resolved.

Participants were asked to rate four aspects of the Helpline on a scale of 1 (poor) to 5 (excellent):

- How would you rate the Helpline operator's ability to listen to you and understand your need for calling? Average rating: **5.0**
- How would you rate the Helpline staff in giving you options to try for further help? Average rating: **4.8**
- How would you rate the overall effectiveness of the service you received from the Helpline? Average rating: **4.8**
- If you did receive a follow up phone call from the Helpline staff, how would you rate the helpfulness of this follow up call? Average rating: **4.6**

Follow Up Calls

During follow up calls, Helpline Counselors ask families whether they would like to be contacted 3 months later for a 90-Day Follow Up survey.

Overall, **16** families during Q4 of FY2023 accepted having a 90-Day Follow Up survey call scheduled, and **7** of those families were reachable and completed the survey in Q4. Consenting families that were not reachable did not return messages or had disconnected phone numbers.

Of the surveyed parents, **71%** reported improved family situations since the family's initial Helpline call. Of the families that were provided resources by the Helpline, **75%** reported using at least one of those resources, including Family Navigator services.

Also, **100%** of identified children continued to live at home; **71%** continued to attend school; and **20%** were participating in new or continued social activities three months after the Helpline call. Law enforcement was used by **1** family since the initial call. **0** families used the emergency room for a mental health crisis. **1** identified child became a state ward since the initial Helpline call.

Of the families that completed the 90-Day Follow Up survey in Q4, **5** had accepted Family Navigator assistance with **4** of those families reporting having met at least once with their family navigator at the time of the follow-up call.

Partnerships and Community Collaborations

The Helpline continues to partner with providers statewide for crisis response services such as the Region 6 Crisis Response Teams and statewide Mobile Crisis Response services for families through the Nebraska System of Care. In Q4, **19** families accepted mobile crisis response services.

| Region | Number |
|--------|--------|
| 1 | 0 |
| 2 | 0 |
| 3 | 2 |
| 4 | 2 |
| 5 | 1 |
| 6 | 14 |

Identified children ranged in age from **5** to **16**. Crises included hitting family members, verbal aggression, destruction of property, self-harm, and threats of violence towards others.

Outcomes included MCR therapists de-escalating situations and assisting youth with developing coping plans and families with developing safety plans.

At the beginning of 2012, the Helpline formalized a partnership with the Child and Family Services Hotline to receive calls from families that do not meet Child and Family Services (CFS) Hotline’s guidelines for intervention. With their consent, those families are warm-transferred from the CFS Hotline to the Nebraska Family Helpline or are provided with the number for the Helpline. In Q4 FY2023, the CFS Hotline made **7** referrals to the Helpline, with **1** transfer.

The Helpline also works to ensure that parents with Child Support Enforcement questions are directed to that agency. In Q4, Helpline Counselors provided **19** referrals to CSE.

During Q4, Helpline administration continued to participate in state suicide prevention initiatives such as the Metro Area Suicide Prevention Coalition (MASPC) and the Nebraska State Suicide Prevention Coalition (NSSPC) as team and work group members, particularly focusing on community awareness and professional utilization.

The Helpline manager continued to collaborate with the Missing Youth Services 1184 Team as a team member, providing support, input, and Helpline service referrals for Douglas County cases of youth who are chronically missing or running away.

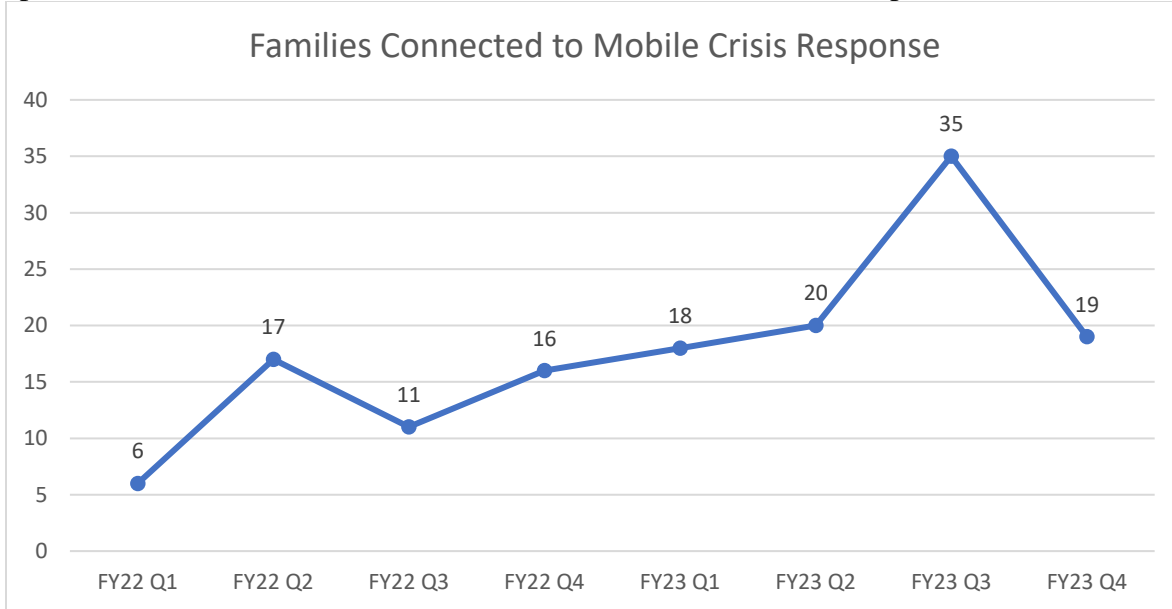
The Helpline involvement in the statewide Community Navigator groups continued to provide awareness and resources for Helpline crisis counselors regarding local community resources, partnerships, and services particularly related to pandemic response, while providing Helpline outreach to members and communities with Community Navigator teams.

In Q4, the Helpline Manager continued to participate in a provider/community stakeholder team designed to coordinate youth behavioral health services utilization: coordinated by the Omaha Metro Learning Community.

The Helpline Manager continued to participate in the 988 NE Implementation Work Team.

Mobile Crisis Response/Crisis Response Team

In Q4 FY2023, there were **19** families who were connected to Mobile Crisis Response/Crisis Response Team services in Nebraska, of which **5** families had received prior treatment.



| Prior Types Q4 | Number | Percent |
|--|--------|---------|
| Mental Health - Community Based (Outpatient) | 3 | 60% |
| Mental Health - Medication Management | 2 | 40% |

*Multiple services can be requested/suggested during calls

Of the families who received MCR/CRT services, **4** received additional referrals to mental and/or behavioral health services post MCR/CRT intervention. The referrals were:

| Prior Types Q4 | Number | Percent |
|---|--------|---------|
| Mental Health - Hospital/Crisis Mental Health | 2 | 33% |
| Legal and Court Services - Adult | 1 | 17% |
| Mental Health - Community Based (Outpatient) | 1 | 17% |
| Non-Therapeutic Supports - Other Informal Support | 1 | 17% |
| Parent Education and Support - Peer Support | 1 | 17% |

*Multiple services can be requested/suggested during calls

Q4 FY2022 vs Q4 FY2023

Q4 FY2023 saw a **28%** increase in callers from the previous quarter. The Helpline had **12%** more contacts in Q4 FY2023 than the same time-period in FY2022.

Documented Calls

| | | | |
|---------|----|-------|-------|
| FY 2022 | Q4 | April | 676 |
| | | May | 503 |
| | | June | 811 |
| | | Total | 1,990 |
| | | Total | 1,990 |
| FY 2023 | Q4 | April | 687 |
| | | May | 731 |
| | | June | 804 |
| | | Total | 2,222 |
| | | Total | 2,222 |

With the increase in call volume in Q4 FY2023 relative to the previous year, the proportion of calls from Region VI has decreased while the calls from Region IV increased.

Calls by Region

| Region | FY 2022 | | FY 2023 | |
|-------------|---------------|---------------|---------------|---------------|
| | Q4 FY 2022 | Q4 FY 2022 | Q4 FY 2023 | Q4 FY 2023 |
| Region I | 35 | 2% | 62 | 3% |
| Region II | 58 | 3% | 63 | 3% |
| Region III | 159 | 9% | 155 | 8% |
| Region IV | 97 | 5% | 187 | 9% |
| Region V | 458 | 26% | 547 | 28% |
| Region VI | 977 | 55% | 965 | 49% |
| Grand Total | 1,784 | 100% | 1,979 | 100% |

The number of callers the Helpline was able to collect insurance information decreased in Q4 FY2023. The percentage of callers with Private Insurance decreased substantially while the percentage of callers with Other types of insurance increased.

Insurance Type

| Insurance Provider | FY 2022 Q4 | | FY 2023 Q4 | |
|-------------------------------------|---------------|---------------------|---------------|---------------------|
| | Number | % of Insurance Type | Number | % of Insurance Type |
| Medicaid/Kids Connect | 78 | 48% | 76 | 49% |
| Private | 61 | 38% | 39 | 25% |
| None | 4 | 2% | 4 | 3% |
| Other | 18 | 11% | 35 | 23% |
| Private w/o Mental Health Insurance | 1 | 1% | 1 | 1% |
| Grand Total | 162 | 100% | 155 | 100% |

The number of Crisis Response teams sent out in Q4 FY2023 increased from the same time-period last year.

| Region | FY 2022 Q4 | FY 2023 Q4 |
|--------------------|---------------|---------------|
| 1 | 0 | 0 |
| 2 | 0 | 0 |
| 3 | 0 | 2 |
| 4 | 1 | 2 |
| 5 | 3 | 1 |
| 6 | 12 | 14 |
| Grand Total | 16 | 19 |

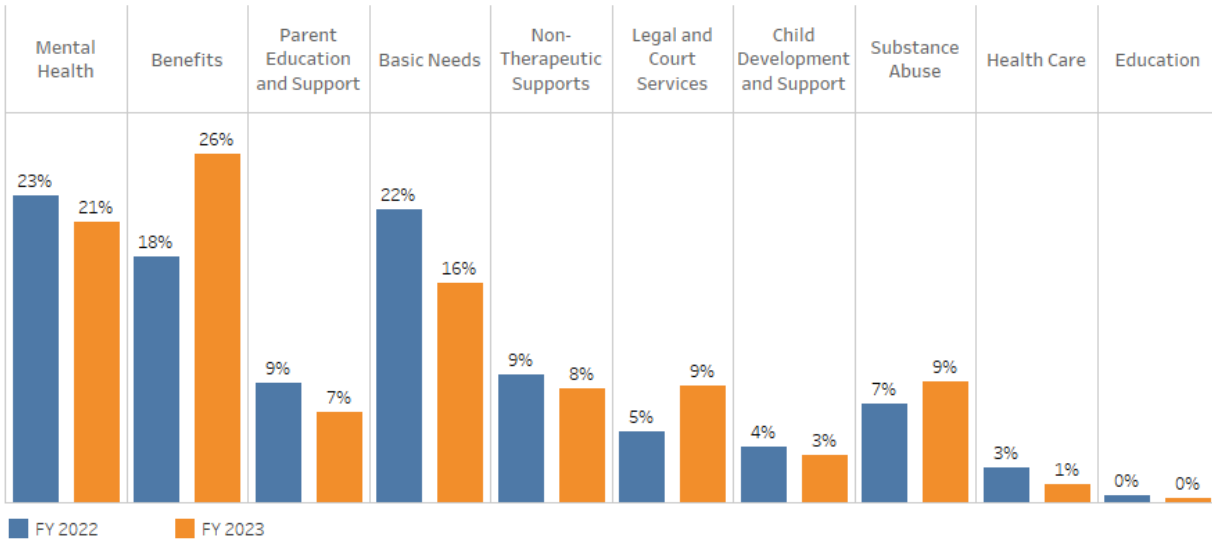
The requested referrals from callers differed for some Referral Types between Q4 FY2023 and the same time-period last year. The biggest difference is the 8% increase in requests for Benefit referrals.

Requested Referrals

| Referral Type Categories | FY 2022 Q4 | | FY 2023 Q4 | |
|-------------------------------|---------------|---------|---------------|---------|
| | Count | Percent | Count | Percent |
| Mental Health | 183 | 23% | 217 | 21% |
| Benefits | 147 | 18% | 270 | 26% |
| Parent Education and Support | 71 | 9% | 70 | 7% |
| Basic Needs | 175 | 22% | 170 | 16% |
| Non-Therapeutic Supports | 76 | 9% | 88 | 8% |
| Legal and Court Services | 42 | 5% | 90 | 9% |
| Child Development and Support | 33 | 4% | 36 | 3% |
| Substance Abuse | 59 | 7% | 93 | 9% |
| Health Care | 21 | 3% | 14 | 1% |
| Education | 4 | 0% | 3 | 0% |

*Multiple services can be requested/suggested during calls

Requested Referrals Q4

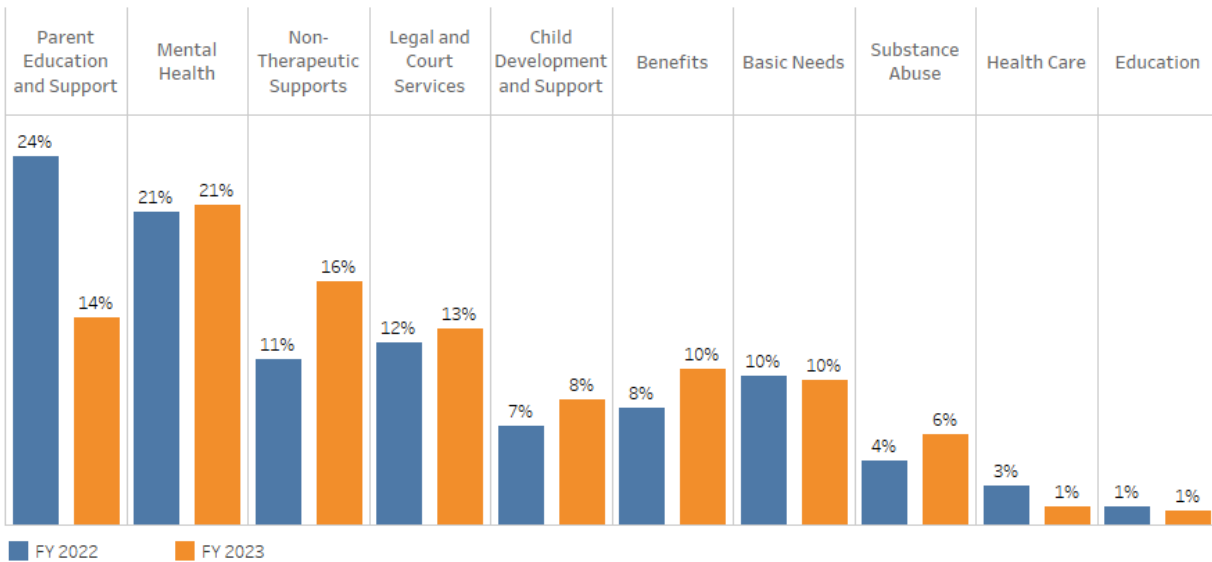


Some referrals suggested by Counselors differ significantly in FY2022 Q4 than in FY2023 Q4. The most noticeable differences are a **10%** decrease in referrals for Parent Education & Support and **5%** increase in Non-Therapeutic Supports.

Suggested Referrals

| Referral Type Categories | FY 2022 Q4 | | FY 2023 Q4 | |
|-------------------------------|---------------|---------|---------------|---------|
| | Count | Percent | Count | Percent |
| Parent Education and Support | 288 | 24% | 156 | 14% |
| Mental Health | 245 | 21% | 241 | 21% |
| Non-Therapeutic Supports | 129 | 11% | 184 | 16% |
| Legal and Court Services | 143 | 12% | 148 | 13% |
| Child Development and Support | 77 | 7% | 94 | 8% |
| Benefits | 91 | 8% | 118 | 10% |
| Basic Needs | 116 | 10% | 109 | 10% |
| Substance Abuse | 50 | 4% | 68 | 6% |
| Health Care | 30 | 3% | 14 | 1% |
| Education | 14 | 1% | 10 | 1% |

Suggested Referrals Q4



Marketing

The NE Family Helpline website had 17,165 pageviews during Q4, with 15,724 views being unique. The average time spent on each page was 1 minute and 10 seconds. There were 15,288 entrances.

Six weeks of spot television and/or cable ran this quarter. The result was **8,040** spots running during the weeks of April 3, 17; May 1, 15; May 29, June 12. Statewide, the campaign delivered **2,053,944** impressions to parents in Nebraska, an average of 3-5 times per week.

Thirteen weeks of online display ads ran continuously from April 1 – June 30, 2023, delivering **2,578,525** impressions and **4,681** clicks for a **.18%** click thru rate (CTR), which is above the industry average of .14% CTR.

Thirteen weeks of native display ads ran continuously from April 1 – June 30, 2023, delivering **1,342,494** impressions and 1,319 clicks for a .09% CTR significantly above the industry average of .04%.

Thirteen weeks of pre-roll video ran continuously from April 1 – June 30, 2023. This flight had **295,674** impressions and delivered **254,280** completed views - an 86% video completion rate - and 877 click thrus for a **.29%** CTR – triple the industry average for video.

Thirteen weeks of streaming video ran continuously from April 1 – June 30, 2023. This flight had **308,729** impressions and delivered **305,096** completed views - a **98%** video completion rate.

Organic & Paid posts were implemented April - June 2023. A total of 21 posts were made for the quarter resulting in **185,021** impressions and **11,069** clicks to the Helpline website for more information.

Paid search ran consistently from April 1 – June 30, 2023, drawing **34,972** impressions, **2,486** clicks, and 401 calls.

Two outdoor billboards were posted statewide from April 1 – May 31, 2023. The boards received more than **230,000** impressions. The billboard program was 100% override/bonus with a value of more than \$3,000.00.

Next Steps

Nebraska Family Helpline has begun scheduling school outreach events for the coming back-to-school and fall parent outreach season. Increasing partnerships with schools post-pandemic, while increasing awareness of Helpline resources for school behavioral health liaisons now required by state statute will be a key outreach focus in the coming school year.

The Nebraska Family Helpline will be releasing the next two-year marketing campaign in the coming month, *Highlight Reel*. The campaign goal is to continually increase market awareness of the Nebraska Family Helpline as a family resource available to all; while also, highlighting common parent frustrations and disappointments which ideally lead to earlier, more up-stream requests for help.