

San Francisco Suicide Prevention (SFSP) Client Satisfaction Report
July 1, 2011 to June 30, 2012
Key Findings and Implementation of Feedback

Methodology

From July 1, 2011 to June 30, 2012, San Francisco Suicide Prevention interviewed 317 clients about their satisfaction with agency services. Interns were randomly assigned to volunteer shifts throughout the year. At the end of a volunteer call, interns would then take over the call and discuss with clients their experiences with the agency. Interns completed a standard questionnaire. Of the 317 interviews, 278 completed at least half of the survey, and 231 completed every question (73%).

Key Finding

1. Nearly all callers (91%) indicated that they were significantly depressed at some time in their life and 67% of callers had suicidal thoughts at some point in their life. Notably, 37% had made a suicide attempt in the last year. While not all callers were suicidal at the time of call, suicidal thoughts were a common indicator for clients that use the hotline services.
2. Of those that used SFSP hotlines, only 22% were first time callers. Most calls to a crisis hotline are from repeat callers.
3. Of those responding, 70% indicated the service was a “significant help,” and 24% reported it providing “some help.” Only 6% felt it was “no help” or were “not sure.” This seems to indicate overall satisfaction with the service.
4. Of those using the chat service 49% indicated “significant help” and 42% “some help.” This might indicate that chat services are less helpful than telephone services, although only 9% indicated “no help” or “not sure.”
5. For clients, the top reasons to call were: depressed (73%), anxious (60%), stressed (58%), lonely (42%), suicidal (36%). The emotions behind calling crisis hotlines are complicated and involve more than just immediate suicidal ideation.
6. For SFDPH funding of HIV programs, the survey tried to capture some additional information of HIV positive clients. The following information is for the 61 clients completing the agency’s client satisfaction survey who were HIV positive.






- 90% are seeing a medical provider offering HIV care
 - 49% are receiving some sort of mental health counseling
 - 67% have know about their HIV status for more than a year, but 37% have know for less than a year
 - 37% have concerns about substance or alcohol use
 - 73% of HIV positive clients have concerns if they will be able to afford their HIV medications
7. For all clients completing the satisfaction survey, when asked about their overall satisfaction with San Francisco Suicide Prevention services, 64% indicated excellent and 29% good (total 93%). 3% rated the services as average. Only 4% rated services as fair or poor. Overall, the vast majority of clients rate agency services positively.
 8. 69% of clients earned under the San Francisco low-income threshold of \$44,000.

Outcomes from Client Satisfaction

1. While overall client satisfaction was positive, especially for hotline services, chat services received less favorable reviews. Since this is a new client service approach, SFSP needs to better understand how to improve the client experience of chat services.
2. While suicide is a major indicator of why clients call crisis hotlines, the presenting client emotion at the moment of a call is typically not suicide. Typically emotions such as depression, anxiety and loneliness are more common. However, many of these clients have attempted suicide, even in the last year. Crisis hotline volunteers must reinforce to clients the importance of reaching out for help before suicidal ideation occurs and calling hotlines for other emotions is appropriate.
3. SFSP hotlines are used primarily by repeat clients. Additional community outreach is needed to increase the number of first time callers.
4. Interns reported that the survey was too long and clients were reluctant to complete the entire survey. The survey should be shortened for next year.








Gender?

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
Male		50.2%	136
Female		44.3%	120
Transman		1.8%	5
Transwoman		2.6%	7
Other, specify		1.1%	3
		Valid Responses	271








Age?

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
0-18		3.7%	10
19-25		14.7%	40
26-35		16.9%	46
36-45		19.1%	52
46-55		27.2%	74
56-64		10.7%	29
65+		7.7%	21
		Valid Responses	272





What is your ethnicity?

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
White / Caucasian		65.1%	175
Black / African American		10.8%	29
Latino/a / Hispanic		8.9%	24
Asian / Pacific Islander		8.6%	23
Native American		0.7%	2
Mixed ethnicity		4.8%	13
Other:		1.1%	3
		Valid Responses	269

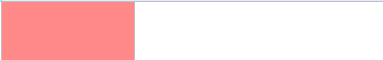




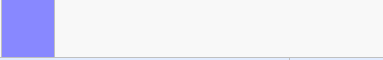
Sexual Orientation?

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
Straight / Heterosexual		56.9%	149
Gay / Lesbian		30.9%	81
Bisexual		9.5%	25
Other:		2.7%	7
		Valid Responses	262



Annual Household Income?

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
\$0 to \$16,000 per year		34.7%	94
\$16,000 to \$25,000		17.3%	47
\$26,000 to \$43,000		16.6%	45
\$44,000 to \$60,000		9.2%	25
\$61,000 or more		8.1%	22
Decline to state		14.0%	38
		Valid Responses	271



Have you ever felt significantly depressed in your lifetime? By *significantly depressed*, we mean having depression that lasted long enough that it had a negative impact on your life, relationships, school or work.

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
Yes		90.8%	246
No		9.2%	25
		Valid Responses	271



Have you ever had suicidal thoughts?

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
Yes		66.9%	180
No		33.1%	89
		Valid Responses	269

In the last year have you made a suicide attempt of any kind?

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
Yes		36.9%	66
No		63.1%	113
		Valid Responses	179

Have you ever used San Francisco Suicide Prevention’s services including our hotlines/telephone services, chat or email services, or attended one of our community presentations or groups?

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
Yes		87.7%	236
No		12.3%	33
		Valid Responses	269

Which San Francisco Suicide Prevention services have you used? (Check all that apply)

Telephone or Hotline Services:

(Respondents were allowed to choose **multiple** responses)

Response	Chart	Frequency	Count
SF Suicide Prevention Main Crisis Line		62.0%	137
HIV Nightline		40.7%	90
Linea de Apoyo		3.6%	8
TTY Crisis Line		3.2%	7
Drug Line		5.4%	12
Relapse Line		3.2%	7
800/SUICIDE or 800/273-TALK		11.3%	25
		Valid Responses	221
		Total Responses	278

Internet counseling services: (Respondents were allowed to choose **multiple** responses)

Response	Chart	Frequency	Count
Crisis Chat service at www.sfsuicide.org		83.8%	31
Email questions or concerns through our HelpNow email		24.3%	9
		Valid Responses	37

You indicated that you have called one of San Francisco Suicide Prevention’s hotlines or telephone services. In the last year, how many times have you called one of our hotlines?
(Respondents could only choose a **single** response)




Response	Chart	Frequency	Count
1		22.4%	49
2		7.8%	17
3		10.5%	23
4		5.5%	12
5 to 10		9.1%	20
11 to 20		6.8%	15
20 or more		37.9%	83
		Valid Responses	219

Were your interactions with our volunteers helpful?
(Respondents could only choose a **single** response)





Response	Chart	Frequency	Count
Significant Help		69.9%	153
Some Help		23.7%	52
No Help		4.6%	10
Don't Know		1.8%	4
		Valid Responses	219

You indicated that you have used San Francisco Suicide Prevention’s chat or email counseling services. In the last year, how many times have you used our chat or email counseling services?
(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
1		29.4%	10
2		20.6%	7
3		20.6%	7
4		5.9%	2

5 to 10		17.6%	6
11 to 20		0.0%	0
20 or more		5.9%	2
		Valid Responses	34

Was your interactions with our volunteers helpful?
 (Respondents could only choose a **single** response)





Response	Chart	Frequency	Count
Significant Help		48.6%	17
Some Help		42.9%	15
No Help		8.6%	3
Don't Know		0.0%	0
		Valid Responses	35

What are some of the reasons you have contacted San Francisco Suicide Prevention? Check any that apply.

(Respondents were allowed to choose **multiple** responses)

Response	Chart	Frequency	Count
I felt Depressed		73.4%	171
I felt Anxious		60.1%	140
I felt Stressed		58.4%	136
I felt Suicidal		36.1%	84
I was concerned for someone else who felt suicidal or depressed		13.7%	32
I was concerned about my alcohol use		10.7%	25
I was concerned about my drug use		9.9%	23
I was concerned about someone else's alcohol or drug use		4.7%	11
I was seeking bereavement counseling		7.3%	17
I was concerned about HIV/AIDS		36.9%	86
I was concerned about abuse		12.9%	30
I was lonely		41.6%	97
Other:		14.6%	34
None of the above		0.0%	0
		Valid Responses	233




Considering all of your contacts to San Francisco Suicide Prevention in the last year, has the interaction with our staff and volunteers been helpful to you with the concerns above?
 (Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
Significant Help		70.6%	163
Some Help		25.1%	58
No Help		3.5%	8
Don't Know		0.9%	2
		Valid Responses	231

Information for HIV Nightline Callers

Are you are person living with HIV?

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
Yes, I am HIV positive		68.5%	61
No, I am HIV negative		21.3%	19
I do not know my status		10.1%	9
		Valid Responses	89

You indicated that you are HIV positive. We would like to ask you a few more questions about health concerns.

(Respondents could only choose a **single** response for each topic)

		Yes	No	Total
Are you currently seeing a medical provider that offers HIV Care?	Count	55	6	61
	% by Row	90.2%	9.8%	100.0%
Are you are currently receiving mental health care or counseling?	Count	30	31	61
	% by Row	49.2%	50.8%	100.0%
Do you have any concerns about substance or alcohol use?	Count	22	37	59
	% by Row	37.3%	62.7%	100.0%

How long have you known you are HIV positive?

(Respondents could only choose a **single** response)


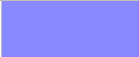



Response	Chart	Frequency	Count
Less than one month		14.8%	9
One month to one year		18.0%	11
More than one year		67.2%	41
		Valid Responses	61

Do you have any concerns about being able to afford HIV medications?

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
Yes		56.5%	35
No		27.4%	17
Maybe		16.1%	10
		Valid Responses	62

Thinking back to all your interactions with San Francisco Suicide Prevention, how would you rate your satisfaction with our services?
 (Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
Excellent		64.1%	148
Good		29.4%	68
Average		2.6%	6
Fair		2.2%	5
Poor		1.7%	4
		Valid Responses	231