

# Expert- and partner-informed strategies to improve helpfulness to users in crisis



Google Health | June 2022



Proprietary + Confidential

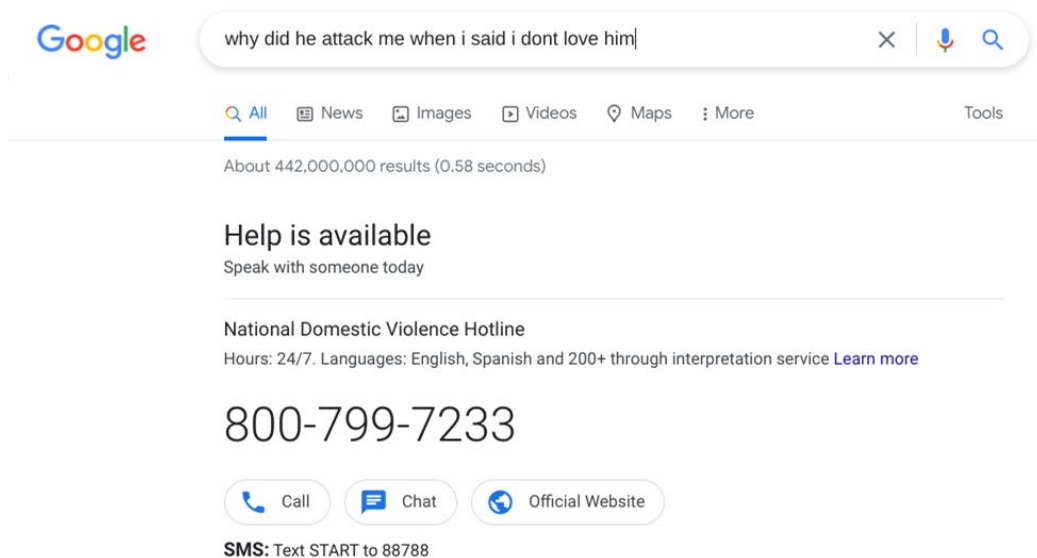
# Mental health therapist

Interest over time



## Detecting a crisis

MUM helps us better understand and detect the range of language people may use to find information related to suicide, domestic violence, sexual assault, and substance abuse.



A screenshot of a Google search interface. The search bar contains the text "why did he attack me when i said i dont love him". Below the search bar, the Google logo is on the left, and navigation links for "All", "News", "Images", "Videos", "Maps", and "More" are in the center. The search results show "About 442,000,000 results (0.58 seconds)". Below this, a section titled "Help is available" with the subtext "Speak with someone today" is displayed. Underneath, it lists the "National Domestic Violence Hotline" with "Hours: 24/7. Languages: English, Spanish and 200+ through interpretation service" and a link to "Learn more". The phone number "800-799-7233" is prominently displayed. At the bottom, there are three buttons: "Call", "Chat", and "Official Website". Below these buttons, the text "SMS: Text START to 88788" is shown.

Google

why did he attack me when i said i dont love him

All News Images Videos Maps More Tools

About 442,000,000 results (0.58 seconds)

**Help is available**  
Speak with someone today

National Domestic Violence Hotline  
Hours: 24/7. Languages: English, Spanish and 200+ through interpretation service [Learn more](#)


**800-799-7233**


Call Chat Official Website

**SMS:** Text START to 88788

# Crisis resources

12:30





Jennifer Sorensen  
NAMI Presenter and Facilitator  
In Our Own Voice Presenter


### Rediscovering Life -- Jen's Journey Back from Suicide


277 views · Sep 3, 2021 CC


**Talk to someone today**


National Suicide Prevention Lifeline


Free • Confidential • Hours: Available 24 hours


 CALL


 CHAT

 19

 0

 Share

 Download

 Save



how to kill myself



 All

 Videos

 Images

 Shopping

 News

 More

Tools

About 328,000,000 results (0.59 seconds)

## Help is available

Speak with someone today

### National Suicide Prevention Lifeline

Hours: Available 24 hours. Languages: English, Spanish. [Learn more](#)

# 800-273-8255



Call



Chat



Official Website

Feedback

<https://suicidepreventionlifeline.org> › help-yourself › at...

### Attempt Survivors - National Suicide Prevention Lifeline

The aftermath of a suicide attempt can be filled with raw and complicated emotions. Finding hope after surviving a suicide attempt is possible.



Proprietary + Confidential

# Videos of hope and recovery

Google

how to kill myself

Q All Videos Images Shopping News More Tools

About 18,100,000 results (0.52 seconds)

afsp.org › risk-factors-and-warning-signs

**Risk factors, protective factors, and warning signs - AFSP**

2:39 PREVIEW

Suicide most often occurs when stressors and health issues converge to create an experience of hopelessness and despair...

AFSP · Feb 11, 2017

www.legion.org › education › videos

**Alabama student veterans walk 151 miles for suicide awareness**

4:46 PREVIEW

Nearly 80 student veterans from the University of Alabama and Auburn University participated in the 151-mile Operation Iron...

American Legion · americanlegionHQ · Dec 5, 2019

www.mentalhealth.va.gov › suicide\_prevention

**Suicide Prevention - VA Mental Health - Veterans Affairs**

2:20 PREVIEW

As a Veteran, you can play a role in fulfilling this mission, and VA can equip you with tools to do your part. You can explore...

VA Mental Health · Veterans Health Administration · 1 month ago

how to kill myself

https://www.samaritans.org › how-we-can-help › myths... ⋮

**Myths about suicide - Samaritans**

The majority of people who feel suicidal do not actually want to die - they do not want to live the life they have. Myth: If a person is serious about killing ...

Videos ⋮

13:01

**Stories of Hope and Recovery: Terry Wise**

YouTube · 800273TALK  
Sep 6, 2012

11:14 PREVIEW

**Stories of Hope and Recovery: Jordan Burnham**

YouTube · 800273TALK  
Sep 4, 2012

10:07 PREVIEW

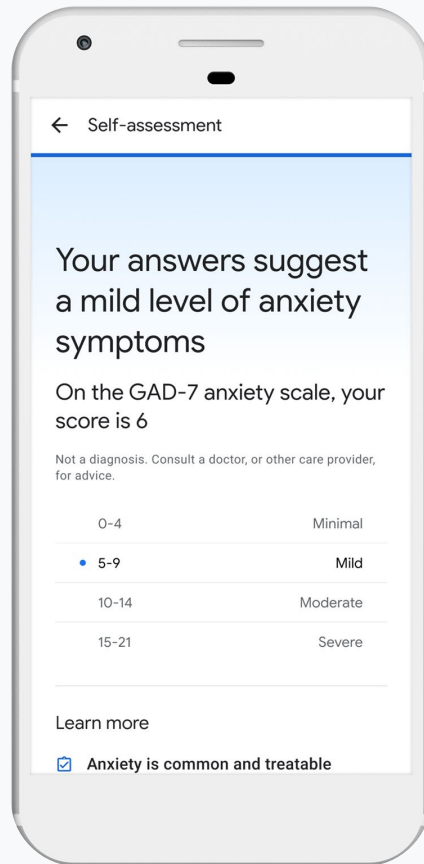
**National Suicide Prevention Lifeline '1-800-273-TALK (8255 ...**

Facebook · National Suicide Prevention Lifeline '1-800-273-TALK (8255'  
Dec 29, 2020

## Self-assessments

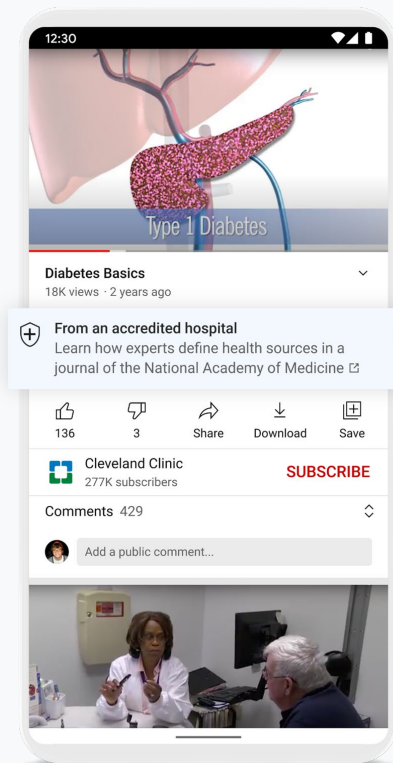
We show **clinically -validated self -assessments** when users in the U.S. search for information related to mental health conditions.

We have collaborated with key health organizations (such as **NAMI** and **National Suicide Prevention Lifeline** ) to give actionable resources to our users, when they are searching for information.

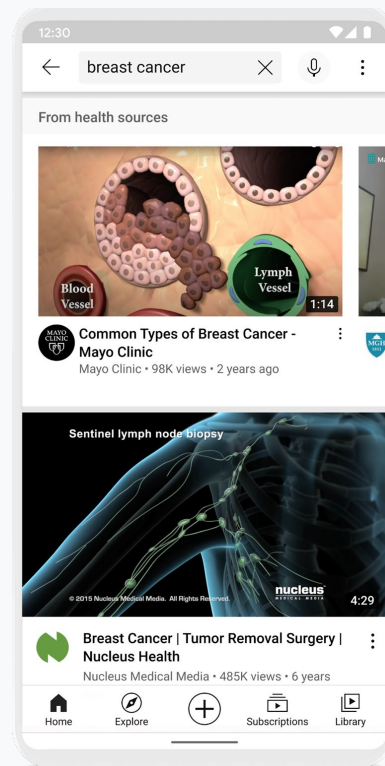


# Raising credible information

YouTube asked the **National Academy of Medicine** to define “authoritative health content sources” and YouTube implemented these principles in our product. The UK approach was reviewed by the **Academy of Medical Royal Colleges**. As we expand outside of the United States, we’re referencing the work done by the **World Health Organization (WHO)**, to inform global use of these principles.



Information panel providing health source context






Health content shelf

# Building empathy and reducing stigma

We partnered with **NAMI** to create a guide for creators on how to speak from personal experience, work with experts and use inclusive language when creating mental health content.





## Tips for talking about mental health

This resource was created in collaboration with the National Alliance on Mental Illness and Mental Health Media Guide to help you feel empowered and informed on how to hold effective and responsible conversations about mental health.

### How to Talk About Mental Health: A Quick List

- ✓ Make it clear to your fans which conversations about mental health are evidence-based compared to those based in your personal experience.
- ✓ Develop relationships with advisors and/or nonprofit organizations that can check your messaging to ensure it is accurate, safe, and responsible while also providing support and resources to your fans who may be struggling.
- ✓ Find opportunities to diversify the scope of mental health stories you share: from coping to thriving to struggling. This will help your audience understand how varied each individual's mental health experience can be.

#### Evidence-based vs. personal experience

- **Real Talk.** Even if you aren't presenting yourself as an expert, fans that feel connected to you or look up to you may take your perspective and tips as facts instead of seeking out information and strategies that may better apply to their unique situation.
- **Tips.** When talking about personal experiences to help prevent confusion between evidence-based information and personal experiences:
  - **"I" statements** - tell your stories in the first person to convey that these are your personal experiences.
  - **Say "in my experience" or "This works for me personally"** when conveying tips/strategies that have worked for you to help your audience understand that it is not an evidence-based experience.
  - Specifically emphasize that, just like our physical health, we all deal with unique mental health challenges and should find solutions and support that work for each of us as individuals.

#### Why and how to best integrate subject matter experts

- **Value of working with experts and nonprofit organizations:**
  - Ensures your messaging is safe, accurate, and effective.
  - Provides resources you can direct your audience to for those that may need further support.
  - Helps you develop protocols for responding to followers who express distress, a need for help, or suicidal thoughts.
- **Effective methods of integrating experts and/or mental health partners:**
  - Create a custom landing page on the partner organization's site with a tone and selection of resources that best suits your community.
  - Include experts and/or representatives from organizations in your content.
  - Host live events where audiences can ask questions to mental health professionals.
  - Need help finding an expert to partner with? Check out this [directory](#) to get started.

### Keep in mind: have resources at the ready

As tempting as it might seem to offer personalized advice or support, this can lead to more harm than good because followers may put more energy and weight on connecting with you than creating their own support network in real life. Instead, consider including this text: "If you or someone you know is struggling, you are not alone. Call the NAMI HelpLine at 800-950-6264 Mon-Fri or email [info@nami.org](mailto:info@nami.org) or visit [NAMI.org](http://NAMI.org) and access CHAT. In a crisis? Text "NAMI" to 741741."

For more information on Mental Health Conditions and resources [see here](#).

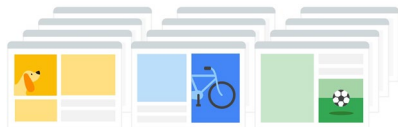


## Healthy coping

Whether through Fitbit, Nest, or Google Assistant we are creating more ways of supporting users in **managing stress, practicing mindfulness, and getting restful sleep** through partner content.



# Policies

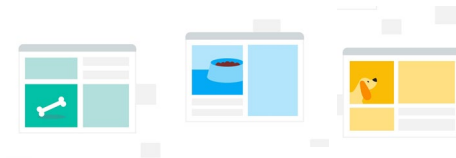


## Ranking systems

Our ranking algorithms classify harmful sites as low quality. These sites are returned lower in the Search Results Page.

## Search Features policies

Our policies for Search Features disallow content that could directly facilitate serious and immediate harm to people, including suicide and self-harm.



## Hotlines

Surfacing hotline information, such as from The Samaritans, at the top of the Search Results Page.

## Ads policies

Our strict and longstanding ads policies prohibit ads that threaten or advocate for physical or mental harm to oneself or others.

## Content policies

Content on YouTube that is violative such as glorifying eating disorders or promoting suicide and self harm is removed.

## Contributing to community wellbeing

Google.org fellows helped **The Trevor Project** build the AI-powered Crisis Contact Simulator to train volunteers practice realistic conversations with youth personas.

