



FROM: Vibrant Emotional Health
Media Contact: Josephine Parr
646-738-6285
JParr@vibrant.org

FOR IMMEDIATE RELEASE

Vibrant Emotional Health Receives Twilio Grant to Create Innovative Technology to Support People in Mental Health or Suicidal Crisis

The 12-month, \$150,000 grant provides funding to design a comprehensive system to send personalized resources through a customized URL.

New York, NY (December 18, 2019) – Vibrant Emotional Health (Vibrant) announced today that it has received a Twilio.org Impact Fund Grant Award in the amount of \$150,000. This 12-month grant will fund Vibrant’s efforts to send callers a short, secure custom URL over SMS where they can retrieve personalized referral information via smartphone or web.

“Vibrant Emotional Health uses communications technology to link thousands of people in emotional distress to the care and support they need, providing access anytime and anywhere they want it,” said Kimberly Williams, President & CEO of Vibrant Emotional Health. “This technology enables us to help save lives every day and, with grant support from Twilio, we are pleased that individuals reaching out to our contact center will be able to securely retrieve personalized resources more quickly.”

In the future, this system could also support the collection of information, such as location, post-call survey or other information that is harder to communicate verbally.

In addition to providing resources more quickly, this functionality will greatly improve the efficiency of sharing referral information and other follow up resources. Collecting caller’s email and sharing resource details about a program in their neighborhood—program name, address, hours of operation, etc.—over voice is time consuming and error prone. By allowing Vibrant’s counselors to send an SMS message to callers with follow up information, this functionality will reduce time on the call, ensure accurate transmission of referral information to the caller seeking help, and increase the likelihood of an individual connecting to care. Creating a channel to send secure links to visitors will greatly improve our ability to better help more people, more quickly.

“At Vibrant, we’ve seen how effective voice, chat and text technology can be in helping people in emotional distress,” said David Koosis, Chief Technology Officer for Vibrant Emotional Health. “We also know that secure communications of confidential

information is essential during these interactions. Twilio's generous grant will allow Vibrant to further invest and innovate these life-saving technologies to better support people in need."

For callers who are able to receive SMS messages this new communication channel will greatly improve the speed and accuracy of the information shared, which makes it easier for the individual to seek care. It will also increase Vibrant's capacity to support more individuals reaching out in crisis.

About Vibrant Emotional Health

Formerly the Mental Health Association of New York City (MHA-NYC), Vibrant Emotional Health is a non-profit organization that helps individuals and families achieve emotional wellbeing. For over 50 years, our groundbreaking solutions have delivered high-quality services and support, when, where and how people need it. We offer confidential emotional support through our state-of-the-art contact center and crisis hotline services that use leading edge telephone, text and web-based technologies and include the National Suicide Prevention Lifeline, NFL Life Line and NYC Well. Through our community wellness programs individuals and families obtain supports and skills they need to thrive. Our advocacy and education initiatives promote mental wellbeing as a social responsibility. Each year we help more than 2.5 million people live healthier and more vibrant lives. We're advancing access, dignity and respect for all and revolutionizing the system for good. Visit vibrant.org for more. And follow Vibrant on [Twitter](#), [Facebook](#) and [Instagram](#).

#

#

#