



Washington State Attorney General's Office



HearMeWA Annual Report

August 2025

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Executive Summary

In 2021, the Washington Attorney General's Office (AGO) began developing and implementing HearMeWA in response to Engrossed Substitute Senate Bill (ESSB) 5092.¹

HearMeWA is a free safety and well-being helpline, dedicated to helping youth connect with existing support systems in their communities. It receives and responds to a wide range of reports, operates statewide, and offers support 24 hours a day, 365 days a year. HearMeWA services are available in multiple languages and fully comply with the Americans with Disabilities Act (ADA) visual and hearing guidelines.

Youth up to the age of 25 can contact HearMeWA through a dedicated app, text message, a web-based tip form, or by phone. The program has been operational since April 30, 2024, receiving reports from youth across the state of Washington.

Building HearMeWA

- The HearMeWA team collaborated with various stakeholders, including the HearMeWA Advisory Committee and youth across the state, to develop and implement the HearMeWA program.
- From January 2022 to January 2023, the HearMeWA Advisory Committee provided guidance to the AGO as it established processes for risk and threat assessment, referral and follow-up, and confidentiality for youth contacting HearMeWA. The Advisory Committee continues to provide guidance to the AGO as it reviews and analyzes tip trend data, and promotes the program.
- The HearMeWA team launched five surveys between 2022 and 2024 to collect input from youth on their needs for the program, engagement preferences, program name, program logo, website, and terms of use.

HearMeWA Launch

- HearMeWA launched on April 30, 2024.
- In February 2025, HearMeWA revamped its website to include resources for youth, youth supporters, and tip responders, including virtual marketing materials co-created with youth.

HearMeWA Data

- HearMeWA received 161 reports between April 30, 2024, and April 30, 2025. The most frequently reported concerns were bullying and cyberbullying, followed by depression, harassment, and anxiety.
- Over half of the reports sent to HearMeWA were deemed critical and were sent to education services.
- HearMeWA received tips from individuals in 20 counties: Chelan, Clark, Cowlitz, Franklin, Grays Harbor, King, Kitsap, Klickitat, Lewis, Lincoln, Mason, Pierce, Skagit, Snohomish, Spokane, Thurston, Wahkiakum, Whatcom, Whitman, and Yakima.

A Youth-Centered Approach

- The HearMeWA team convenes a youth advisory group of 25 members aged 13 to 24 from 17 different counties across the state. These youth represent various demographics, including lesbian, gay, bisexual, transgender, queer, intersex, asexual, and two-spirit (LGBTQIA2S+), rural, low-income, Black, Indigenous and People of Color (BIPOC), foster care, immigrant, houseless/unsheltered, neurodivergent, and urban youth.

HearMeWA Outreach

- Between October 2021 and April 2025, the HearMeWA team held 800 meetings and presentations with agencies and organizations across all 39 counties.
- In the last year, the HearMeWA team held 249 virtual and in-person meetings and presentations with government agencies, community-based organizations, and youth-serving programs, to raise awareness of the program and gather input.



Antiracist, Trauma-Informed, and Youth-Centered Program Lens

HearMeWA is a result of youth advocacy efforts. In 2016, a youth from Kennewick raised awareness about the mental health needs in their community, particularly among LGBTQIA2S+ youth. Their advocacy work prompted the Legislature to allocate funds for the AGO to develop and implement a statewide program to support youth safety and well-being.

In 2021, the AGO assembled a team of four staff members tasked with developing and implementing the HearMeWA program, referred to in this report as the HearMeWA team. The program has been operational since April 30, 2024, receiving reports from youth across the state of Washington.

The HearMeWA team collaborates with state agencies, community-based organizations, youth, and historically excluded communities to implement a program that strives to be antiracist, trauma-informed, and youth-centered.

For the purpose of this report, historically excluded communities refers to groups disproportionately impacted by a combination of social, racial, economic, and health disparities. These groups historically suffer from inequalities in the system that perpetuate social and economic disparities, discrimination, and white supremacy. In this report, youth from historically excluded communities include those who identify as BIPOC, disabled, formerly incarcerated (interacted with the justice system), foster care, houseless/unsheltered, immigrant, English Language Learner, LGBTQIA2S+, low-income, military, neurodivergent, refugees/asylees, urban and rural indigenous communities, federally recognized tribes, teenage parents, and rural.



Antiracist, Trauma-Informed, and Youth-Centered Program Lens

Antiracism

Antiracism is a commitment to the learning and unlearning required to locate the problems, concerns, and policies that promote racism, and doing one's best to eradicate and/or change them. HearMeWA is committed to recognizing, addressing, and eradicating all forms of racism within the scope of its work. HearMeWA acknowledges that racism and discrimination are embedded into organizational structures, policies, and systems, and that it must utilize an antiracist lens to identify practices that perpetuate white supremacy and discrimination, and work to undo systemic racism.

Trauma-Informed

Trauma can be experienced on an individual and collective level both consciously and unconsciously. Trauma has no boundaries regarding age, gender, sexual orientation, socio-economic status, race, ethnicity, or geography. HearMeWA strives to be trauma informed by acknowledging that every individual may have experienced trauma in their lives and being mindful to avoid re-traumatizing youth

Youth-Centered

A youth-centered approach means that youth can actively provide input in program planning, implementation, and evaluation. The focus is on youth priorities and collaborating with them, their family, friends, stakeholders, and other experts.



How HearMeWA Works

HearMeWA is a free safety and well-being helpline that provides help to youth by linking them to existing support systems in their community. It receives and responds to a wide range of reports including, but not limited to, bullying and cyberbullying, behavioral health concerns, violence, and safety threats.² HearMeWA is the only 24/7 statewide helpline exclusively to serve youth.

Youth up to the age of 25 in Washington can contact HearMeWA anytime to report safety or well-being concerns about themselves or another youth. They can choose to provide identifying information, such as their name and contact information, or remain anonymous. There are four ways for youth to contact HearMeWA, and all methods are available in multiple languages and are ADA compliant:

- Calling the toll-free, statewide number at 888-537-1634.
- Making a web report by accessing the [HearMeWA tip form](#).³
- Downloading the mobile app and contacting HearMeWA from a smartphone.
- Texting HearMeWA to 738477.

When someone contacts HearMeWA, they speak with trained crisis counselors,⁴ who are available 24/7/365 to help them with any concern they may have. These counselors have received extensive ongoing training,⁵ including evidence-based best practices and accredited programs in suicide prevention and crisis counseling. HearMeWA provides its services and marketing materials in English, Spanish, and Simplified Chinese. Additionally, many of the crisis counselors are multilingual. If someone contacts HearMeWA in a language that a counselor does not speak, they use translation and interpretation services to ensure that the individual receives the support they need.

Crisis counselors communicate with youth via chat or phone to ask follow-up questions so they can better understand the situation and provide support. This support may include immediate de-escalation, referrals to youth programs and resources, or communication with a tip responder agency that can help. Tip responder agencies include:

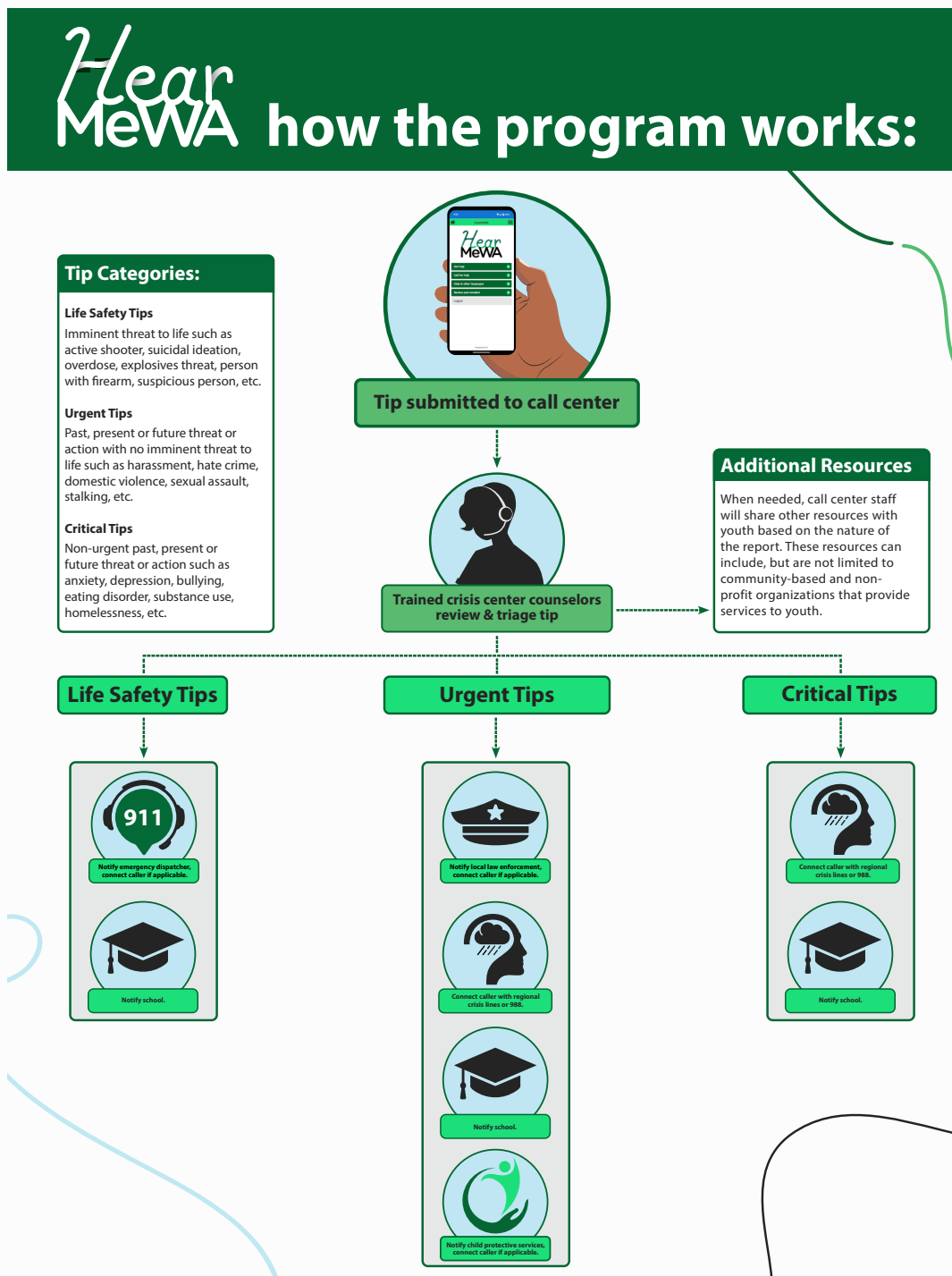
- Education services (schools, colleges, and universities).
- Behavioral health providers (regional crisis lines and 988).
- Local law enforcement (state, municipal, county, tribal, and regional law enforcement offices).
- 911 (police, fire, and emergency medical services).
- Child Protective Services (CPS).

Similar reporting systems elsewhere around the country rely solely on schools to respond, while HearMeWA expands this type of service to offer alternatives beyond schools or 911. If a report requires a response from a tip responder agency, the crisis counselors notify the appropriate agency to ensure youth receive the support they need. Tip responder agencies can only access reports that were assigned to them by the HearMeWA crisis center.

Unlike other crisis helplines, HearMeWA allows anyone filing or responding to a report to track it and provide updates. That means help is not cut off once the first call or communication ends. Every individual who sends a report receives a tip ID and password to follow up with the crisis center at any time or review the report later, either online, on the app or by phone.

The flowchart below outlines the tip response process and includes definitions for life-safety, urgent, and critical tips.

Figure 1: HearMeWA Flowchart



Building HearMeWA

To develop and implement HearMeWA, the HearMeWA team worked with various stakeholders. This included community-based organizations that serve youth, state agencies, youth, and members of the HearMeWA Advisory Committee. This section provides information about the activities the team engaged in prior to the program's launch, specifically in collaboration with the Advisory Committee and youth.

HearMeWA Advisory Committee

The AGO convenes the HearMeWA Advisory Committee,⁶ previously known as the Youth Safety and Well-being Tipline Advisory Committee, as mandated by ESSB 5092.

The first term of the HearMeWA Advisory Committee lasted from January 2022 to January 2023. During this period, the Advisory Committee advised the AGO as it developed processes for risk and threat assessment, referral and follow-up, and confidentiality of youth contacting HearMeWA. The Advisory Committee had 18 members representing health, law enforcement, school districts, higher education, legal aid, and child protective services. These organizations were either appointed by the Legislature⁷ or the AGO and had a statewide perspective.

The HearMeWA Advisory Committee held 12 meetings in its first term, and the work included:

- Mapping systems at the local, regional, and state levels that could support or partner in the HearMeWA referral and response processes.
- Defining tip categories and urgency levels.
- Developing a flowchart delineating the steps for a tip response.
- Drafting a list of potential trainings for the vendor who runs the call center.
- Brainstorming what success looks like for the program.

For more information about the meetings held between January 2022 and January 2023, please see the 2022 Washington Youth Safety and Well-being Tipline Report and the 2024 HearMeWA Annual Report.⁹

In 2023, the AGO reconvened the HearMeWA Advisory Committee and expanded membership to include community-based organizations and youth. Currently, the Advisory Committee has 25 members representing health, behavioral health, public safety, school districts, higher education, social services, and youth with lived experience (see Appendix 1). The purpose of the HearMeWA Advisory Committee in this new phase is to advise the AGO as it: (1) reviews tip trend data; (2) evaluates whether the program is being implemented equitably across the state; (3) proposes solutions for challenges that arise regarding program utilization and tip responses; and (4) promotes the program.

During the second term of the HearMeWA Advisory Committee, the Committee held four meetings prior to the launch of HearMeWA, and four meetings between June 2024 and March 2025. Appendix 2 summarizes the work of the advisory between 2024 and 2025. For information about the meetings held in 2023, please see the 2024 HearMeWA Annual Report.¹⁰

Youth Surveys

Summary of the 2022 and 2023 Youth Surveys

To ensure youth are actively involved in program planning and implementation, the HearMeWA team conducted five surveys to collect input from youth.

In 2022, the HearMeWA team launched two online surveys to gain input from youth on key features of HearMeWA. These surveys asked questions about youth needs not addressed by existing services, when youth would contact HearMeWA, what would make youth trust and use the program, and data privacy.

The HearMeWA team launched a third survey in 2023, asking youth to select a new name for the program. The survey presented youth with three name options and asked them to select the one they liked the most. “HearMe” was youths’ top choice. After receiving the survey results, the HearMeWA team added “WA” to the name of the program to ensure youth know this is a program that is available across the state of Washington, exclusively for Washington youth.

More information about these surveys is in the 2024 HearMeWA Annual Report.¹¹

HearMeWA Branding Survey

In 2024, the HearMeWA team conducted a survey that allowed youth to select the program’s logo and provide feedback on the HearMeWA website’s landing page. The survey garnered 256 responses from youth aged 25 and younger. Of these respondents, 20% were 16 years old or younger, while 80% were between 17 and 25 years old. The survey also requested participants to identify their race and gender. Among the respondents, 50% identified as White, 47% as BIPOC, and 3% chose not to answer. Regarding gender identity, 54% identified as cisgender men, 38% as cisgender women, and 7% identified with other gender identities.

This survey presented three logos and brand concepts for HearMeWA and asked youth to choose the one that best represented the program’s services. Additionally, the survey inquired how likely the participants were to click on an advertisement and seek more information about each logo.

To gather feedback on HearMeWA’s landing page, the survey requested that youth describe the brand using words. They used terms such as positive, hopeful, safe, supportive, and trustworthy to characterize HearMeWA’s website branding style.

HearMeWA Launch

HearMeWA launched on April 30, 2024, entering a soft-launch phase. On June 11, 2024, the AGO hosted a press conference to publicly announce the program's launch. At this event, members of the Youth Advisory Group (YAG) talked about the importance of a program like HearMeWA that allows youth to share their concerns and get the support they need.

When I was young there have been times when I've struggled with stress and anxiety, and I know other young Washingtonians are also struggling with mental health or are experiencing violence. I believe HearMeWA will be able to help youth who need someone to turn to during their time of need.

Makena, Youth Advisory Group Member

Throughout the soft launch, the HearMeWA team collaborated with program vendors¹² and tip responders to identify and address areas for improvement. The HearMeWA team also held eight informational sessions with tip responders. These sessions covered:

- The program's history, context, and development;
- Outreach and engagement opportunities;
- Youth involvement with HearMeWA;
- The setup and use of the HearMeWA tip manager account;¹³ and
- The tip triage process conducted by the HearMeWA Crisis Center.

Additionally, the HearMeWA team held test tip meetings with schools and law enforcement agencies. In these meetings, tip responders learned more about HearMeWA, verified the points of contact for their agency, tested the system with a test tip, and familiarized themselves with the tip triage process and the HearMeWA tip manager.

With HearMeWA's hard launch in February 2025, the program now has a comprehensive website that offers resources for youth, youth supporters, and tip responders, including a Best Practices Toolkit to guide tip responders in assisting youth, parents, and guardians. The website features virtual marketing materials co-created with youth for stakeholders to use to promote the program. In this new phase, the HearMeWA team shifted its outreach efforts from a statewide focus to a county-by-county approach. For more information about the program's outreach initiatives, please visit the HearMeWA Outreach section on page 24.

HearMeWA Pathway to Hard Launch

April 30, 2024

HEARMEWA SOFT LAUNCH

- *Live statewide.*
- *Website landing page.*
- *Press conference (June).*

SOFT LAUNCH PHASE

- Informational sessions with tip responders.
- Test tip meetings with tip responders.
- Youth surveys.
- Program improvements.

February 24, 2025

HEARMEWA HARD LAUNCH

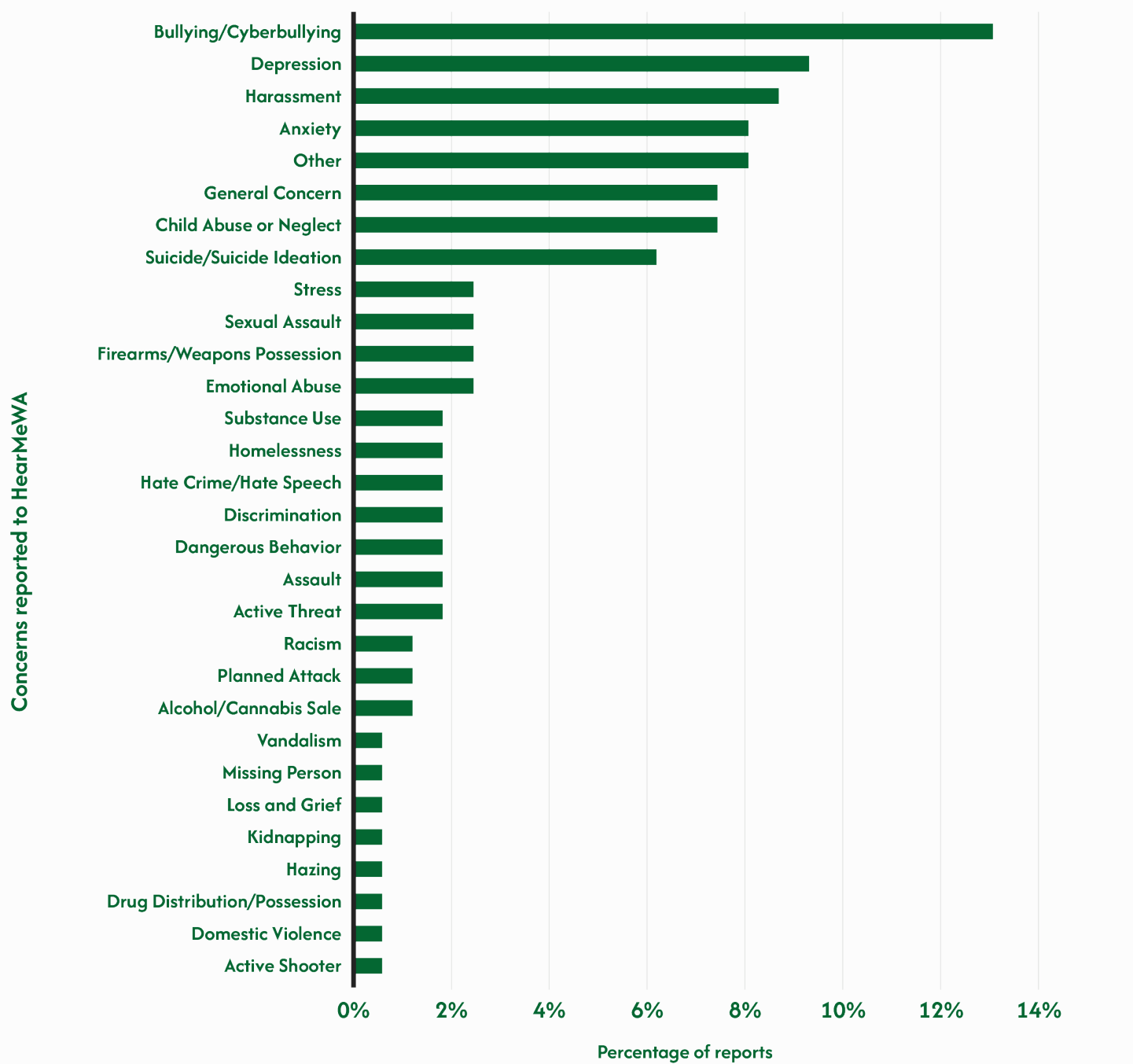
- Website expansion.
- Promotional materials.
- Targeted outreach.
- Best practices toolkit.

HearMeWA Data and Testimonials

Concerns Reported to HearMeWA

HearMeWA received 161 reports between April 30, 2024, and April 30, 2025. Youth reported a range of issues, including suicidal thoughts, child abuse and neglect, sexual assault, and active threats. The most frequently reported concerns have been bullying and cyberbullying, followed by depression, harassment, and anxiety.

Figure 3: Concerns Reported to HearMeWA



33% of sixth graders reported being bullied in the past month.

30% of 10th graders felt sad and hopeless in the past year.

67% of 12th graders felt nervous and anxious in the past two weeks.

More than 10% of students in grades eight, 10, and 12 do not have an adult to turn to when they are feeling sad or hopeless.

The data from HearMeWA aligns with trends observed in other states. Across the country, there are about 19 states that have tipline programs. Bullying is the primary concern reported to youth tipline programs in Colorado, Oregon, Utah, Michigan, Illinois, Missouri, Pennsylvania, and Wyoming.¹⁴

The concerns youth report to HearMeWA also align with findings from the 2023 Healthy Youth Survey (HYS),¹⁵ which indicates that bullying, depression, and anxiety are significant issues among Washington state students. According to the HYS, 33% of sixth graders reported being bullied in the past month, 30% of 10th graders felt sad and hopeless in the past year, and 67% of 12th graders felt nervous and anxious in the past two weeks. The survey also reveals that more than 10% of students in grades eight, 10, and 12 do not have an adult to turn to when they are feeling sad or hopeless.

Suicide ranks as the eighth most reported concern to HearMeWA and is among the top three concerns submitted to similar youth tiplines, including those in Utah, Michigan, Illinois, Nebraska, and

Wyoming.¹⁶ In Washington, suicide is the second leading cause of death among youth up to 25 years old¹⁷ and the 10th leading cause of death among all residents.¹⁸ The HYS reveals that 15% of students in grades eight, 10, and 12 have considered attempting suicide in the past year, while nine percent of eighth graders have attempted suicide.

These statistics highlight the importance of youth-centered resources like HearMeWA, which offers free, non-judgmental support to young people in Washington any time they need it. HearMeWA serves as a prevention tool by providing a safe environment for youth to express their concerns and seek help, potentially preventing tragedies and acts of violence.

Suicide is the second leading cause of death among youth in Washington

15% of students in grades eight, 10, and 12 have considered attempting suicide in the past year

Suicide is the 10th leading cause of death among all residents of Washington

Nine percent of eighth graders have attempted suicide in the past year

Urgency Levels and Referrals

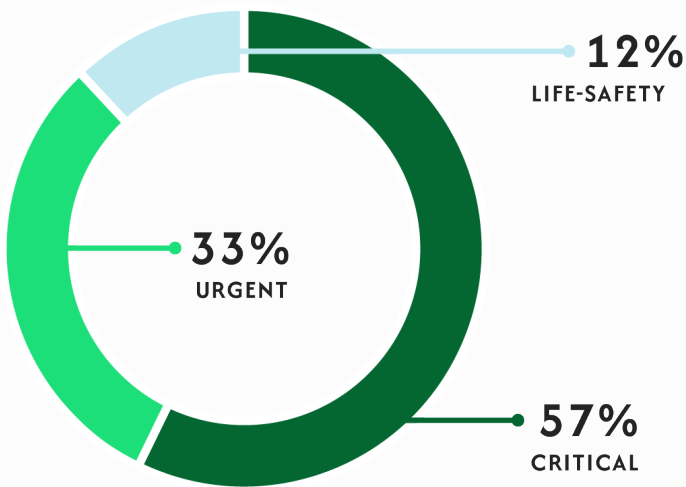
HearMeWA collaborates with tip responder agencies and organizations that play an important role in providing safe, supportive services for Washington youth in need.

Tip responders include:

- Education services
schools, colleges, and universities
- Behavioral health providers
regional crisis lines and 988
- Local law enforcement
state, municipal, county, tribal, and regional law enforcement offices
- 911
police, fire, and emergency medical services
- Child Protective Services (CPS)

Urgency Level	Description
Life-safety	Actions in progress and/or that require immediate intervention.
Urgent	Actions, past, present and future that can put someone in danger but does not meet the threshold of a life-safety threat.
Critical	Actions, past and present that do not present imminent risk/danger nor meet the criteria for urgent.

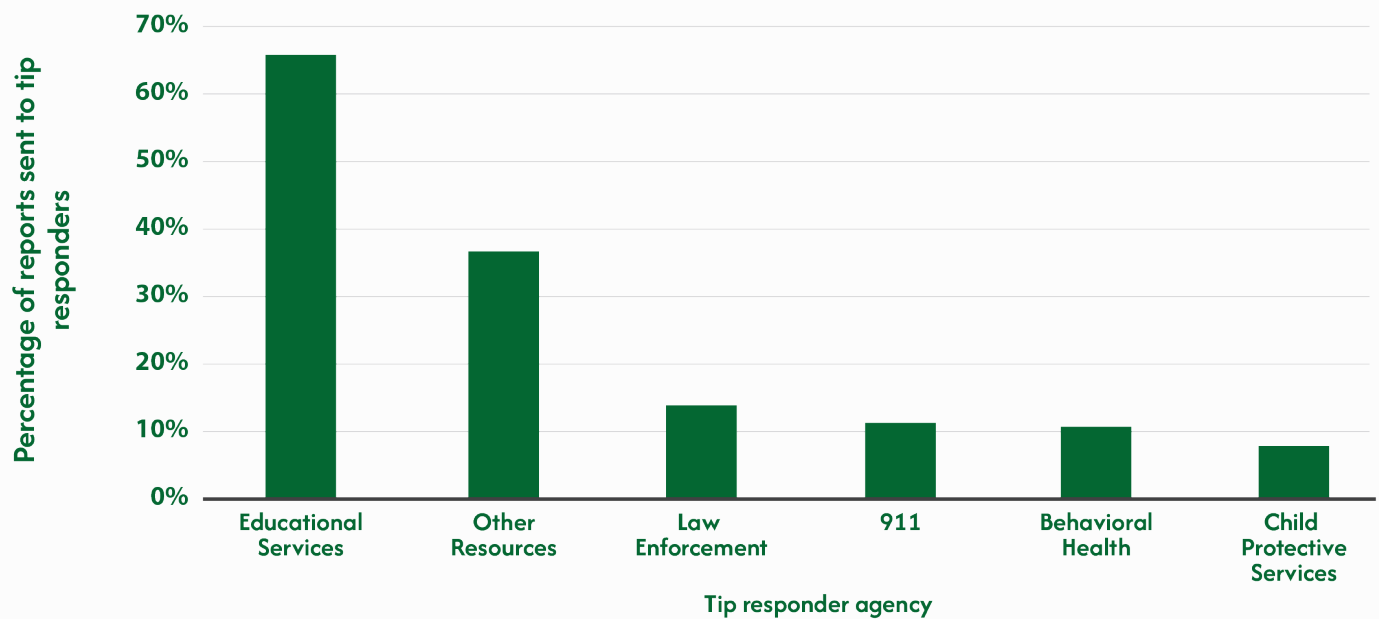
HearMeWA crisis counselors refer to the urgency levels in the HearMeWA Flowchart on page eight when triaging tips sent to the program. HearMeWA crisis counselors assess the tip category, urgency level, incident location, and who is involved when determining the appropriate tip responder recipient. HearMeWA crisis counselors also refer youth to additional services available within their community, including housing resources and other youth support lines.



Most of the reports sent to HearMeWA in the last year were deemed critical (57%), 31% were considered urgent and 12% life-safety. Sixty-six percent of the reports HearMeWA received were sent to education services (e.g., schools, colleges, and universities), 37% resulted in the crisis center providing youth with additional resources, 14% required the crisis center to share information with local law enforcement, 11% were referred to behavioral health services, 11% to 911, and 8% to CPS.

Figure 4: Urgency Levels

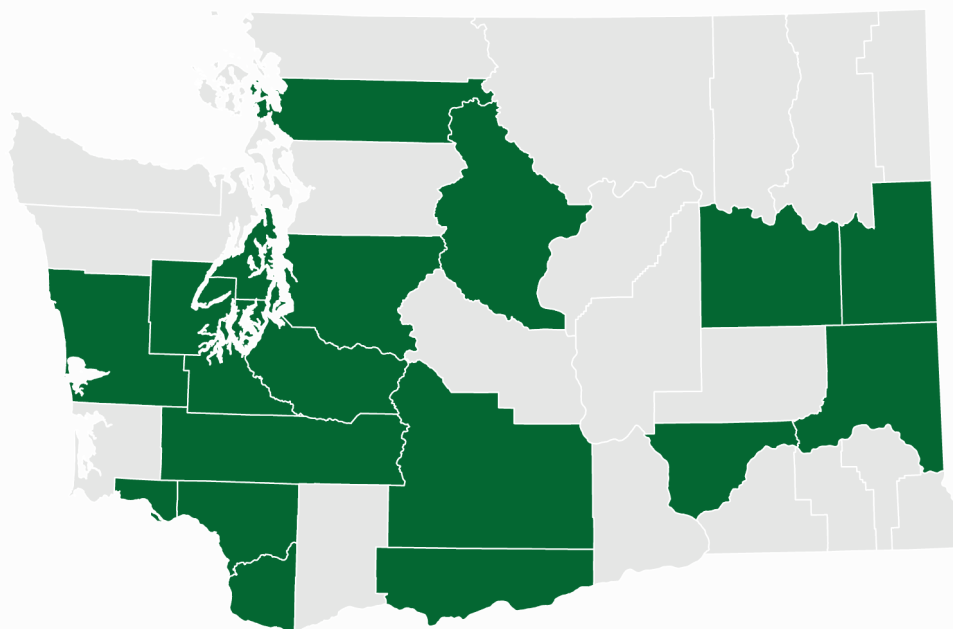
Figure 5: HearMeWA Referrals



HearMeWA Quick Facts

HearMeWA received reports from individuals in 20 counties: Chelan, Clark, Cowlitz, Franklin, Grays Harbor, King, Kitsap, Klickitat, Lewis, Lincoln, Mason, Pierce, Snohomish, Skagit, Spokane, Thurston, Wahkiakum, Whatcom, Whitman, and Yakima. As county-by-county outreach continues, the HearMeWA team will prioritize engaging with stakeholders in counties we have not received tips from. The HearMeWA team is also working with members of the YAG who live in counties the program has not received tips from to increase program awareness and trust in those areas.

Figure 6: HearMeWA Reach



Additional findings from the HearMeWA program include information about the report type, submission method, and the frequency of tips received based on the day of the week, time, and month. According to data from HearMeWA collected between April 2024 and April 2025:

- Approximately half of the reports submitted to HearMeWA were third-party reports, including reports from concerned friends, family members, and adults such as neighbors and teachers.
- Over half of the tips were submitted through the HearMeWA tip form.
- Most tips were received on Tuesdays, Fridays, and Wednesdays.
- Most tips came in after school at around 4 PM, in the morning at 10 AM, and during lunch break, between 11 AM and noon.
- November 2024 had the highest volume of tips received.

Figure 7: Report Type

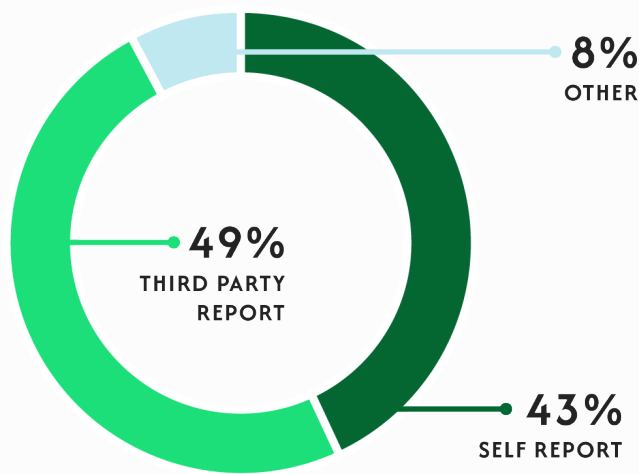


Figure 8: Submission Method

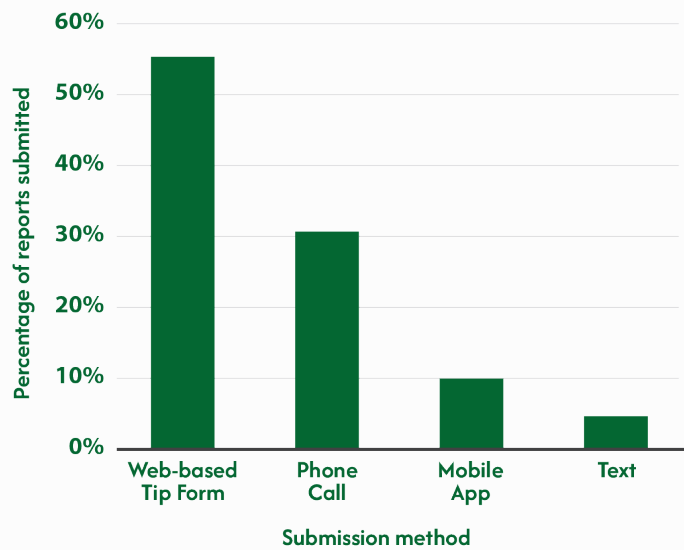


Figure 9: Days of the Week

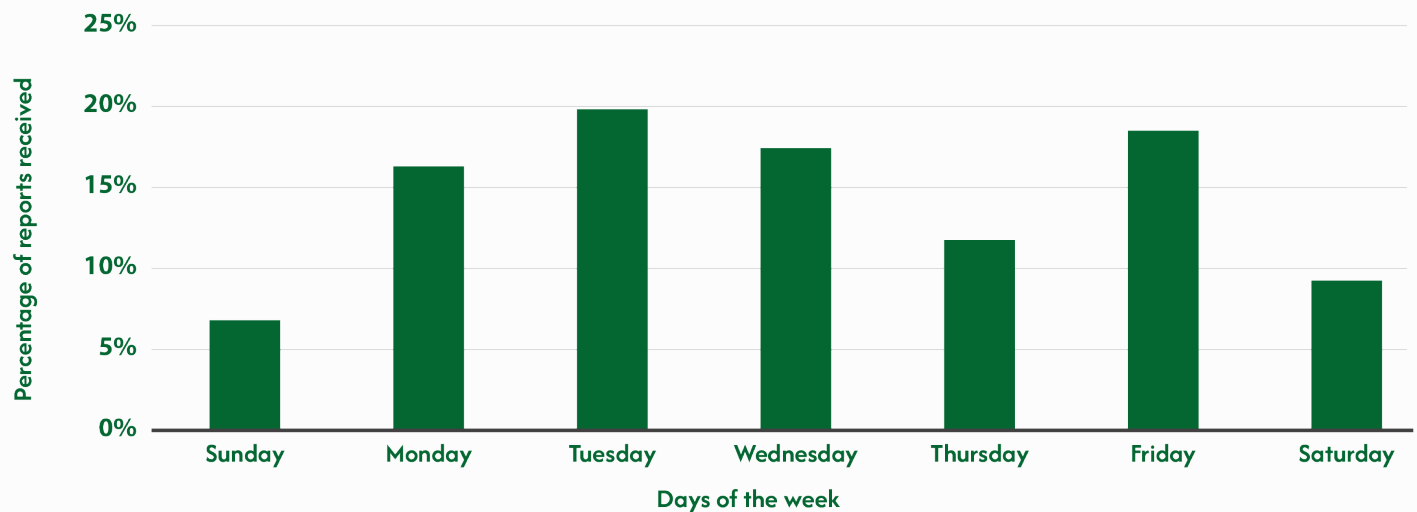


Figure 10: Time of Report Submission

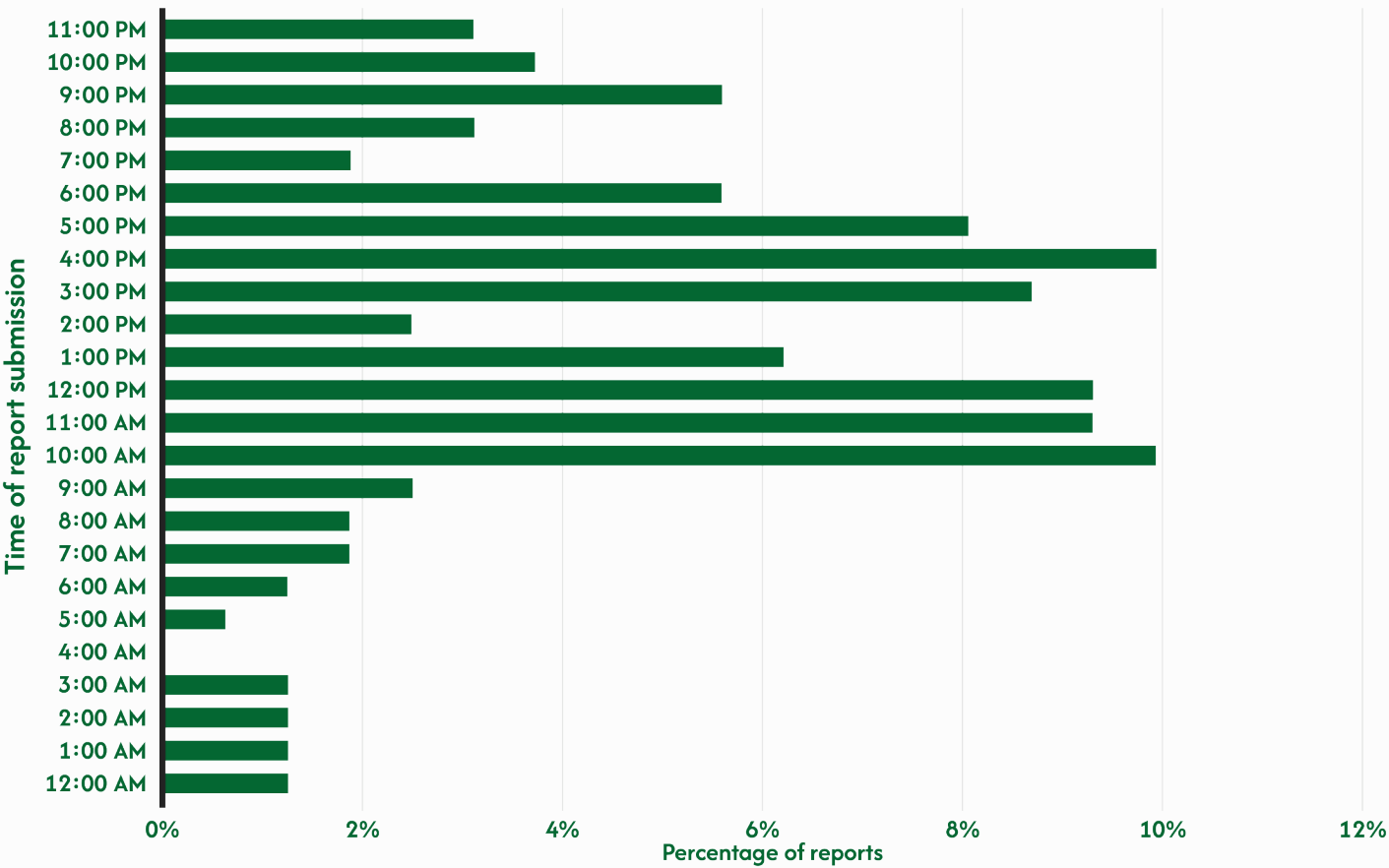
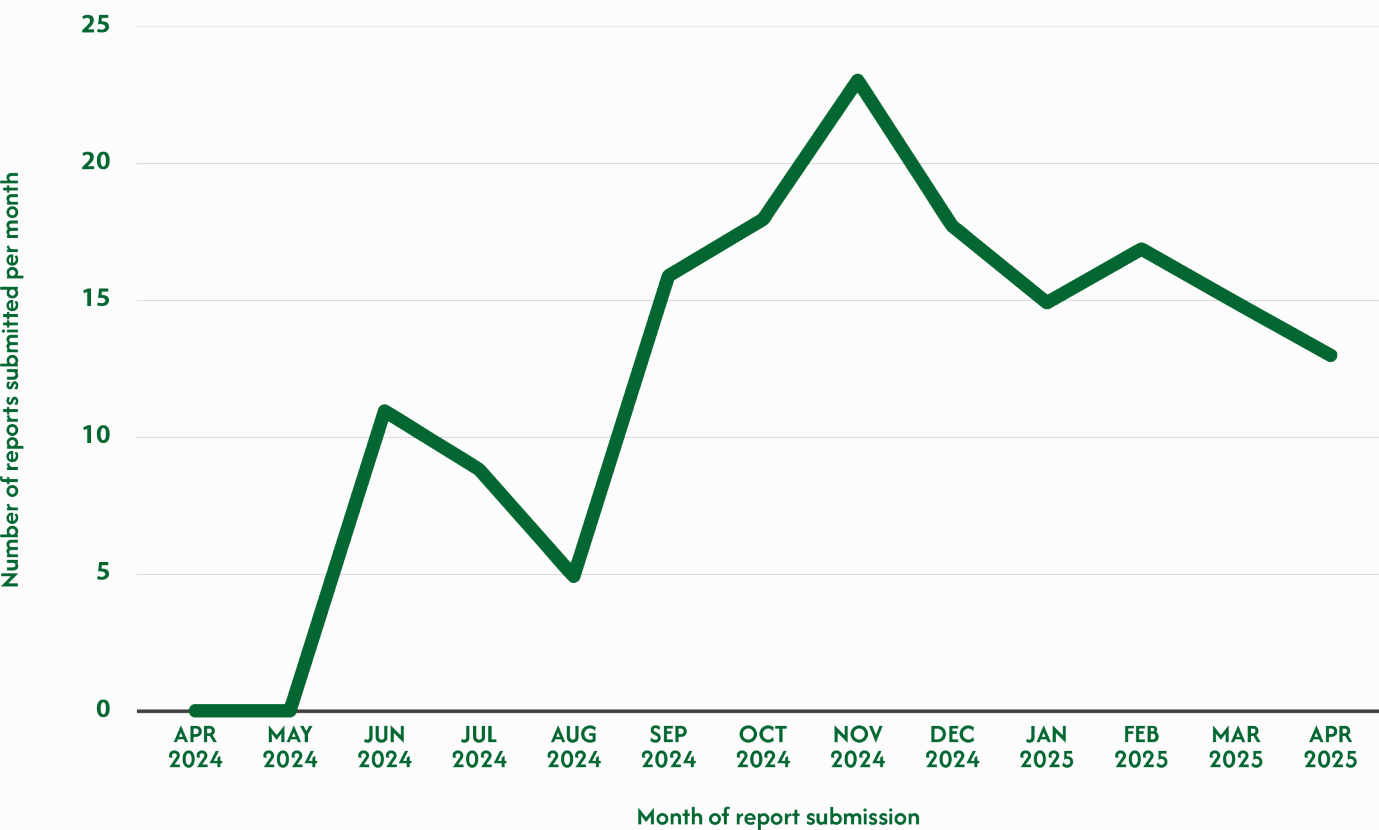


Figure 11: Reports per Month



HearMeWA Success Story

A youth reached out to HearMeWA feeling overwhelmed and sad, sharing that they had been struggling mentally for a while. They had already taken steps to seek support, calling 988, visiting the Teen Link website, and even going to the police station. Both 988 and the police advised them to contact HearMeWA for further assistance. While the youth reassured the HearMeWA Crisis Center that they were safe, they shared that they had been feeling “down” for some time and were seeking help on how to feel happy again. They expressed a desire for support in living a more fulfilling life and setting goals, particularly in making lifestyle choices. They mentioned feeling isolated and unsure of what to do the next day.

The crisis counselor asked if the youth would be open to getting out of the house for at least two hours to walk around and be around people. The youth agreed to but requested a clear plan with structure on how and when to do that. During this conversation, the youth’s father entered the room, wanting to be involved in the planning. The counselor and the youth, with their father’s support, discussed possible ways to move forward.

The crisis counselor asked the youth to identify one goal for the following day. The youth struggled to come up with an answer, but the counselor suggested a simple goal: to visit two stores at a nearby mall and find five things they really liked. The youth agreed to this plan.

The counselor also invited the youth to call back the next day to check in on their progress and set new goals for the coming days. The youth appreciated the open line of communication, expressing that since the service was available 24/7, they felt comfortable calling in to share their experience and set further goals.

Before wrapping up the conversation, the crisis counselor assured the youth that the information regarding goal setting and support for independent living would be shared with their school to provide additional help.

The school reports that the student is receiving on-going support in and out of school, offering them a concrete, manageable way to begin engaging with the world outside and work toward building a more fulfilling and structured routine.



Testimonials

"The HearMeWA system is so great because it connects youth to a caring and compassionate crisis center counselor. The counselors here take their time to ensure youth feel heard. But the support does not stop there. They then work directly with the youth's school to ensure they are aware of the information and can follow up with the needed resources. It is a full circle to ensure nothing gets dropped." Anonymous

"Many schools that never used an anonymous reporting tool have launched campaigns around HearMeWA. The tool has been well received, staff have been trained and equipped to use it and it's already proven to be an invaluable tool in promoting the "See Something? Say Something!" environment that we've been working to build throughout our region. It has brought together schools and emergency responders in an unprecedented way, and empowered educators and students alike." School Safety Professional

"HearMeWA ensures that youth, especially those in underserved and rural areas, have universal access to mental health assistance. Without this program, countless Washingtonians would be left without support due to geographic or financial barriers. Many schools lack the funding for their own tip lines, making HearMeWA a crucial resource for communities in need." Kaleb, Youth Advisory Group Member, 15 years old

"HearMeWA is vital for the youth throughout Washington. It is extremely accessible to youth from wherever they are in Washington and provides a discreet method of receiving help (which is often a barrier for youth). Not only that, but HearMeWA also helps educate youth about resources that are often unheard of. The youth need a program like HearMeWA that works for them and supports them." Cheri, Youth Advisory Group Member, 19 years old



A Youth-Centered Approach

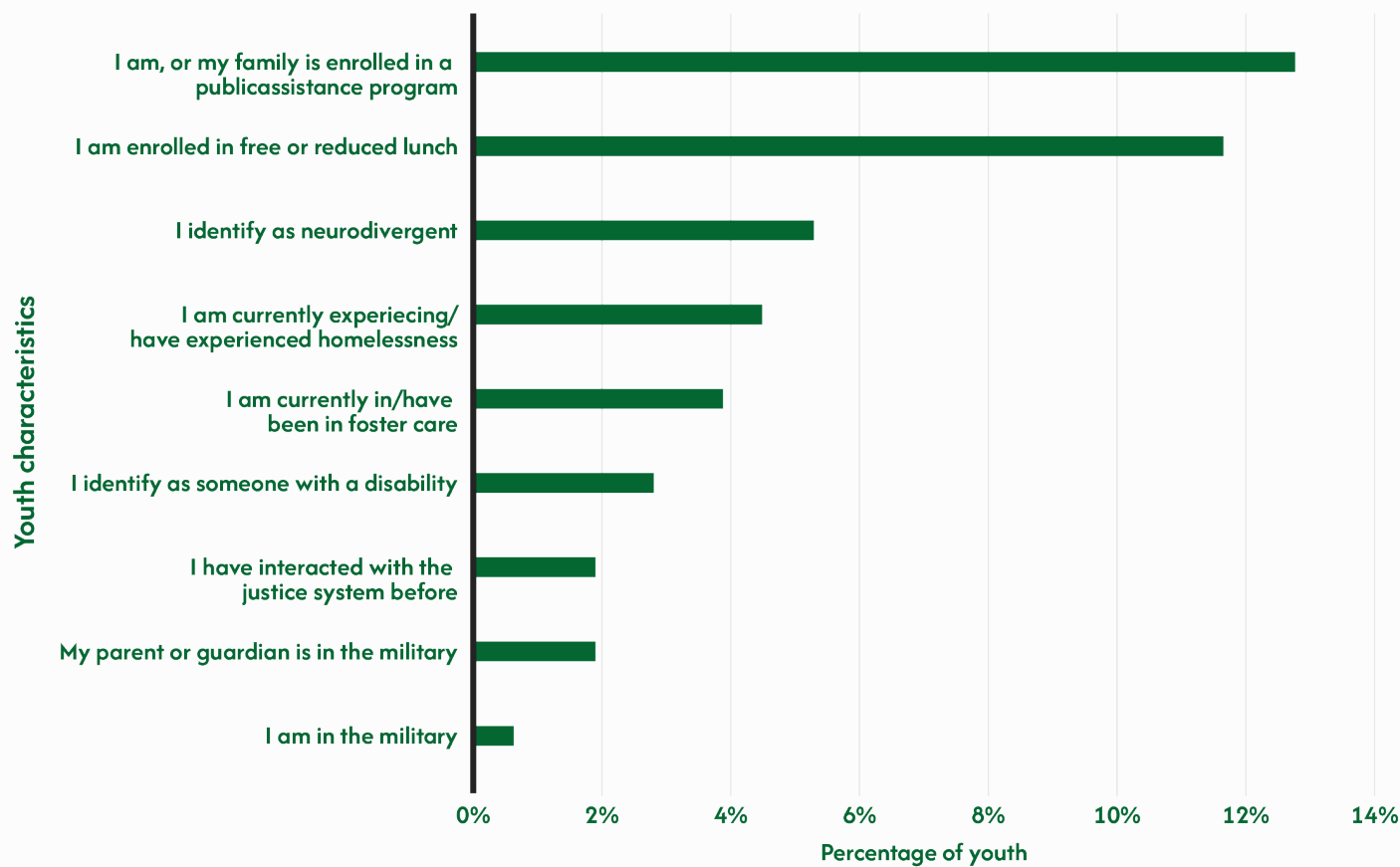
HearMeWA Website and Content Survey

Following the launch of HearMeWA, the HearMeWA team conducted an online survey to collect input from youth regarding the program’s website and terms of use. The survey collected responses from 339 youth across the state. Of all survey participants, 77.8% were 19 to 25 years old, and 22% were 13 to 18 years old.

In terms of youth demographics, 57.2% of the respondents identified as BIPOC, 36.2% as White, and 1.9% as multi-racial. Of those who disclosed their sexual orientation, 80.2% reported being heterosexual/straight, and 12.3% selected “other sexual orientation”.

Other respondents’ characteristics included being enrolled in a public assistance program, being enrolled in free or reduced lunch, identifying as neurodivergent, experiencing homelessness, being in foster care, identifying as someone with a disability, having a parent or guardian in the military, having interacted with the justice system, and being in the military.

Figure 12: Youth Characteristics





The survey collected youth input on a variety of topics, including:

- Whether the HearMeWA website would be a resource for them and their friends.
- Whether website features such as the phone number, tip form, and quick exit button were easy to find.
- Preferred ways to contact the program.
- Feedback on information listed on the website, including the list of safety and well-being concerns and additional resources for youth.
- Feedback on the HearMeWA's terms of use and privacy statements.
- Marketing ideas.

The HearMeWA team used the survey findings to improve HearMeWA's website and update the program's terms of use. The revamped website launched on February 24, 2025, and includes a more comprehensive terms of use, marketing and instructional videos designed with youth, promotional materials and presentation templates.

HearMeWA Youth Advisory Group

The HearMeWA team facilitates the Youth Advisory Group (YAG), a youth-centered group that meets quarterly to provide feedback on the HearMeWA program. The first YAG cohort convened from February to November 2024 and engaged in discussions and provided feedback on the following topics:

- Effective communication about HearMeWA.
- The implications of the Public Records Act on the HearMeWA program.
- HearMeWA terms of use.
- HearMeWA program data.
- Program outreach and engagement strategies.
- Suggestions for improvement.

In November 2024, the YAG renewed its membership and received 187 applications from youth aged 12 to 25 across the state who expressed interest in joining the group in 2025. The HearMeWA team informed all applicants about their selection status for the YAG, and the new group began meeting in February 2025.

Currently, the YAG consists of 25 members aged 13 to 24 from 17 different counties across the state. These youth represent various demographics, including LGBTQIA2S+, rural, low-income, BIPOC, foster care, immigrant, houseless/unsheltered, neurodivergent, and urban youth.

In addition to quarterly YAG meetings, youth can participate in subcommittees that focus on various aspects of HearMeWA: outreach and engagement, program data, and communications.

Outreach and Engagement Subcommittee

This subcommittee is responsible for sharing information about HearMeWA with the community. Their tasks include distributing promotional materials, conducting presentations to explain the program, and informing the HearMeWA team of new outreach opportunities.

Data Subcommittee

Members of this subcommittee learn about the program's data and evaluate statewide trends with support from the HearMeWA team. They also research organizations that HearMeWA could partner with.

Communications Subcommittee

This group ensures that YAG members stay connected by checking in between meetings, collecting feedback, and assisting in organizing the various subcommittees. Members of this subcommittee also present information to the YAG on topics related to the subcommittees.

All YAG meetings are conducted virtually to allow youth across the state to participate. The final meeting of the 2025 YAG will take place in November 2025. Members of the group are eligible for compensation according to AGO Stipend and Travel guidelines.



HearMeWA Outreach

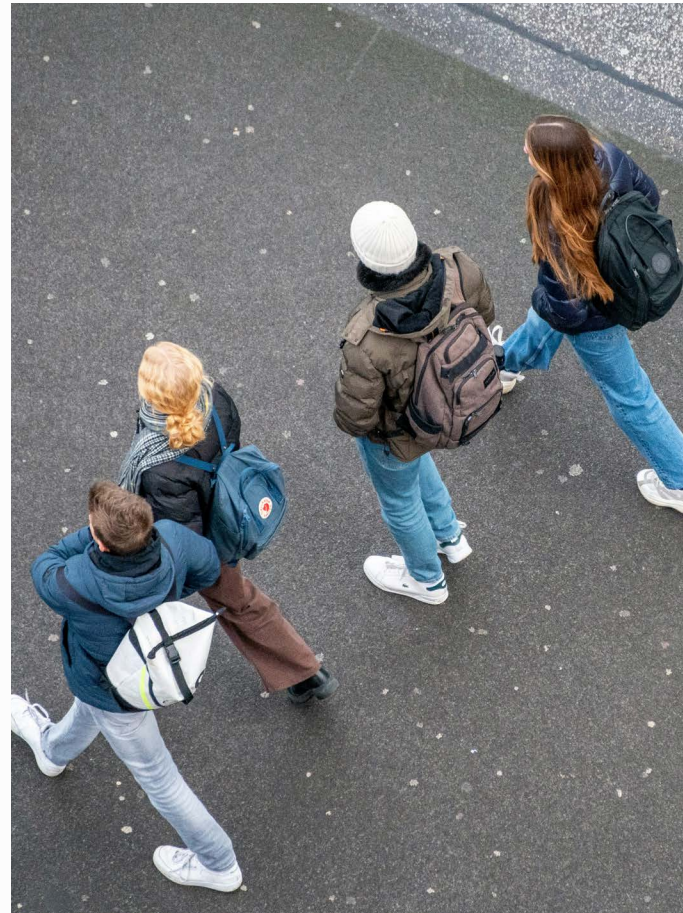
The HearMeWA team has two staff members dedicated to conducting outreach to several stakeholders across the state, including youth and youth-serving organizations, particularly those that serve historically excluded youth.

The team has been conducting statewide outreach since 2021, when the Legislature tasked the AGO with creating HearMeWA. Between October 2021 and April 2025, the HearMeWA team held 800 meetings and presentations with agencies and organizations across all 39 counties.

With the hard launch of the program in February 2025, the HearMeWA team shifted its outreach efforts from a broad, statewide focus to a county-by-county approach, initially focusing on Spokane, King, Pierce, and Okanogan counties. This decision was based on several factors: the number of youth-serving organizations in these counties with whom HearMeWA has established relationships, the size of the youth population, and the level of awareness of HearMeWA among residents. Additionally, this new outreach strategy aligns with the launch of the AGO Hate Crimes and Bias Incidents Hotline, which has been piloted in King and Spokane Counties. While HearMeWA continues to engage with stakeholders throughout the state, the team is prioritizing collaboration with school districts and law enforcement agencies in these counties to ensure that they have access to the HearMeWA tip manager and know how to respond to tips.

This outreach strategy also focuses on community-based organizations that support BIPOC, LGBTQIA2S+, and low-income youth, recognizing the elevated rates of mental health issues, bullying, and feeling unsafe among these groups. According to the 2023 HYS,¹⁹ eighth grade students experiencing housing instability are more likely to report feelings of hopelessness, depression, and suicidal thoughts compared to their peers in stable housing. Furthermore, 40.5% of sixth graders identifying as American Indian or Alaskan Native indicated that they had been bullied in the past month, while 38% of eighth graders identifying as transgender reported feeling unsafe at school.²⁰

Over the past year (April 2024 – April 2025), the HearMeWA team conducted 249 virtual and in-person meetings and presentations with government agencies, community-based organizations, and youth-serving programs to raise awareness about HearMeWA and gather community input. This included collaborations with organizations that offer legal services to youth, particularly immigrants, low-income youth, and Muslims, as well as those that support LGBTQIA2S+ youth and their families, and provide behavioral health services.²¹





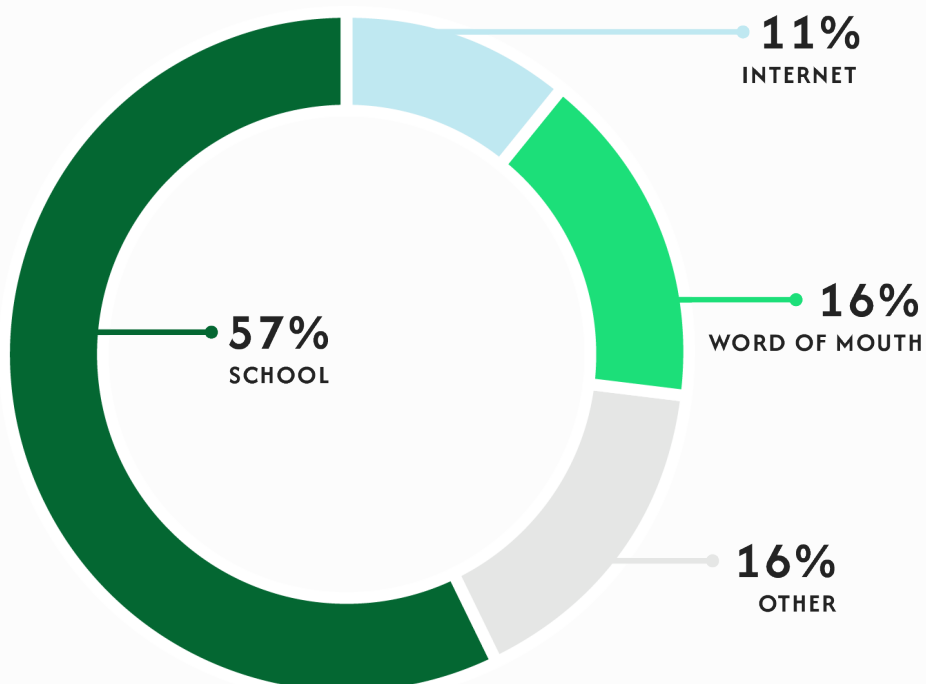
Program Awareness

The HearMeWA team regularly holds meetings with various educational institutions—including schools, school districts, Educational Service Districts (ESD), colleges, and universities—to raise awareness about the program, and assist tip responders in setting up their accounts in the HearMeWA tip manager.

Schools and other educational services have proven to be excellent partners in promoting the program among students, families, and teachers. This collaboration is evident in the awareness data collected through the tip form. When asked “How did you hear about our program?” 57% of respondents indicated that they learned about HearMeWA through their school. Additionally, 16% discovered HearMeWA through other sources, 16% heard about it through word of mouth, and 11% found it on the internet.

As the county-by-county outreach continues, the HearMeWA team will engage with schools to ensure that Washington students are aware of the program and have access to the services they need.

Figure 13: Program Awareness



Next Steps

The HearMeWA team will continue outreach efforts with tip responder agencies, community-based organizations, and youth throughout the state, focusing on three to four counties at a time. The goal is to prioritize counties with a high youth population, especially youth who identify as BIPOC, LGBTQIA2S+, and low-income. The HearMeWA program has launched a digital media campaign this year to increase program awareness. The campaign lasted for a month and included advertisements in English, Spanish, and Chinese, to zip codes with high-density youth populations. HearMeWA ads were available on social media platforms, such as Snapchat, as well as on streaming services like YouTube and Disney+. The program is also planning to launch a new media campaign soon.

As HearMeWA continues to receive reports from youth across the state, the HearMeWA team will conduct an ongoing evaluation to assess whether the program is aligned with the AGO's vision, is implemented equitably across the state, and is achieving its desired outcomes. Data collected through the implementation of this program, along with input from the HearMeWA YAG and the HearMeWA Advisory Committee, will help continuously improve the program and experience for youth.

For questions regarding this report or the HearMeWA program, please contact the HearMeWA team at InfoHearMeWA@atg.wa.gov.



Appendix 1:

HearMeWA Advisory Committee Members

Name	Affiliation
Akshaya Ajith	Youth
Margaret Albaugh	Asian and Pacific Islander Coalition of Spokane
Tanya Aggar	Washington State Parent and Teacher Association
Theresa Carter-Vincent	Building Resilience Awareness & Variations of Excellence
Diana Cockrell	Washington State Health Care Authority
Carolyn Cox	SPARK Peer Learning Center
Micah Brielle Fitzgerald	Youth
Cameron Fordmeir	Greater Columbia Behavioral Health
Carri Gordon	Washington State Patrol
Joshua John William Goss	The Coffee Oasis
Jamie Heil	Boys & Girls Clubs of King County
Adrienne Marie Jensen	HopeSource
Adama Angelina Mbodji	Youth
Kirstin McFarland	Washington State Department of Health
Liz Pray	Washington Education Association
Kelli Robinson	Our Sisters' House
Dave Sands	Washington Association of Sheriffs & Police Chiefs
Maithri Sarangam	Seattle Indian Health Board
Beverly Sarles	Washington State University
Adam Wasserman	Washington Emergency Management Division
Chris Weedin	Washington Association of Educational Service Districts
Mallory Wilson	Association of Washington School Principals
Rashel Wise	Washington Student Achievement Council
Larry Wright	UW Forefront Suicide Prevention Center
Amber Wynn	Washington Office of Superintendent of Public Instruction

Appendix 2: HearMeWA Advisory Committee Meeting Schedule and Progress Report

March 13, 2024

- AGO staff provided updates on the team's outreach and engagement.
- The Vida Agency (TVA) explained the process for developing HearMeWA's branding, marketing and website.
- AGO staff announced several program updates, including the release of the 2023 HearMeWA Annual Report, training opportunities for tip responders, the HearMeWA Best Practices Toolkit, and the program's roadmap for launch.
- The Advisory Committee reviewed and provided feedback on both the HearMeWA tip form and the disposition report.

June 12, 2024

- AGO staff provided updates on the team's outreach and engagement efforts.
- AGO staff updated the Advisory Committee on the launch of HearMeWA, the press conference, and the weekly informational sessions with tip responders.
- AGO staff shared about their efforts to remain youth-centered and asked the Advisory Committee for input.
- The Advisory Committee discussed the Public Records Act (PRA) and how it may impact HearMeWA and youth's privacy.

September 11, 2024

- Advisory Committee members shared updates on new programs and projects from their respective agencies and organizations.
- TVA presented the results of the "HearMeWA Website and Content Survey" conducted with youth in July.
- AGO staff provided updates on the program's outreach and engagement efforts.
- AGO staff updated the Advisory Committee on the program's hard launch.
- AGO staff presented HearMeWA data from the last four months and opened for a discussion.

January 22, 2025

- Advisory Committee members shared updates on new programs and projects from their respective agencies and organizations.
- AGO staff provided updates on the program's outreach and engagement efforts.
- AGO staff previewed the revamped HearMeWA website prior to the hard launch, along with promotional materials.
- AGO staff presented program data from April 2024 to January 2025 and opened for a group discussion.
- The Advisory Committee discussed the future of the group.

March 12, 2025

- Advisory Committee members shared updates on new programs and projects from their respective agencies and organizations.
- AGO staff provided updates on the program's outreach and engagement efforts.
- AGO staff announced the hard launch of HearMeWA, which took place on February 24, 2024.
- AGO staff presented program data from April 30, 2024, to March 10, 2025.
- AGO staff presented the research conducted with other state tipline programs regarding their policies on retrieving internet protocol addresses in emergency situations and opened for a group discussion.

The HearMeWA Advisory Committee will hold three more meetings in 2025. Recommendations and progress reports from these meetings will be included in future HearMeWA Annual Reports.

Please visit the HearMeWA Advisory Committee website at: <https://www.atg.wa.gov/HearMeWA> for more information.

Endnotes

¹ESSB 5092 – 67th Legislature (2021-2022): Making 2021-2023 fiscal biennium operating appropriations. Retrieved March 19, 2025, from <https://lawfilesexternal.wa.gov/biennium/2021-22/Pdf/Bills/Senate%20Passed%20Legislature/5092-S.PL.pdf?q=20220824093727>.

²When submitting a report via the HearMeWA tip form, youth can select from a list of 43 concern types, including active shooter, active threat, assault, alcohol/cannabis sale to minors, anxiety, bullying/cyberbullying, child abuse or neglect, dangerous behavior, domestic violence, drug distribution/possession, depression, discrimination, eating disorder, emotional abuse, exploitation, explosives, firearms/weapons possession, general concern, hazing, homelessness, loss and grief, life-threatening health issues, overdose, planned attack, post-suicide trauma, racism, stealing, stress, substance use, substance use disorder, self-harm, suicide/suicide ideation, suspicious person on school/campus, harassment, hate crime/hate speech, human trafficking, kidnapping, missing person, runaway, sexting, sexual assault, stalking/cyberstalking, and vandalism.

³To access the HearMeWA tip form, visit <https://www.p3campus.com/TipForm.aspx?ID=5007&TemplateID=166&Override=1>.

⁴HearMeWA collaborates with the Sandy Hook Promise (SHP) National Crisis Center, whose crisis counselors receive, triage, and respond to all reports sent to HearMeWA. For more information about the Sandy Hook Promise National Crisis Center, please visit: <https://www.sandyhookpromise.org/our-programs/national-crisis-center/>

⁵HearMeWA crisis counselors are accredited with the American Association of Suicidology and go through numerous trainings, including but not limited to the Applied Suicide Intervention Skills Training (ASIST); crisis intervention; culture, diversity, and inclusion; culturally competent care for LGBTQ youth; trauma-informed care; working with individuals with disabilities; and structural racism.

⁶For more information about the HearMeWA Advisory Committee, please visit <https://www.atg.wa.gov/HearMeWA>.

⁷The Legislature appointed the following organizations: Washington State Patrol, Washington State Department of Health, Washington State Health Care Authority, Washington Office of the Superintendent of Public Instruction, Washington Student Achievement Council, and Washington Association of Educational Service Districts.

⁸Washington State Attorney General's Office. (2022). Washington Youth Safety and Well-being Tipline Report. Retrieved March 26, 2025, from <https://agportal-s3bucket.s3.amazonaws.com/2022%20Tipline%20Annual%20Report.pdf>

⁹Washington State Attorney General's Office. (2024). HearMeWA Annual Report. Retrieved March 27, 2025, from https://agportal-s3bucket.s3.us-west-2.amazonaws.com/uploadedfiles/2023%20HearMeWA%20Annual%20Report.pdf?VersionId=x_4pJDFkt6PBAV2nBmbAIIxoVyU5cV6

¹⁰Ibid.

¹¹Ibid.

¹²As required by the proviso, the AGO conducted a competitive procurement process to contract with a vendor to develop and run the technology, tip receipt, and triage process for HearMeWA. The AGO launched a Request for Proposal in November 2022. Through a competitive procurement process, the AGO awarded the contract to Navigate360 in partnership with Sandy Hook Promise National Crisis Center.

¹³The HearMeWA tip manager is the platform where HearMeWA crisis counselors and tip responders see and document information regarding tips sent to the program. Tip responders can use the tip manager to see tip information, communicate with HearMeWA crisis counselors, submit a disposition report and close tips.

¹⁴For more information, see annual reports:

- Colorado: <https://safe2tell.org/app/uploads/2024/11/Safe2Tell-2023-24-Annual-Report-Final.pdf>.
- Illinois: <https://www.safe2helpil.com/Resources/e8da82b9-d825-4703-bbaa-89bfc7741165/2024%20Safe2Help%20Illinois%20Annual%20Report.pdf>.

- Michigan: https://www.michigan.gov/ok2say/-/media/Project/Websites/ok2say/pdf/2023_OK2SAY_Annual_report_Final.pdf?rev=4de47fc7c6394b3da177740f8d8f474f&hash=CCC1294D0649298190D3DA5CC43F17F9.
- Missouri: <https://www.mshp.dps.missouri.gov/MSHPWeb/Courage2ReportMO/documents/December2023Courage2ReportActivitySummary.pdf>.
- Oregon: <https://www.safeoregon.com/wp-content/uploads/2024/09/SAFEOREGON-2024-Annual-Report-1.pdf>.
- Pennsylvania: <https://www.safe2saypa.org/wp-content/uploads/2024/09/2023-2024-Annual-Report.pdf>.
- Utah: <https://safeut.org/documents/2023-safeut-annual-report>.
- Wyoming: https://www.safe2tellwy.org/files/ugd/91152c_02b8ba3ade4a46868963f4bf194b299c.pdf.

¹⁵Washington State. (2023). Healthy Youth Survey. Retrieved March 26, 2025, from <https://www.askhys.net/SurveyResults/FactSheets>.

¹⁶For more information, see annual reports:

- Utah: <https://safeut.org/documents/2023-safeut-annual-report>.
- Michigan: https://www.michigan.gov/ok2say/-/media/Project/Websites/ok2say/pdf/2023_OK2SAY_Annual_report_Final.pdf?rev=4de47fc7c6394b3da177740f8d8f474f&hash=CCC1294D0649298190D3DA5CC43F17F9.
- Illinois: <https://www.safe2helpil.com/Resources/e8da82b9-d825-4703-bbaa-89bfc7741165/2024%20Safe2Help%20Illinois%20Annual%20Report.pdf>.
- Nebraska: https://nebraskalegislature.gov/FloorDocs/108/PDF/Agencies/Education_Department_of/828_20240104-150939.pdf.
- Wyoming: https://www.safe2tellwy.org/files/ugd/91152c_02b8ba3ade4a46868963f4bf194b299c.pdf.

¹⁷Centers for Disease Control and Prevention. WISQARS Leading Causes of Death Visualization Tool. (2023). Retrieved March 27, 2025, from <https://wisqars.cdc.gov/lcd/?o=LCD&y1=2023&y2=2023&ct=10&cc=ALL&g=53&s=0&r=0&ry=2&e=0&ar=lcd1age&at=custom&ag=lcd1age&a1=0&a2=25>.

¹⁸Centers for Disease Control and Prevention. Leading Causes of Death. (2023). Retrieved March 27, 2025, from <https://www.cdc.gov/nchs/pressroom/states/washington/wa.htm>.

¹⁹Washington State. (2023). Healthy Youth Survey. Retrieved March 28, 2025, from <https://www.askhys.net/SurveyResults/FactSheets>.

²⁰Ibid.

²¹Because this is not a required field in the HearMeWA tip form, only 27% of the reports sent to HearMeWA included information about how they heard about the program.