



Advisory Committee

Meeting Notes

July 8th, 2026, 1:00 p.m. – 3:00 p.m.

Meeting started at 1:02pm

1. Welcome, Introductions and Agenda

- Committee members were welcomed to the first HearMeWA Advisory Committee meeting of the year.
- AGO staff began the meeting by reviewing the agenda and Zoom protocol.
- Members of the public were instructed that [registration](#) for public comment opens after the meeting agenda is posted online to the [HearMeWA Advisory Committee website](#) and closes 5pm the evening before the meeting is scheduled to begin.
- The HearMeWA team and advisory committee members introduced themselves and answered the question “What challenges are youth facing in your community?”. A summary of key trends is below:
 - **Behavioral Health:** Youth are experiencing anxiety, depression, trauma and substance abuse (both by youth and within families). Systemic barriers like long wait times, high costs, and transportation issues make it difficult to access care. There is a need for better crisis intervention, youth-focused harm reduction, and mental health support that goes beyond basic talk therapy.
 - **Isolation:** Youth feel isolated because they do not have enough safe, positive places to hang out or trusted adults to turn to. As a result, they are spending too much unsupervised time online, on phones, and gaming, which leaves them vulnerable to online dangers and exploitation.
 - **Economic Instability:** Financial stress, hunger, and youth homelessness are current struggles among families. There aren't enough specialized shelters or resources to support young people in need. Communities are also seeing a rise in youth violence and gang activity.

- **Autonomy:** Youth lack centralized resources to help them learn independent living skills, navigate healthcare, or develop the advocacy skills they need to solve these problems themselves.

2. Group Agreement

- AGO staff outlined draft Group Agreement, including:
 - Social practices.
 - Authority, purpose and scope of work.
 - Advisory committee duration and meetings.
 - Advisory committee membership; and
 - Public records and public meeting protocol.

Meeting opened for Committee Q&A: None.

3. HearMeWA History & Progress

- AGO staff provided an overview of the HearMeWA program, how it works and program data.
- HearMeWA Data (Apr. 2024 – Jun. 2026):
 - HearMeWA received 404 tips. “Depression”, “bullying/cyberbullying”, “anxiety”, “harassment”, and “general concerns” are the most reported event types.
 - Tips came from youth across 24 Washington counties.
 - 91 school districts in Washington use HearMeWA, with at least 23% adopting it as their primary anonymous reporting system.
 - HearMeWA had its highest tip volume in May 2026, due to HearMeWA’s digital awareness campaign.
 - Over 50% of tips came through the web-based tip form.
 - 48.5% of the reports were self-reports, while 42.2% were from bystanders.
 - Most tips were submitted on Fridays, Wednesdays, and Tuesdays.
 - Most tips came in at 11 AM, 3–5 PM (after school), and 8 PM.
 - 57% of the reports sent to HearMeWA were deemed critical, 29% were considered urgent, and 13% life-safety.
 - 88% of reports submitted to HearMeWA were deemed actionable.
 - HearMeWA made more than 1,000 referrals to tip responder agencies and other resources. Most tips were directed to education services (K-12 and higher education).

Meeting opened for Committee Q&A:

- **Question:** Do youth who contact HearMeWA always get referred to resources?
 - **Answer:** Yes. The crisis counselors always provide youth with resources tailored to meet their needs.
- **Question:** Can we see how many suicide-related reports are self-reports versus third-party reports?
 - **Answer:** Yes, that information can be tracked. I will add this to the agenda for the next meeting.
- **Question:** Do we know how HearMeWA's tip volume compares to other states and entities? It seems rather low.
 - **Answer:** Our tip volume is currently low compared to more established programs in other states. This is expected because HearMeWA is still very new. However, program promotion and tip volume have been increasing every year. It is also worth noting that other states have regulations requiring schools to use their respective youth tiplines, which is not the case in Washington.
- **Question:** Is there a way to know how many Washington-based tips are going to national hotlines (like *See Something, Say Something*) rather than HearMeWA?
 - **Answer:** We do not have access to this data, but we can track when tips from *See Something, Say Something* are transferred to HearMeWA.
- **Question:** Do we know where most tips come from?
 - **Answer:** Yes. I will share a geographic breakdown and a map soon.
- **Comment:** Members noticed specific data spikes throughout the day and week:
 - **11:00 AM Spike:** Likely correlates with school lunch hours when students have access to their phones.
 - **3:00 PM – 5:00 PM Spikes:** Coincides with the end of the school day. Some members noted that some schools have cell phone bans, keeping students offline during the day, and only accessing their phone after school.
 - **Evening/Night Spikes (5:00 PM, 7:00 PM, 8:00 PM):** This is often when youth return home from after-school activities or sports. It also aligns with evening social media use and cyberbullying.
 - **Friday Afternoons:** Members from K-12 and higher education services reported seeing a consistent high number of youth reaching out to their counselors on Fridays. This is likely driven by anxiety over the upcoming weekend, when standard school-day resources and mental health supports are unavailable.

- **Comment:** Charts organized month-by-month might be more intuitive if they follow the school year calendar rather than the standard calendar year.
- **Question:** Is there a way to find out which school districts or counties are actively using HearMeWA so committee members can help promote it?
 - **Answer:** Yes. The team can follow up and share the current list of participating school districts after the meeting.
- **Question:** Do we know the average age or demographic breakdown (elementary, middle school, high school, college) of the tipsters?
 - **Answer:** We don't collect age or demographic data because it isn't a required field on the tip form. However, we can infer whether a tipster is in high school or college if they choose to disclose the name of their school. We will compile school-level data to share at the next meeting.
- **Question:** Do crisis counselors follow a script or protocol? Can the intake questions be changed if needed?
 - **Answer:** Crisis counselors follow the HearMeWA policies and procedures manual to define concerns and guide their questions uniformly. The manual is updated whenever protocols change. The team is open to revisiting the script to ensure it is youth-centered and trauma-informed.
- **Question:** How do crisis counselors find community resources to refer youth to?
 - **Answer:** Crisis counselors utilize searchable databases like 211, Teen Link, and the Teen Health Hub, alongside an internal database that our team updates quarterly. Committee members are encouraged to share any additional resources they know.
- **Question:** What does a referral to educational services consist of? Is it just a notification or a direct connection to a school-based program?
 - **Answer:** Crisis counselors notify the school that they received a report from one of their students, informing them of the resources they referred the student to, as well as other agencies involved. The schools then handle the notification according to their internal policies.
- **Question:** With nationwide school funding cuts, I wonder if school notifications will overburden staff.
 - **Answer:** HearMeWA does its best to provide youth with community resources before notifying the school. This notification is not intended to create additional work, as the school would follow its own internal policies for situations where a student seeks help.

- **Comment:** Simply providing a list of resources often is not enough; youth and families benefit greatly from a "warm hand-off" or direct follow-up.
 - **Answer:** While HearMeWA does not currently provide active follow-up, tipsters can follow up using their tip ID to continue the conversation with a counselor. The team will investigate expanded follow-up capabilities for the future.
- **Question:** I wonder how we can balance collecting data for evaluation while reducing the stigma of reporting and making youth feel safe using the program.
 - **Answer:** Evaluating the program is one of the goals of this advisory committee. We can work with the Youth Advisory Group (YAG) to find ways to collect data from youth and assess how they feel about the program.
- **Question:** Did the YAG have the opportunity to review the tip form? The "Terms of Use" pop-up disappears quickly, and the tip form does not explicitly mention confidentiality.
 - **Answer:** Yes. Both the HearMeWA Advisory Committee and the YAG previously reviewed the terms of use as well as the tip form, but we are happy to review them again.
- AGO staff presented findings from the 2026 HearMeWA Awareness & Engagement Campaign:
 - **Initial Findings:**
 - In April 2026, The Vida Agency (TVA) conducted a review of HearMeWA using annual reporting data and benchmarked adoption against comparable youth support programs across the United States.
 - They found that while HearMeWA's engagement patterns were directionally healthy and consistent with peer hotlines, overall awareness, web traffic, and tip volume remained low.
 - Unlike consumer products, services like HearMeWA are used in rare, emotionally charged moments and needs sustained awareness that triggers action when the need arises.
 - **Awareness & Engagement Strategies:**
 - Website refresh with an updated messaging framework and imagery that prioritize a user's sense of safety, seamless journey, and clear action.
 - Media campaign relaunch with refreshed assets that broadly promote the hotline.
 - Materials aimed at "Help Seekers", "Peer Advocates," and "Partners/Advocates".

- Parent Teacher Association (PTA) Outreach Pilot that sustains campaign awareness and builds trust with parents, who carry influence both at home and inside schools, to create durable roots for adoption.
- ***Social Media Campaign***
 - Previous digital campaigns (Spring and Fall 2025) ran for one month and consisted of display ads, connected TV, YouTube, and Snapchat. They were targeted to zip codes with high-density youth populations.
 - Ads ran for 2.5 months across Instagram and Snapchat, reaching youth and adults.
 - Both Instagram and Snapchat cleared 1 million impressions.
 - Instagram: adults generated a significantly higher Click-Through Rate (1.48%) than youth (1.04%).
 - Snapchat: adults and youth engaged with the ads at around the same rate (0.41% and 0.50%, respectively).
 - This was the first campaign that incorporated targeting adults over the age of 25, and the engagement rates amongst this audience were higher than (or on par with) youth engagement rates.
 - Throughout the duration of the media campaign the number of tips received increased, and as the campaign tapered off, the number of tips decreased.

4. Outreach & Engagement

- HearMeWA Outreach Report.
 - By the Numbers: This year, the HearMeWA team conducted 144 meetings with agencies and community-based organizations. The team made 21 presentations, attended 16 events, and reached out to 189 organizations. Overall, the HearMeWA team connected with 2,930 individuals from January to June this year.
- The HearMeWA team also offers one-hour virtual training sessions designed for school districts and law enforcement agencies. The goal is to ensure that all tip responders have access to and understand how to effectively use the HearMeWA Tip Manager. This training series was a suggestion from the advisory committee in 2025, and includes the following contents:
 - Setting up an account and accessing the HearMeWA Tip Manager.
 - Instructions for tip responders on using the HearMeWA Tip Manager.
 - Practice submitting and receiving tips.
 - Identifying ways to improve or customize the system for tip responders.

- Tip responders can sign up for the training by completing this [form](#) and are asked to register at least a week prior to the training session.
- HearMeWA Youth Advisory Group (YAG).
 - The 2026 HearMeWA YAG cohort is comprised of 25 youth:
 - Between the ages of 10-24.
 - From 15 different counties in Washington state.
 - Have lived experience.
 - The YAG had three meetings this year. At the first meeting, YAG members met with the AGO team, learned about the history and development of the HearMeWA program, and heard from Sandy Hook Promise about call center operations. They also learned from Communities of Rooted Brilliance regarding resources and services available to BIPOC (Black, Indigenous, and People of Color) youth, immigrants, refugees, and asylum seekers in King County. Additionally, they learned about ways to get involved with organizations such as FYRE and Planned Parenthood, as well as other youth groups.
 - They also had discussions about HearMeWA data and how it relates to similar issues in their own communities. In August, the YAG will brainstorm outreach and engagement strategies, as well as ways for YAG members to be more involved in outreach.

Meeting opened for Committee Q&A: None

5. Action Items & Next Steps

- Action Items:
 - Please review and provide feedback on the HearMeWA Advisory Committee Group Agreement.
- Next Meeting: October 14th at 1pm.

6. Public Comments

- There were no public comment requests for the call.

Meeting adjourned at 2:53 p.m.

ATTENDEES

Committee Members

Name	Affiliation	Present or Alternate
Elizabeth Allen	Tacoma-Pierce County Health Department	Yes
Jennifer Bell	NAMI Southwest Washington	Yes
Mariusz Bista	Educational Service District 112	Isabella Acevedo
Darcy Calhoun	Whatcom Dispute Resolution Center	Yes
Patricia Carlson	Anacortes Family Center	Yes
Robin Carson	Empowering Youth Mentor Program	Yes
Megan Clark	Tacoma School District	Yes
Lauren Day	Boys & Girls Clubs of Washington State	Yes
Morgen Flowers-Washington	Spokane International Academy	Yes
Iris Guzman	Seattle School District	Yes
Danielle Harvey	Washington Education Association	Yes
Aadriana Hernandez	Educational Service District 105	Yes
Christopher Hullum	Vancouver School District	Yes
McCall James	Washington School-Based Health Alliance	Yes
Adrienne Jensen	HopeSource	Yes
Brittany Kaple	Toppenish School District	No
Jolynn Kenney	MENTOR Washington	Yes
Greg Lineberry	Lake Stevens School District	Yes
Jenny Morgan	Washington School Counselor Association	No
Lupe Mota	Educational Service District 123	Yes
Macie Parker	Washington State Department of Health	Yes
Katie Peacock	Lake Washington Institute of Technology	Yes
Tavis Peterson	Wapato School District	Yes
Zachary Roddy	Greater Columbia Behavioral Health	Yes
Fred Rundle	Mercer Island School District	Yes
Maithri Sarangam	Seattle Indian Health Board	No
Carmelita Smith	Children of the River Child Advocacy Center	Yes
Rachel Sottile	Center for Children and Youth Justice	Yes
Gavyn Tann	Washington State Department of Children, Youth and Families	No
Liz Venuto	Washington State Health Care Authority	Yes
Amber Wynn	Washington Office of Superintendent of Public Instruction	Yes

AGO Staff

Amanda Hohlfeld, Policy Division
Clarissa Lacerda, Policy Division
Erica Chang, Policy Division
Shevonda Joyner, Policy Division