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Railer Reach Out

Program Goals & Value

- **Challenge Addressed:**
 - Teens report high rates of mental health concerns and substance use in survey data.
 - Many youth are unaware of the support and resources available to them.
- **Outcomes:**
 - Engagement with messages continues to grow, with click-through rates steadily improving.
 - Students share positive feedback about the content and its relevance to their needs.
- **Why it Works:**
 - We reach students where they are – on their phones – with accessible, relevant content.
 - Ongoing student focus groups help shape messages that are timely, useful, and student-driven.
 - Strong partnerships with schools and community organizations reinforce trust and connection.

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Railer Reach Out

Implementation and Resources

- **Key Resources:**
 - EZ Texting platform powers message delivery straight to students' phones.
 - Thoughtfully planned message schedule ensures a variety of timely and relevant content.
- **Critical Roles:**
 - The Youth Mental Health Coalition shapes the project's vision from its inception and helps guide the development of new ideas
 - A dedicated work team brings together expertise from several area agencies: Brightpoint, Chestnut Health Systems and Prevent Child Abuse Illinois.
- **External Support:**
 - The ICAHN Mental Health Flex Grant funded the first year of program implementation.