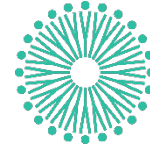


VT Helplink is Vermont's statewide, single point of contact for Vermonters needing treatment, recovery, and other resources related to substance use. The Vermont Department of Health, Division of Substance Use Programs (DSU) launched VT Helplink in March 2020.



VT Helplink
Alcohol & drug support center

Call Center

VT Helplink's call center is staffed by certified Screening & Information Specialists (SIS), under supervision of Master's-level clinicians. Vermonters can call 802-565-LINK (5465), or toll free 833-565-5465, and speak confidentially to a SIS with knowledge about Vermont's system of care, resources, and treatment options that meet their needs. The call center is open 8am-10pm on weekdays, and 8am-6pm on weekends and holidays. VT Helplink collaborates with Vermont 2-1-1.

Website

At VTHelplink.org, Vermonters can access information, resources, and educational materials. Through the website, Vermonters can utilize the brief online self-screening tool to learn about treatment options and supportive services for themselves, or for a loved one or client. Website visitors can also securely chat online with SIS through the website.

Marketing & Communications

VT Helplink is promoted via television, radio, print, and digital/social media advertising, including using refreshed marketing assets featuring Harm Reduction & Overdose Prevention Service Providers, one of the best performing VT Helplink marketing campaigns to-date. In 2023, VT Helplink marketing campaigns measured 8,986,593 impressions (how many times the content was seen by the intended audience).

VT Helplink in Action

During 2023, VT Helplink received 1,075 calls and online chats, and over 26,000 website visits. Marketing activities continued to increase awareness of VT Helplink as a resource for individuals and loved ones of Vermonters struggling with substance use. Over half of interactions to VT Helplink (52%) were related to alcohol use. Opioid use (heroin, fentanyl, medications for opioid use disorder - MOUD), made up nearly one quarter (22%) of reported use and stimulants (methamphetamine, cocaine, crack,) accounted for an additional 14%. Most referrals were to SUD treatment (outpatient & residential), Recovery Supports, harm reduction resources, and MOUD.

For more information, contact ahs.vdhdsu@vermont.gov, with subject line "2024 Annual Overview: VT Helplink."