

09:00:25 From Karen Jones : My apologies everyone. We had an issue today with the time difference for our AZ-based interpreters. They'll jump on as soon as possible.

09:00:46 From Amanda Somdal (her/she) : 👍

09:00:51 From Jennifer Carson : Hi Everyone :) I'm Jenn Carson (Board Member at the American Association of Suicidology & Crisis Line Supervisor at the Inland Southern California Crisis Helpline). It is beautiful clear day here :)

09:01:42 From Karen Jones : To add your national organization or your state's Medicaid representation being on the jam, please email karen.jones@riinternational.com

09:03:23 From David Covington, LPC, MBA RI International : 33 days

09:03:25 From David Covington, LPC, MBA RI International :
<https://www.seattletimes.com/seattle-news/mental-health/33-days-without-sunlight-why-hundreds-of-washington-kids-in-mental-health-crisis-are-living-inside-windowless-emergency-departments/#:~:text=Washington%20has%20long%20lacked%20enough,in%20new%20adult%20psychiatric%20beds>.

09:03:31 From Jennifer Carson : <https://www.nytimes.com/2022/03/13/us/suicide-hotline-mental-health-988.html>

09:03:39 From David Covington, LPC, MBA RI International : NY Times

09:03:40 From David Covington, LPC, MBA RI International :
<https://www.nytimes.com/2022/03/13/us/suicide-hotline-mental-health-988.html?searchResultPosition=1>

09:04:02 From David Covington, LPC, MBA RI International : PepToc

09:04:03 From David Covington, LPC, MBA RI International :
<https://www.washingtonpost.com/lifestyle/2022/03/11/peptoc-hotline-school-jessica-martin/>

09:04:04 From Amy Woodrum (she/her) : I called the kids number and its so uplifting!!

09:04:06 From Kristen Ellis, LMFT - RI CA : The pep talk hotline is so sweet!

09:04:32 From Kristen Ellis, LMFT - RI CA : My favorite is a child tells you if you're having a bad day to "grab your wallet and go get ice cream."

09:04:32 From Karen Jones : My apologies everyone. We had an issue today with the time difference for our AZ-based interpreters. They'll jump on as soon as possible.

09:04:40 From Captioner Don Rombach RPR, CRR, CRC : For a live, transcript view of realtime captions, click the link and resize the window: <https://www.streamtext.net/player?event=316R19am>

09:04:49 From Amy Brinkley (NASMHPD) : 😊

09:05:07 From Rin Koenig to Karen Jones(Direct Message) : Thanks!

09:06:39 From Howard Trachtman he/him/his : greetings from Massachusetts, for info on peer support lines see www.warmline.org hdt@mit.edu 781 642 0368

09:07:47 From David Covington, LPC, MBA RI International : Messages of hope... Dr. John Draper references the Papageno effect... with the power of non-suicide alternatives to crisis

09:09:44 From Karen Jones : For the best view of the presenter and the ASL interpreter, please choose the Speaker View option.

09:11:51 From Stacey Palosky, SAMHSA : <https://www.samhsa.gov/988>

09:13:00 From Captioner Don Rombach RPR, CRR, CRC : For a live, transcript view of realtime captions, click the link and resize the window: <https://www.streamtext.net/player?event=316R19am>

09:14:49 From Paul's iPhone : Love seeing SAMHSA's 988 webpage

09:14:56 From Stacey Palosky, SAMHSA : SAMHSA 988 Key Messages Link: <https://www.samhsa.gov/find-help/988/key-messages>

09:16:05 From Megan McDaniel (She/Her) : I'm thrilled to see the excellent dissemination of 988 info!

09:16:53 From charlie seltzer : Hi - I'm Charlie, a consultant in CA, assisting 10 CA counties to design mobile crisis response aimed at mental health and substance use disorder crises. This is my 1st time with Crisis Jam. Nice to be here. with you!

09:17:30 From Lynn Cannon : 1

09:17:47 From Malissa Valdes-ADMH : Would like the FAQs found on the 988 partner toolkit area to be available in a Word doc or pdf, rather than an dropdown style. So that it may be used on other websites in full text, rather than just a link.

09:18:04 From Meighan Haupt (NASMHPD) : ASL Video Information on 988

09:18:06 From Mark Creekmore, NAMI Washtenaw, MI : podcasts

09:18:08 From Abby Capella : More things in other languages!

09:18:11 From Whitney (she/hers) : Ways to target young people in general

09:18:20 From Howard Trachtman he/him/his : magnets very popular!

09:18:23 From Tansy McNulty : Auto text and email verbiage for ease of network sharing

09:18:25 From Jessena.Williams : ASL video on 988

09:18:27 From Leigh Ann Fitzpatrick : Verbage we could put in our email signature

09:18:28 From Nicole Coleman, Idaho 988 : tik tok

09:18:28 From Dottie Davis : Cling-ons for vehicles (police, fire, EMS)

09:18:28 From Whitney (she/hers) : stickers

09:18:29 From Keri Neblett : Template and graphics for emails to be sent out to our networks

09:18:30 From Jack Rozel (he/him) : press release pitches / talking points for local media interviews

09:18:33 From Sandri Kramer : A link for "how you can support your local 988 crisis call center"

09:18:33 From OH - Robin Stull LPCCS (she/her) NAMI : Magnets or Stickers with basic info -

09:18:37 From Monica Luke - she series : Guidance when to call 988 vs 911

09:18:37 From Tina's iPhone : Media tool kit. Materials in more languages

09:18:37 From Carol Reynolds : marketing plan

09:18:38 From Jayne Luebbert : We are trying to get 988 printed on all student ids. What is the logo that we should use?

09:18:40 From David Covington, LPC, MBA RI International : wow, tons of great ideas!!!

09:18:40 From Peter Eckart, Interdependent Consultant, he/him : FAQs that address 988-adjacent initiatives (acknowledging that every state is different, but many of us are doing similar things)

09:18:48 From Dan Abreu PRA : Discussion on rollout and expectations. There's a danger in overselling the resource for communities where it will take a while to gear up.

09:18:50 From David Sohmer, Arkansas : Media advisory template

09:18:50 From Kathy Martinez : Why to call 988 instead of 911 graphics

09:18:50 From Stacey Palosky, SAMHSA : For podcasts - scripts or pre-recorded for you to use with audiences?

09:18:55 From David Westbrook | Lines for Life | He/him : Missing from the list sample press releases

09:19:07 From Whitney (she/hers) : connection with large media companies

09:19:08 From Leah Van Kirk : Why to call 988 instead of 911

09:19:18 From Mary Giliberti : What should go on websites and materials about the new number? What is the substitute for this which is everywhere :If you need suicide or mental health-related crisis support, or are worried about someone else, please call or text 1-800-273-8255 or visit the National Suicide Prevention Lifeline's chat to connect with a trained crisis counselor. Are we just changing to 988 or should there be something about where the system is.

09:19:20 From Keri Neblett : sample press releases

09:19:27 From Whitney (she/hers) : A racial justice lens

09:19:36 From Aleece Kelly, CHDI : toolkits specific to law enforcement; and specific to schools

09:19:36 From David Westbrook | Lines for Life | He/him : There has been a lot of conversation about this being a "soft launch" is that still the plan?

09:19:39 From David Covington, LPC, MBA RI International : "Hope and action to so many who need our support"

09:19:43 From Megan McDaniel (She/Her) : Guidelines for program evaluation and research efforts

09:19:46 From Mary Giliberti : What does soon mean for these materials. We are at the end of March. For our affiliates to use social media, press, etc, they have to have it early to build it into planning.

09:19:47 From Monica Luke - she series : Language for addressing concerns and better set expectations - folks seem to think 988 will be perfected in July.

09:19:51 From Kathy Martinez : Statistical data in graphic format showing successes

09:20:10 From Julia Silvestri : I second Monica's note above!

09:20:16 From Lee Ann Reinert, IL : translation of messages into multiple other languages

09:20:26 From Jack Rozel (he/him) : Temporary tattoos (OK, maybe that one isn't a priority 🤔)

09:20:31 From David Covington, LPC, MBA RI International : JUST LOVE THE BRAND ON THE SCREEN - Great job SAMHSA, Action Alliance and Vibrant... wow

09:20:39 From Emily Burns : Billboard ideas

09:20:39 From Keri Neblett : Specific messages geared towards specific cultures/populations

09:20:50 From Preston Looper : Consider messaging targeted at 911, EMS, and police who are working to transform and integrate with these efforts

09:20:51 From Megan McDaniel (She/Her) : Information about groups at higher risk for suicide or crisis (e.g., LBGTQIA)

09:21:16 From Kristen Ellis, LMFT - RI CA : FOUR months from today!

09:21:25 From Mary Giliberti : Messages for communities of color. Data indicates they are particularly concerned about police so how do we message to be responsive.

09:21:42 From Laura Brake - KDADS : This will be the fastest four months!!!!

09:22:13 From Peter Brown : A nation wide public information campaign by SAMHSA should introduce the beginning of the operation of 988

09:22:16 From Jack Rozel (he/him) : 122 days...

09:22:35 From Michelle Nunemaker, Nebraska DHHS-DBH : Information that helps to show that 988 includes SU crisis too

09:22:39 From Susan Robinson : Suggest keeping green a key color - to tie with MH - current NSPL logo and MH Awareness that communities have incorporate in branding...

09:23:36 From Monica Luke - she series : Also, too many folks think 988 is only focused on suicide. Can we highlight that (Hannah just said as I was writing!)

09:23:36 From Susan Robinson : suggest crisp statements re: what 988 is and is not -- distinct from 911

09:23:37 From Idaho - Betsy Hammar : I echo the request for messaging to 911, law enforcement, and first responders as invitation to a better future for all, including the work they do every day.

09:25:30 From Laura Van Tosh : Salmon color with SAMHSA's teal color goes really well for Washington State.

09:26:18 From Lisa Colpe : from the FAQs: Given 988 will not be available to everyone across the country until July 16, 2022, SAMHSA recommends not promoting the use of 988 to the public until that time.

09:27:06 From Susan Robinson : clear simple messaging for individuals who are non-verbal (ASD spectrum) others experiencing TBI and verbal skills for understanding and seeking suicide prevention and MH assistance

09:27:18 From Diana Cortez Yanez : SPECIFIC info/advertising about how to use the lifeline, to practice it, put it in our phones a head of when needed, what those who call will experience, & how those that are answering are trained & what they will say. For those who NEED to be able to use this number but don't bc of fear of the unknown.

09:27:24 From Christine Ure : Could you please clarify- I thought states weren't supposed to market 988 until year 2? Will SAMHSA do any public awareness campaigns year 1?

09:28:03 From Tansy McNulty : In reviewing the key messages page, are we to focus initial communications on this being the replacement for the lifeline system and steer clear from using it as a mental health mobile response system?

09:28:56 From Tansy McNulty : replacement*(sp) additionally, in reading the above message from the FAQs are not to inform the public until July 16th and not prior to?

09:29:03 From Jennifer Sabin (she/her) : some of the images really don't look "hopeful" to me

09:29:47 From Lisa Breighner - Beacon : How does this impact Washington State Crisis Services lines in place?

09:30:56 From John Richardson : It might be good to work with the gun industry to get stickers or labels that are put on guns prior to them being sold that emphasize that if they are in crisis they can call 911 or 988 (depending on the type of emergency). Another great place to add 988 reminders is on psychotropic medication labels, especially those medications that are related to increased suicidal ideation. This might require collaborations with FDA and with major pharmacies (e.g., Walgreens, CVS, etc.)

09:31:05 From Mary Giliberti : What testing has been done on messaging in different populations? For newsletters messages and social, will any of it be tested to see what response is including with underserved communities?

09:31:06 From Brian Pitkin (he/him) OHA : Messaging centering on reaching youth, young adults and their families would be helpful.

09:33:32 From David Covington, LPC, MBA RI International : Confident and safe to use!

09:34:19 From Mary Jean Weston : What happened to the plan to delay messaging until July 2023??

09:34:25 From Courtney Gallo Hunter (she/her) : Before investing \$ in creating magnets for messaging: <https://www.wsj.com/articles/todays-fancy-fridges-can-do-almost-anythingexcept-hold-magnets-1503674467>

09:34:31 From Mary Giliberti : Has the Secretary of HHS been asked to move money to do this public health research? We cannot wait for 2023 approps which may not come until March 2023 like 2022 did. Can COVID dollars be used? Maybe some groups on this call should be making this request.

09:34:36 From Monica Luke - she series : Safe to use is so important - and for some the use of geo-location undermines the feeling of safety (i.e. the decision about whether someone will show up is taken out of their hands)

09:34:43 From Sally Fouche (she/her) : Tik Tok videos ARE necessary, esp to engage under 30's

09:36:04 From Amy Brinkley (NASMHPD) : Stigma is the biggest barrier for most people. I cannot stress enough (after losing 3 brothers to suicide) the importance of using peers and lived experience in breaking down most of these stigma barriers, and enhancing engagement bridges.

09:36:14 From Crystal Duarte (she/her) : Will questions about when to do messaging be answered?

09:36:34 From Debra Jorgensen : Monica, such an important point about geo-location. LOVE stickers on guns; have lost my son's best childhood friend and my partner to suicide by gun.

09:36:34 From Kristen Ellis, LMFT - RI CA : Agreed, Sally. Tik Tok, Reels, the quick engaging videos (although they may feel silly), are helpful!

09:37:55 From Jennifer Carson : When was everyone's call center founded? Mine (Inland SoCal Crisis Helpline) was founded in 1968 :)

09:38:09 From Sarah Corcoran, GCS (she/her) : Go Joanna!

09:38:42 From Karen Jones : Wow! Awesome, Joanna! And all the brilliant Zoom Pollers!

09:39:06 From David Covington, LPC, MBA RI International : "collective impact" Joanna!

09:39:30 From Joanna Rosen, AFSP : Great example of crowd sourcing, I put my trust in the group!

09:40:23 From Heather Gotham MHTTC Network : Proud that Ben Druss is also the Director of the SAMHSA-funded Southeast Mental Health Technology Transfer Center, <https://mhttcnetwork.org/centers/content/southeast-mhttc>

09:40:35 From David Covington, LPC, MBA RI International : So appreciate Dr. Druss' leadership and impact in bringing these self-management, peer support and recovery concepts to mental health

09:40:45 From Karen Jones : Read the article at <https://talk.crisisnow.com>

09:41:10 From Heather Gotham MHTTC Network : Southeast MHTTC has an amazing data visualization of Suicide and Crisis Service Access across the US by region: <https://mhttcnetwork.org/centers/southeast-mhttc/product/interactive-data-map-suicide-and-crisis-services-access#map>

09:41:47 From Karen Jones : <https://talk.crisisnow.com/why-988-should-include-peer-led-whole-health-programs/>

09:42:23 From Jack Rozel (he/him) : Strongly agree with John Richardson about coordinating with the firearm industry -- and as trivial as it sounds, 988 fits on a trigger lock / cable lock far more easily than 800-273-TALK... I would love grant money to be able to hand out 988-logo'd gun locks

09:43:00 From Preston Looper : Very cool, Jack!

09:43:06 From Karen Jones : NY Times article <https://www.nytimes.com/2022/03/13/us/suicide-hotline-mental-health-988.html?searchResultPosition=1>

09:44:02 From Debbie Plotnick, Mental Health America : Dr. Rozel there are efforts underway from some of the firearm manufactures to put info cards into the boxes as well as locks, screening info and the current lifeline

09:44:31 From Kate Galatas : We are sharing communication assets now to support partner communication planning efforts in advance of July 16, 2022 -- we would encourage folks to not push communication direct to consumers before July 16, 2022 (given there will be those who won't have access to then). We at SAMHSA are not funded for a national awareness campaign, so we will not be running paid advertisements, for example. If others undertake a state or local marketing or paid media campaigns, we encourage you to do so in a coordinated way so that it builds from our 988 materials and that is done so in a way that is informed by system capacity. Hope this helps!! Thanks, again, for all of the great input!

09:45:05 From David Covington, LPC, MBA RI International : March 24, 1pm EST SAMHSA Partner Convening Part II

09:45:33 From Jack Rozel (he/him) : @Preston -- we all know that 50% of suicides are by firearm. The corollary of that is that 50% of suicides are by firearm owners or their family members and they are a critical market to reach with our messaging. AFSP and NSSF have cooperated for years on this effort; lots of opportunities...

09:46:58 From Meighan Haupt (NASMHPD) : Model Bill for Core State Behavioral Health Crisis Services Systems

https://www.nasmhpd.org/sites/default/files/FINAL_988_Model_Bill_2-22-22_edited.pdf

States' Experiences in Legislating 988 and Crisis Services Systems

https://www.nasmhpd.org/sites/default/files/2022_nasmhpd_StatesLegislating988_022922_1753.pdf

09:47:15 From Meighan Haupt (NASMHPD) : Integrated Systems and Services for People with Co-Occurring Mental Health and Substance Use Conditions: What's Known, What's New, and What's Now?

https://www.nasmhpd.org/sites/default/files/TAC_Paper_8_508C_4.pdf

Addressing Substance Use in Behavioral Health Crisis Care: A Companion Resource to the SAMHSA Crisis Toolkit

<https://www.nasmhpd.org/sites/default/files/2020paper4.pdf>

09:48:03 From Courtney Gallo Hunter (she/her) : Substance USE, not abuse!

09:50:13 From David Covington, LPC, MBA RI International : Welcome Bill! Perfect timing

09:51:16 From Sarah Corcoran, GCS (she/her) : Organizational representatives and advocates are invited to register to join our virtual press conference for introduction via the following link.

988 Implementation Act – Virtual Press Conference
Thursday 3/17/2022 from 1-2pm Eastern

<https://ushr.zoomgov.com/meeting/register/vJlscu2srzMiHHiknJ2TikrXeJ2hf2wCetM>

09:52:14 From Tina's iPhone : Yes tough year to pass fees.

09:52:26 From Heather Gotham MHTTC Network : how many of the states that are gray actually have 988-related legislation not reflected in the map?

09:52:42 From Jennifer Carson : With only 4 states passing the cell phone surcharge, it is so important to hear about Plan B for funding.

09:52:53 From Laura Evans, Vibrant Emotional Health : The map reflects stand alone 988 related legislation

09:53:23 From Jennifer's iPhone : Is the 988 messaging framework going to have a layer targeted at educating providers?

09:53:48 From Laura Evans, Vibrant Emotional Health : The map does not reflect state mental health/public health agency plans for 988 implementation or any funding that may be in state budget

09:54:06 From Laura Evans, Vibrant Emotional Health : If a state is in gray it means there has not been 988 related legislation introduced

09:54:14 From ehoutsmuller : Can someone please share a link to this map?

09:54:33 From Laura Van Tosh : PRN Awarded \$5M to expand grow peer network:

Mecklenburg County Board Of County Commisioners awarded an unprecedented \$5,000,000 to Promise Resource Network (PRN) for our peer-run crisis prevention, diversion and alternatives to emergency department boarding, involuntary commitment and police involvement for people experiencing mental health crisis, emotional distress and trauma that would otherwise result in hospitalization. Our peer-run respite, Retreat@ The Plaza and 24/7 peer warm-line will remain in Charlotte for the next 4 years at least!

It remains unprecedented that a County invests so much in mental health recovery operated completely by people with lived experience. Our partnership is a model for other communities as President Biden's mental health crisis agenda is operationalized around the country.

09:55:01 From Karen Jones : You can see the NAMI dashboard at <https://bit.ly/NAMIconcrisisdashboard>

09:55:06 From Laura Van Tosh : PRN expresses our gratitude to our County Commissioners for their vote, Deputy County Manager Anthony Trotman and County Manager Dena Diorio for their confidence and support, and all of the Mecklenburg County employees that we have partnered with over the past 17 years.

Special thanks to Commisioner Cotham for your gracious words in support of PRN. #prn #peerrun #traumainformedalternatives #mentalhealthrecovery

09:55:14 From Laura Evans, Vibrant Emotional Health : Most legislatures end by June

09:55:15 From Madonna Greer : PRN is amazing. Grat work!

09:55:38 From Laura Van Tosh : Shared on their behalf. PRN is in NC.

09:55:38 From Karen Jones : The map is among our materials at <https://talk.crisisnow.com/learningcommunity/>

09:56:11 From Laura Van Tosh : It's a huge 'win' for the nation.

09:57:24 From Kana Enomoto : Great partnership with RI and many experts in the field. Thank you!

09:58:13 From Eric Boyer, Trust : Yes, that is a temperature reference.

09:58:37 From Sonja Burns : Thank you Everyone!!!

09:58:47 From Laura Brake - KDADS : Thanks all!!!

09:59:00 From Carin Hennessey -- NV, Medicaid : Thank you!