



Crisis Jam 988 1-year Anniversary!

July 12, 2023



- Year 1 reflections
- 988 Lifeline future
 - Priority populations
 - Outreach and education
- The crisis care continuum
- 988 marketing



In 2021

- Nearly 900,000 youth ages 12–17 and 1.7 million adults attempted suicide.
- There was approximately one death by suicide every 11 minutes.
- Suicide was the second-leading cause of death for people ages 10–14 and 25–34 years.
- Suicide rates increased significantly among non-Hispanic Black & American Indian and Alaska Native people.
- More than 107,000 people died from drug overdoses.

Too many people across the U.S. experience suicidal, mental health, and/or substance use crises without the support and care they need.



Snapshot of 988 Lifeline Federal Funding: 2007–2023

Federal Funding to Lifeline (\$, millions)

Not exhaustive – highlights select funding years and does not include all supplemental funding awards



*\$23M includes the President's FY 2021 budget allocation (excludes 3-year COVID supplement of \$32M)

**\$432M includes the President's FY 2022 budget allocation of \$102M, \$180M from the American Rescue Plan, and \$150M from the Bipartisan Safer Communities Act

***\$502M includes the FY 2023 Omnibus Appropriations for the Lifeline allocation of \$502M and an additional \$200M funding for states, territories, and tribes to build local capacity

More people are getting connected to care than ever before

- The **988 Suicide & Crisis Lifeline** has received more than **4.0 million** contacts (calls, texts, and chats) from July 2022 to May 2023. That's an average of about 360,000 contacts monthly.
- In May 2023 versus May 2022, the 988 Lifeline answered about **159,040** more contacts and significantly improved how quickly contacts were answered.
- Calls answered increased by **45%**, chats increased by **52%**, and texts increased by **938%**.
- During that same timeframe, there was a significant improvement in how quickly contacts were answered – from 2 minutes and 20 seconds to **35 seconds**.



- Significant **investments of nearly \$1 billion** from the Biden-Harris Administration have helped strengthen and expand the 988 Lifeline capacity.
- The national **answer rates for calls, chats, and texts have increased**, with people getting support from a counselor far faster than before, in part due to enhanced state-level coordination of local 988 centers.
- States, territories and Tribal nations are talking about the steps they are taking to enhance their local crisis care continuum. To date, **about 50% of states have passed appropriations to fund 988-related services.**
- **Enhanced technology** across the 988 Lifeline system, bolstered cybersecurity, and launched a new learning management system for crisis counselors.
- **Expanded the 988 Lifeline partner network** to include Tribal communities as part of SAMHSA grantmaking.



Increased support for priority populations

- Specialized call, text, and chat supports for **LGBTQI+ youth and young adults under the age of 25**.
- **Spanish text and chat services** will launch by the end of FY2023, where Spanish speakers in crisis can reach trained, culturally competent crisis counselors.
- **Videophone services** for people who are Deaf or hard of hearing and for whom videophone is a preferred method of communication.
- **Partner with Tribal nations** for 988 implementation, including training counselors who are culturally and linguistically aware. Crisis center academy for Tribal grantees.



(cont.)

Enhance outreach and education

- Expand reach, encourage help seeking behaviors and decrease stigma.
- Publish a toolkit providing **guidance for law enforcement response** to crisis situations.
- Conduct a learning collaborative for states on the mental health crisis continuum with a **focus on best practices for mobile crisis response**.



Coordinated 988 and 911 Emergency Response Systems



Policy

Advance decision making around legal issues involving first responders and the 988 Lifeline network.



Practice

Identify best practices around 911/988 Lifeline collaboration and alternative responses to law enforcement.



Publicity and Promotion

Educate first responder, criminal justice, emergency medical services, and other groups about the 988 Lifeline with the goals of:

- Collaborating
- Integrating of the 988 Lifeline into a network of services
- Identifying/implementing "health-first" staff trainings and resources

**Emergency response plays a critical
role in transforming crisis care**



988 Suicide & Crisis Lifeline



Mobile Crisis Teams



Stabilization Centers

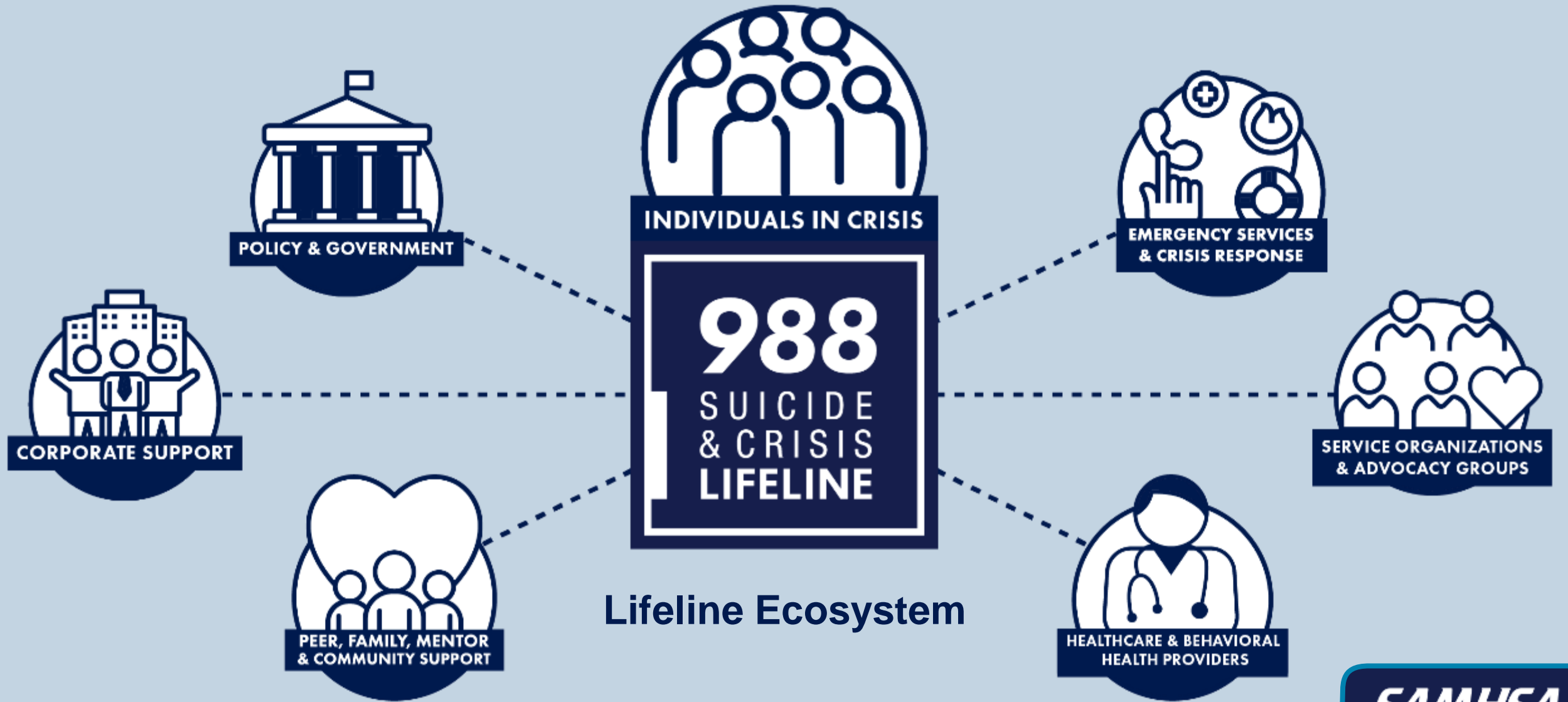
The future of crisis care is built on a belief that everyone experiencing crisis should have ***someone to talk to, someone to respond and support, and a safe place for help.***

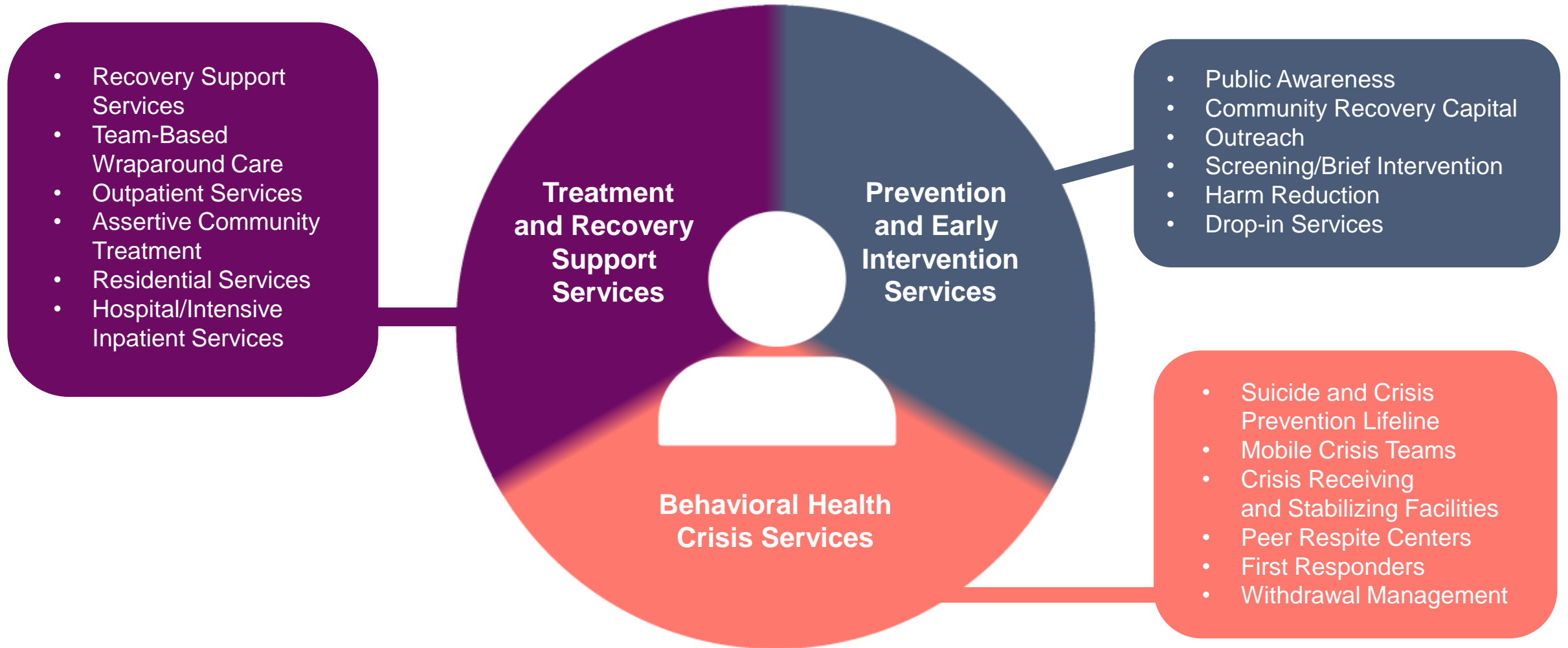
A robust crisis care response system

- Connects 988 Lifeline users to **community-based providers who offer a complete spectrum of crisis care services.**
- *Essential components:*
 - **Mobile crisis**
 - Behavioral health experts who are available to reach people in community settings, who may be experiencing crises and who need services beyond those administered through calling, texting, or chatting with 988 Lifeline's trained crisis counselors.
 - **Stabilization centers**
 - Nonhospital, community-based care facilities for those experiencing crises beyond what a mobile crisis team can address
 - Typically, crises requiring fewer than 24 hours of crisis care and that can involve referrals to extended on-site care or out-patient follow-ups.



Transforming Crisis Care Together





Across the continuum, it is critical to achieve a seamless integration of crisis services for both mental and substance use disorders

*SOURCE: SAMHSA Advisory, "Peer Support Services in Crisis Care", June 2022

ONE STOP SHOP for 988 Lifeline Resources

- URL: www.samhsa.gov/988
- [ABOUT 988](#)
- [PARTNER TOOLKIT](#)
- [PERFORMANCE METRICS](#)
- [LIFELINE HISTORY](#)
- JOBS: www.samhsa.gov/988jobs
- [FUNDING NOTICES](#)

The screenshot shows the SAMHSA website header with the SAMHSA logo and navigation menu. The main content area features a large banner for the 988 Suicide & Crisis Lifeline, a sidebar menu with links to various resources, and a 'Need Support Now?' section with a call to action. Below this are sections for 'About 988' and '988 Partner Toolkit'.

U.S. Department of Health & Human Services

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Find Treatment

- Alcohol, Tobacco, and Other Drugs
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- Harm Reduction
- Disaster Distress Helpline
- Implementing Behavioral Health Crisis Care
- Mental Health and Substance Use Disorders
- SAMHSA's National Helpline
- 988 Suicide & Crisis Lifeline**
 - 988 Partner Toolkit
 - 988 Key Messages
 - 988 Lifeline Performance Metrics
 - Lifeline Timeline
 - 988 Jobs
 - 988 FAQs
 - 988 Partner Community
 - 988 Newsroom
- Early Serious Mental Illness Treatment Locator
- Recovery and Recovery Support
- Buprenorphine Practitioner & Treatment Program Locator
- Opioid Treatment Program Directory
- Substance Abuse and Mental Health Prevention
- Veterans Crisis Line

988 Suicide & Crisis Lifeline

The resources and information on this page are designed to help states, territories, tribes, mental health and substance use disorder professionals, and others looking for information on understanding the background, history, funding opportunities, and implementation resources for strengthening suicide prevention and mental health crisis services.

Need Support Now?
If you or someone you know is struggling or in crisis, help is available. Call or text [988](tel:988) or chat 988lifeline.org

About 988

In 2020, Congress designated the new 988 dialing code to be operated through the existing National Suicide Prevention Lifeline. SAMHSA sees 988 as a first step towards a transformed crisis care system in America.

- [FY 21 Appropriations Report to Congress \(PDF | 879 KB\)](#)
- May 24: [FCC Forum on Geolocation for 988](#)

988 Partner Toolkit

The [988 Partner Toolkit](#) is intended to facilitate partner efforts for collaborative and aligned 988 communication planning.

- [Key Messages](#)
- [Frequently Asked Questions](#)
- [Logo and Branding](#)
- [Social Media](#)
- [End Cap](#)
- [More Resources](#)

SAMHSA
Substance Abuse and Mental Health
Services Administration

PARTNER TOOLKIT ASSETS

- [KEY MESSAGES](#)
- [FAQs](#)
- [LOGOS & BRAND GUIDANCE](#)
- [SOCIAL MEDIA SHAREABLES](#)
- [PRINT MATERIALS](#)
- [END CARDS FOR MEDIA](#)
- [SAMPLE RADIO PSA SCRIPTS](#)
- [BRANDED PHOTOS](#)
- [PLAYBOOKS](#)

Visit www.samhsa.gov/find-help/988/partner-toolkit to access materials and to sign up for the latest 988 Lifeline news.

Suicide Warning Sign in Youth

Displaying severe or overwhelming emotional pain or distress

Text us.
24/7 every day

If you or someone you know needs support, call or text 988 or chat 988lifeline.org

Breathe In

Be the lifeline.

If you or someone you know needs support, call or text 988 or chat 988lifeline.org

988 is here to help.

Call, text, or chat today.

Suicide Warning Signs in Adults

Behavior Changes Like:

Talking about being a burden to others

988 BRANDED PRINT MATERIALS

- [WALLET CARDS](#)
- [MAGNETS](#)
- [POSTERS](#)
- [STICKERS](#)
- [SAFETY PLANS](#)
- [SUICIDE WARNING SIGNS NOTECARDS](#)
- [YARD SIGNS](#)

Visit <https://www.samhsa.gov> to access materials and to sign up for the latest 988 Lifeline news.

If you or someone you know needs support now, call or text 988 or chat 988lifeline.org





988 SUICIDE & CRISIS LIFELINE

If you or someone you know needs support now, call or text 988 or chat 988lifeline.org



Suicide Warning Signs for Youth



It's time to take action if you notice these signs in family or friends:

1. Talking about or making plans for suicide.
2. Expressing happiness about the future.
3. Displaying severe/overwhelming emotional pain or distress.
 - Withdrawing or withdrawing from loved ones
 - Change in sleep (increased or decreased)
 - Ance or heat that seems out of place or out of context
 - Recent increase in anger or irritability
4. Showing worrisome changes in behavior, particularly in combination with the warning signs above, including significant:
 - Withdrawing or withdrawing from loved ones
 - Change in sleep (increased or decreased)
 - Ance or heat that seems out of place or out of context
 - Recent increase in anger or irritability

If you or someone you know is struggling or in crisis, help is available. Call or text 988 or chat 988lifeline.org, or reach out to a mental health professional.




988 SUICIDE & CRISIS LIFELINE



Safety Plans Work

There is hope.

1. Write a warning sign that may be developing.
2. Write a list of people or places that provide comfort or support.
3. Write/What are 3 people or places that provide comfort or support?
4. Write/What are 3 people or places that provide comfort or support?
5. Write/What are 3 people or places that provide comfort or support?
6. Write/What are 3 people or places that provide comfort or support?
7. Write/What are 3 people or places that provide comfort or support?
8. Write/What are 3 people or places that provide comfort or support?
9. Write/What are 3 people or places that provide comfort or support?
10. Write/What are 3 people or places that provide comfort or support?



There is hope.



988 SUICIDE & CRISIS LIFELINE

Examples of 988 Lifeline Messaging in Use



THIS 3-DIGIT NATIONAL HOTLINE PHONE NUMBER FOR SUICIDE PREVENTION WENT LIVE IN 2022



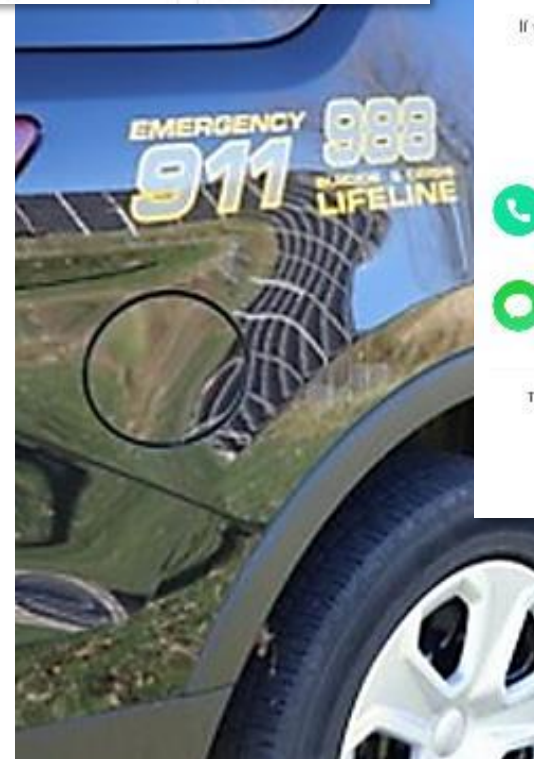
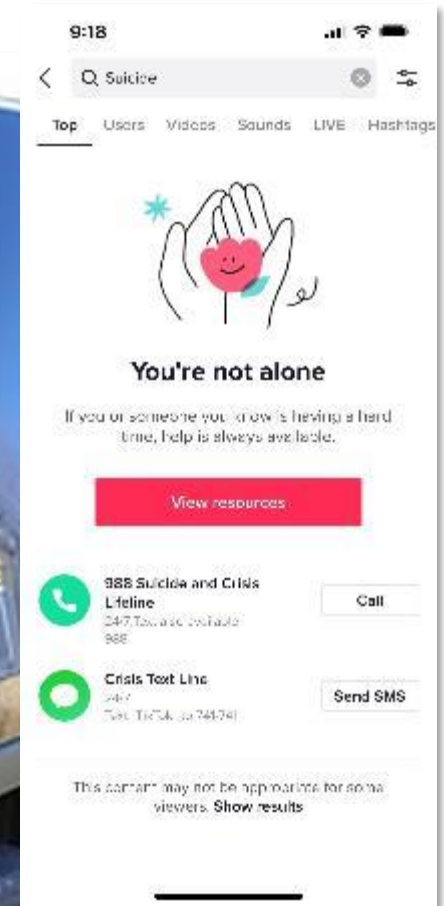
988-Lifeline-Butterfly Hoodie - ...
\$41.99
Spring US



You Matter 988 Suicide Preventio...
\$4.89
Zazzle



Retro Tomorrow Needs You 988...
\$10.03
Zazzle



Establish body of formative research on KABs among populations at higher risk/concerning burden of suicide about: suicide prevention and mental health, use of 988/other help-seeking behaviors, motivating factors and barriers to help-seeking, as well as identifying influencers and trusted messengers.

- **Phase 1 Kick-off meeting:** September 26, 2022
- **Coordinating Partners:** Action Alliance, SPRC, and Ad Council Research Institute
- **Target End Date:** Fall 2023, publish audience-specific research findings and toolkits
- **Methodologies:**
 - Landscape review - complete
 - SME interviews (6 total) – complete
 - Qualitative research – In-depth interviews (61 – 10/each audience group) – complete
 - Quantitative research – online surveys (~5,000) – in progress, started May 2023
- **Initial Populations at Higher Risk of Suicide:**
 - American Indian and Alaska Native youth and young adults (ages 13-34)
 - Black youth and young adults (ages 13-34)
 - Hispanic youth and young adults (ages 13-34)
 - Individuals who have attempted suicide or experienced serious thoughts of suicide during their lifetime (ages 18+)
 - LGBTQI+ youth and adults (ages 13-49)
 - Rural older men (ages 49+)
- **Additional Audiences:**
 - People with disabilities (ages 13+); AANHPI (ages 13-34); Influencers/trusted messengers to groups with higher risk/concerning burden of suicide





Thank you!

You can email questions to our team at 988team@samhsa.hhs.gov

