Crisis Jam
988 1-year Anniversary!

July 12, 2023
Agenda

• Year 1 reflections

• 988 Lifeline future
  • Priority populations
  • Outreach and education

• The crisis care continuum

• 988 marketing
The Need for 988

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

- $2.9M in FY 2007
- $3.7M in FY 2012
- $6.2M in FY 2015
- $6.6M in FY 2018
- $23M* in FY 2021
- $432M** in FY 2022
- $502M*** in FY 2023

*$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

$152M sent to states and territories and $17M sent to tribes to build staffing across states local crisis call centers through grants.
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.
988 Successes: Looking Back at Year One

- 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.
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*. 
The 988 Lifeline and First Responders: Strategic Goals

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.
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.

988 Suicide & Crisis Lifeline

Mobile Crisis Teams

Stabilization Centers
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

Lifeline Ecosystem

988 SUICIDE & CRISIS LIFELINE

- Policy & Government
- Emergency Services & Crisis Response
- Corporate Support
- Service Organizations & Advocacy Groups
- Peer, Family, Mentor & Community Support
- Healthcare & Behavioral Health Providers
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](http://www.samhsa.gov/988)

• ABOUT 988

• PARTNER TOOLKIT

• PERFORMANCE METRICS

• LIFELINE HISTORY

• JOBS: [www.samhsa.gov/988jobs](http://www.samhsa.gov/988jobs)

• FUNDING NOTICES
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.
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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
Zazzle

You Matter 988 Suicide Prevention...
$4.89
Zazzle

Retro Tomorrow Needs You 988...
$10.03
Zazzle

988, Suicide & Crisis Lifeline
988.maryland.gov

WASHINGTON SAMPLE
988 LIFELINE | THERE IS HOPE!

SAMHSA Suicide & Mental Health Services Administrator

You're not alone
If you or someone you know is having a hard time, help is always available.
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