

988 Formative Research Project Crisis Jam 5.29.24



Land Acknowledgement

We acknowledge that the land that now makes up the United States of America was the traditional home, hunting ground, trade exchange point, and migration route of more than 574 American Indian and Alaska Native federally recognized tribes and many more tribal nations that are not federally recognized or no longer exist.

We recognize the cruel legacy of slavery and colonialism in our nation and acknowledge the people whose labor was exploited for generations to help establish the economy of the United States.

We honor indigenous, enslaved, and immigrant peoples' resilience, labor, and stewardship of the land and commit to creating a future founded on respect, justice, and inclusion for all people as we work to heal the deepest generational wounds.



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What we gain from 988-specific formative research

- A **better understanding of how to reach key audiences** and support culturally sensitive, responsive, effective, and successful 988 communications.
- **Insights to help make informed decisions** about how to raise awareness of and instill trust in 988 among populations disproportionately impacted by suicide and their trusted messengers.
- **Evidence-based message frames** that can be tested, validated, and enhanced through additional message testing and research.

Study Populations

Previous Study Populations (November 2023):

- American Indian and Alaska Native youth and young adults (ages 13-34)
- Asian American, Native Hawaiian and Pacific Islander 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+)
- LGBTQIA+ youth and adults (ages 13-49)
- People with disabilities (ages 13+)
- Rural older men (ages 49+)



NEW! Trusted Messenger Populations (May 2024):

- Mothers/Caregivers
- Spouses/Partners
- Siblings
- Friends

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Areas of findings

- Mental health / struggles/ crisis
- Suicidal ideation*
- 988 knowledge, use and intentions
- 988 messaging performance
- Trusted messengers*

*among populations disproportionately impacted by suicide

Key messaging principles across studies

- Available 24/7, free, anonymous/confidential
- Trained counselors who can help
- Use the foundational messaging frame as a starting point
 - Follow up with conditional frames to address specific barriers
- Provide deeper resources about 988, like:
 - Who to contact/when and how
 - General information about mental health
 - Success stories
 - What happens when someone calls
 - More info about counselors' training

Resources

Reports



Comprehensive reports and executive summaries describing study findings

Toolkits



Strategic insights for communicators to craft and test tailored messages and campaigns

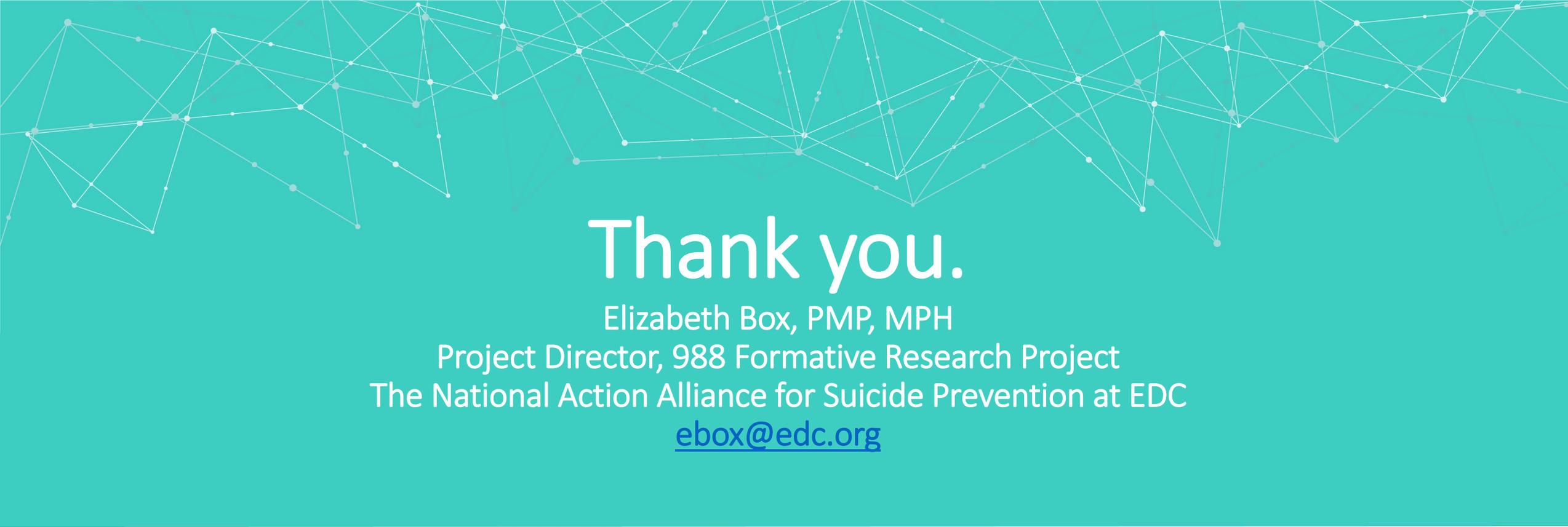
Research Protocols



Detailed description of the research process for researchers interested in building on this work



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Thank you.

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