



CABINET FOR HEALTH  
AND FAMILY SERVICES

# **Kentucky 988 Marketing for LGBTQ and African American Populations**

# Meet Your Presenters



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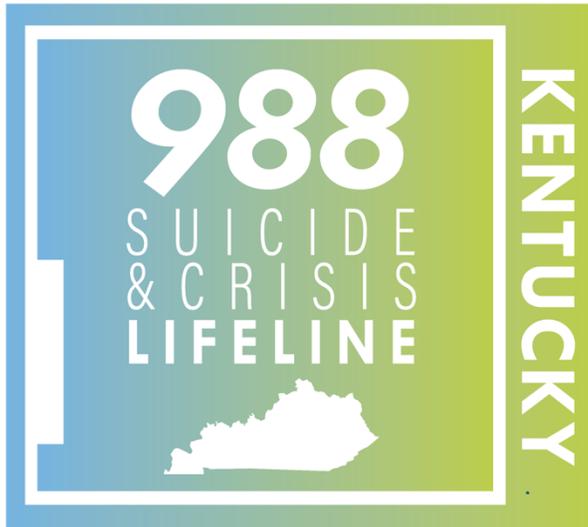


# Kentucky's 2023 Awareness Survey



- Respondents aged 18-24 reported significantly higher levels of 988 awareness compared to 55–64-year-old respondents
- Respondents outside the gender binary had the highest level of prior 988 awareness
- Black/African Americans had the highest level of prior 988 awareness
- Bisexual, queer, pansexual, questioning respondents reported higher 988 awareness than lesbian, gay, and heterosexual respondents

# Kentucky's 2023 Awareness Survey



LGBTQ+ respondents reported a significantly lower likelihood of contacting 988 compared to non-LGBTQ+ respondents

White respondents reported a significantly higher likelihood of contacting 988 than other racial groups.

# 988 BOOT CAMP TRANSLATION

African American Kentuckians  
LGBTQ+ Kentuckians



# KEY QUESTIONS IN BOOT CAMP TRANSLATION



**01**

## Message

**What do we want people  
in the community to know?**

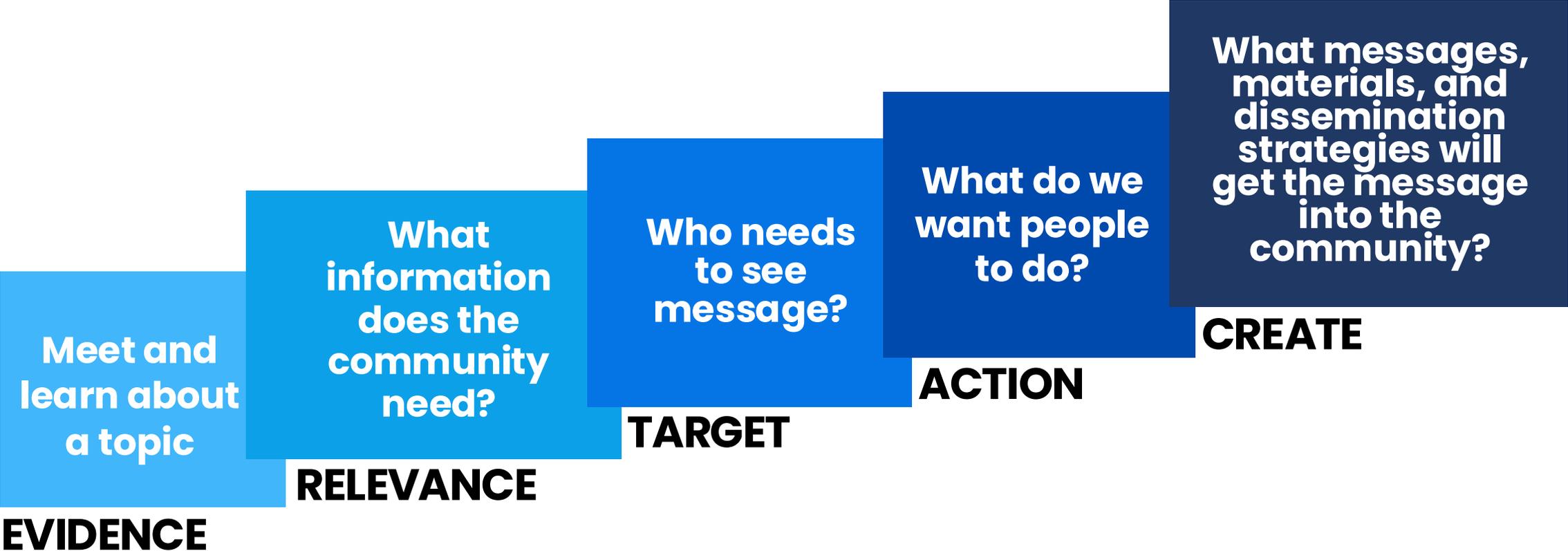


**02**

## Delivery

**How do we effectively share  
that information in a locally  
relevant manner?**

# BOOT CAMP TRANSLATION PROCESS



# BCT PRINCIPLES OF COLLABORATION

**Everyone who participates  
has expertise!**

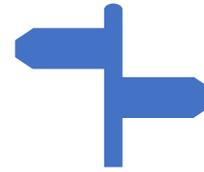
**Long-term  
relationships  
to co-create**

**No observers, all  
participate**



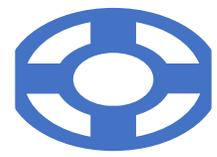
**Community, personal,  
and campaign  
expertise**

**NOT representatives  
of your organization  
or community**



988 is the mental health alternative to 911

When you call 988, here is what happens



Help is available

You are worthy of help



988 is for us



Stick it to 'em!  
Stay Alive!

You're worth it!



We're here,  
we're queer,  
we've got you.

Call, chat, or text  
988



You've got  
options. You're  
in control.

988 for mental  
health



# Marketing Concepts

## IDEA

Everyone deserves a safe space, whether it's a hair salon or a trusted friend. But sometimes you're not ready to open up to them just yet.

That's why 988 is here for you, providing support when you need it most.

*This marketing concept is not the final version. It is a sample of the creative material presented to the BCT for feedback.*



# Marketing Concepts

## IDEA

But the real you matters.

Recognizing this can offer hope – 988 is here to provide support, ensuring people don't have to find their way back alone.

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It is a sample of the creative material presented  
to the BCT for feedback.*



# IN CONCLUSION...

- Tailor messaging to diverse communities
- Leverage the expertise of community members, health professionals, and researchers
- BCT is useful for tailoring 988 messaging to underserved communities
- Next steps: working with advertising firm and continued collaboration

# Questions?



# Thank You!!!

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