



988: A New Era for Crisis Care

NASMHPD 2022 Annual Meeting

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National Suicide Prevention Lifeline

July 25, 2022

National Association of State Mental Health Program Directors Annual Meeting

Arlington, VA

Lifeline's national-level partners were / are key to 988 and we are so thankful for their support



We are very thankful for the exceptional work your agencies and the Lifeline centers achieved during Vibrant's 2021988 State Planning Grants

The planning was based on 8 Core Planning considerations

1. **24/7 statewide coverage** for 9-8-8 calls, chats, texts and follow-up services
2. Strategies for **diversified funding streams** for 988 centers, including consideration of 988 fees
3. Planning based on call, chat, and text **volume growth projections** provided by the Lifeline
4. States will support **Lifeline's operational, clinical and performance standards**
5. Multi-stakeholder **988 implementation coalitions** were formed
6. 988 centers will maintain local **referral listings**, and assure **linkages to local crisis services**
7. **Follow-up services** shall be in line with Lifeline best practices and guidelines
8. **Consistency in public messaging** regarding range of services and how 988 is different from 911

Successful Start!



On July 16, 2022 history was made!

Everyone in the United States and Territories can now call/text **988** and reach a trained crisis worker.

There is hope.



- Over the period from Thursday, July 14th, to Wednesday, July 20th (transition week), the Lifeline received over 96,000 calls, text, and chats.
 - This is in comparison to over 66,000 the week before.
 - This is an approximately 45% increase in volume between the transition week and the previous week.
 - It is an approximately 66% increase in volume compared to same week in 2021.

Debunking myths about suicide helps encourage compassion and understanding



Finally we can call 988 suicide hotline when we fear that we or a loved one is at risk



Our mental health crisis is getting worse. New 988 suicide hotline can be our fresh start.

The three-digit hotline can be a new beginning in our fight to promote mental health and wellness, and better treat mental illness and crises.

"On July 16, our country enters a new era of crisis services," said Maureen Iselin,

Media Coverage

Experts hope LGBTQ youth will call 988, a new suicide lifeline number

The new National Suicide Prevention Lifeline number will roll out this month with more services



Calling 988 in the U.S. will now get you help for a mental health crisis



Change of National Suicide Prevention Lifeline Number to 988

Gebbia: If we look at this in historical context, I think crisis services generally have been undervalued and not seen, perhaps, as part of the health care field, and certainly underfunded. So, being undervalued and underfunded, this is really quite a moment in time, because it says that crisis and mental health intervention is important and that it has an important part of the overall mental health of the nation



If I call 988, will first responders be automatically dispatched?

The primary goal of the Lifeline is to **provide support for people in suicidal crisis or mental health-related distress** in the moments they most need it and in a manner which is **person-centered**.

The vast majority of those seeking help from the Lifeline **do not require** any additional interventions at that moment. Currently, **fewer than 2% of Lifeline calls require connection to emergency services like 911.**

While some safety and health issues may warrant a response from law enforcement and/or Emergency Medical Services (namely when a suicide attempt is in progress), the 988 coordinated response is **intended to promote stabilization and care in the least restrictive manner.**



Tools to assist you in common 988 Qs



- Tools are found on the 988lifeline.org webpage and at SAMHSA.gov
- You should feel empowered to address comments on your own center's social posts if you wish, but we advise simple, educational responses, including directing responses to check out the [988 Life line FAQ page](#)
- We have created a toolkit, in [English](#) and [Spanish](#), for educational social-media ready messaging your organization can use. Please tweak and customize these to fit your needs and voice.

<https://988lifeline.org/faq/>

<https://www.vibrant.org/wp-content/uploads/2022/07/988-Messaging-Toolkit-English.pdf>

<https://www.vibrant.org/wp-content/uploads/2022/07/988-Messaging-Toolkit-Spanish.pdf>

- There is a [document](#) that contains research-based information that guides when and why the Lifeline might use emergency response.

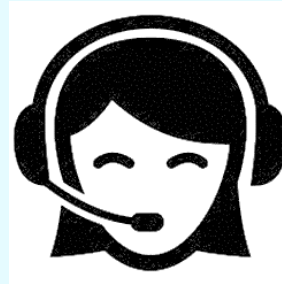
<https://www.vibrant.org/wp-content/uploads/2022/07/988-Suicide-Crisis-Lifeline-Police-Intervention-FINAL.pdf>



How is 988 different than 911?

988

- The contact IS the intervention; overwhelming majority of crises can be reduced
- Trained crisis counselors answering contact; average call time is 20 minutes
- Routing efficiencies and centralized quality assurance and standards
- Can also link to outreach services & care, follow-up services
- Risk response is grounded in a focus of least restrictive intervention possible

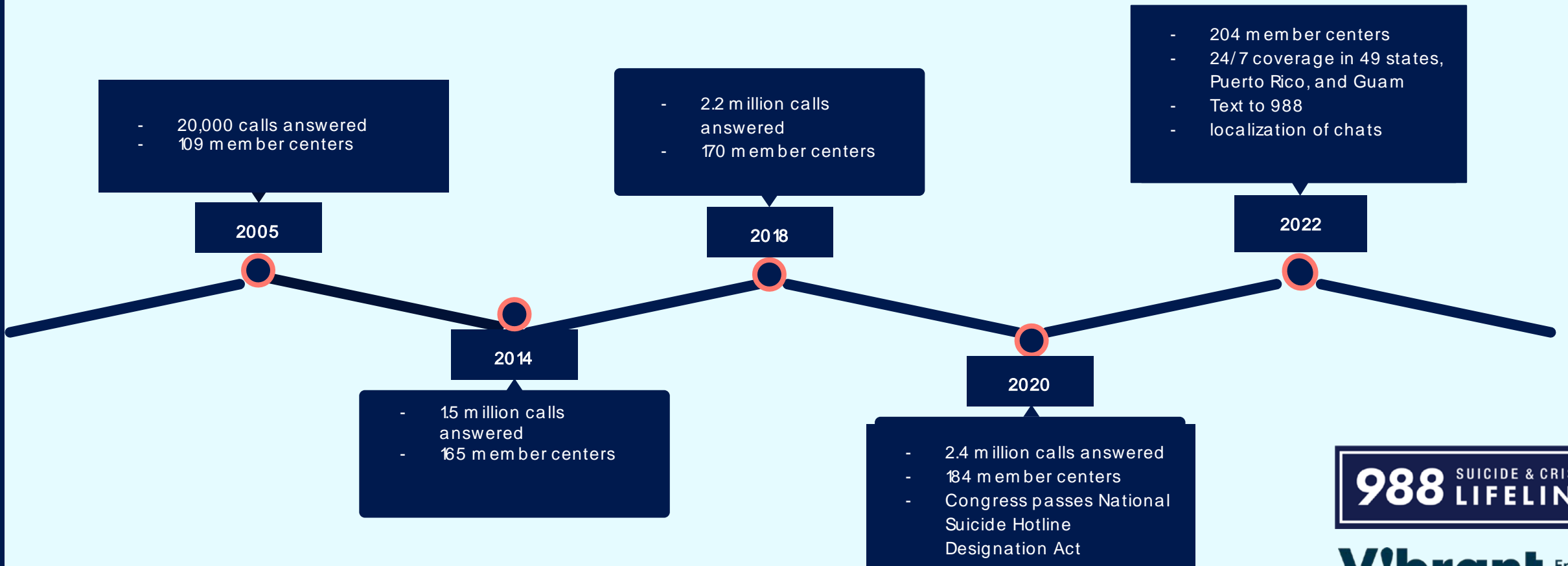


911

- Trained dispatcher serves as a relay for fire, EMS, or law enforcement
- Typically, fire, EMS, or law enforcement MUST be deployed
- Can provide public safety and medical emergency services

Neither system can replace the other and both should collaborate for the greatest benefit

How we got to this Historic Moment



The process for considering new center applications

1. Vibrant is strongly encouraging states / territories to resource and utilize *existing* Lifeline centers in 988
2. When Lifeline receives an application from a new center to join the network we:
 - Consider the existing routing layout in a state/territory as well as current and historical answer rates
 - Evaluate if this proposed center was part of the state/territory's 988 plan as submitted to Vibrant/SAMHSA in January 2022
 - Ask the state/territory mental health agency its preferences for this new center to join
 - Evaluate the state's preferences in light of whether they are providing direct financial supports for Lifeline's existing centers for 988 readiness and rollout.
 - In the event there is significant disagreement between Vibrant's recommendations and the states, we present the options to SAMHSA.



Life line Growth

Welcome to the centers that joined
the network in 2021

Twin Cities United Way, MN

Guam Behavioral Health, GU

Samaritans of Merrimack Valley, MA

New Vista, KY

Western Montana Mental Health, MT

Clermont County Crisis Line, OH

Northeast Kingdom Human Services, VT

Rescue Incorporated, OH

Frontier Health, WA

Share your
thoughts.



Acute Care Services- Crisis
Intervention Team, WI

Johnson County Crisis Line, KS

Lancaster County Crisis Center, PA

Keystone Health/Crisis Intervention
Program, PA

Burrell Behavioral Health, MO

Hopewell Health, OH

Townhall II, OH

DASH of Family Service League, NY

St. Vincent's Hospital, NY

TCN Behavioral Health, OH

Life line Growth

Welcome to the centers that joined the network in 2022



Netcare Access, OH

Linea Pas, PR

Western Arkansas Counseling and
Guidance Center Five West Crisis
Stabilization Unit, AR

Kentucky River Community Care
Crossroads Crisis, KY

Information and Referral Services of
Fairfield County, OH

NorthKey Community Care, KY

North Central Health Care, WI

Communicare, KY

Journey Mental Health Center, WI

Milwaukee County Behavioral Health
Division, WI

Ravenwood Health, OH

Beacon Health Options, NH

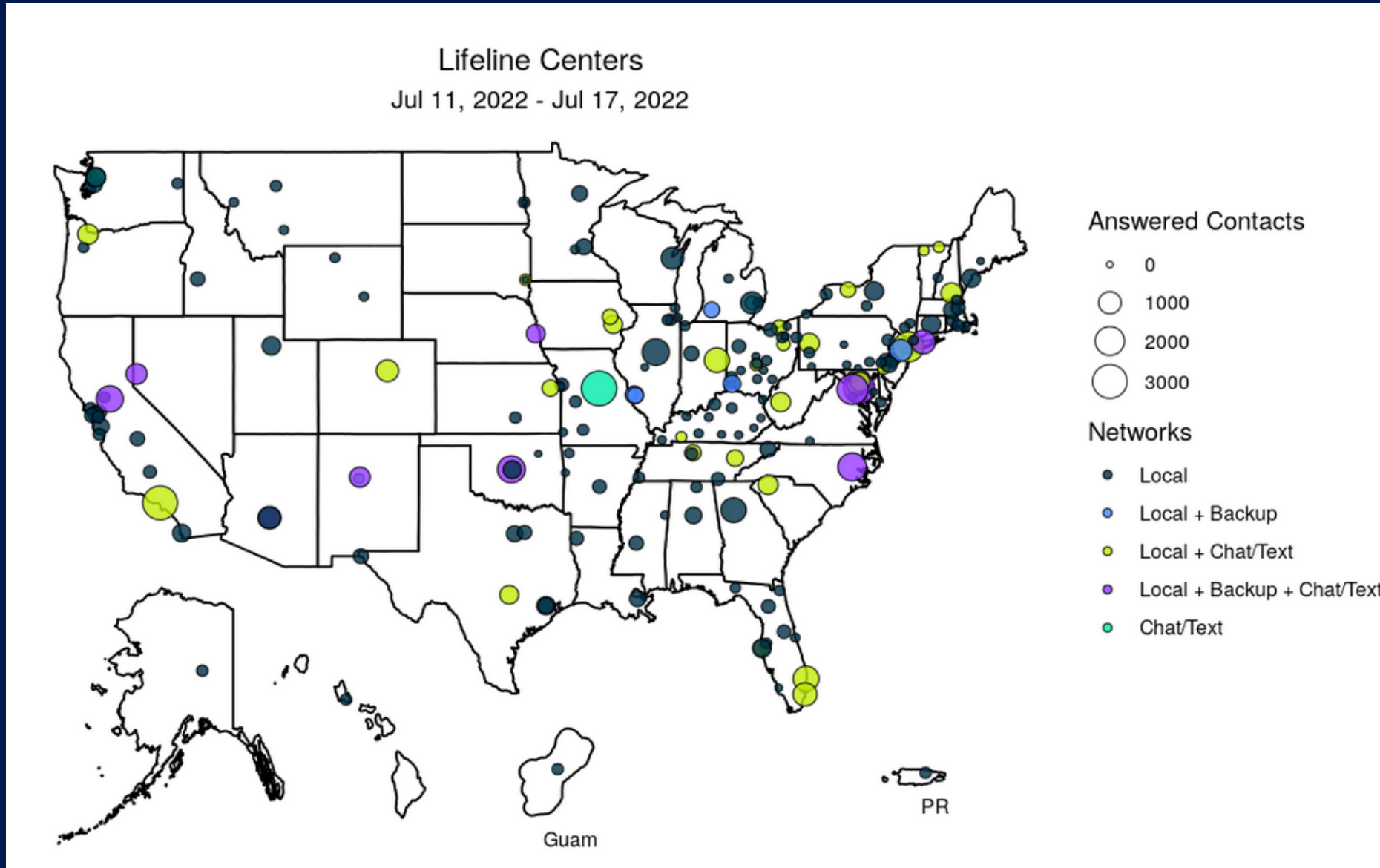
Oklahoma 988 Crisis Call Center -
Solari, OK

Alta Pointe Health, AL



Where are Lifeline Centers ?

What Services do they Provide ?



24/7

State / Territory Call Coverage



- 49 states, Puerto Rico, and Guam have 24/7 in-state coverage

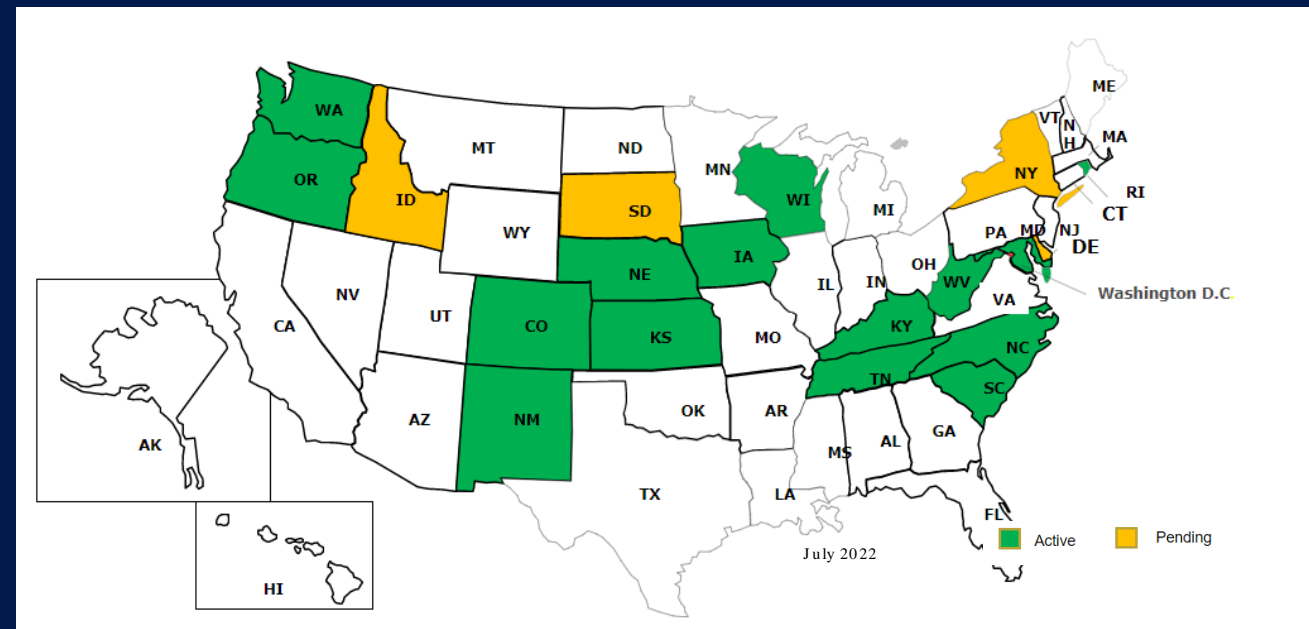


- In October we will have all 50 states covered

Text to 988

States with centers currently providing State Level Chat / Text coverage

We are eager to have more centers in this transition and recognize states will submit chat/text plans to SAMHSA this fall



Roll Out of the Unified Platform development



- Currently in the design stage
- First pilot scheduled for the Fall
 - Pennyroyal
 - Central Wyoming (CWCC)
 - H2H- Supported Lifeline



Looking Ahead

Onboarding New Subnetworks

Significant expansion of the chat and text network in terms of # of centers and capacity
– unprecedented increase in answer rates leading to, and through, 988 launch



In collaboration with centers, developing a pilot project to serve LGBTQ youth at the national level.



Piloting partnership with state-funded Tribal Support line in Washington State.



Thanks for all you and your agencies did and continue to do to support people in crisis. Similarly, thank you for helping to promote and integrate 988 resources in across your state and into your center's referral offerings.

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