988 Updates: Year 1 of 988 Implementation

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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 leading cause of death for people ages 10–14 and 25–34 years.

• More than 105,000 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.
SAMHSA’S Priorities

Equity
- Commitment to Data and Evidence
- Trauma-Informed Approaches
- Recovery

Preventing Overdose
- Enhancing Access to Suicide Prevention and Crisis Care
- Promoting Resilience and Emotional Health for Children, Youth, and Families
- Integrating Behavioral and Physical Healthcare
- Strengthening the Behavioral Health Workforce

SAMHSA’s Priorities
Vision for the 988 Lifeline and the Crisis Care System

• Someone to talk to. Someone to respond. A safe place for help.

988 Lifeline:
An important step toward achieving part of that vision – providing someone to talk to.

Crisis Care System:
A robust system that provides the crisis care needed anywhere in the country.
The 988 Suicide & Crisis Lifeline, formerly known as the National Suicide Prevention Lifeline, helps thousands of people overcome crisis situations every day.

Proven to work – Our research has shown that after speaking with a trained 988 Lifeline crisis counselor, most callers are significantly more likely to feel:

- less depressed
- less suicidal
- less overwhelmed
- more hopeful

A fully transformed crisis care system with the 988 Lifeline at its core will not happen overnight, but the vision remains clear:

Robust, nationwide crisis care response

988 Lifeline can help connect people to community-based:

- Mobile crisis care
- Stabilization centers
- Providers
- Tools and resources
- Behavioral health crisis services
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
Transforming Crisis Care Together

Lifeline Ecosystem

- Policy & Government
- Corporate Support
- Peer, Family, Mentor & Community Support
- Emergency Services & Crisis Response
- Service Organizations & Advocacy Groups
- Healthcare & Behavioral Health Providers
The Role of SAMHSA: The 988 Lifeline and Behavioral Health Crisis Services Transformation

Serve as **lead federal organization** of the **988 Suicide & Crisis Lifeline**
- Manage cooperative agreement with the 988 Lifeline network administrator
- Provide funding to help administrator, states, territories, and tribes strengthen 988 Lifeline services
- Align and coordinate 988 Lifeline communication with external partners and network administrator
- Lead behavior change communication campaigns

Serve as **lead federal organization** for **behavioral health crisis services transformation**
- Articulate long-term vision for crisis services
- Coordinate federal action within SAMHSA, across HHS, and with federal partners
- Drive strategic partnerships with states, territories, tribes, and external partners
- Disseminate data and quality standards
- Monitor, evaluate, and communicate effectiveness
Overarching Strategic Objectives

**Objective 1:**
Strengthening and Expanding the 988 Suicide & Crisis Lifeline

- Improved 988 Lifeline performance (e.g., quality, increasing call answer rates for English and Spanish above 90%)
- Growing the percentage of 988 Lifeline contacts answered locally, specifically chat and text
- Activation of Spanish chat/text and video-based services for Deaf/hard-of-hearing communities
- Expanded awareness of the 988 Lifeline, particularly among under resourced communities
- Expanded 988 partnerships that better support under resourced and marginalized communities (e.g., Tribal, LGBTQI+)

**Objective 2:**
Transforming America’s Behavioral Health Crisis System

- Launch of a national technical assistance center for crisis services
- National strategy for behavioral health crisis services, outlining whole-of-government approach and potential actions that private/public/nonprofit sector partners can take to support long-term goals
- Evaluation model for crisis services nationwide, in partnership with the Office of the Assistant Secretary for Planning and Evaluation
- Baseline metrics for measuring success
- Guidance on financing and workforce strategies for states, territories, and tribes
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
- $3.7M
- $6.2M
- $6.6M
- $23M*
- $432M**
- $502M***

*$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.
SEC. 1103. SUICIDE PREVENTION LIFELINE IMPROVEMENT

1) Improving Communication and Awareness of 988

2) Improving Collection and Analysis of Demographic Information to Understand Disparities in Accessing 988

3) Calls for Development of Program Evaluation Plan- includes both Service Access and Quality of Service (including Development of Recommendations and Strategies for Evidence-Based Practices)

4) Focus on improving Follow-Up and Connections to Available Community-Based Resources
Key Requirements in Omnibus Funding

SEC. 1103. SUICIDE PREVENTION LIFELINE IMPROVEMENT

5) Formal Agreements with CDC on 988 data sharing with Report on Improving Data Collection and Usage

6) Enhanced State/Local Data Sharing to Inform Suicide Prevention Activities

7) Piloting Expanded 988 Crisis Services through New Communication Platforms

8) GAO Study on Feasibility of Routing Callers to Nearest Crisis Center
   - Must include State/Region Variation of 988 Service and Access
   - Must include Capacity Analysis in Serving Individuals with Limited English Proficiency

https://www.appropriations.senate.gov/imo/media/doc/JRQ121922.PDF
How the 988 Lifeline Works

In Fiscal Year (FY) 2022, the 988 Lifeline received 4 million contacts

People who **call the 988 Lifeline** are given four options:

- **Press 1** to connect with the Veterans Crisis Line
- **Press 2** to connect with the Spanish Subnetwork
- **Press 3** to connect with LGBTQI+ support for people under age 25
- **Remain on the line** and be connected to a local crisis center; if a local crisis center is unable to answer, the caller is routed to a national backup center

People who **text/chat the 988 Lifeline** are currently connected to crisis centers equipped to respond to texts and chats

- 2.9 Million Calls
- 0.9 Million Chats
- 0.2 Million Texts
The 988 Suicide & Crisis Lifeline has received more than 2.1 million contacts (calls, texts, and chats) from July to December 2022.

Compared to the same 6-month timeframe in 2021, the 988 Lifeline answered about 892,000 more contacts and significantly improved how quickly contacts were answered.

Calls answered increased by 43%, chats increased by 224%, and texts increased by 1145%.

The average speed to answer across all contacts decreased from 2 minutes and 46 seconds to 49 seconds.
The 988 Lifeline data for May 2023, showed an increase in overall volume compared to May 2022.

The 988 Lifeline answered 159,040 more contacts (calls, chats, and texts) and significantly improved how quickly contacts were answered.

The average speed to answer across all contacts decreased from 140 seconds to 35 seconds.

In May 2023 vs. May 2022, calls answered increased by 45%, chats answered increased by 52%, and texts answered increased by 938%.

More people are getting connected to care than ever before.
Comparison of June 2022 (prior to 988 transition) to May 2023

- In June 2022, Texas received 12,515 calls and answered 6,904 calls
- Call response rate was 55%
- Abandoned 2,025
- Flow to Backup 3,584

- In May 2023, Texas received 15,042 calls and answered 11,502 calls
- Call response rate was 76%
- Abandoned 1,665
- Flow to Backup 1,875

More people are getting connected to care than ever before
Funding to Texas for 988

• In 2022, SAMHSA awarded $8,367,877 for 2 years

• Provided single supplement for additional $2,000,000 for infrastructure, communications, and workforce support

• On 5/11/23, SAMHSA released FY2023 funding for 988 State and Territory grants

• Texas eligible to apply for $10,885,375 a year for 3 years (total eligible $32,656,125)

• Applications due June 26, 2023

• https://www.samhsa.gov/grants/grant-announcements/fg-23-006
Evaluation and Quality of Service

Examples of FY2023 Areas of Focus

1) Complaints, Compliments, Stories of Service

2) Improving data collection of individual in suicidal crisis

3) Interagency Agreement with ASPE to Develop a Model for Comprehensive Crisis System Evaluation

4) Evaluating Effectiveness of 988 Training for all Crisis Centers and Services

5) Improving Connectivity of 988 Crisis Centers and Mobile Crisis Teams

6) Identification of Reasons for Connections, Self-Reported Outcomes of Service, and Improving Connections to Continued Care and Follow-Up in Cases of Increased Risk Post-Contact and technical disruptions to service
988 Partner Communication Efforts

Goal: Coordinated and Aligned Communication About 988

Driving a Common Narrative
We recognize the need to speak with one voice to ensure there is a clear understanding about what the 988 Lifeline is and how it works.

Role of Partners Across the Country
We encourage building on the SAMHSA messages and FAQs with your state, local, territory, tribal, or community coalitions, to meet the needs of your specific audiences.
Roadshow Activities and Timeline

- **MAY 19 2023**
  - Atlanta Celebration

- **WEEK OF JUL 10, 2023**
  - Spanish Call/Text/Chat Launch

- **JUL 13 2023**
  - 988 Anniv. & NYC Celebration

- **JUL 2023**
  - Austin LGBTQ+ Youth Launch

- **SEP 2023**
  - St. Louis/ Columbia Celebrations

- **SEP 2023**
  - Video Chat Function Launch

- **SEP 2023**
  - Influencer Celebration

- **SEP 2023**
  - Suicide Prevention Month

- **TBA**
  - Tribal Celebrations
Roadshow Strategies

Goals of the Roadshows are to increase awareness of the 988 Lifeline, build credibility of the 988 Lifeline brand, and elevate and localize the state’s role.

The Strategies necessary to enable the success of these outlined objectives includes:

1. Utilize trusted voices to share and amplify critical messages to communities at higher risk for suicide - partners, surrogates, influencers, media
2. Develop a broad storytelling campaign for impact stories of hope through the 988 Lifeline coordinated through media, social media, video, and events to best engage audiences
3. Focus on a limited number of simple, clear, culturally-sensitive, and easy-to-understand messages
4. Highlight federal, state, and local 988 implementation partners supporting the crisis care system
PARTNER TOOLKIT ASSETS AS OF JAN 2023

- **KEY MESSAGES**
- **FAQs** (Adding/updating as needed over time)
- **LOGOS & BRAND GUIDANCE**
- **SOCIAL MEDIA SHAREABLES**
- **PRINT MATERIALS**
- **END CARDS FOR MEDIA**
- **SAMPLE RADIO PSA SCRIPTS**
- **BRANDED PHOTOS**
- **PLAYBOOKS**
Current Print Materials:
- Wallet Cards (English/Spanish)
- Magnets (English/Spanish)
- Posters (English/Spanish)
- Stickers (English/Spanish)
- Safety Plans (English only)

Coming Soon
- Suicide Warning Signs Notecards
  - Youth and Adults Versions
- Yard Signs
- Reasons to Call 988 (social media)
- Bumper Stickers

URL: www.samhsa.gov/find-help/988/partner-toolkit
Scroll to accordion labeled Printable Material
Click on “Order from the SAMHSA Store”
Store is no longer allowing you to ask for orders above the minimums, as in the past
Examples of 988 Lifeline Messaging in Use
Establish body of formative research on knowledge, attitudes, and beliefs among populations at higher risk of suicide about: suicide prevention and mental health, use of the 988 Lifeline/other help-seeking behaviors, motivating factors and barriers to help-seeking, and identifying social influencers/trusted messengers.

- **Phase 1 Kick-off Meeting:** September 26, 2022
- **Coordinating Partners:** Action Alliance, Suicide Prevention Resource Center, and the Ad Council
- **Target End Date:** Summer 2023, publish audience-specific research findings and toolkits
- **Methodologies:**
  - Landscape review – complete
  - SME interviews (6 total) – complete
  - Qualitative research – in-depth interviews (60 – 10/each audience group) – complete
  - Quantitative research – online surveys (up to 4,000) – beginning Feb 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+)
- **Phase 2 Formative Research: Late Summer/Early Fall 2023**
  - Building from Phase 1, Phase 2 will include additional at-risk populations and identified social influencers/trusted messengers
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
Federal Resources for the 988 Lifeline and Crisis Care Services

These are some (but not all) federal resources available for states, territories, and tribes.

**SAMHSA:**
- 988 State and Territory Improvement Grant
- 988 Tribal Response Grant
- 988 Crisis Center Follow up Grant
- Community Mental Health Services Block Grant – 5% for Crisis Care Services
- Certified Community Behavioral Health Center (CCBHC) grant
- Zero Suicide Grant
- Garrett Lee Smith Youth Suicide Prevention (GLS) Grant
- Rural Emergency Medical Services Grant
- State Opioid Response (SOR) Grant
- Tribal Opioid Response (TOR) Grant
- Tribal Behavioral Health Grant (Native Connections)
- State Transformational Technology Initiative Grants (TTI-NASMHPD)
- Governors Challenges to Preventing Suicide Among Service Members, Veterans, and Their Families

**CMS:**
- Medicaid/CHIP Waivers – 1915 and 1115
- Medicaid/CHIP State Plan Amendments
- CMS State Planning Grants for Qualifying Community-Based Mobile Crisis Intervention Services ($15M for 20 states)

**SAMHSA Technical Assistance:**
- Suicide Prevention Resource Center
- Center of Excellence for Integrated Health Solutions
- National and Regional Mental Health Technology Transfer Centers
- GAINS Center for Behavioral Health and Justice Transformation
- National Child Traumatic Stress Network
- 988 Operational Playbooks
  [www.nasmhpd.org/content/988-implementation-guidance-playbooks](www.nasmhpd.org/content/988-implementation-guidance-playbooks)
- SAMHSA Partner Toolkit
Thank you!

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