



988 Updates: Year 1 of 988 Implementation

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June 2023

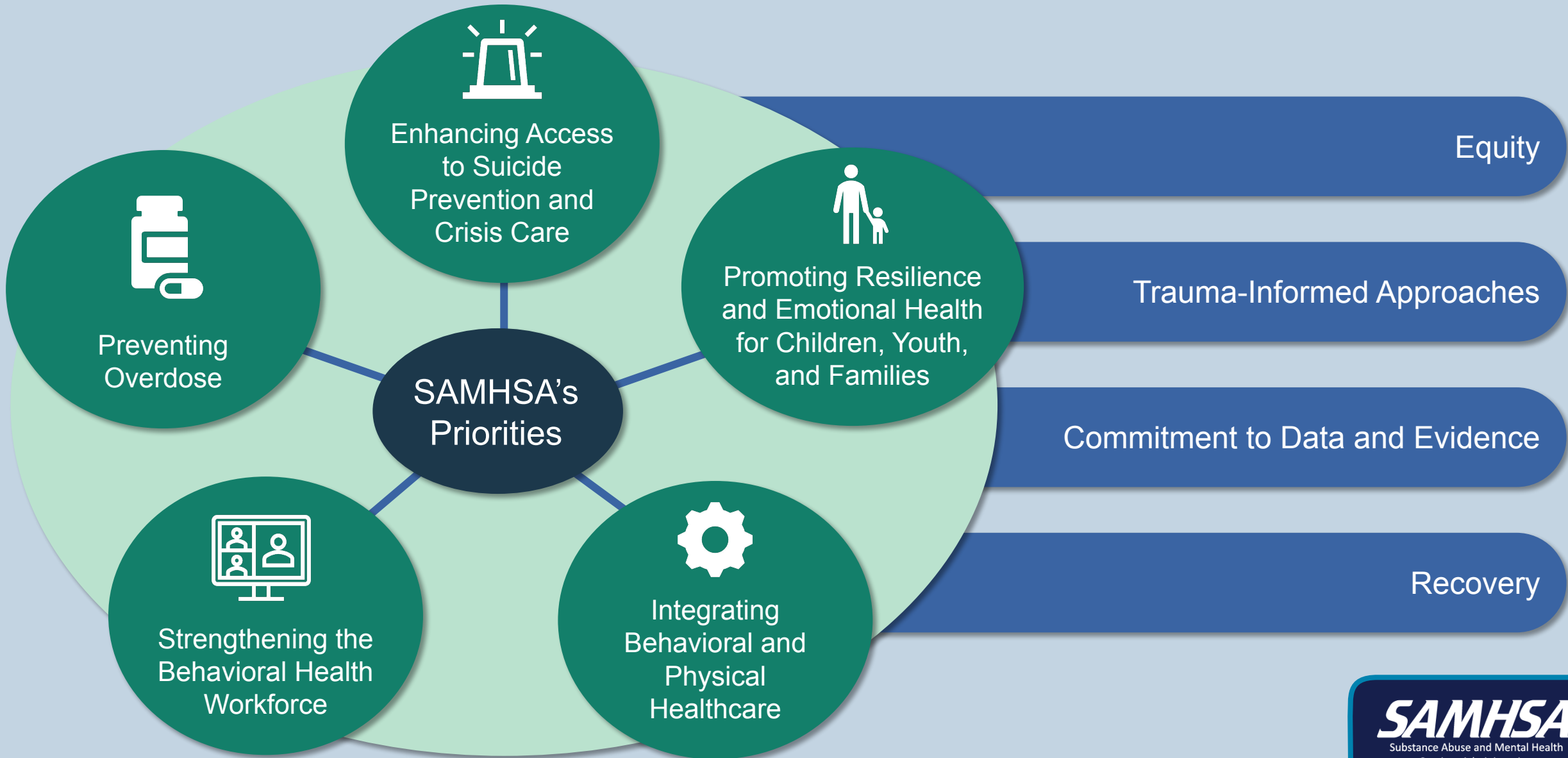


In 2021

- 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.





- 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



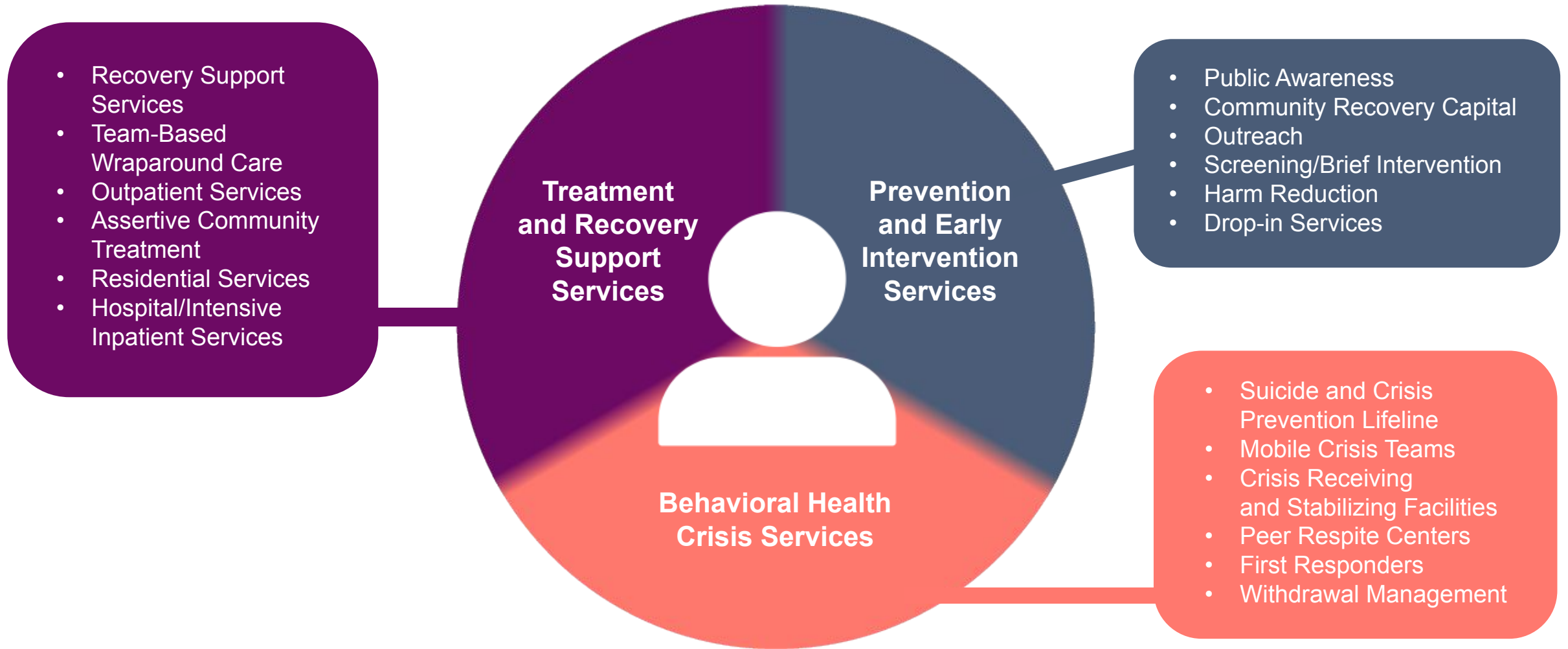
A fully transformed crisis care system with the 988 Lifeline at its core will not happen overnight, but the vision remains clear:

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

988 SUICIDE & CRISIS
LIFELINE





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



Objective 1:

Strengthening and
Expanding the 988
Suicide & Crisis Lifeline

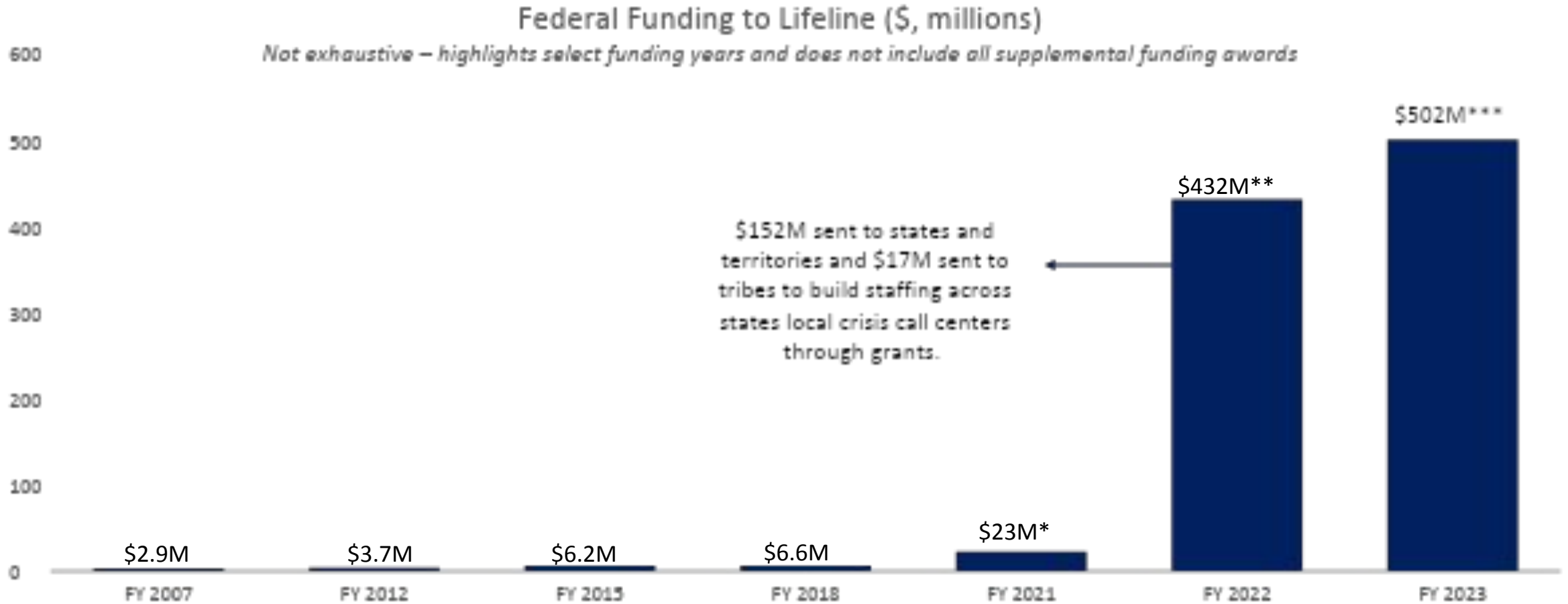
- **Improved 988 Lifeline performance** (e.g., quality, increasing call answer rates for English and Spanish above 90%)
- Growing the **percentage of 988 Lifeline contacts answered locally**, specifically chat and text
- **Activation of Spanish chat/text and video-based services for Deaf/hard-of-hearing 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



*\$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.

<https://www.appropriations.senate.gov/imo/media/doc/JRQ121922.PDF>

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

<https://www.appropriations.senate.gov/imo/media/doc/JRQ121922.PDF>

SEC. 1103. SUICIDE PREVENTION LIFELINE IMPROVEMENT

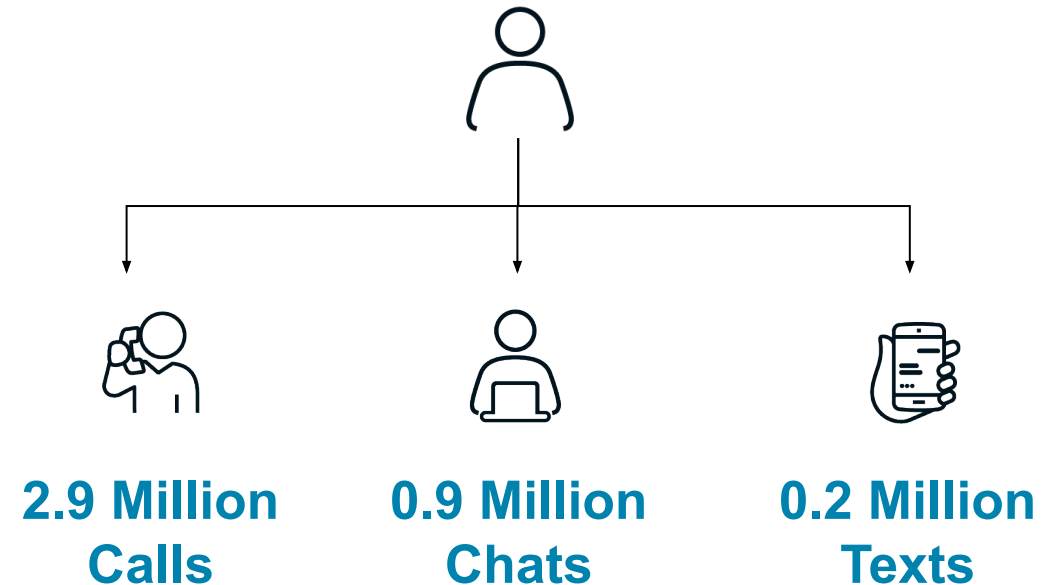
- 5) Formal Agreements with CDC on 988 data sharing with Report on Improving Data Collection and Usage
- 6) Enhanced State/Local Data Sharing to Inform Suicide Prevention Activities
- 7) Piloting Expanded 988 Crisis Services through New Communication Platforms
- 8) GAO Study on Feasibility of Routing 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

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



More people are getting connected to care than ever before

- 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**.



More people are getting connected to care than ever before

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

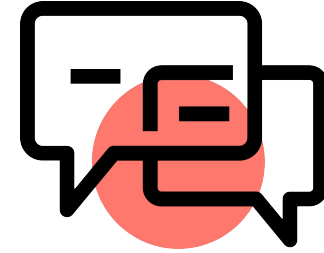
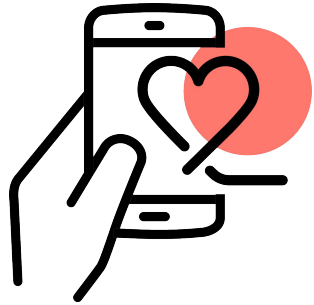
- In May 2023, Texas received 15,042 calls and answered 11,502 calls
- Call response rate was 76%
- Abandoned 1,665
- Flow to Backup 1,875



- 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>

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



Goal: Coordinated and Aligned Communication About 988

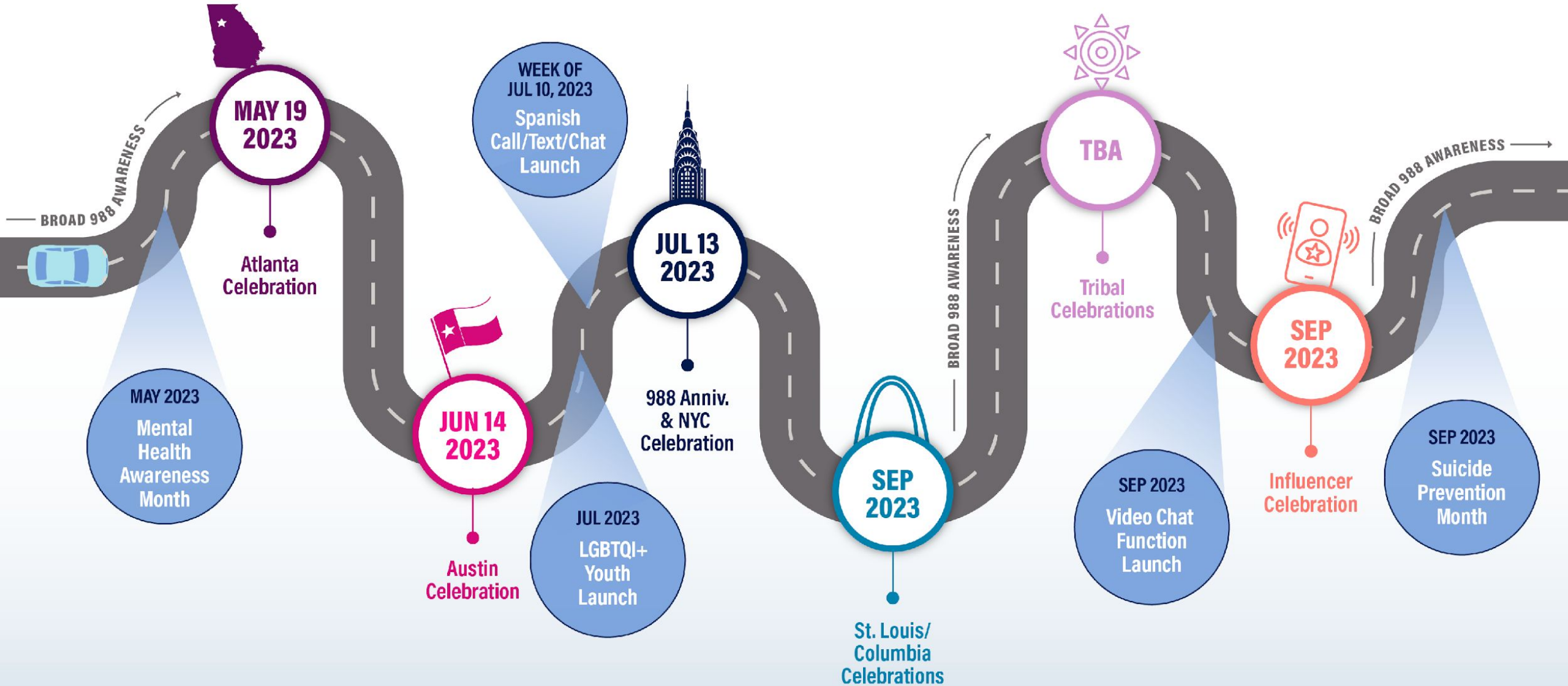
Driving a Common Narrative

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



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



ONE-STOP-SHOP for 988 Lifeline resources

- URL: www.samhsa.gov/988
- [ABOUT 988](#)
- [PARTNER TOOLKIT](#)
- [PERFORMANCE METRICS](#)
- [LIFELINE HISTORY](#)
- JOBS: www.samhsa.gov/988jobs
- [FUNDING NOTICES](#)

The screenshot shows the SAMHSA website's navigation and content for the 988 Suicide and Crisis Lifeline. At the top, it identifies the U.S. Department of Health & Human Services and the SAMHSA logo (Substance Abuse and Mental Health Services Administration). A search bar and navigation links (Home, Site Map, Contact Us) are visible. A main menu includes links for Find Treatment, Practitioner Training, Public Messages, Grants, Data, Programs, Newsroom, About Us, and Publications. The breadcrumb trail reads: Home > Find Treatment > 988 Suicide and Crisis Lifeline. A left sidebar lists various resources under the 'Find Treatment' heading, including Alcohol, Tobacco, and Other Drugs; Overdose and Drug Use; Behavioral Health Treatment and Services; Behavioral Health Treatment Services Locator; Disaster Distress Helpline; Implementing Behavioral Health Crisis Care; Mental Health and Substance Use Disorders; SAMHSA's National Helpline; 988 Suicide and Crisis Lifeline; 988 Key Messages; Lifeline Timeline; 988 FAQs; 988 Partner Community; and Early Serious Mental Illness Treatment Locator. The main content area features a large banner with the 988 Suicide + Crisis Lifeline logo and a photo of a woman. Below the banner is the heading '988 Suicide and Crisis Lifeline' and a paragraph explaining the resources provided. A 'Need Support Now?' section offers immediate assistance options. At the bottom, there are sections for 'About 988' and '988 Partner' with icons of hands holding a heart and gears.

U.S. Department of Health & Human Services

SAMHSA
Substance Abuse and Mental Health
Services Administration

Home | Site Map | Contact Us

Search SAMHSA.gov Search

Find Treatment | Practitioner Training | Public Messages | Grants | Data | Programs | Newsroom | About Us | Publications

Home > Find Treatment > 988 Suicide and Crisis Lifeline

Find Treatment

- Alcohol, Tobacco, and Other Drugs
- Overdose and Drug Use
- Behavioral Health Treatment and Services
- Behavioral Health Treatment Services Locator
- Disaster Distress Helpline
- Implementing Behavioral Health Crisis Care
- Mental Health and Substance Use Disorders
- SAMHSA's National Helpline
- 988 Suicide and Crisis Lifeline**
- 988 Key Messages
- Lifeline Timeline
- 988 FAQs
- 988 Partner Community
- Early Serious Mental Illness Treatment Locator

988 SUICIDE + CRISIS LIFELINE

988 Suicide and Crisis Lifeline

The resources and information on this page are designed to help states, territories, tribes, mental health and substance use disorder professionals, and others looking for information on understanding the background, history, funding opportunities, and implementation resources for strengthening suicide prevention and mental health crisis services. 988 goes live on all devices on July 16, 2022.

Need Support Now?
If you need suicide or mental health-related crisis support, or are worried about someone else, please call or text [1-800-273-8255](tel:1-800-273-8255) or visit the [National Suicide Prevention Lifeline](#)'s chat to connect with a trained crisis counselor.

About 988
In 2020, Congress designated the new 988 dialing code to be operated through the existing National Suicide Prevention Lifeline. SAMHSA sees 988 as a

988 Par
Moving to an
provide great

SAMHSA
Substance Abuse and Mental Health
Services Administration

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](#)
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[Home](#) > [Find Treatment](#) > [988 Suicide and Crisis Lifeline](#) > 988 Key Messages



Find Treatment
Alcohol, Tobacco, and Other Drugs
Opioid Overdose
Harm Reduction
Behavioral Health Treatment and Services
Behavioral Health Treatment Services Locator
Disaster Distress Helpline
Implementing Behavioral Health Crisis Care
Mental Health and Substance Use Disorders
SAMHSA's National Helpline

988 Suicide and Crisis Lifeline
988 Partner Toolkit
988 Key Messages
Lifeline Timeline
988 Jobs
988 FAQs
988 Partner Community
Early Serious Mental Illness Treatment Locator
Recovery and Recovery Support
Buprenorphine Practitioner & Treatment Program Locator
Opioid Treatment Program Directory
Substance Abuse and Mental Health Prevention



988 Key Messages

These key messages are designed to cover the basics of 988 and provide a strong foundation from which partners can build for their audience-specific needs. The key messages work in coordination with the messaging guidance outlined in the [988 Messaging Framework](#) developed by the National Action Alliance for Suicide Prevention and its messaging task force.

Need Support Now?
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About 988

In 2020, Congress designated the new 988 dialing code to operate through the existing National Suicide Prevention Lifeline's (1-800-273-8255) network of over 200 locally operated and funded crisis centers across the country.

On July 16, 2022, the U.S. will transition to using the 988-dialing code, and it is a once-in-a-lifetime opportunity to strengthen and expand the existing Lifeline.

988 is more than just an easy-to-remember number—it's a direct connection to compassionate, accessible care and support for anyone experiencing mental health-related distress – whether that is thoughts of suicide, mental health or substance use crisis, or any other kind of emotional distress. People can also dial 988 if they are worried about a loved one who may need crisis support.

The 988 dialing code is just a first step toward strengthening and transforming crisis care in this country. It serves as a universal entry point so that no matter where you live, you can reach a trained crisis counselor who can help.

Over time, the vision for 988 is to have additional crisis services available in communities across the nation, much the way emergency medical services work.



988 Partner Toolkit

The [988 Partner Toolkit](#) is intended to facilitate partner efforts for collaborative and aligned 988



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


Printable Materials

These 988 printable materials have been created for use by governments, states, territories, tribes, crisis centers, and partners to educate and outreach about 988. SAMHSA provides organizations an ability to order limited supplies from the SAMHSA store. If you need larger orders than we are able to send to you, you can use the printer-ready files to make your own. For those of you who need just a few copies of an item, you can print those using the simple PDF download.

SAMHSA expects print materials to be available for ordering in late July. We will regularly update the SAMHSA Store links when products arrive.

Wallet Cards

The following business-sized wallet cards help publicize the 988 Suicide & Crisis Lifeline.



Wallet Card with Image (2 sided, 3.5 in x 2 in) Wallet Card with Image (2 sided, 3.5 in x 2 in)

- [Downloadable in English \(PDF | 254 KB\)](#)
- [Downloadable in Spanish \(PDF | 297 KB\)](#)
- [Printer-ready file in English \(PDF | 723 KB\)](#)
- [Printer-ready file in Spanish \(PDF | 1.1 MB\)](#)
- [Order from the SAMHSA Store](#)
- [Order from the SAMHSA Store](#)

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



THIS 3-DIGIT NATIONAL HOTLINE PHONE NUMBER FOR SUICIDE PREVENTION WENT LIVE IN 2022



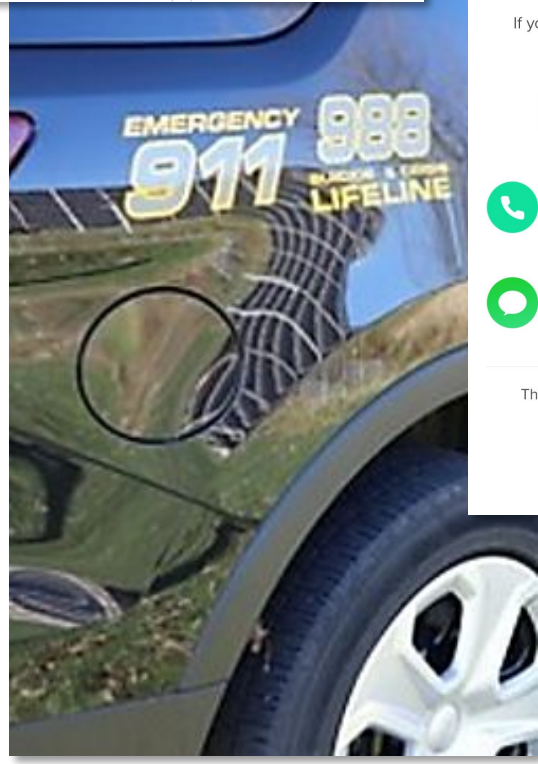
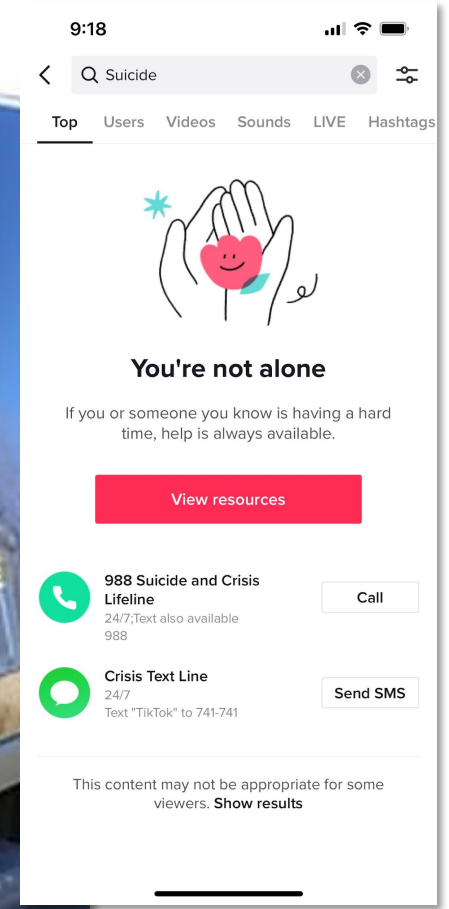
988-Lifeline- Butterfly Hoodie - ...
\$41.99
Spring US



You Matter 988 Suicide Preventio...
\$4.89
Zazzle

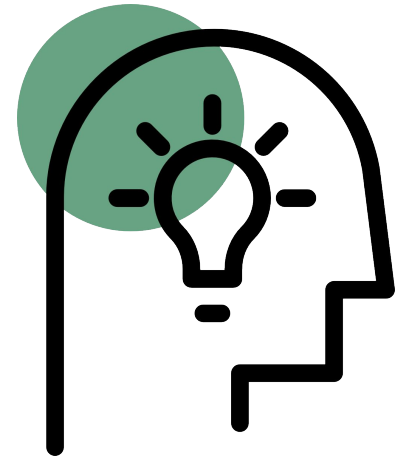


Retro Tomorrow Needs You 988...
\$10.03
Zazzle



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



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**

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
- SAMHSA Partner Toolkit



Thank you!

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

