

A woman with dark, curly hair and a nose ring is looking out a window. The view outside shows a city skyline with a tall building and greenery under a blue sky with clouds. The woman is in the foreground, looking towards the right side of the frame.

# 988

SUICIDE  
& CRISIS  
LIFELINE

988 and Crisis  
System  
Transformation

June, 2022

**SAMHSA**  
Substance Abuse and Mental Health  
Services Administration

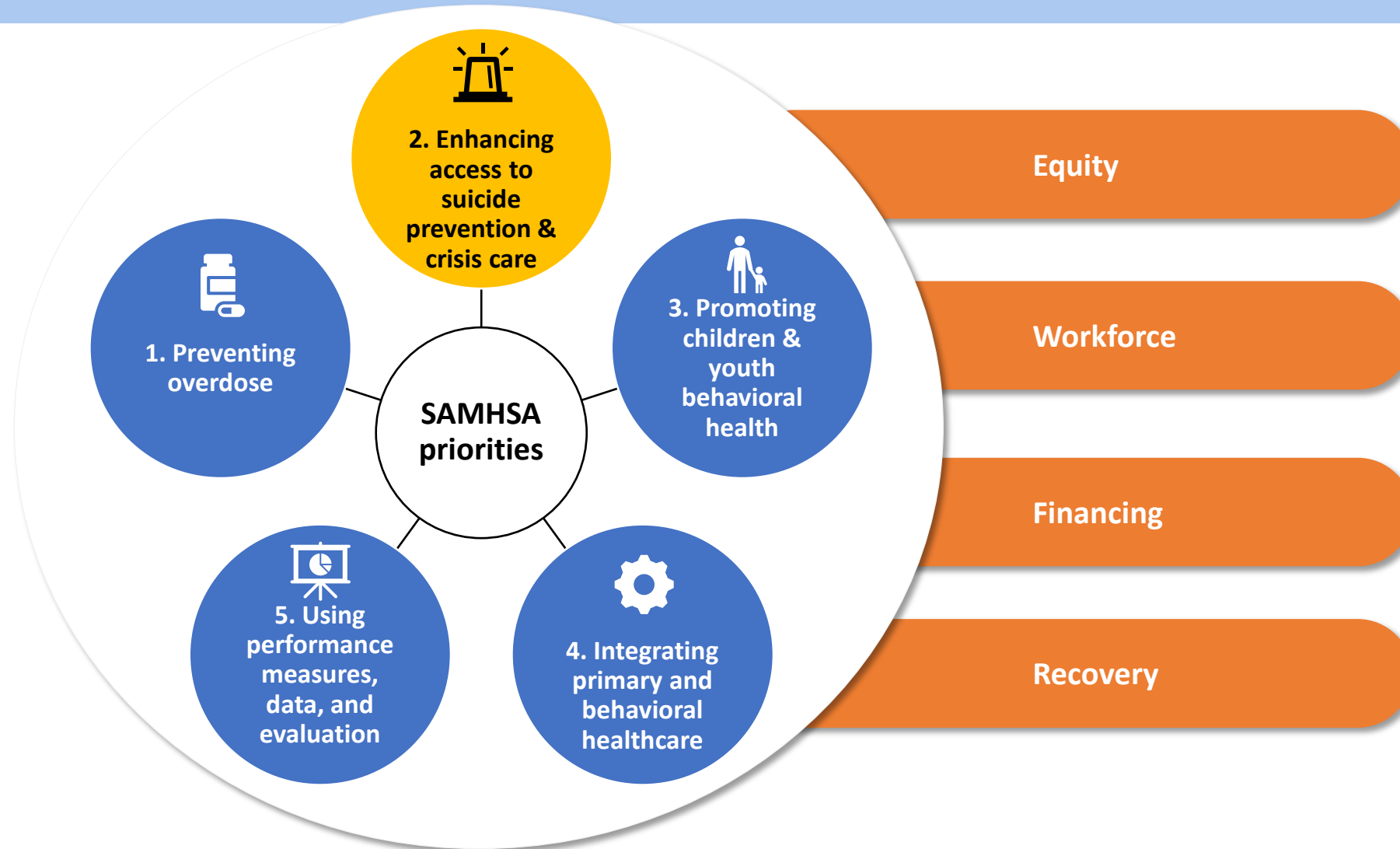
# Today's briefing

- America's mental health and substance use crisis
- 988 – a transformative moment
- The existing Lifeline
- SAMHSA's actions to date
- What you can do



# SAMHSA's overarching priorities and cross-cutting principles

988



● Details to follow



**TOO MANY PEOPLE  
ACROSS THE U.S.  
EXPERIENCE  
SUICIDAL, MENTAL  
HEALTH AND/OR  
SUBSTANCE USE  
CRISIS WITHOUT THE  
SUPPORT AND CARE  
THEY NEED**

## **In 2020**

there was approximately  
one death by suicide  
every 11 minutes

## **In 2020**

for people aged 10–14 and  
25–34 years, suicide was the  
second leading cause of death

## **From April 2020 to 2021**

over 100,000 people died from  
drug overdoses

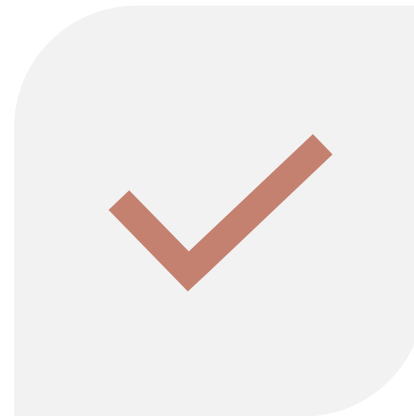


# Systems Gaps and Challenges for Individuals with Substance Use Conditions

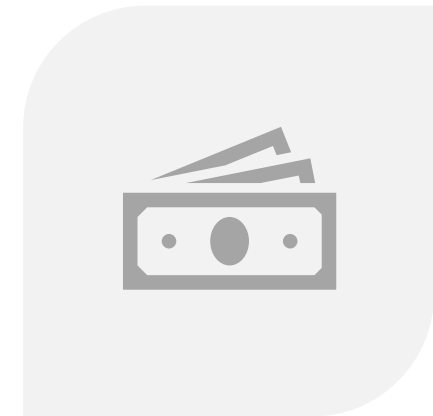
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**COALITION BUILDING,  
PLANNING AND DEVELOPMENT**



**NEED FOR SCOPE CLARITY**



**SILOED FUNDING AND SERVICE  
STREAMS**

## A transformative moment for the crisis care system in the U.S.



### Short-term goal

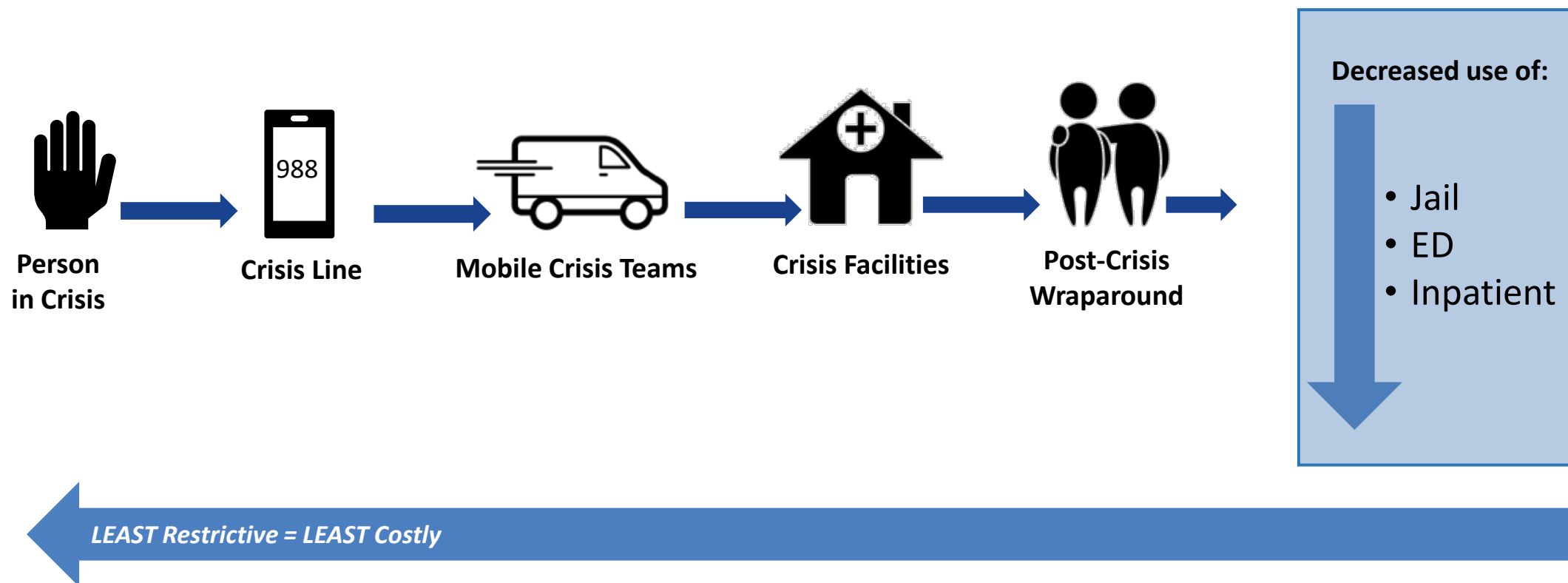
A strengthened and expanded Lifeline infrastructure to respond to crisis calls, texts, and chats anytime

### Long-term vision

A robust system that provides the crisis care needed anywhere in the country

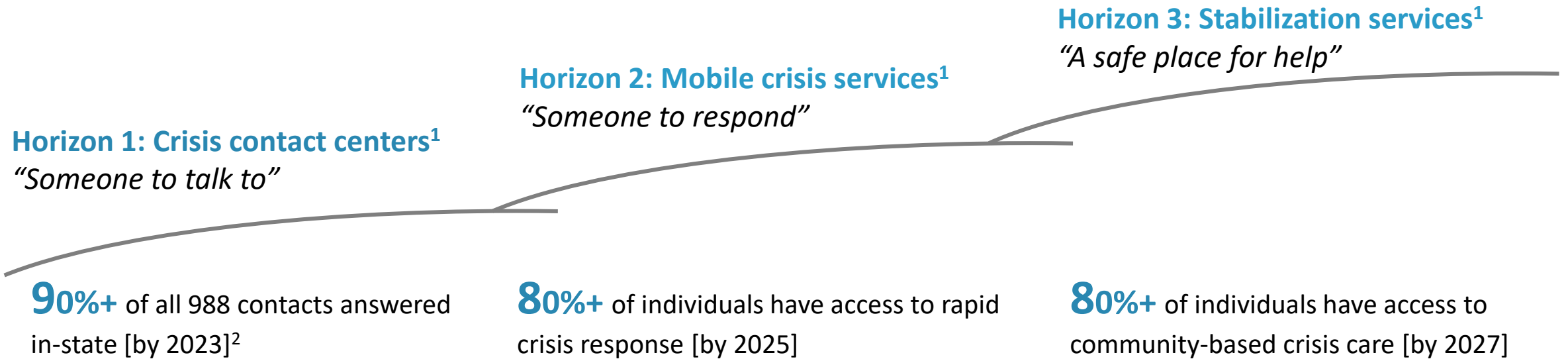
# Crisis Contact Centers Are an Essential Component of a Broader Crisis Continuum

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# Vision for 988 & Crisis Services

# 988



## Underlying principles

Provide individuals experiencing **suicidal, mental health, and substance use crises**, and their loved ones, with caring, accessible, and high-quality support

Ensure **integrated services are available** across the crisis care continuum, supported through strong partnerships (e.g., State, Territorial, Tribal, Federal)

Provide **“health first”** responses to behavioral health crises and ensure connection with appropriate levels of care

Integrate **lived experiences of peers** and support **for populations at high risk of suicide**, such as Veterans, LGBTQ, BIPOC, youth, & people in rural areas

Advance **equitable access to crisis services** for populations at higher risk of suicide, with a focus on Tribes and Territories

1. Inclusive of intake, engagement, and follow-up

2. Proportion may differ with chat/text vs. calls; “contacts answered” is defined as connected with a trained responder



# Overview of activities to support 5-year vision

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## Activity

Leadership + operations

Resourcing (including financing + workforce)

Data + technology

Communications

Equity

- Federal government
- States
- Localities
- Lifeline contact centers
- Behavioral health providers
- Public safety answering points (PSAPs)

*List of partners is not exhaustive*

# 988 & Behavioral Health Crisis – Examples of Federal Activities *(non-exhaustive)*

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Example Actions

Horizon 1:  
Crisis contact  
centers

Horizon 2:  
Mobile crisis  
Services

Horizon 3:  
Stabilization  
services

## Leadership + operations

- **SAMHSA:** Establish 988 & Behavioral Health Crisis Coordination Office
- **States:** Conduct self-assessment to determine readiness to answer calls/text/chats at local level
- **Lifeline contact centers:** Build capabilities to support text / chat
- **Localities:** Engage with the state health authority to understand how 988 will impact existing local crisis services

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## Resourcing

- **SAMHSA:** Announce proposed FY23 federal funding to advance 988 operational readiness
- **CMS:** Awarded \$15M for state planning grants to bolster mobile crisis intervention services
- **States:** Identify sustainable funding streams to support 988 & broader crisis services
- **Tribes:** Work with federal/state BH authorities and financing agencies to ensure crisis services are accessible to tribes

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## Data & technology

- **FCC:** Implement 10 digit dialing in 82 areas to facilitate routing of 988 calls
- **Localities:** Identify tech platforms used to manage crisis services and data across partners
- **States:** Develop plans to integrate tech platforms / consolidate data across crisis services providers
- **Providers:** Work with state authorities and payers to identify data sharing mechanisms

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## Communicat ions

- **HHS:** Launch targeted education and engagement about 988 (e.g. from HHS leadership, other federal partners)
- **States:** Conduct an inventory of which organizations and individuals require engagement to support 988
- **Localities:** Engage in implementing transition between 911 dispatch centers and 988 contact centers
- **Tribes:** Communicate internally with tribe to inform members about 988 and available crisis services

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## Equity

- **SAMHSA:** Delivered report to Congress on 988 Training and Access for High-Risk Populations
- **SAMHSA:** Launch formative research on populations at high risk of suicide
- **Localities:** Develop processes to report on crisis outcomes to ensure care is distributed equitably
- **Providers:** Integrate screenings of social determinants of health / set up practices to refer individuals to social services

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The above activities are illustrative of the types of actions being undertaken to support the 988 vision across Horizons; many other partners not captured above are also making vital contributions

# 988 Builds Directly on the Existing National Suicide Prevention Lifeline

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**2001**

Congress appropriates funding for suicide prevention hotline; SAMHSA awards competitive grant to establish a network of local crisis centers

**2007**

SAMHSA and VA partner to establish 1-800-273-TALK as access point for the **Veterans Crisis Line (VCL)**

**2015**

**Disaster Distress Helpline** was incorporated into Lifeline cooperative agreement

**2020**

**Lifeline** began incorporating **texting** service capability in select centers

**2021**

SAMHSA/VA/FCC are responsible for submitting multiple **988 reports to Congress**

**2022**

**988 fully operational for phone and text** in July 2022

**2005**

**National Suicide Prevention Lifeline (Lifeline)** was launched with number 1-800-273-TALK

**2013**

Lifeline began incorporating **chat service** capability in select centers

**2020**

**FCC designates 988** as new three-digit number for suicide prevention and mental health crises

**2020**

**National Hotline Designation Act** signed into law, incorporating 988 as the new Lifeline and VCL number

**2021**

**State 988 funding opportunity released**, and states are responsible for submitting **planning grants to Vibrant**



**Providing 24/7, free and confidential support to people in suicidal crisis or mental health-related distress helps**

- National Suicide Prevention Lifeline helps thousands of people overcome crisis situations every day

**Proven to work** – Lifeline studies have shown that after speaking with a trained crisis counselor, most callers are significantly more likely to feel

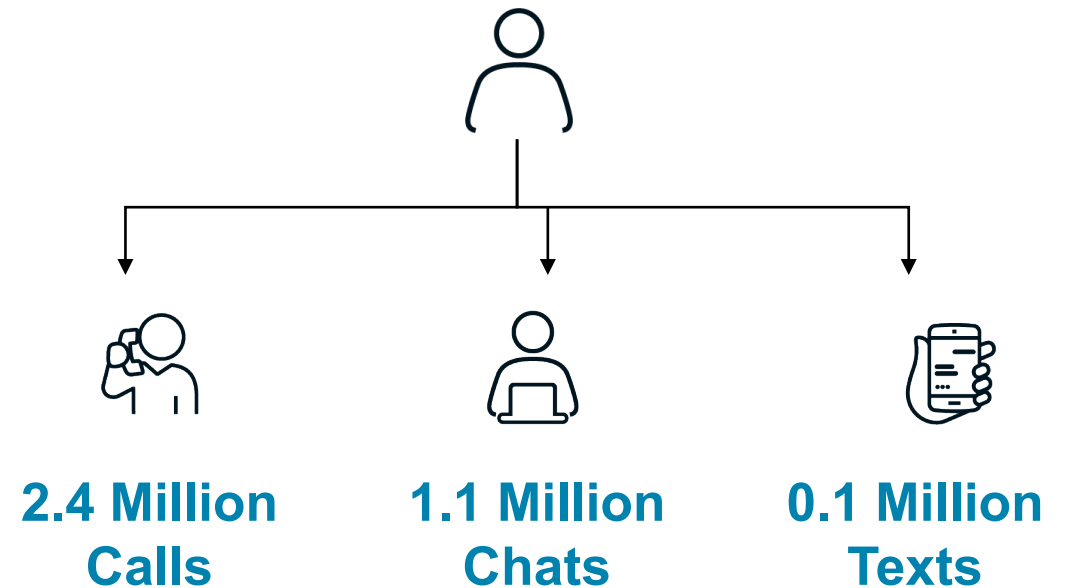
- less depressed
- less suicidal
- less overwhelmed
- more hopeful

## In FY21, the Lifeline received roughly **3.6 million contacts**

People who **call the Lifeline** are given three options:

- **Press 1** to connect with the **Veterans Crisis Line**
- **Press 2** to connect with the **Spanish Subnetwork**
- **Remain on the line** and be connected to a **local crisis center**; if local crisis center is unable to answer, the caller is routed to a national backup center

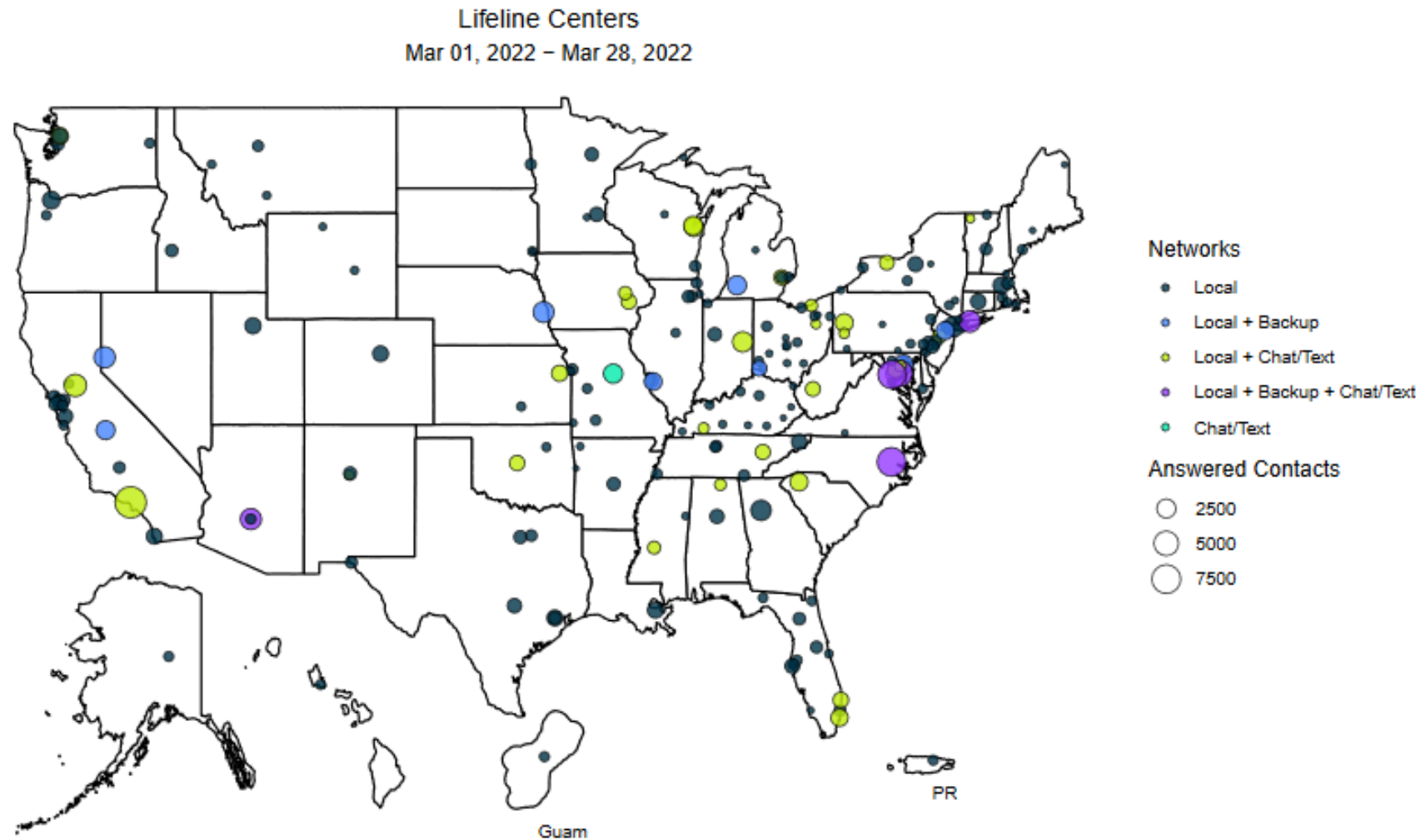
People who **text/chat the Lifeline** are currently connected to crisis centers equipped to respond to texts and chats





# Snapshot of the Lifeline Network

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# Lifeline state *call* answer rates: April 1 – 30, 2022

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## 5 states with Lifeline answer rates above 90 percent

State	Routed	Answer Rate
AZ	3,009	90%
MT	561	96%
ND	341	90%
RI	308	99%
WV	807	90%

## 17 states with Lifeline answer rates between 80-90%

State	Routed	Answer Rate
CA	22,531	86%
CT	2,250	87%
DC	513	89%
ID	1,031	85%
MD	2,977	86%
MO	2,792	83%
MN	2,643	84%
MS	920	88%
NE	1,013	82%
OR	3,285	80%
PA	4,586	85%
SD	288	86%
TN	2,943	83%
UT	2,105	85%
VA	3,966	84%
VT	324	82%
WI	4,590	83%

## 22 states with Lifeline answer rates between 65-80%

State	Routed	Answer Rate
AK	616	66%
AR	1,180	79%
DE	378	69%
GA	4,391	68%
GU	32	69%
HI	937	72%
IA	1,399	70%
IN	3,158	77%
KS	1,447	69%
KY	1,926	70%
LA	2,243	66%
NC	4,483	65%
NH	586	78%
NJ	3,949	77%
NM	1,472	77%
NV	1,763	73%
NY	11,903	67%
OH	5,355	69%
OK	1,649	69%
SC	2,342	76%
WA	4,110	69%
WY	241	75%

## 11 states with Lifeline answer rates below 65%

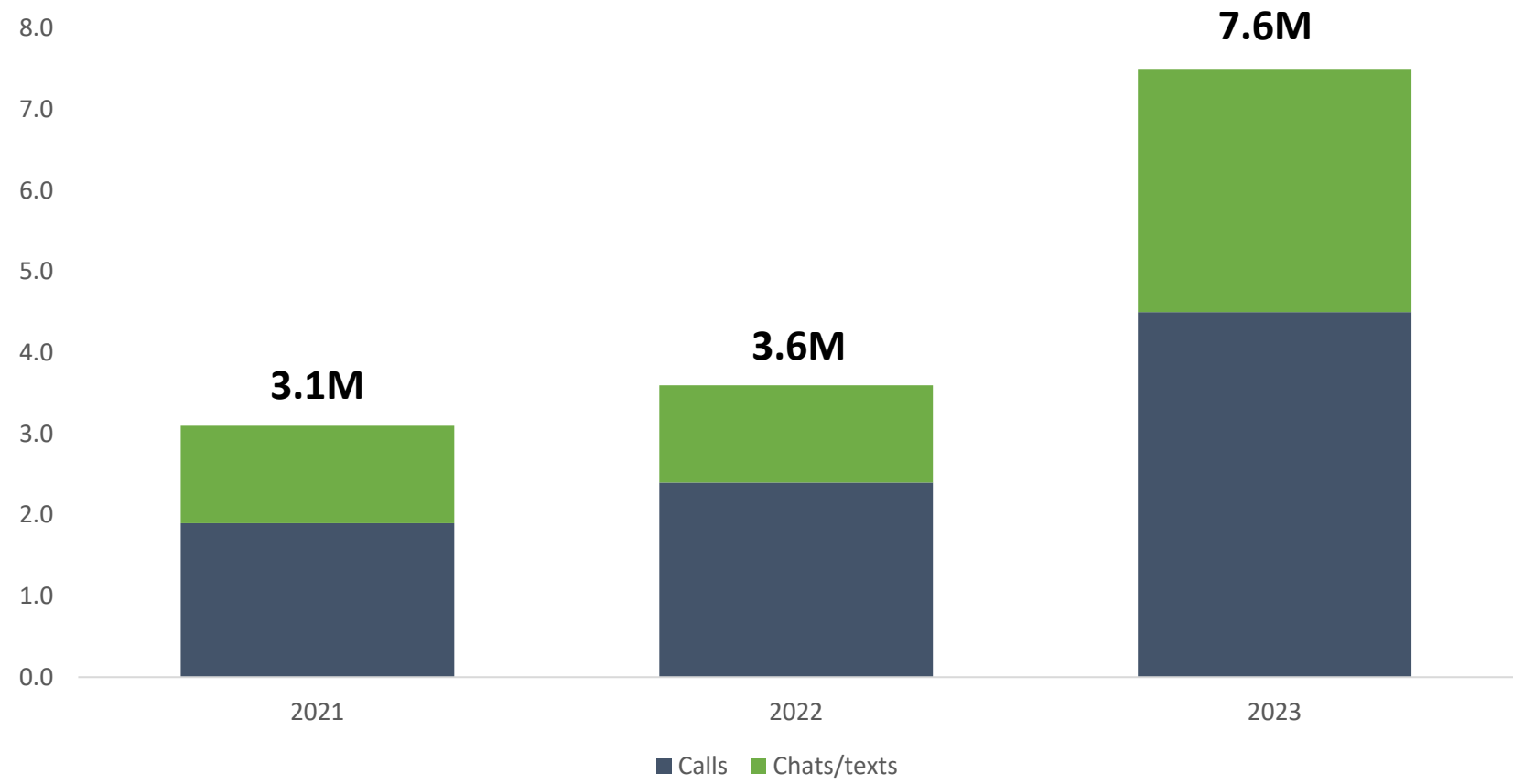
State	Routed	Answer Rate
AL	2,357	61%
CO	3,976	53%
FL	8,189	60%
IL	7,046	19%
MA	4,425	63%
ME	490	64%
MI	5,195	45%
MP	9	0%
PR	22	0%
TX	12,265	45%
VI	97	0%

\*Indicates state that has passed legislation creating a 988 cell phone fee

\*Territory activation

# Potential Future Lifeline Volume

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# SAMHSA Investments to Improve Local Capacity

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## Announced \$282M to help transition Lifeline to 988

- \$177 million to strengthen and expand the existing Lifeline network operations, back-up center workforce, and telephone/chat/text infrastructure
- \$105 million to build up staffing across states' local crisis call centers



# Additional Resources that Support 988 and Crisis Services

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## SAMHSA:

- 988 State and Territory Cooperative Agreement (12/22)
- Community Mental Health Services Block Grant – 5% Crisis Services set-aside
- 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 Prevent 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



Examples of How States Spend their Crisis Set-Aside

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Someone to Talk To	Someone to Respond	Places to Go
Call Center	24/7 Mobile Crisis Teams	Crisis Residential Programs
Suicide Prevention Lifeline	Rural Crisis Response Teams	Crisis Stabilization Programs
Air Traffic Control	Youth Mobile Response Teams	23-hour Crisis Stabilization
Youth Mediation & Supportive Counseling	Crisis Counseling Programs	Psychiatric Emergency Services
Peer Run/operated Warm Lines	Home-based crisis intervention program	Youth Stabilization Units
Crisis Text lines	Cahoots	Peer Respite Services/Apartments/Living Rooms
		Emergency Psychiatric Observation
		Community Triage Centers/Walk-in Centers

# Transformation Transfer Initiative (TTI) Grants

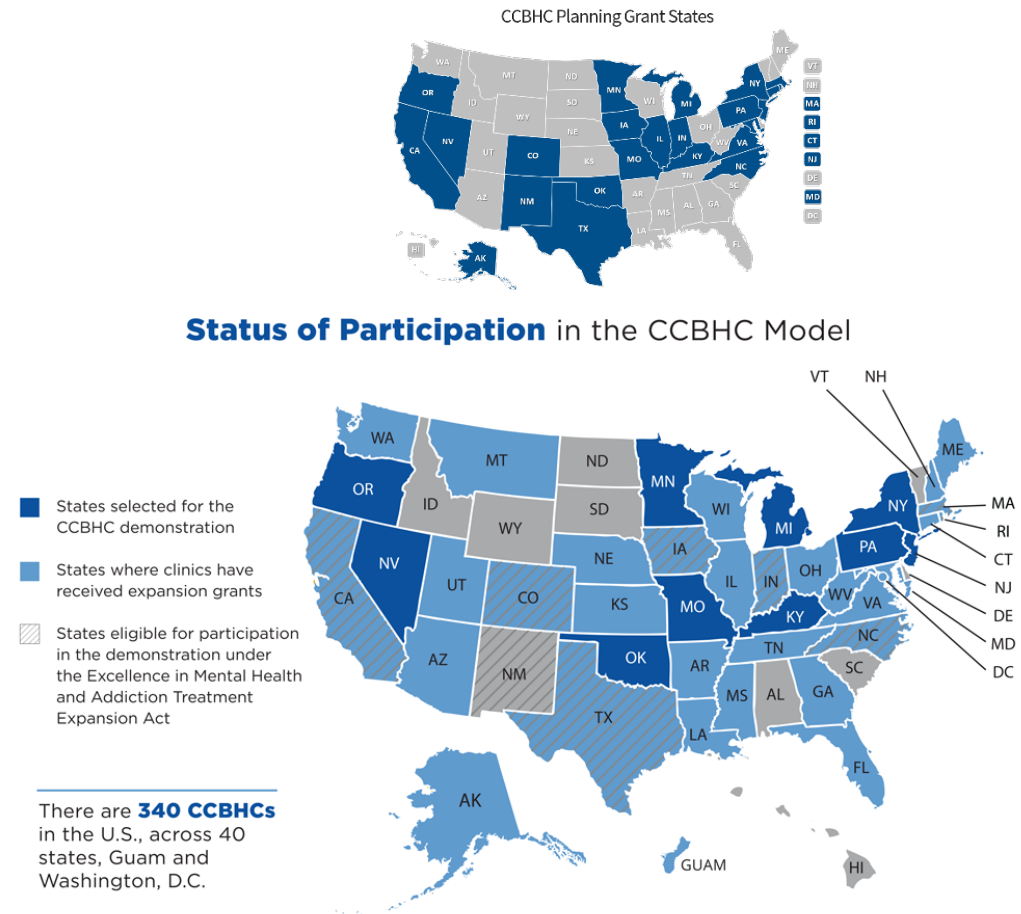
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- Center for Mental Health Services created the Transformation Transfer Initiative (TTI) to assist states in transforming mental health systems of care
- The TTI provides, on a competitive basis, flexible funding awards to states, the District of Columbia, and the Territories to strengthen innovative programs.
- This year's TTI holds relevance and value for all states and territories as the focus is 988 readiness and improvement and expansion of crisis services.

# CCBHC Model

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- Expanding Model
- Core Elements:
  - Staffing
  - Access
  - Care coordination
  - Scope of services
  - Quality
  - Governance and Accreditation



# Native Connections Grant Program

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SAMHSA  
native CONNECTIONS

## Awards and Requirements

**No. of Awards:** Cohort 1 = 20, Cohort 2 = 69  
Cohort 3 = 13 Cohort 4=46 Cohort 5=26 Cohort 6=40 Cohort 7=29 (TOTAL  
= 242)

**Award Amount:** \$250,000/year

**Length of Project Period:** 5 years

**Target Population:** Native youth up to age 24

### Purpose:

- to prevent and reduce suicidal behavior and substance misuse among Native youth
- Reduce the impacts of trauma, substance misuse and mental illness on AI/AN communities through a public health approach
- allow AI/AN communities to support youth and young adults as they transition into adulthood



# Future Directions to Enhance Crisis Capacity

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Training –e.g.,  
SBIRT,  
Motivational  
Interviewing

Mobile overdose  
response,  
outreach and  
prevention

Withdrawal  
management—incl  
low barrier MOUD

Integrated crisis  
stabilization  
services

Technical  
Assistance and  
Performance  
Evaluation



# Partner Engagement



# HHS Regional Engagement

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## Regional offices:

1. Develop and sustain critical partnerships with state, territory, tribal and local leaders
2. Represent the HHS Secretary and Assistant Secretaries' priorities
3. Amplify Federal policy, resources and initiatives
4. Identify key health and human services needs and opportunities that shape national policy, programs, and initiatives

## Regional Offices and 988 Implementation:

1. Emphasize national strategic importance of 988 and State-Federal partnership for successful implementation
2. Recognize State/Governor's commitment to strengthening and expanding state crisis response system for all constituents
3. Communicate importance of multi-sector state, local and tribal leadership to successfully modernize the 988/crisis response system (technology, workforce, financing, communications)
4. Encourage and support States and Territories flexible use of Federal, State, and local resources to support immediate and long-term expansion of the crisis response system
5. Emphasize the commitment of HHS/SAMHSA to support and partner with state as it readies for the transition to 988 on 7/16/2022 and beyond
6. Connect/bridge State, Territory, Tribal, and local stakeholders to trusted national and regional 988/Crisis Service System Partners

# SAMHSA 988 Playbooks & External Partners

# 988

## 988 PLAYBOOKS

- Holistic view of readiness for implementation of 988 for:
  - states, territories, tribes
  - crisis contact centers
  - public safety answering points (PSAPs)
  - behavioral health providers
- Created with external partners across critical sectors
- Publishing on NASMHPD Website
  - [www.nasmhpd.org](http://www.nasmhpd.org)

## SNAPSHOT OF EXTERNAL PARTNERS

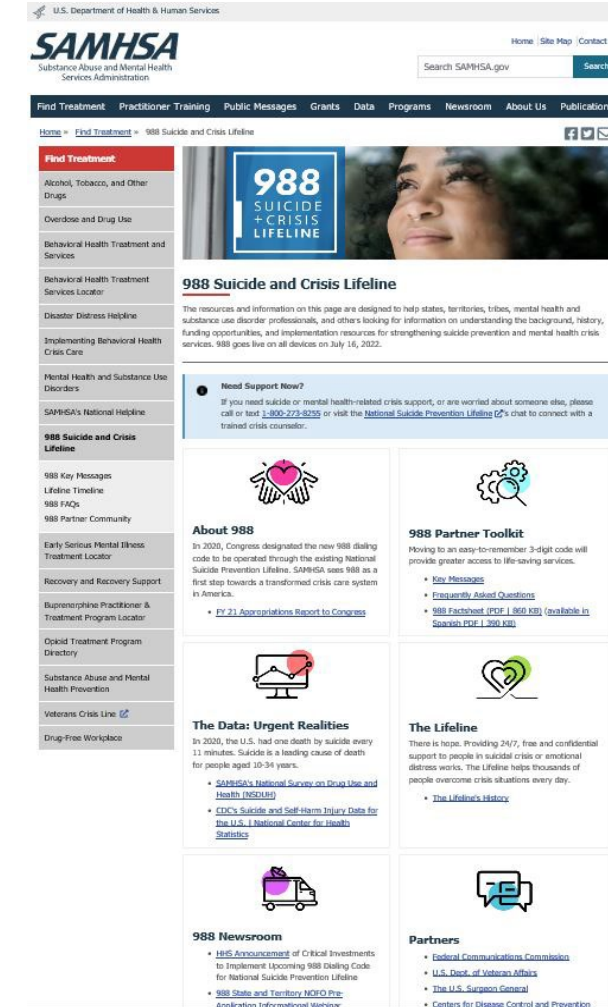


# SAMHSA 988 Webpage

# 988

## ONE-STOP-SHOP FOR 988 RESOURCES

- URL: [www.samhsa.gov/988](https://www.samhsa.gov/988)
- ABOUT 988
- PARTNER TOOLKIT
- DATA
- LIFELINE HISTORY
- MORE TO COME OVER TIME

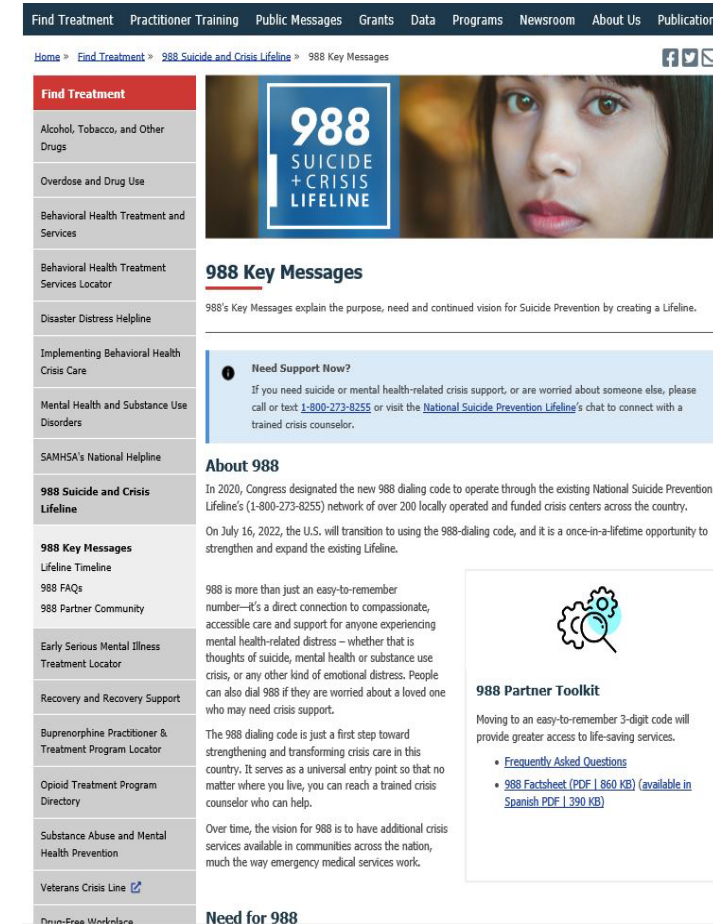


# SAMHSA 988 Partner Toolkit

# 988

## PARTNER TOOLKIT ASSETS AS OF APRIL

- FACT SHEET (English and Spanish)
- KEY MESSAGES
- FAQs (Adding others as needed over time)
- E-NEWSLETTER TEMPLATE
- LOGOS & BRAND GUIDANCE
- SAMPLE RADIO PSA SCRIPTS
- 988 SLIDE DECK



The screenshot displays the SAMHSA 988 website. The top navigation bar includes links for Find Treatment, Practitioner Training, Public Messages, Grants, Data, Programs, Newsroom, About Us, and Publications. Below this, a breadcrumb trail shows the path: Home > Find Treatment > 988 Suicide and Crisis Lifeline > 988 Key Messages. A sidebar on the left lists various resources under the 'Find Treatment' header, 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 (with sublinks for Lifeline Timeline, 988 FAQs, and 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; Veterans Crisis Line; and Diversion Workbooks. The main content area features a large header image with the 988 Suicide + Crisis Lifeline logo. Below the header, the '988 Key Messages' section explains the purpose and vision of the Lifeline. A 'Need Support Now?' box provides instructions on how to seek help. The 'About 988' section details the legislative background and the transition to the 988 dialing code. The '988 Partner Toolkit' section highlights the goal of providing greater access to life-saving services and lists links to frequently asked questions, a factsheet, and Spanish language materials.

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

Home > Find Treatment > 988 Suicide and Crisis Lifeline > 988 Key Messages

**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
- Recovery and Recovery Support
- Buprenorphine Practitioner & Treatment Program Locator
- Opioid Treatment Program Directory
- Substance Abuse and Mental Health Prevention
- Veterans Crisis Line
- Diversion Workbooks

**988 Suicide + Crisis Lifeline**

### 988 Key Messages

988's Key Messages explain the purpose, need and continued vision for Suicide Prevention by creating a Lifeline.

**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 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 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

Moving to an easy-to-remember 3-digit code will provide greater access to life-saving services.

- [Frequently Asked Questions](#)
- [988 Factsheet \(PDF | 860 KB\)](#) (available in [Spanish PDF | 390 KB](#))



**Goal: Research-based campaign to encourage life-saving actions**



## Formative Research Project Overview

- Partnering with Action Alliance and Ad Council
- Kick off meeting June 6, 2022
- Timeline (6-9 months)
- Initial focus on populations at high risk of suicide

## Formative Research Purpose

**Identify knowledge, attitudes & beliefs of populations at higher risk of suicide, exploring:**

- risk perceptions
- motivating factors and barriers to help-seeking, including using a service like 988
- influencers
- channel preferences for health information seeking



## Formative Research: Initial Focus



### Audience segmentation set against populations at higher risk of suicide:

1. **Black & Hispanic youth & young adults (ages 13-34)** – seeking a mix of genders, racial diversity, geographic diversity and range of SES
2. **AI/AN youth & young adults (ages 13-34)** – seeking mix of genders, Tribal representation, geographic diversity (urban & rural) and range of SES
3. **LGBTQI+ youth and adults (ages 13-49)** – seeking mix of gender identity/sexual orientation, geographical, SES and racial/ethnic diversity
4. **Rural older men (ages 49 +)** – seeking mix of geographical and racial/ethnic diversity (with over sampling for white males), as well as range of SES
5. **Survivors of suicidal attempt/crisis (ages 18 – 55)** – seeking mix of genders, geographic & racial/ethnic diversity, with range of SES

Behavioral Health Treatment Services Locator	<b>988 Suicide and Crisis Lifeline Volunteer and Job Opportunities</b>
Disaster Distress Helpline	988 centers are looking for empathetic volunteers, employees, and interns to serve as crisis counselors answering phone, chats and texts, as well as managers with advanced degrees.
Implementing Behavioral Health Crisis Care	
Mental Health and Substance Use Disorders	<b>i Need Support Now?</b> If you need suicide or mental health-related crisis support, or are worried about someone else, please call or text <a href="tel:1-800-273-8255">1-800-273-8255</a> or visit the <a href="#">National Suicide Prevention Lifeline's</a> chat to connect with a trained crisis counselor.
SAMHSA's National Helpline	
<b>988 Suicide and Crisis Lifeline</b>	<b>Answer the call.</b> The 988 network is made up of over 200 centers answering calls, chats, and texts from people in crisis. These centers are looking to bring on new volunteers and paid employees. You will receive training, so if you are a caring person who wants to help those in crisis, apply today.  To facilitate this, below is a list of the centers with links to their career or volunteer websites where you can find open opportunities to become a crisis counselor or a manager.  Note: Centers with an asterisk (*) have remote opportunities.
988 Partner Toolkit 988 Key Messages Lifeline Timeline <b>988 Jobs</b> 988 FAQs 988 Partner Community	<b>Select a state or territory:</b> <div>Select a State ▾</div> <b>Alabama</b> <ul style="list-style-type: none"><li>• <a href="#">Crisis Center</a> (Birmingham, AL)</li><li>• <a href="#">Crisis Services of North Alabama/HELpline</a> (Huntsville, AL)</li><li>• <a href="#">Lifelines</a> (Mobile, AL)</li></ul> <b>Alaska</b> <ul style="list-style-type: none"><li>• <a href="#">Careline Crisis Intervention</a> (Fairbanks, AK)</li></ul> <b>American Samoa</b>
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	

Central directory provides the **first aggregated resource** for job applicants and volunteers to find crisis centers across the network

In communications, this can serve as a **call to action to direct applicants** to a central resource to find openings across the network)

Is anticipated to be **improved on over time**, and represents an agile & iterative approach to building the 988 workforce





## DRIVE A COMMON 988 NARRATIVE

- Use 988 Messaging Framework
- Use 988 Key Messages & FAQs
- Use and Share 988 Toolkit Resources

## SHARE OUR RESOURCES

- Download 988 fact sheets
- Use and Share Playbooks

- National Guidelines for Behavioral Health Crisis Care Best Practice Toolkit
  - Serves as the main paper for crisis services
- Crisis Services: Meeting Needs, Saving Lives  
([https://store.samhsa.gov/product/crisis-services-meeting-needs-saving-lives/PEP20-08-01-001?referrer=from\\_search\\_result](https://store.samhsa.gov/product/crisis-services-meeting-needs-saving-lives/PEP20-08-01-001?referrer=from_search_result))
- National Association of State and Mental Health Program Directors (NASMHPD)
- <https://www.nasmhpd.org/content/tac-assessment-papers>

# Thank you!



And you can email questions to us at

**[988Team@samhsa.hhs.gov](mailto:988Team@samhsa.hhs.gov)**