

988 Suicide & Crisis Lifeline: Partner Toolkit



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How to Use this Toolkit

The Washington State Department of Health (DOH) developed this toolkit to help partners communicate with Washingtonians about the implementation of the 988 Suicide & Crisis Lifeline.

Use the following content as-is or customize it to address your audience's needs.

Contact 988ProgramInfo@doh.wa.gov if you have any questions.

Related Resources

988 Suicide & Crisis Lifeline Resources:

- [DOH 988 webpage](https://doh.wa.gov/988) – doh.wa.gov/988
 - Spanish: [Línea de prevención del suicidio y situaciones de crisis 988 | Washington State Department of Health](#)
- [988 Fast Facts \(PDF\)](#)
- [988 Implementation - Background and Preparation \(PDF\)](#)
- [What 911, Fire, EMS, and First Responders Need to Know \(PDF\)](#)
- [SAMHSA 988 Suicide and Crisis Lifeline](#)
 - [SAMHSA 988 Partner Toolkit](#)

Crisis Numbers

- [Suicide Prevention Lifeline](#)
- [Veterans Crisis Line](#)
- [Teen Link](#)
- [The Trevor Project](#)
- [NativeandStrong.org](#)

About 988

988 Basics

- After July 16, 2022, calls, texts, and chats to 988 are redirecting to Washington’s three National Suicide Prevention Lifeline (NSPL) crisis centers. The three crisis centers are:
 - Volunteers of America Western Washington
 - Frontier Behavioral Health
 - Crisis Connections

(See the map in the NSPL Crisis Centers section below for the counties each center covers)

- 988 services are available in Spanish, along with interpretation services in over 250 languages.
- 988 is confidential, free, and available 24/7/365, connecting those experiencing a mental health, or suicidal crisis with trained crisis counselors. Those who are worried about a loved one who may need crisis support can also dial 988.
- People contacting 988 are not required to provide any personal data to receive services. Calls may be monitored or recorded for quality assurance or training purposes. The network system has several safeguards to address concerns about privacy.
- 988 does not replace any crisis call centers in Washington state. It is an addition to the state’s network of crisis center providers. The current NSPL number, 1-800-273-TALK (8255), will remain active along with 988.
- There are no changes to dispatch for Designated Crisis Responders and mobile crisis response teams or the functions of any other regional crisis service.
- Access to the NSPL is available through every landline, cell phone, and voice-over internet device in the U.S.

Background Information

In 2020, the Federal Communications Commission (FCC) adopted the National Suicide Hotline Designation Act. The act made 988 the new, nationwide, easy-to-remember 3-digit dialing, texting, and chat number for anyone experiencing a suicidal or mental health related crisis.

In Washington, the Legislature passed [House Bill 1477 \(E2SHB 1477 \(PDF\)\)](#) to support 988. It enhanced and expanded behavioral health crisis response and suicide prevention services for

everyone in Washington state. E2SHB 1477 was signed into law by Governor Jay Inslee on May 13, 2021. E2SHB 1477 is also known as the Crisis Call Center Hubs and Crisis Services Act.

E2SHB 1477 also established the Crisis Response Improvement Strategy (CRIS) Committee and Steering Committee. These committees are developing recommendations to the Governor and Legislature to help implement the national 988 number and parts of E2SHB 1477. If you would like to participate as a member of the public, you can register to attend a meeting and submit public comments.

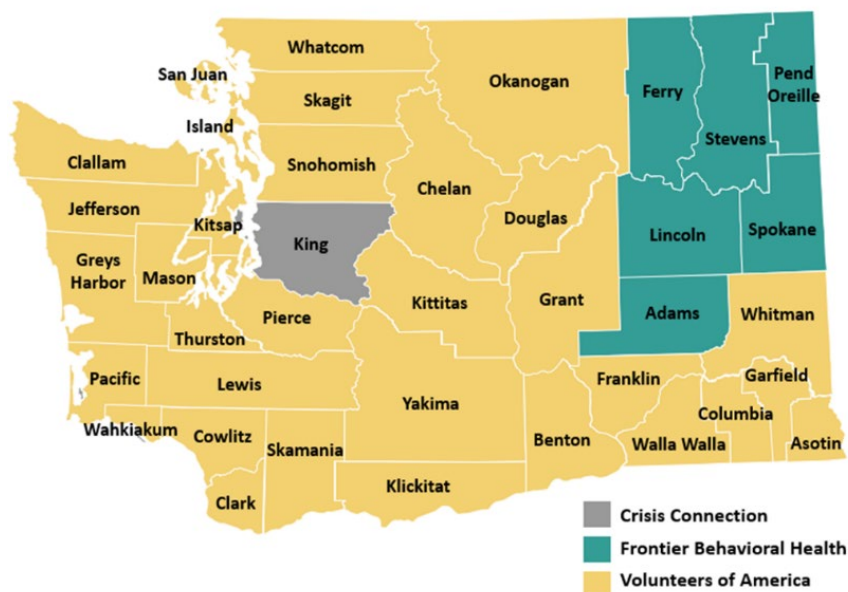
For full details, please see the [Crisis Response Improvement Strategy \(CRIS\) Committees webpage](#).

NSPL Crisis Centers

There are three NSPL crisis centers in Washington:

1. Volunteers of America Western Washington
2. Frontier Behavioral Health
3. Crisis Connections

NSPL calls are directed to one of these crisis centers, based on the map below. Calls are routed by area code.



Frequently Asked Questions

What is the National Suicide Prevention Lifeline (NSPL) and does 988 replace it?

NSPL is a national network of over 180 local, independent, and state-funded crisis centers. They are equipped to respond and help people in emotional distress or experiencing thoughts of suicide.

988 does not replace the NSPL phone number but provides another, easier way for people to reach more crisis centers. You can call either 988 or 1-800-273-TALK (8255) to be connected.

When did 988 go live nationally?

July 16, 2022. The 988 dialing code is available nationwide.

Veterans and service members may reach the [Veterans Crisis Line](#) by pressing 1 after dialing or texting 988 (or 1-800-273-TALK (8255)).

How is 988 different than 911?

988 was established to improve access to crisis services in a way that meets our country's growing suicide and mental health-related crisis care needs. 988 provides easier access to the NSPL network and related crisis resources, which are distinct from the public safety purposes of 911. 911's focus is on dispatching Emergency Medical Services (EMS), fire, and police as needed.

If I call 988, will first responders, like the police or EMS, be automatically dispatched?

The primary goal of the NSPL 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 centered on the person in crisis.

The vast majority of those seeking help from the NSPL do not require any additional interventions at that moment. Currently, fewer than two percent of NSPL calls require emergency services, like 911. While some safety and health issues may warrant a response from law enforcement and/or EMS (namely when a suicide attempt is in progress), the 988 coordinated response is intended to promote stabilization and care in the least restrictive manner.

Will 988 calls be referred to 911?

A small percentage of NSPL calls require activation of the 911 system when there is imminent risk to someone's life that cannot be reduced during the call. In these cases, the crisis counselor shares information with 911 that is crucial to saving the caller's life.

Will my call to the Lifeline be recorded?

The NSPL greeting states that calls may be monitored or recorded for quality assurance purposes. Additionally, crisis centers in the NSPL network may independently use call recordings for training purposes, dependent on the best practices of the center.

It's also important to note that people contacting 988 are not required to provide any personal data to receive services. SAMHSA recognizes the importance and the expectation of privacy when a person contacts 988. The network system has several safeguards to address concerns about privacy.

Is 988 available for substance use crisis?

Yes, you can dial 988 for substance use crises, however, in case of an **overdose emergency, call 911** and [administer naloxone](#).

The Substance Abuse and Mental Health Services Administration (SAMHSA) views 988 as an opportunity to transform the country's behavioral health crisis system to respond to anyone in need.

How is 988 being funded?

Congress has provided the Department of Health and Human Services workforce funding through the American Rescue Plan, some of which will support the 988 workforce.

The President's Fiscal Year 2022 budget request provides additional funding for the NSPL itself and for other federal crisis funding sources.

At the state level, in addition to existing public/private sector funding streams, the National Suicide Hotline Designation Act of 2020 allows states to enact new state telecommunications fees to support 988 operations.

E2SHB1477 is further funded by a tax on Washington's phone and Voice over Internet Protocol (VoIP) lines.

What languages will 988 services be available in?

The 988 Suicide & Crisis Lifeline currently provides live crisis center calling services in English and Spanish and uses Language Line Solutions to provide translation services in over 250 additional languages. Text and chat are currently available in English only.

Will 988 accommodate those who are hard of hearing or blind?

The Lifeline currently serves TTY users either through their preferred relay service or by dialing 711 then 1-800-273-8255. Lifeline also offers services through chat and text. Lifeline is in the process of expanding to video phone service to better serve deaf or hard of hearing individuals seeking help through the Lifeline/988.

[Find more answers to frequently asked questions on the SAMHSA website.](#)

Logos and Branding

Find logos, branding guidelines, and icons on the SAMHSA website. Logos are available in English and Spanish.

[Download logos and branding guidelines from the SAMHSA website.](#)



Social Media

Hashtags



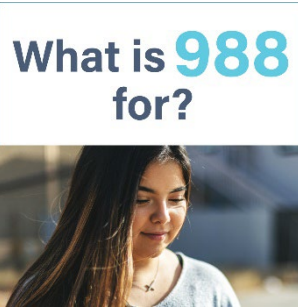
- #988Lifeline
- #YouAreNotAlone
- #HopeHasANewNumber
- #NoEstáSolo
- #LaEsperanzaTieneUnNuevoNúmero

Videos


Provided by SAMHSA, these videos were designed for use as social media posts, stories, and threads.




[Find these videos on the SAMHSA Social Media Shareables webpage](#)

Full videos - use the full videos as individual interactives on the social media platforms.

<p>988 24/7 Crisis Support – 30sec</p> <ul style="list-style-type: none"> • Square - Posts <ul style="list-style-type: none"> ○ With audio ○ Without audio • Vertical – Story and Reels <ul style="list-style-type: none"> ○ With audio ○ Without audio 	
<p>What is 988 – 40 sec</p> <ul style="list-style-type: none"> • Square - Posts <ul style="list-style-type: none"> ○ With audio ○ Without audio • Vertical – Story and Reels <ul style="list-style-type: none"> ○ With audio ○ Without audio 	
<p>What is 988 for – 20sec</p> <ul style="list-style-type: none"> • Square - Posts <ul style="list-style-type: none"> ○ With audio ○ Without audio • Vertical – Story and Reels <ul style="list-style-type: none"> ○ With audio ○ Without audio 	

Mix and match videos - use the mix-and-match videos together to create your own versions that make sense for your audiences.

<p>What is 988 – 30 sec</p> <p>This "What is 988?" item has been designed as the beginning portion describing what 988 is. It can then be paired with one of several elements over time – What happens when I call? What happens when I text? What happens when I chat?</p> <ul style="list-style-type: none"> • Square - Posts <ul style="list-style-type: none"> ○ With audio ○ Without audio • Vertical – Story and Reels <ul style="list-style-type: none"> ○ With audio ○ Without audio 	
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<p>What happens when I call 988 – 37sec</p> <ul style="list-style-type: none"> • Square - Posts <ul style="list-style-type: none"> ○ With audio ○ Without audio • Vertical – Story and Reels <ul style="list-style-type: none"> ○ With audio ○ Without audio 	<p>What Happens When I Call 988?</p> 
<p>What happens when I text – 30sec</p> <ul style="list-style-type: none"> • Square - Posts <ul style="list-style-type: none"> ○ With audio ○ Without audio • Vertical – Story and Reels <ul style="list-style-type: none"> ○ With audio ○ Without audio 	<p>What happens when I text 988?</p> 
<p>What happens when I chat – 30sec</p> <ul style="list-style-type: none"> • Square - Posts <ul style="list-style-type: none"> ○ With audio ○ Without audio • Vertical – Story and Reels <ul style="list-style-type: none"> ○ With audio ○ Without audio 	<p>What Happens When I Chat 988?</p> 

Facebook, Twitter, and Instagram Posts (English)

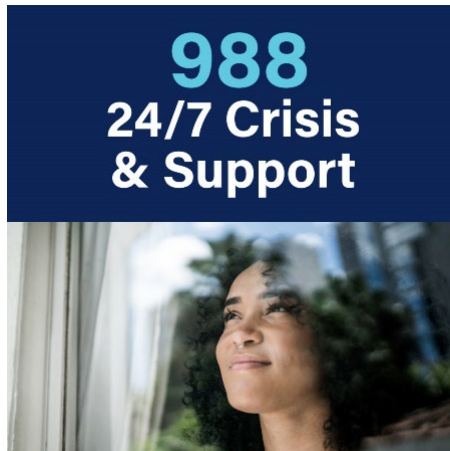
1. If you or someone you know is having thoughts of suicide or experiencing a mental health crisis, 988 provides 24/7 connection to confidential support. There is Hope. Just call or text 988 or chat 988lifeline.org.
2. Simply calling or texting 988 or chatting 988Lifeline.org will connect you to compassionate care and support for mental health-related distress.
3. Call 988 if you are having thoughts of suicide, mental health crises, or any other kind of emotional distress. Reach free, confidential, trained support. Services are available 24/7, in English, Spanish, and 250 other languages.
4. What happens when you call 988? You will be connected to the National Suicide Prevention Lifeline. You can call, text, and chat 988 to be connected to 24/7, free, confidential support. Want to know more about what to expect? See this infographic: <https://988lifeline.org/wp-content/uploads/2021/08/Back-to-Basics.png>

5. Studies show that 988 works. Callers are significantly more likely to feel less depressed, suicidal, overwhelmed, and more hopeful after speaking to a Lifeline crisis counselor. If you are experiencing a crisis, call 988. Trained counselors are here to help.

Facebook, Twitter, and Instagram Posts (Spanish)

1. Si usted o alguien que conoce está teniendo pensamientos de suicidio o está pasando por una crisis de salud mental, el 988 proporciona asistencia confidencial 24/7. Hay esperanza. Simplemente llame o envíe un mensaje de texto al 988 o chatee a través de 988lifeline.org/help-yourself/en-español.
2. Simplemente llamar o enviar un mensaje de texto al 988 o chatear a través de 988lifeline.org/help-yourself/en-español lo conectará con atención compasiva y apoyo para la angustia relacionada con la salud mental.
3. Llame al 988 si tiene pensamientos de suicidio, crisis de salud mental o cualquier otro tipo de angustia emocional. Póngase en contacto con asistencia gratuita, confidencial y capacitado. Los servicios están disponibles las 24 horas del día, los 7 días de la semana, en inglés, español y 250 idiomas adicionales.
4. ¿Qué sucede cuando llama al 988? Usted estará conectado con el Centro Nacional de Prevención del Suicidio. Puede llamar, enviar mensajes de texto y chatear a través del 988 para conectarse con asistencia gratuita y confidencial que está disponible 24/7. ¿Quiere saber más sobre qué esperar? Mire esta infografía (en inglés): <https://988lifeline.org/wp-content/uploads/2021/08/Back-to-Basics.png>
5. Los estudios muestran que el 988 funciona. Las personas que llaman son mucho más probables de sentirse menos deprimidas, suicidas, abrumadas y más esperanzadas después de hablar con un consejero de la Línea de Vida. Si está pasando por una crisis, llame al 988. Los consejeros capacitados están aquí para ayudar.

Images (English)



[Download](#)



[Download](#)



[Download](#)



[Download](#)

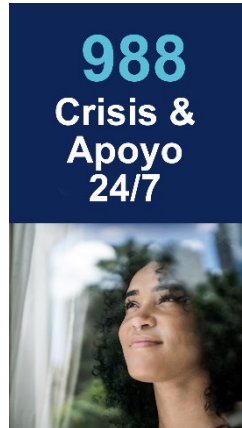


[Download](#)

Images (Spanish)



[Download](#)



[Download](#)



[Download](#)



[Download](#)



[Download](#)

Virtual Backgrounds

SAMSHA has provided virtual background for partners to use during virtual meetings. Partners can customize these by adding their own state, territory, tribal, and organization logos to the backgrounds as well.



[988 Virtual Background in Light Blue \(JPG | 40 KB\)](#)



[988 Virtual Background in Gray \(JPG | 38 KB\)](#)



[988 Virtual Background in Navy \(JPG | 41 KB\)](#)

End Cards

When news articles, entertainment programming, or other media material includes content addressing suicide, mental health, or emotional distress, please copy and paste one of the end card options below to share 988 crisis supports with readers and viewers, especially those who may need help or be in crisis.

Horizontal Logo & Text



If you or someone you know needs support now, **call or text 988 or chat 988lifeline.org**

Square Logo & Text



If you or someone you know needs support now, **call or text 988 or chat 988lifeline.org**

Text only

If you or someone you know is struggling or in crisis, help is available. Call or text 988 or chat 988lifeline.org