

Suicide Prevention Subcommittee: Marketing and Dissemination Workgroup Notes- August 9, 2023

Conducting an overview of the current infrastructure of the 988 and Crisis Lifeline system

- Important for each stakeholder to understand what 988 is because there has been a shift in focus.
- Multiple funders are promoting 988 in local communities. Needs to be collaborative.
- There is lack of communication about 988 within the system of care in some areas of the state.
- It's important that operational infrastructure be in place so that call volume can be handled.
- Marketing activities have varied based on the community. Some areas have had very little 988 marketing.
- Call routing (currently by area code) has been an operational challenge and has impacted the reputation of 988. Some people are calling other lines instead.
- Messaging to the general public needs to be simple. Also need to address concerns about law enforcement involvement.
- People need to know when to call 988 vs. other lines they may know about
- Up to this point, marketing has been happening in silos.

Providing recommendations on how behavioral health managing entities may fulfill their purpose of promoting service continuity and work with community stakeholders throughout this state in furtherance of supporting the 988 Suicide and Crisis Lifeline system and other crisis response services.

- Managing Entities should be the hub of information and pass along to providers. They can help bridge 988 to crisis services. They can also help distribute information about resources to providers.
- Multiple funders of crisis response system in a local area can make things complicated. Funding is not just through a Managing Entity. Takes some strategizing before marketing can be implemented.
- Managing Entities can help facilitate meetings of local providers in the system of care and help build alliances.
- Managing Entities can help in the education of direct service staff within the system of care.
- Marketing of 988 needs to be collaborative
- There should be a point of contact at each Managing Entity in regards to marketing/communications for suicide prevention and behavioral health crisis.

Evaluating and making recommendations to improve linkages between the 988 Suicide and Crisis Lifeline infrastructure and crisis response services within this state.

- Helpful for those in local system of care to meet. Creates opportunity to educate and communicate what to expect by providers. Helps to clear up any misconceptions.
- Local collaboration between 988 and crisis response providers varies. In some locations, it has not happened yet.
- It's not just promotion of the 988 number but of the system of crisis care. 988 is an entry point.
- Provider staff need to be educated that they are part of the system of care so all can work better together.
- Idea of standard training/template for suicide prevention providers similar to HIPAA training or FCASV sexual assault training