The 988 Crisis Lifeline in New York State

September 29, 2022
What is 988?

• 988 is the new three-digit number for the National Suicide Prevention Lifeline (NSPL). It is available nationwide.

• It is a direct connection to caring support for anyone in mental health distress. This may include:
  – thoughts of suicide
  – substance use crisis
  – emotional distress
How to Contact 988

• You can contact 988 by chat, text, or phone.

• Call or text 988 to be connected with a trained crisis counselor.

• To access 988 via chat, visit 988lifeline.org/chat.
NYS 988 Implementation Plan Priorities

Top state/territory priorities for change to prepare for 988 rollout in July 2022

Priority #1: Assign in-state 988 coverage for the 11 uncovered counties in NYS.

Priority #2: Ensure primary and back-up centers have capacity to operate 24/7 to be able to meet the needs of NY callers, chatters, and texters contacting 988.

Priority #3: Ensure all 988 Call Centers have access to a database of culturally and regionally competent resources spanning NYS to be able to seamlessly assist callers, regardless of their geographical position.

Priority #4: Program new operational and start-up resources to support the launch of 988 in July 2022 for call center volume growth and 988-related crisis services and prioritizing NYS’s focus based on how quickly the funds could become available for distribution to allow centers to be prepared for go-live.

Priority #5: Ensure that 988 is a service for all New Yorkers, regardless of age, race, ethnicity, religion, sexual orientation, socioeconomic status.
New York’s 988 Planning Coalition

New York worked with a large coalition of community stakeholders to plan for 988’s launch. The coalition has four subgroups that focus on different areas of 988 implementation in New York:

1. **911/988 Interface**: Developing links between 911 and 988 through training, warm transfers, and diversion plans.

2. **988 Center Functions**: Planning for crucial 988 operations. This includes crisis center staffing and training, call center technology, and follow-up services.

3. **Community Education and Marketing**: Informing New Yorkers about 988 through education and a future multi-media marketing campaign.

4. **Regional Planning**: Ensuring crisis centers have the capacity to provide 24/7 coverage and connections to local resources.
988 Launch in New York State

- 988 launched in New York State and across the nation on July 16\textsuperscript{th}, 2022
- The in-State answer rate rose from 77% the weekend before launch to 83% during launch weekend.
- Nationally, there were more than twice as many calls to the Lifeline as the weekend before
988 in New York State

- 24/7 In-State Primary Coverage (call)
- 13 active Crisis Contact Centers, two in development
- Diverse Funding Streams
- 2nd Highest National Volume

### KPIs

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<tr>
<th>KPIs</th>
<th>August 2021</th>
<th>August 2022</th>
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<tbody>
<tr>
<td>Routed</td>
<td>11,565</td>
<td>16,964</td>
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<tr>
<td>Received</td>
<td>11,565</td>
<td>16,059</td>
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<tr>
<td>Answered In-State</td>
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<td>In-State Answer Rate</td>
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<tr>
<td>Average Speed to Answer</td>
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### August 2022 KPIs

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<tr>
<th>KPIs</th>
<th>CHAT</th>
<th>TEXT</th>
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<tbody>
<tr>
<td>Received</td>
<td>367</td>
<td>253</td>
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<tr>
<td>Answered In-State</td>
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<td>In-State Answer Rate</td>
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<tr>
<td>Average Speed to Answer</td>
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<td>3 seconds</td>
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Chat/Text: 4am-12pm
988 Coverage in NYS
OMH Crisis Services – Connection to 988

All Crisis Services are designed to be person-centered and oriented around the philosophy of peers being integral to service delivery

- Mobile Crisis Initiatives
- Crisis Residential Services
- Crisis Stabilization Centers
New York 988 Community Education and Marketing

- Grassroots Community Education
  - Creating Materials and Resources
  - Organic Social Media
  - Word of Mouth
  - Listserv
- Larger marketing effort expected in 2023
New York 988 Materials - Newsletters

988 Updates and Education Newsletter
First Edition

Remember! 988 launches on July 16, 2022.

A Message from the Commissioner

Welcome to the first edition of the 988 Updates and Education Newsletter! New York is working to create a robust, comprehensive multi-disciplinary response system, available all day, every day. This system includes connections to call centers, text and chat, and a mobile app.

I want to thank all of those who have been involved in the 988 planning and implementation process. The diverse group of individuals represented in the Statewide Coordinating Committee, comprised of state agencies, counties, hospitals, local community providers, and other stakeholders, worked tirelessly to make this happen.

Stay tuned for updates and information about the implementation of 988 in the near future.

Sincerely,
Ann Marie E. Sullivan, MD
Commissioner for the New York State Office of Mental Health

New York’s 988 Planning Coalition

For the past year, New York has been working with a large coalition of community stakeholders to plan for 988’s launch in July 2022. Our coalition members represent New York’s diverse population. The coalition has four subgroups that focus on different areas of 988 implementation in New York:

1. 988 Interface: Developing a link between 988 and other local emergency response systems.
2. 988 Center Functions: Planning for 988 site operations.
4. Regional Planning: Establishing crisis centers that have the capacity to provide 24/7 coverage and connections to local resources.

988 Updates and Education Newsletter
Second Edition

988 is Here!

What is 988?

988 is the new 3-digit number that connects people to the National Suicide Prevention Lifeline. This service is for anyone who is:

-ゅぶるって
- 挙げるってためも
- やるってためも
- やるってためも

What is 988 and How is it Different from Other Three-Digit Hotlines?

988 connects the public to mental health and substance Use crisis centers across the United States. People can call or text 988 to reach a trained crisis counselor who is available 24/7.

When should I call 988?

Call 988 when you need help and support. Here are some signs that may indicate a crisis:

- You feel overwhelmed or don’t know how to cope.
- You have thoughts of suicide or self-harm.
- You feel like you might hurt someone.
- You are having a disorganized thought process.
- You feel like you have nowhere to turn.

Funding 988 in New York

New York has many funding sources. These will help to build centers to strengthen infrastructure, train staff, and increase call center workforce.

- $10 Million Over 3 Years to the State Mental Health Block Grant
- $2 Million Over 3 Years to the SAMHSA Grant
- $36 Million In Year 1, $40 Million Full Annual Budget for Fiscal Year 2023

What Happens When I Contact 988?

When you call or text 988, you’ll be directed to an certified, trained crisis counselor who will listen.

Your contact is required to share information with your local crisis center.

A trained behavioral health counselor will talk with you.

Your counselor will:
- Listen to you
- Understand your feelings and emotions
- Provide support
- Connect you to resources

Form-up services may be offered.

Action Corner

How to Play a role in the conversation about 988?

1. Tell people in your community about 988:
2. Help people sign up for 988 by educating others:
3. Stay informed about how 988 is implemented.
4. Get involved with 988:

This month’s task: Start the Conversation About 988

Start talking to people in your community about 988. Here are some ways you can start the conversation:

- Share the website with people in your community:
- Encourage people to sign up for 988 by educating others:
- Help people understand how 988 is implemented.
- Stay informed about how 988 is implemented.
- Get involved with 988:

Office of Mental Health
New York State
New York 988 Materials - FAQ

988 FAQ

What is 988?
988 is the new three-digit number that connects people to the National Suicide Prevention Lifeline. This service is for anyone who is
- suicidal
- experiencing a mental health or substance use-related crisis
- experiencing any kind of emotional distress
988 is now the only number. It is a dialable contact to accessible and accurate care. When you call 988, a trained crisis Responder provides initial contact with a person in the National Suicide Prevention Lifeline network. Moving to 988 does not mean the 1-800-273-8255 number is going away. Users will get the same service.

Why do we need 988?
Mental health is just as important as physical health. Now there is a three-digit number for mental health emergencies that is easy to remember. 988 helps New York:
- Connect with people who are struggling with suicide, mental health or substance use concerns as soon as possible, 24/7.
- Reduce unnecessary use of law enforcement and other safety measures in crisis response.
- Meet the growing need for crisis intervention where it’s needed most.
- Shift the mindset that people who struggle with their mental health.
- Reduce healthcare spending with more cost-effective early intervention.

Who can contact 988?
988 is for everyone and it’s more than a “helpline.” Contact 988 if you are
- suicidal
- experiencing a mental health or substance use-related crisis
- facing any kind of emotional distress
- worried about someone in distress
988 is for people of all ages, genders, races, ethnicities, faiths, religions, sexual orientation, and socioeconomic status. If you are a Native or Spanish speaker, 988 has dedicated lines for you.

What happens when I contact 988?
When contacting 988, you will be asked to help a trained crisis counselor assess your own needs. A trained crisis counselor will answer and listen to hear your problem or situation. They then provide support and assistance if needed. If a local crisis center is unable to take the call, you will be automatically routed to a different backup crisis center at all times with 988 & be there.

What is the difference between 988 and 911?
988 provides easy access to the National Suicide Prevention Lifeline network and national crisis resources. This is different from 911, where the focus is on dispatching Emergency Medical Services, fire, and police as needed. The goal of 988 is to lead people to local and mental health-related crisis care needs.

Will services be offered in other languages?
The helpline currently provides live crisis center phone services in English and Spanish and uses Language Line Services to provide translation services in over 180 additional languages.

Does it cost money to use 988?
Contacting 988 is a free service.
New York 988 Materials – Palm Cards

**What Happens When I Contact 988?**

- **You CALL 988.**
  - You will be asked if you need dedicated services for Veterans or in Spanish.
  - Your contact is routed to an official Lifeline crisis center based on your area code.

- **You TEXT 988.**
  - Your contact is routed to an official Lifeline crisis center based on your IP address.
  - A trained behavioral health crisis counselor will talk with you.
  - The counselor will:
    - Listen to you.
    - Understand how your problem is affecting you.
    - Provide personal support.
    - Get you the help you need.

- **You CHAT 988.**
  - Follow-up services may be offered.
New York 988 Materials - Brochure

Not Sure When to Use 988?
Some of the feelings people who contact 988 have:

- "I feel alone"
- "I don't feel like myself"
- "I need to talk"
- "I'm overwhelmed"

Reasons people might reach out:
- Thoughts of Suicide
- Addiction
- Worrying about Someone Else
- Eating and Body Image Issues
- Relationship Issues
- General Anxiety
- Covid-19 Stress
- Abuse
- Trauma
- Loneliness
- Insomnia or Problems Sleeping
- Trouble Thinking Clearly
- Intense Mood Changes

988 is More than a Number
It's a direct connection to compassionate and accessible care.

When you call, text, or chat 988 you are connected to trained counselors that are part of the National Suicide Prevention Lifeline network.

There is hope.

988 Crisis Lifeline
A New Crisis Resource for New York
New York 988 Materials – Social Media Graphics
988: Just the Facts

- **988 and 911 are separate services** with separate contact centers.
- **988 currently does not have the ability to track callers’ geographic location.**
- **988 is for more than just suicidal crises.** It is for any problem a person is having that causes them distress.
- **988 offers confidential and anonymous support.** You will be connected to a trained counselor who will talk with you and offer you support in the way you want to accept it.
- **988 is not the 911 for mental health.** Rather than immediately sending services to you, **988 provides emotional support from trained counselors.**
- Currently, **less than 2% of Lifeline calls require police to be involved.** This typically happens when there is imminent risk to someone’s life.
- **80% of calls to 988 are resolved over the phone.** The other 20% usually require agreed-upon mobile crisis or other follow-up services.
- The people answering the 988 texts, chats, and calls are **trained crisis counselors.**
Helpful Resources

- New York 988 Webpage
- New York 988 Listserv
- SAMHSA 988 Webpage & Partner Toolkit
- 988lifeline.org
Questions?
Thank You!

Contact Information

Katerina Gaylord, LMSW: NYS OMH
Deputy Director
Bureau of Crisis, Emergency, and Stabilization Initiatives
Katerina.Gaylord@omh.ny.gov