



MHLG Monthly Meeting 988 Update

Jill Mays
September 12, 2025



988 Day is an annual national initiative dedicated to raising awareness about the 988 Suicide & Crisis Lifeline and encouraging help-seeking



Goal

Raise awareness of 988 in fun and creative ways.

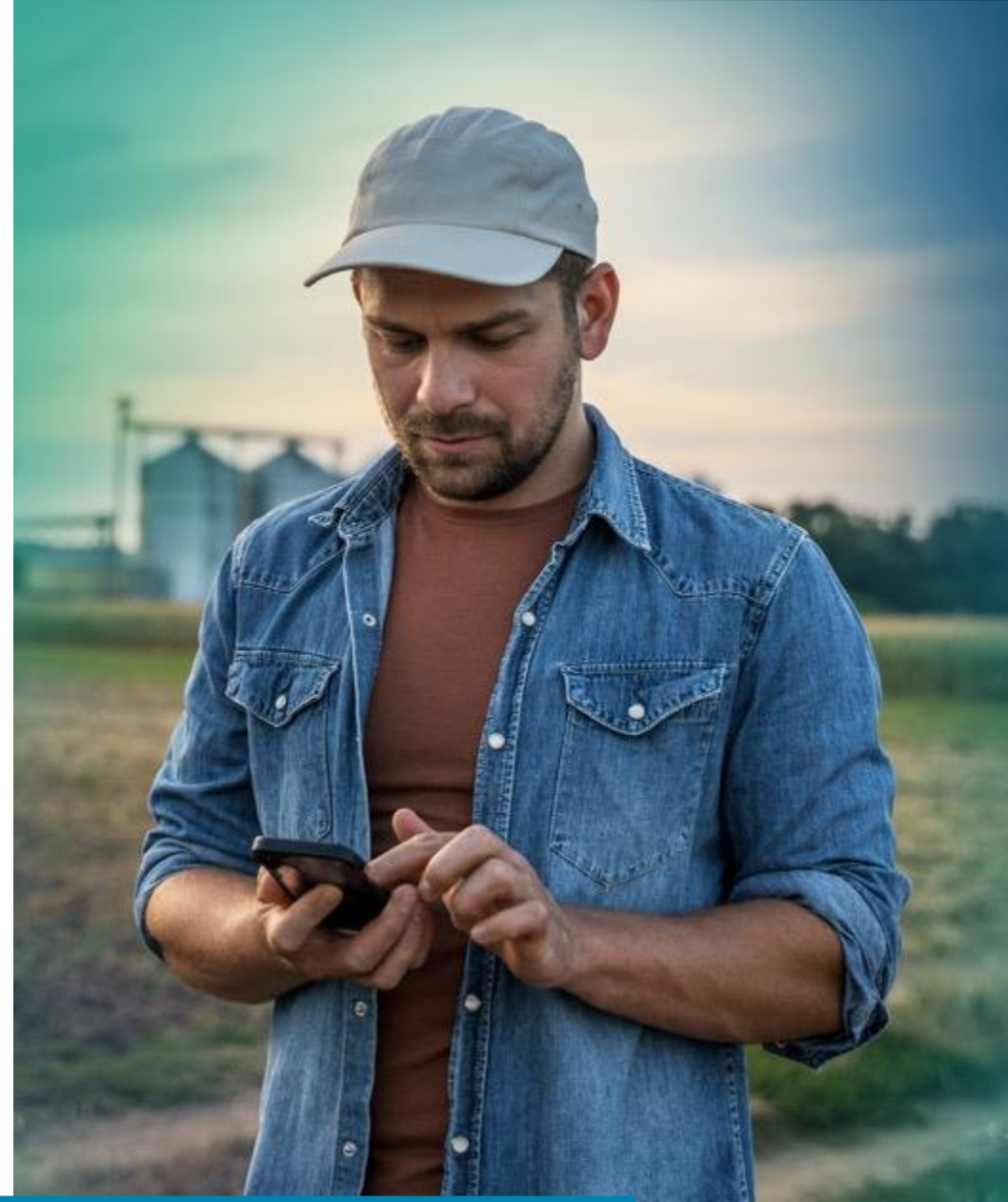


Call to Action

On **9/8** express the theme “Compassionate Help. Anytime. Anywhere.” to **positively promote 988** and then **share** what you did on social media using the hashtag: **#988Day**

- **Activations** happen across the country led by organizations, groups, communities, and individuals – anyone who wants to create positive buzz about 988.
- When the hashtag **#988Day** is used on social media posts, those posts are automatically pulled onto our [social wall](#).
 - This is a fun way for participants to see and enjoy all activities **in one place**.

<https://988lifeline.org/988-day/>

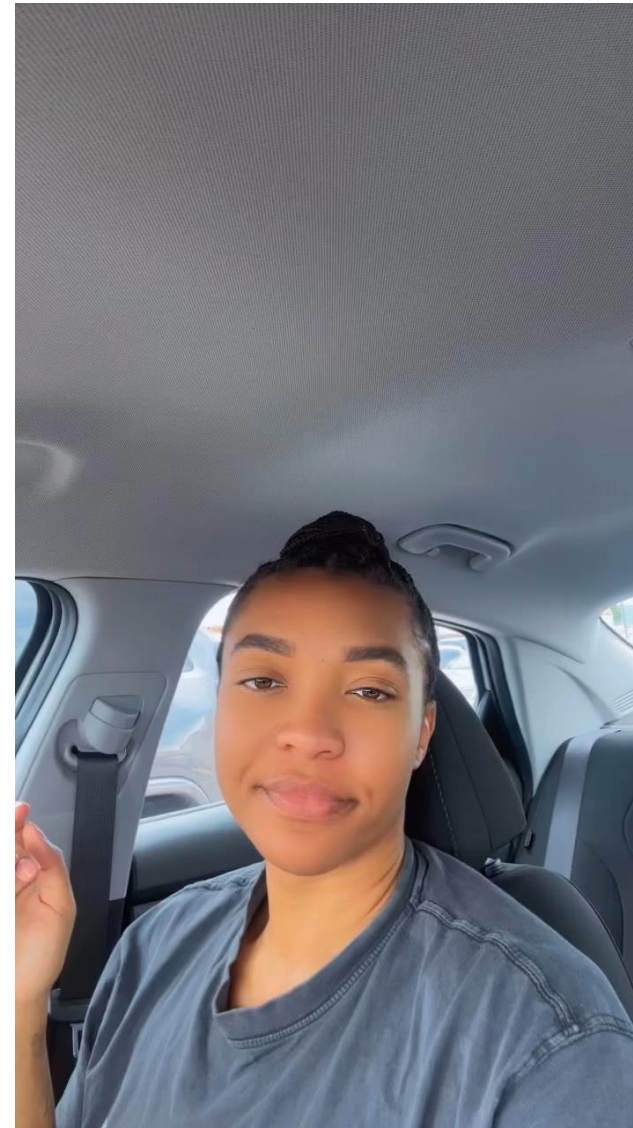


988 Day 2025 Highlights

988 | SUICIDE & CRISIS
LIFELINE



SAMHSA
Substance Abuse and Mental Health
Services Administration



What has been done

- From June 1, 2024–January 26, 2025, SAMHSA ran its first round of tested ads with a limited set of teen and young adult populations at high-risk for suicide
- Ads garnered more than **498 million impressions**, **81 million video completions**, and **1.9 million clicks**.

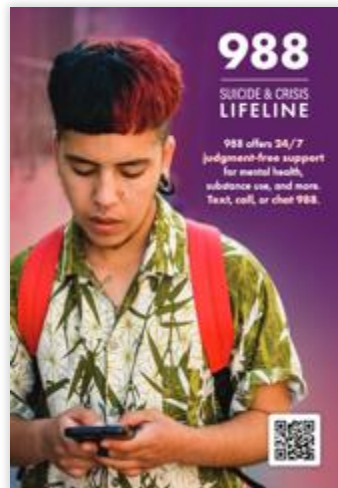
Evaluation

- The campaign evaluation found that, **for every 100,000 daily media campaign impressions, 988 utilization increased by about 26 calls, chats, and texts**. These findings indicate that the media campaign influenced 988 utilization.



- **Increased Familiarity with 988:** Nearly two-thirds of adults (63%) have heard of 988, an **increase in awareness compared to the 2022 poll** (57%)
- **A High Likelihood of Using 988:** 82% of American Indian/Alaska Native respondents, 79% of Black respondents, 78% of white respondents, 77% of Hispanic respondents, and 70% of Asian respondents said they are likely to reach out to 988
- **Barriers to Contacting Crisis Services:** The top barriers to reaching out include fear of **out-of-pocket costs, lack of confidence in the services** in their area, and **lack of insurance** to cover costs
 - For some cultures, a top barrier is **fear of what friends, family, and others would think.**

Materials for Your Use



SAFETY PLANS WORK *There is hope.*

1 Write 3 warning signs that a crisis may be developing.

2 Write 3 internal coping strategies that can take your mind off your problems.

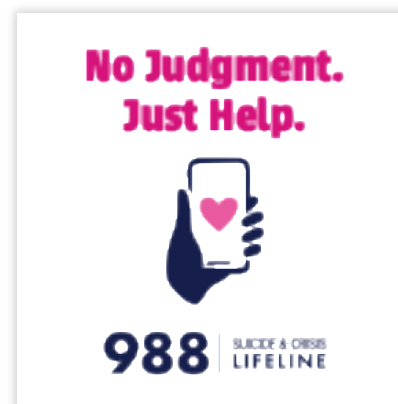
3 Who/What are 3 people or places that provide distraction? (Write name/place and phone numbers)

4 Who can you ask for help? (Write name/place and phone numbers)

5 Professionals or agencies you can contact during a crisis:

6 Write out a plan to make your environment safer. (Write 2 things)

988 SUICIDE & CRISIS LIFELINE



988 Partner Toolkit:
samhsa.gov/resource-search/988



[Sign up](https://www.samhsa.gov/find-help/988) for 988 partner email updates on www.samhsa.gov/find-help/988

Scroll to the footer on the home page and follow the instructions below:

1. Enter your email address
2. Scroll to “Behavioral Health Topic Areas”
3. Select “Suicide Prevention”
4. Click “Subscribe”

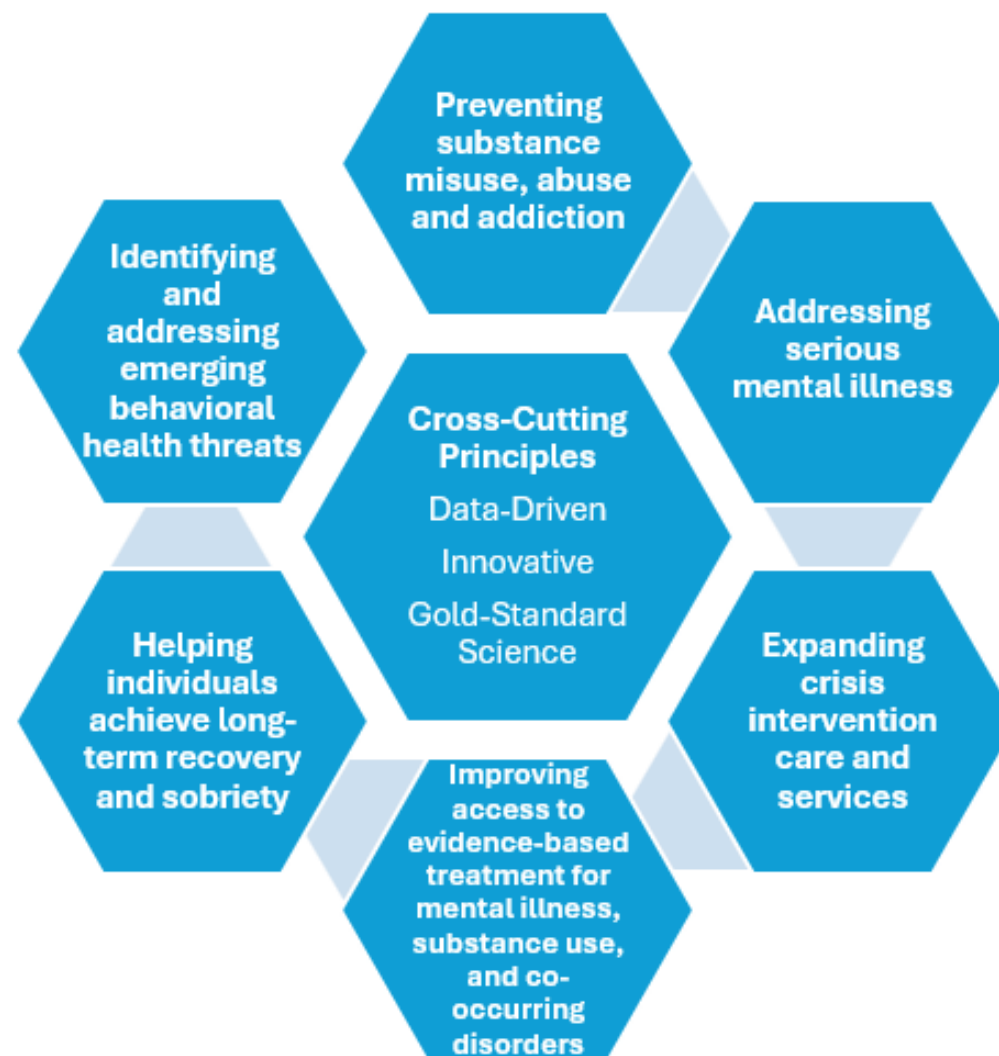


[Order](https://orders.gpo.gov/SAMHSA988/Pubs) 988 Materials from the 988 Print Materials website on orders.gpo.gov/SAMHSA988/Pubs

When entering shipping information for your print materials order, opt-in to receive emails on 988 awareness materials.

Click the check-box to receive emails from 988 and to be able to provide feedback on new and existing 988 materials.

6 Strategic Priorities



In 2025, 988 key priorities include:

1

Improvements for **call and text routing** (georouting)

2

Continued improvement of **operational and clinical response** for all 988 services

3

Begin implementing **national evaluation plan**

4

Address **workforce burnout**

5

Enhance **post-988 contact connectivity** and **follow-up services**

6

Increase **988 awareness, familiarity, and trust**

7

Effectively manage all **grant programs** (state, territory, tribal, network administrator)

Connecting More People to Care

988 | SUICIDE & CRISIS
LIFELINE

From July 2023 through July 2025

16 MILLION

Calls, texts & chats answered



Over
10.5M
calls
answered



Over
3M
texts
answered



Over
2M
chats
answered

Expanding access to care through specialized services:

More than
350K Spanish
language
calls, texts, & chats
answered

*Spanish chat & text services launched in
July 2023

31K Videophone
contacts answered in
American Sign Language
(ASL)

*Videophone services from September
2023 through December 2024



About \$2 billion in federal government investments have strengthened and expanded 988 Lifeline capacity and services.

Updated performance metrics are available to review on the SAMHSA website

SAMHSA
Substance Abuse and Mental Health
Services Administration

Enhanced local crisis care continuum:

- States, territories, and Tribal nations continue this effort
- About **50% of states** passed appropriations funding 988-related services

Improved technology:

- Call georouting to provide more local response
- Updates to the phone greeting system (IVR) to reduce wait time and hangups
- Bolstered cybersecurity
- Launched a new learning management system for 988 counselors



Georouting connects 988 callers to the nearest crisis contact center, based on their approximate location, rather than by their area code

Georouting implementation work continues in 2025:

- In October 2024, the FCC adopted rules to require all wireless carriers to implement georouting for calls to the 988 Suicide & Crisis Lifeline
- All three major wireless carriers have implemented georouting for wireless calls to 988.
- FCC's 988 call georouting rule has a compliance deadline of Dec. 14, 2026, for non-nationwide providers
- Exploring solutions for text; FCC recently passed a rule to require text providers to implement georouting for 988.

What georouting unlocks

- Local-routed calls go to the crisis contact center closest to the caller's geographic location rather than the caller's area code
- States can consider sunseting legacy suicide and mental health hotlines
- We can collectively market 988
- Better access to local services including in cases of emergency intervention

Three Years of 988: Accomplishments

Training and Technical Assistance

- **988 Crisis Systems Response Training and Technical Assistance Center** (CSR-TTAC) has helped thousands of people in the care continuum receive support.
- First major **988 convening** brought together 988 state, territory, and tribal grantees; crisis contact centers from around the nation; and national, international, and local partners to collaborate in person
- Convenings, webinars, and policy academies have advanced work in the areas of crisis systems design, 988/911 coordination and interoperability, and communications

Communications and Engagements

- **988 Day:** First annual 988 Day was a huge success, thanks to 988 partners across the U.S.
- Began **national paid marketing** to increase awareness in teen and young adult audiences
- Enhanced **partnerships** with faith-based communities, HBCUs, community organizations, and more to collaborate on ways to raise awareness of 988



**Publish multiple
Behavioral Health
Coordinated Crisis
System of Care
guidance documents**

**Expanding and
strengthening the
behavioral health
crisis workforce**

**Improve 988/911
Interoperability**

**Support Crisis
Service Delivery
across the
developmental
lifespan**

**Expand knowledge
around capacity
building and best
practices in crisis
systems**

**Expand knowledge
around best
practices for
integrating
substance
misuse/SUD care in
crisis systems**

What the Guidance Is

- Provides a framework for transforming behavioral health crisis care systems in communities throughout the U.S.
- Three Documents
 - 2025 National Guidelines
 - Model Definitions
 - Mobile Crisis Implementation Resource

Goal

- Improve the quality of behavioral health crisis care
- Save lives by helping anyone experiencing a behavioral health crisis anytime, anywhere.



National Behavioral Health Crisis Care Guidance:
samhsa.gov/mental-health/national-behavioral-health-crisis-care

988 CRISIS SYSTEMS RESPONSE

TRAINING &
TECHNICAL
ASSISTANCE
CENTER

Funded by the Substance Abuse and Mental Health Services Administration



What We Do

- **Training & Technical Assistance**

- Webinars, workshops, and learning collaboratives
- Customized support for grantees and partners

- **Strategic Planning & Policy Support**

- Advisory Council engagement
- Development of national guidelines and standards

- **Partnership & Collaboration**

- Build bridges across systems to strengthen crisis care through shared learning, evidence-based, and collective impact.



988/911 Interoperability- Upcoming Publication

- ***988 & 911: Strengthening Crisis Response While Managing Risk and Liability Toolkit***
 - This toolkit outlines strategies to manage risks and liability concerns that may arise when considering 988 and 911 interoperability. It contains additional resources to assist partners interested in achieving 988 and 911 interoperability in their communities.

Deputies with the XXXX County Sheriff office were dispatched to cell phone ping location to check the welfare of a subject having suicidal thoughts. Our dispatched advised they received the information from 988 Lifeline and had been on the phone with the subject for over 2 hrs. Deputies located the subject and made contact with him. He was taken to the hospital for mental health treatment.

Deputies inventoried the vehicle the subject was driving and located multiple firearms, hundreds of rounds of ammunition, a ballistic vest with armored plates, and a ballistic helmet among other tactical gear and items.

With the recent attack on first responders in Idaho, I'd like to thank the counselor for her support and help in this matter. Her help possibly prevented a mass casualty incident and possibly saved first responders lives.

Sheriffs Office Testimonial

Substance Misuse/Substance Use Disorder Care Integration across the 988 Crisis Continuum

Planned Publication (May 2026)

- *Integrated Response: Guidance for Embedding & Enhancing Care for Substance Misuse and Substance Use Disorders across the 988 Crisis Care Continuum*
- This guidance document offers comprehensive **strategies for integrating substance misuse/substance use disorder (SUD) care into the 988 crisis care continuum**. Developed in response to the escalating need for crisis services driven by rising opioid and fentanyl use, it **underscores the value of a “no wrong door” approach to care**. The toolkit addresses critical issues such as the **impact of substance misuse and SUD stigma on crisis response**, the **essential role of leadership in modeling integration**, and the importance of reviewing **policies and procedures to support best practices**. It emphasizes **workforce training in core competencies**, including crisis de-escalation, trauma-informed care, and effective referral pathways, while also providing **practical tools for overdose risk prevention**. Aligned with the three pillars of the 988 crisis continuum—someone to call, someone to respond, and a safe place for help—this resource equips crisis systems with actionable steps to strengthen response and ensure equitable access to care for people experience substance-related crises.

Upcoming SUD Workshops

September 19, 2025: Best Practices for Suicidality in COD and SUD

Explore the intersection of substance use, mental illness, and suicide risk, with practical, person-centered strategies for safety and recovery.

December 4, 2025: Overdose Prevention and Crisis Response

Learn trauma-informed, stigma-reducing approaches to care linkage and crisis management in high-pressure settings.

March 5, 2026: Community Resilience Model

Discover collaborative methods for building connected, resilient crisis response systems across mental health and SUD professionals.

***Events are held at 1:00 PM ET**



Upcoming SUD Learning Collaborative Sessions

October 15, 2025: Learning Collaborative Kick-Off

Overview of the Learning Collaborative and participant expectations.

November 19, 2025: SUD 101

Introduction to substance use disorders and their role in crisis care.

December 17, 2025: Screening and Assessment

Core concepts in SUD screening and assessment for crisis settings.

January 21, 2026: Engagement and Stages of Change

Tools to support client engagement and assess readiness for change.

February 18, 2026: Follow-Up Care

Best practices for post-crisis care for individuals with SUD and COD.

April 15, 2026: Wrap-Up

Final session to review key takeaways and present integration plans.

***Sessions are held at 2:30 PM ET**



- **Workforce Recruiting, Retention, and Support**

- **Publications update**

- ***Environmental Scan: State of the Crisis Workforce Certification Standards***

- Identifies and analyzes certification standards for non-clinical, non-peer crisis workers across U.S. states, and explores emerging certification standards and workforce models for less defined, but equally critical, roles that have not yet benefited from the same level of formal recognition and integration into the behavioral health crisis system.

✓Will inform



- ***Practice Guide: National Model Standards for Crisis Worker Certification***

- Serves as a guideline for State Mental Health Agencies in establishing state provider certifications and credentials by which State Medicaid Authorities and private payers, Medicare, Veterans Affairs, and Indian Health Service systems can reimburse crisis care.



Funded by the Substance Abuse and Mental Health Services Administration



Contact SAMHSA's 988 CSR TTAC

- support@988crisisttac.org
- [844-464-8338](tel:844-464-8338) (toll free)
- [CSR Training and Technical Assistance | SAMHSA](#)
- 988crisissystemshelp.samhsa.gov
- [Subscribe to the CSR-TTAC contact list](#) to get the latest 988 news and event invitations!



This project is supported by the Substance Abuse and Mental Health Services Administration (SAMHSA), the agency within the U.S. Department of Health and Human Services that leads public health efforts to advance the behavioral health of the nation. The Crisis Systems Response Training & Technical Assistance Center works in conjunction with the 988 Suicide & Crisis Lifeline. In 2020, Congress designated the new 988 dialing code to be operated through the existing National Suicide Prevention Lifeline. SAMHSA sees 988 as a first step towards a transformed crisis care system in America. Points of view or opinions in this document are those of the author and do not necessarily represent the official position or policies of SAMHSA or the 988 Suicide & Crisis Lifeline.



Questions?

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

