



**MT 988**



# *Montana 988 Coalition Meeting*

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# Agenda

- ▶ Status of Implementation
- ▶ Status of Working Groups
- ▶ Stakeholder toolkits and playbooks
- ▶ Public Messaging Initiatives
- ▶ County/Tribal feedback on roll out
- ▶ Q&A

# Phase 1 - Focus of Effort

- ▶ Maintain call center performance at, or above, Lifeline standard of 90 percent call handling, 24/7. All call centers are currently performing at or above 90 percent.
- ▶ Add chat and text modalities to existing call center capacity. 988 chat and text is currently online at the national level, but National Lifeline Network still working on functionality of a unified platform for chat and text in Montana. The Crisis Text Line, 741-741 is still in use.
- ▶ Establish formalized mechanisms for Lifeline (988) call centers to have access to up-to-date referral pathways to available crisis resources within every county in Montana. Counties and tribes are still working on fully reviewing and updating 2-1-1 with the latest crisis resource data for their area and relationships between them still need formalization through MOUs
- ▶ Develop and disseminate public information campaign themes and messages in anticipation of national marketing campaign. National and state-level public messaging campaigns have been initiated.

# Phase 2 - Focus of Effort

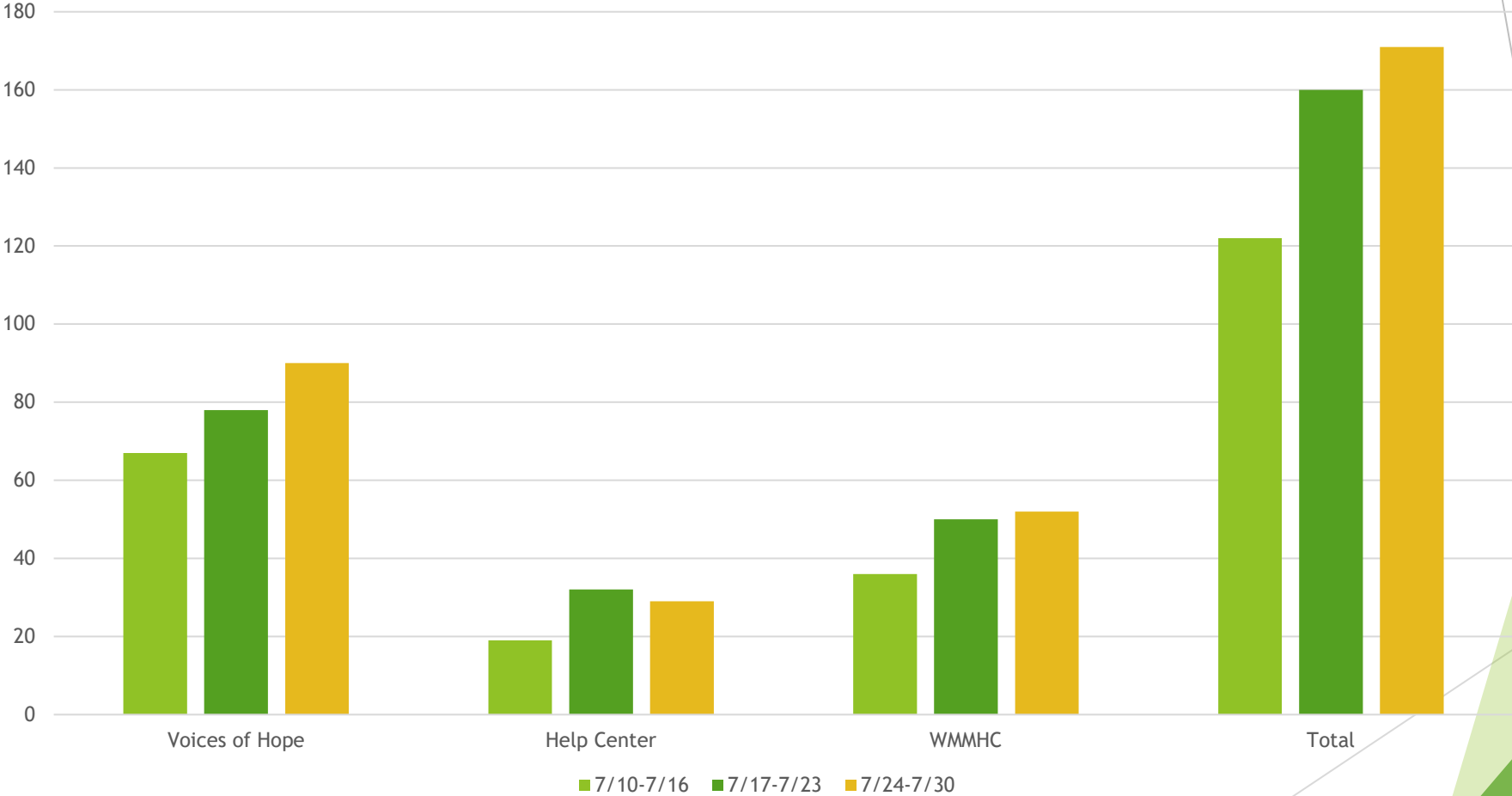
- ▶ Maintain call center performance for calls, chats and texts at, or above, Lifeline standard of 90 percent call handling, 24/7. Call centers continue to maintain call handling rates over 90 percent following the launch of 988.
- ▶ Collect and report data on 988 call volume increases and call center performance metrics to SAMHSA. The first report to SAMHSA of Key Performance Indicators is due by the end of September.
- ▶ Continue to monitor and refine formalized crisis referral pathways to ensure air traffic control level of crisis management statewide. Counties and tribes should continue to work with their local 2-1-1 center to ensure that services in their area are updated in the listing.
- ▶ Pursue sustainable funding models beyond 2022-2025 grant period. TBD.

# Status of Core Area Working Groups

- ▶ Core Area 2 - Funding Working Group
  - ▶ Not active
  - ▶ State funding sources set for 2022-2024 period.
- ▶ Core Area 6 - Crisis Referral Pathway Working Group
  - ▶ **Currently active**
  - ▶ Next meeting: TBD
- ▶ Core Area 8 - Public Information Working Group
  - ▶ **Currently active**
  - ▶ Next meeting: Sep 7, 2022 at 2-3 pm
- ▶ Core Areas 1, 3-5 and 7 are call center internal

# Preliminary Call Volume Data following Launch

Montana 988 Call Volume from 7/10-7/30, 2022





# 988 Partner Toolkit

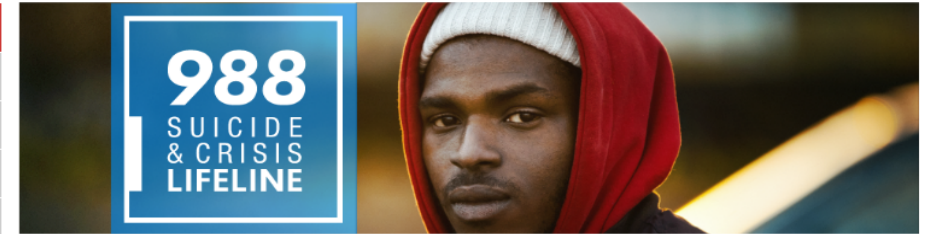
Contains...

- ▶ Fact sheets and talking points
- ▶ 988 Branding and logo
- ▶ E-Newsletter template
- ▶ Radio PSA scripts
- ▶ Presentation slide deck
- ▶ Implementation Guidance Playbook

[988 Suicide and Crisis Lifeline | SAMHSA](#)



<b>Find Treatment</b>
Alcohol, Tobacco, and Other Drugs
Opioid Overdose
Harm Reduction
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
<b>988 Suicide and Crisis Lifeline</b>
<b>988 Partner Toolkit</b>
988 Logo and Branding
988 Key Messages
Lifeline Timeline



## 988 Partner Toolkit

SAMHSA recognizes the need for governments, states, territories, tribes, crisis centers, and partners to speak with one voice to ensure there is a clear understanding about what 988 is and how it will work. We encourage you to use these communication outreach materials and build upon them with your community coalitions to meet the needs of your specific audiences.

### **i** 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](tel:1-800-273-8255) or visit the [National Suicide Prevention Lifeline](#)'s chat to connect with a trained crisis counselor.

[Expand All](#) | [Collapse All](#)

### Key Messages

These [key messages](#) are designed to cover the basics of 988 and provide a strong foundation from which partners can build for their audience-specific needs.

# National Action Alliance for Suicide Prevention site for 988 messaging

- ▶ Compliments SAMHSA's toolkit

[988 Messaging Framework | Action Alliance Framework for Successful Messaging \(suicidepreventionmessaging.org\)](https://suicidepreventionmessaging.org)

SEARCH...

framework  
FOR SUCCESSFUL  
MESSAGING

Initiative Supported by: ACTION ALLIANCE

About The Framework Examples **NEW!** 988 Messaging

## 988 Messaging Framework

### Introduction

In July 2022, our country will enter a new era of more equitable and accessible crisis services, marked by the adoption of 988 as the easy to remember three-digit dialing, texting, and chat code for anyone experiencing a suicidal or mental health related crisis. As the U.S.-based universal dialing code connecting to the existing National Suicide Prevention Lifeline (Lifeline) - a network of local...

988 Fast Facts



# NASMHPD 988 Playbook

- ▶ Implementation guidance for...
- ▶ States, Territories and Tribes
- ▶ Mental Health and Substance Use Disorder Providers
- ▶ Lifeline Centers
- ▶ Public Safety Answering Points (PSAPs)

[988 Implementation Guidance Playbooks | National Association of State Mental Health Program Directors \(nasmhpd.org\)](https://www.nasmhpd.org/988-Implementation-Guidance-Playbooks)

The screenshot shows the NASMHPD website header with the logo, tagline "Supporting Excellence in Behavioral Health 60 YEARS", and navigation menu. The main content area features the heading "988 Implementation Guidance Playbooks" and a paragraph explaining that SAMHSA, in co-sponsorship with NASMHPD, developed these playbooks for various sectors. A bulleted list provides links to the specific playbooks: State, Territories & Tribes; Mental Health and Substance Use Disorder Providers; Lifeline Contact Centers; and Public Safety Answering Points (PSAPs). An "Email this page" button is also visible. On the right side, there is a preview of the "988 Convening Playbook" cover, which features a stylized face graphic and the NASMHPD logo at the bottom.

**NASMHPD** National Association of State Mental Health Program Directors  
Supporting Excellence in Behavioral Health  
60 YEARS

LOGIN

Home About Technical Assistance Policy Publications Webinars & Training General Info

## 988 Implementation Guidance Playbooks

SAMHSA, in co-sponsorship with NASMHPD, worked with partners across critical working sectors involved with 988 to develop 988 Implementation Guidance Playbooks (e.g. "playbooks") for States, Territories, and Tribes; Mental Health and Substance Use Disorder Providers; Lifeline Contact Centers; and Public Safety Answering Points (PSAPs). The following are the links to these playbooks:

- [State, Territories & Tribes](#)
- [Mental Health and Substance Use Disorder Providers](#)
- [Lifeline Contact Centers](#)
- [Public Safety Answering Points \(PSAPs\)](#)

Email this page

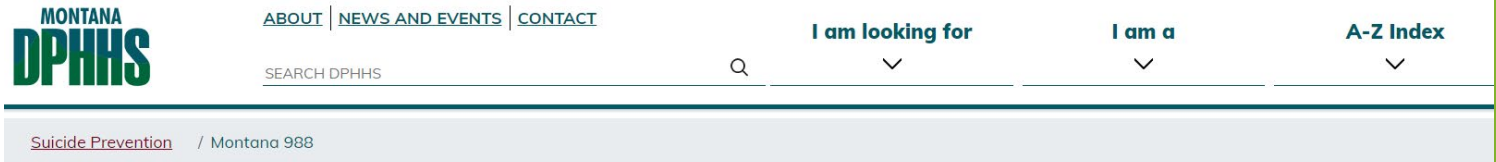
**988**  
**Convening Playbook**  
States, Territories, and Tribes

**NASMHPD**

## MT988 Website

- ▶ Links to national 988 pages.
- ▶ 988 Marketing materials
- ▶ Updated presentations from coalition updates and local presentations.
- ▶ **Coming soon!** MT988 County/Tribal Partner Toolkit.

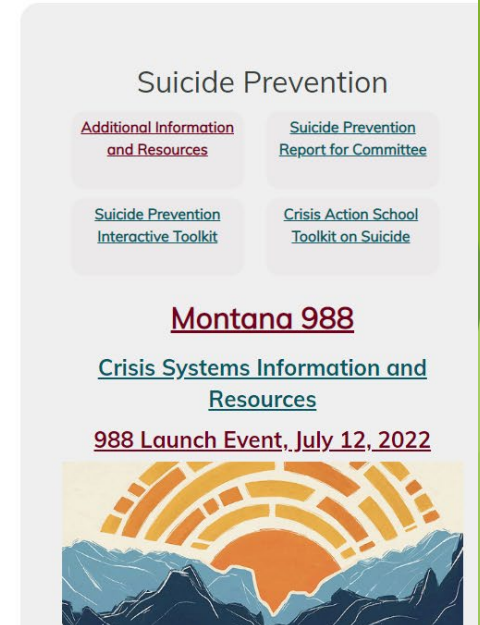
[Montana 988 \(mt.gov\)](https://mt.gov)



### Montana's Suicide Prevention and Mental Health Crisis Lifeline

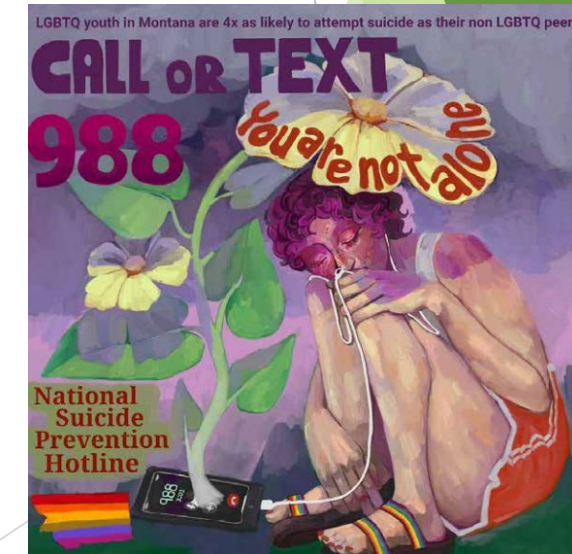
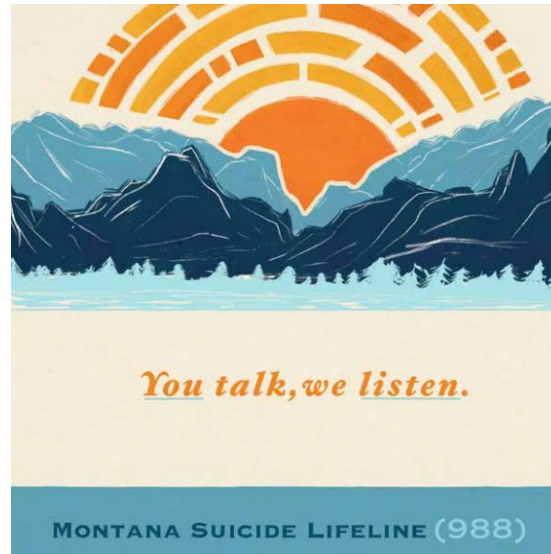
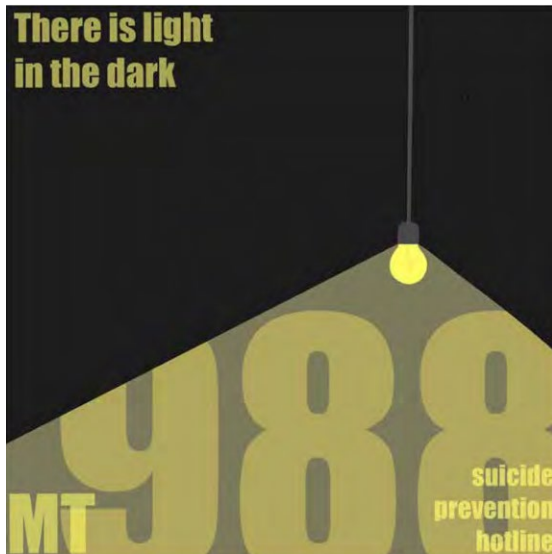
*If you or someone you know is in crisis, please call 988 to be connected to the National Suicide Prevention Lifeline or 911 if a person is in immediate danger.*

Starting on July 16, 2022, the current ten-digit Suicide Prevention Lifeline (1-800-273-TALK) will change over to 988. Much more





[MT]  
988  
PROJECT



# MT988 Activities

- ▶ MT988 Pop-Up exhibition of poster designs and 3D art works during the Bozeman Art Walk on September 9, 2022, from 6-8 pm at the Rialto.
- ▶ Bruce Barnhart, the director of MT988, will be at the 988 Public Information Working Group meeting on September 7, 2022, at 2-3 pm, to discuss the way forward, including work with tribal colleges and other state colleges and universities.
- ▶ Hard copy posters and business cards are available from us by request. You are free to use the materials on any products you can produce.

# What you can do.

- ▶ Establish close, working relationships between crisis management agencies and the call center servicing your county, or tribe.
- ▶ Ensure that all crisis resources for your county or tribe are reviewed and updated in the 2-1-1 system, maintained by your call center, or a local United Way that maintains it in your area.
- ▶ Push for Memorandums of Understanding (MOUs) between call centers and community-based crisis services providers
  - ▶ Mobile crisis response teams
  - ▶ Crisis stabilization facilities
  - ▶ Emergency departments
  - ▶ 911 Public Safety Answering Points (PSAPs)
- ▶ Develop local messaging campaigns using National and State guidance and branding, including school art projects, local social, TV, radio and print media.
- ▶ Some other states have pursued legislative solutions for sustainable funding streams. Where appropriate, pursue such initiatives at your level.

# County/Tribal Feedback on 988 Rollout

- ▶ Public Awareness
- ▶ Coordination with crisis call centers
- ▶ Areas of concern



The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the left and right sides of the frame, leaving a large white central area. The shapes are composed of triangles and polygons, some of which are semi-transparent, creating a layered effect.

Questions?