



MT 988



Montana 988 Coalition Meeting

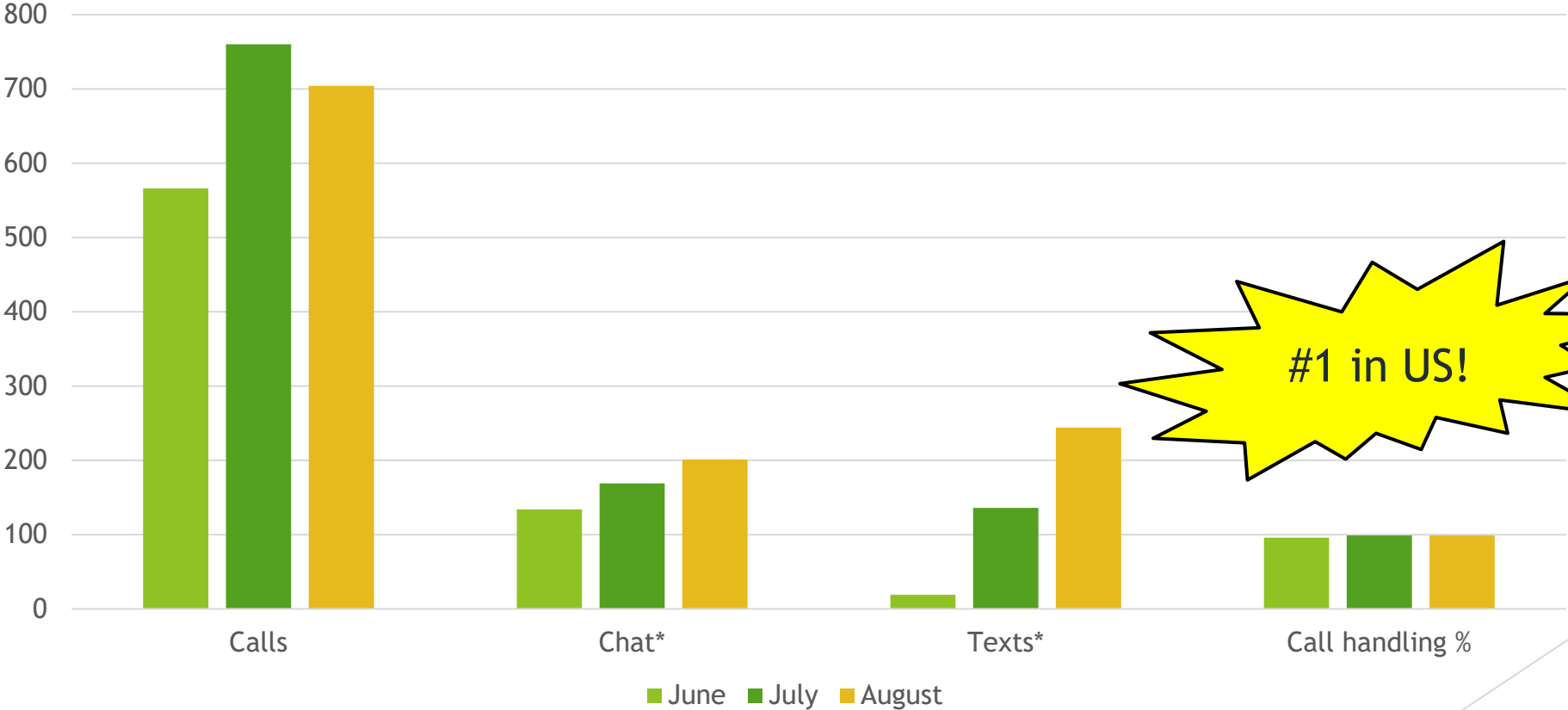
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Updated: August, 2022

Agenda

- ▶ Introductions
- ▶ Montana 988 call center performance & caller metrics
- ▶ Status of Implementation
- ▶ Status of Working Groups
- ▶ Stakeholder toolkits and playbooks
- ▶ Public Messaging Initiatives
- ▶ County/Tribal feedback on roll out
- ▶ Q&A

Key Performance Indicators

State 988 Metrics



*Chats and texts accessed by 988 are received and handled by the National Lifeline Network.

Demographics (July-September 2022)

Gender (Calls made by those identifying as transgender are routed to the Travis Project following a prompt.)

- ▶ Male: 549
- ▶ Female: 949

Age

- ▶ Child (0-12): 10
- ▶ Youth (13-18): 108
- ▶ Young adult (19-24): 213
- ▶ Adult (25-44): 502
- ▶ Older adult (45-64): 293
- ▶ Seniors (65-85+): 134

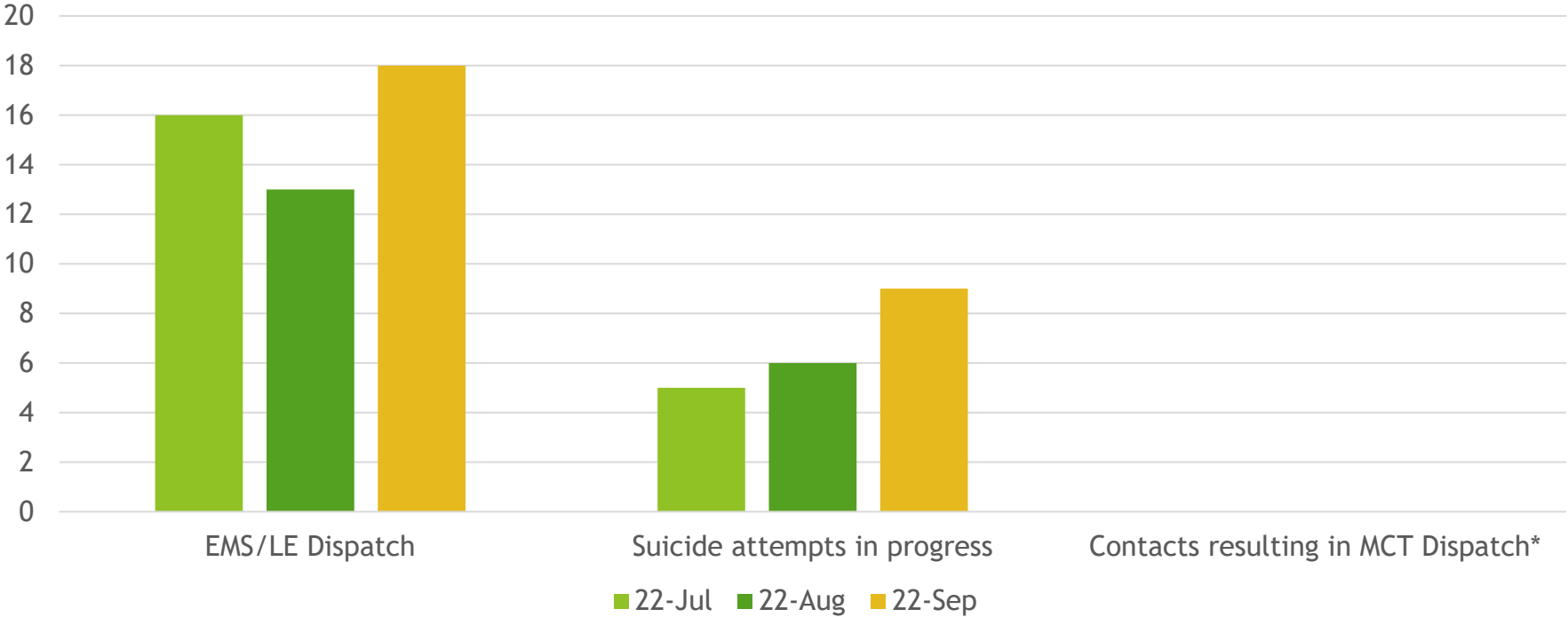
Mental Health Status/Disposition*

- ▶ Callers at imminent suicide risk: 54
- ▶ Previously attempted (if available): 151
- ▶ Currently receiving MH services (if available): 504
- ▶ Repeat callers: 77
- ▶ Follow-up calls made: 430
- ▶ Resolved without intervention: 562
- ▶ Crisis Stabilization admission: 7
- ▶ ER referral/admission: 14

*Due to differing data collection systems between call centers, some data is categorized differently, preventing complete fidelity. We are working on establishing uniformity of data collection for subsequent reports.

Emergency Dispatch

Quarterly Emergency Dispatch



*All state MCTs are currently dispatched by their servicing 911 PSAP. This data is not currently reported by the call centers.

SAMHSA Call Center Organizational KPI

Workforce Development: Paid and trained staff increased from 32 to 39.

Partnership/Collaboration: 6 new MoU/MoAs with mental health-related organizations.

Screening: 1576 individuals screened for mental health related interventions.

Referral: 700 individuals referred to mental health or related services.

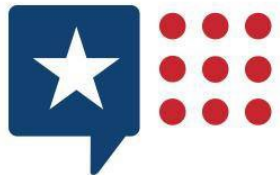
Phase 2 - Status of Implementation

- ▶ 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. All reports to SAMHSA have been submitted to standard.
- ▶ 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.

Accessibility

- ▶ New prompts for access to services in Spanish (“Press 1”) the Veteran’s Crisis Line (“Press 2”) and LGBTQ+ services, provided by the Travis Project. (“Press 3”)

**Veterans
Crisis Line**



1-800-273-8255
PRESS 1

THE TREVOR PROJECT
saving young lives

New SAMHSA Funding Opportunities

- ▶ Support for 988 Tribal Response Cooperative Agreements
 - ▶ “to provide resources to improve response to 988 contacts originated in Tribal communities”
 - ▶ \$35,000,000 available nationwide; up to 100 awards
 - ▶ Deadline for submission: November 8, 2022.
- ▶ 988 Capacity Building Supplemental Funding
 - ▶ For same purpose as original grant, over the original project period.
 - ▶ Additional \$400K for Montana call centers.

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: TBD
- ▶ Core Areas 1, 3-5 and 7 are call center internal

988 Partner Toolkit

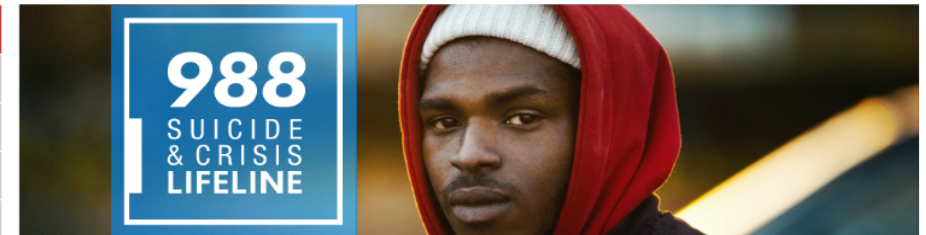
Contains...

- ▶ 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](#)



Find Treatment
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
988 Suicide and Crisis Lifeline
988 Partner Toolkit
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 and tagline "Supporting Excellence in Behavioral Health 60 YEARS". The navigation menu includes Home, About, Technical Assistance, Policy, Publications, Webinars & Training, and General Info. A search bar and a LOGIN button are also visible.

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](#)

The cover of the 988 Convening Playbook features a stylized graphic of a person's face with large, dark blue eyes. The text on the cover reads "988 Convening Playbook States, Territories, and Tribes" and includes the NASMHPD logo at the bottom.

MT988 Website

- ▶ Links to national 988 pages.
- ▶ 988 Marketing materials
- ▶ Updated presentations from coalition updates and local presentations.

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

The screenshot shows the top navigation bar of the Montana DPHHS website. On the left is the logo for MONTANA DPHHS. To its right are links for ABOUT, NEWS AND EVENTS, and CONTACT. Further right is a search bar labeled 'SEARCH DPHHS' with a magnifying glass icon. To the right of the search bar are three dropdown menus: 'I am looking for', 'I am a', and 'A-Z Index'. Below the navigation bar is a breadcrumb trail: [Suicide Prevention](#) / [Montana 988](#).



Montana's Suicide Prevention and Mental Health Crisis Lifeline

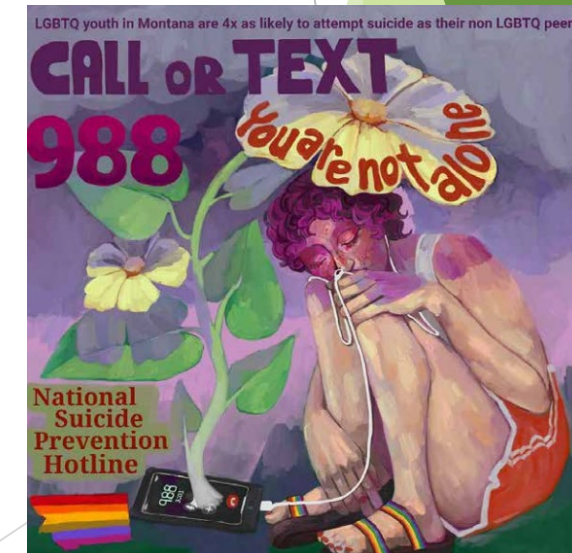
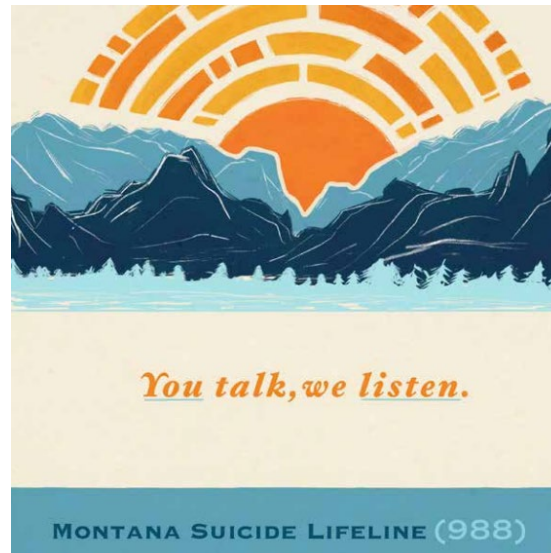
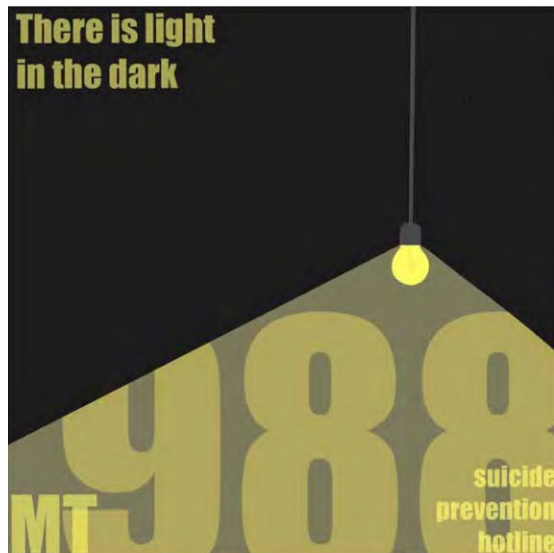
If you or someone you know is in crisis, please call 988 to be connected to the National Suicide Prevention Lifeline or 911 if a person is in immediate danger.

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

The screenshot shows the main content area of the Montana 988 website. At the top is the heading 'Suicide Prevention'. Below it are four buttons: 'Additional Information and Resources', 'Suicide Prevention Report for Committee', 'Suicide Prevention Interactive Toolkit', and 'Crisis Action School Toolkit on Suicide'. Below these buttons is the heading 'Montana 988' followed by two more buttons: 'Crisis Systems Information and Resources' and '988 Launch Event, July 12, 2022'. At the bottom of the content area is a smaller version of the MT 988 logo.



[MT]
988
PROJECT

A logo consisting of the letters 'MT' in a bold, teal font, enclosed within two orange brackets. Below this, the number '988' is written in a large, bold, orange font, and the word 'PROJECT' is written in a smaller, bold, teal font.

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.
- ▶ Highlight that 988 is available for call, chat or text.
- ▶ 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 layered, creating a sense of depth and movement.

Questions?