NEW YORK STATE | Office of Mental Health

988 Community Education and Awareness Toolkit

New York State Office of Mental Health



How to Use This Toolkit

The New York State Office of Mental Health (OMH) created this toolkit to share marketing and educational resources about 988 in New York State. Use the materials in this toolkit to help members of your community learn:



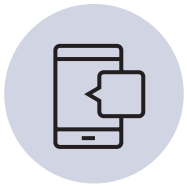
What is 988



How 988 can help



When to contact 988



How to connect with 988



...and more!



Download the materials that you find most useful and check back regularly for additional content.

Table of Contents

How to Use This Toolkit 2

Ideas for Community Engagement 4
- Schools 4
- Caregivers & Families 4
- Providers 4
- Organizations 4
- First Responders & Uniformed Personnel 4
- Individuals 4

How to Talk About 988 5
- Email Signature 5
- Publications 5
- Social Media 5
- Conversation Starters 6

5 Easy Steps to Share 988 7

New York's 988 Marketing and Educational Materials 8
- Frequently Asked Questions (FAQ) Infographic 8
- Palm Cards 9
- Brochures 10
- Posters 11
- Social Media Graphics 13
- Just the Facts Infographic 14

SAMHSA Resources 15
- Branding Standards and Logo Downloads 15
- Image & Logo Downloads 16
- Safety Plan 17

QR Code 18

Ideas for Community Engagement



Schools

School administrators: Make sure that teachers, parents, and counselors know that the National Suicide Prevention Lifeline is now the 988 Suicide and Crisis Lifeline. School materials should be updated to reflect this change.

Teachers: Share information about 988 with students by using New York's 988 resources when talking about mental health. Hang a 988 poster in your classroom for students to see.

Students: Support your peers by making sure they know 988 is available by text and chat, as well as by phone. Promote 988 within your student clubs and organizations.



Caregivers & Families

Normalize talking about mental health in your household. Talk to young people in your family about 988 so they know when and how to reach out.



Providers

Make **educational materials** about 988 available in your office. Educate staff about 988 during meetings and trainings. Talk to individuals receiving services about 988 during screenings.



Organizations

Share information about 988 in your email blasts, social media, and newsletters. Hang posters in popular locations around your workplace. Consider adding 988 to your organization's **email signature**.



First Responders & Uniformed Personnel

Include education about 988 in all staff trainings and ensure staff understand how the service fits into their work. Create a culture where staff feel comfortable reaching out to 988. Work with local 988 Contact Centers to learn how to best respond to behavioral health crises. Support your peers by sharing information about 988 after critical incidents.



Individuals

Follow the **5 Easy Steps to Share 988.**

How to Talk About 988



Email Signature

Use the following text in your or your organization's email signature:

"Are you in crisis, experiencing emotional distress, or worried about someone you know? Call or text 988 or chat at **988lifeline.org/chat** 24 hours a day, 7 days a week."



Publications

Include one of the following options when you want to share 988 as a resource on any documents, images, or publications:

Option 1:
If you or someone you know needs support now, call or text 988 or chat at **988lifeline.org/chat**

Option 2:
988 Suicide and Crisis Lifeline: Call or Text 988 or chat at **988lifeline.org/chat**



Social Media

Use these examples to share information about 988 on your social media channels:

Option 1:
988 is more than just a number. It is a direct connection to compassionate and accessible care. Find materials to spread the word about 988 here: **988.ny.gov**

Option 2:
988 is the 3-digit number that connects you to behavioral health crisis counselors. Learn more at **www.988Lifeline.org**

Option 3:
When you call, text, or chat 988, you are connected to trained counselors. Get the answers to the most frequently asked questions about 988 here: **988.ny.gov**

Option 4:
988 is for everyone. It's always available if you are in emotional distress, need support, or have thoughts of suicide. Learn more at **www.988Lifeline.org**

Conversation Starters

Here are some of the ways you can begin the conversation about 988 with people you know:

Educating Others:

"You can talk to a trained crisis counselor when you call, chat, or text 988."

"Did you know there's a three-digit number for people who are struggling or feeling overwhelmed?"

"Have you heard about 988?"

Supporting Others:

"I've heard that people who call 988 feel really supported."

"I feel like you might be struggling and want you to know that 988 has someone there to listen."

Worried about someone and want to check in? The **'Just Checking In'** tip sheet can help you have a supportive conversation.

5 Easy Steps to Share 988

1. **Start the conversation.** Ask people you know if they've heard of 988. Check out our **988 Conversation Starters** for some examples.

2. **Ask to hang a 988 poster at your:**
   a. Workplace
   b. Community stores
   c. Library
   d. Apartment building
   e. Place of worship
   f. Doctor's office

3. **Share on your personal social media.** Anyone can share this lifesaving service with their friends. **Download a 988 social media graphic** and help get the word out.

4. **Normalize talking about mental health.** Check in with people you know and share your experiences or coping skills.

5. **Share 988 resources with your social and professional networks.** Whether it's your bowling league or volunteer group, you can share information about 988 at one of your meetings.



New York's 988 Marketing and Educational Materials

Use these materials to spread the word about 988 in your communities. You can share these resources electronically or by printing them out.

Frequently Asked Questions (FAQ) Infographic

Get the answers to the most common questions about 988.

Download 988 Frequently Asked Questions Infographic



988 FAQ

NEW YORK STATE | Office of Mental Health

NEW YORK STATE 988 SUICIDE & CRISIS LIFELINE

What is 988?

988 is the three-digit number that connects people to the 988 Suicide & Crisis 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 more than just a number. It is 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 988 Suicide & Crisis Lifeline network. Moving to 988 does not mean the National Suicide Prevention Lifeline (1-800-273-8255) number goes away. Using either number will get people to the same services.

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's easy to remember! **988 helps New York:**

- Connect with people who are struggling with behavioral health (mental health and/or substance use) concerns as soon as possible, 24/7.
- Reduce unnecessary use of law enforcement and other safety resources in crisis responses.
- Meet the growing need for crisis intervention where it's needed most.
- Shift the mindset about people who struggle with their mental health.
- Reduce healthcare spending with more cost-effective early intervention.

Will services be offered in other languages?

The Lifeline currently provides live crisis center phone, text and chat services in English and Spanish and uses Language Line Solutions to provide translation services in over 150 additional languages.

Does it cost money to use 988?

Contacting 988 is a free service.

Who can contact 988?

988 is for everyone and it's more than a 'suicide' line. **Contact 988 if you are:**

- suicidal
- experiencing a mental health or substance use-related crisis
- experiencing any kind of emotional distress
- worried about someone in distress.

988 is for people of all ages, genders, sexes, ethnicities, races, religions, sexual orientations, and socioeconomic statuses. If you are a Veteran or speak Spanish, 988 has dedicated lines for you.

What happens when I contact 988?

When contacting 988, you will first be routed to a local Lifeline crisis center based on your area code. A trained crisis counselor will answer and listen to how your problem is affecting you. They then provide support and share resources if needed. If a local crisis center is unable to take the call, you will be automatically routed to a national back-up crisis center. All contact with 988 is voluntary.

What is the difference between 988 and 911?

988 provides easy access to the 988 Suicide & Crisis Lifeline network and related 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 meet the growing suicide and mental health-related crisis care needs.

Learn more about 988:

To request translations of this document:

Last updated September 2024

Palm Cards

Hand these cards out at tabling events or make them available in public spaces for people to learn more about what happens when you contact 988.

[Download 988 Palm Cards PDF]



Front Design Options



Back Design

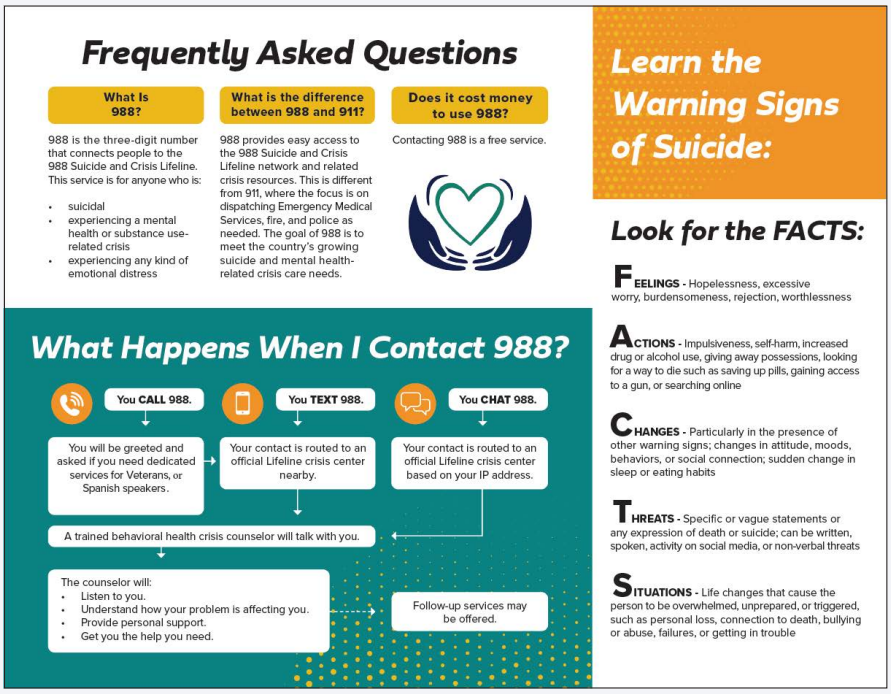
Brochures

These trifold brochures are available with three different covers and include information about what happens when you contact 988, what 988 is, and when you should reach out.

[Download Brochure]



Front Design (Cover 1)



Back Design

Posters

Choose from the seven poster designs below and download the one(s) that will best reach your audience.

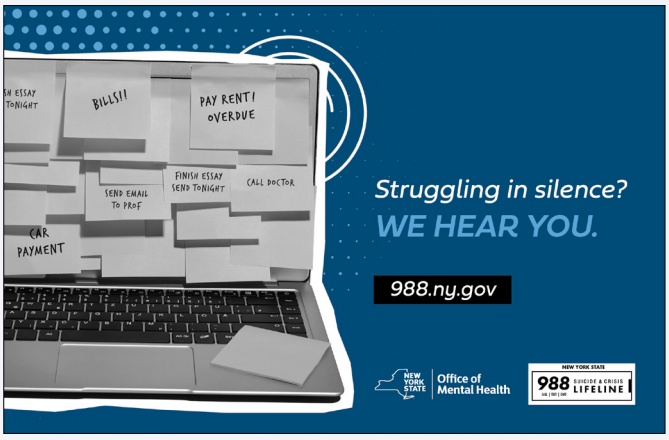
Download 988 Poster 1



Download 988 Poster 2



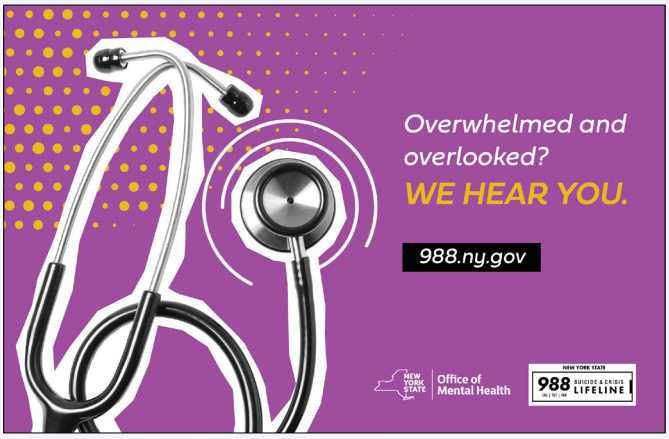
Download 988 Poster 3



Download 988 Poster 4



Download 988 Poster 5



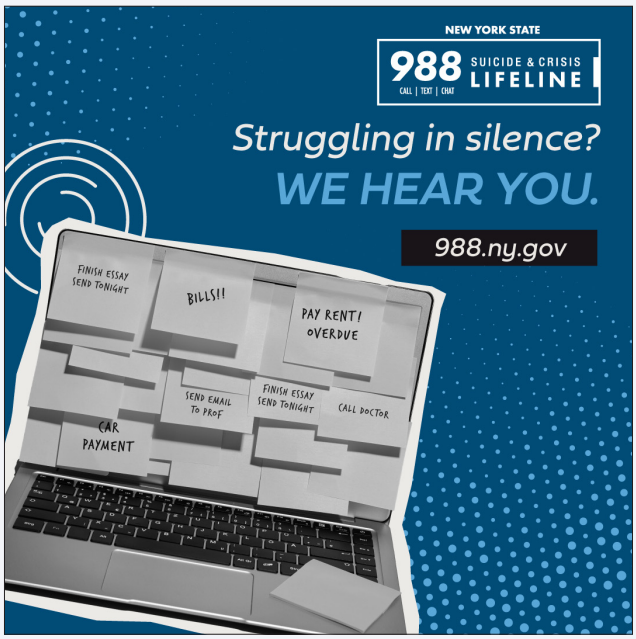
Download 988 Poster 6



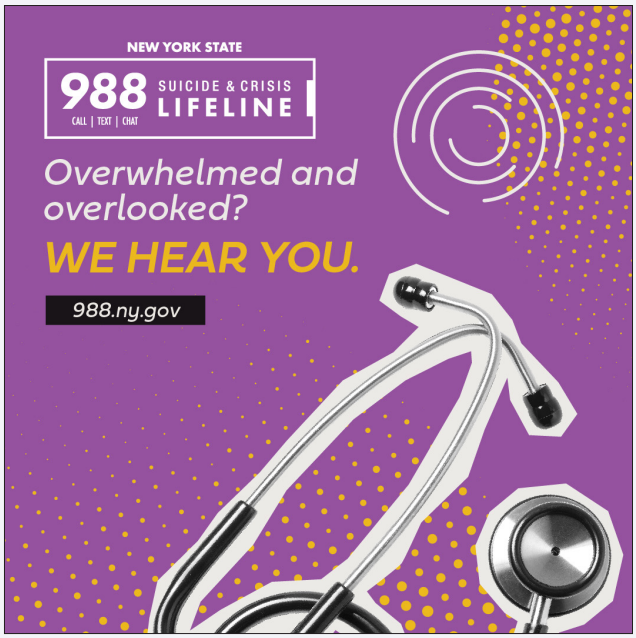
Social Media Graphics

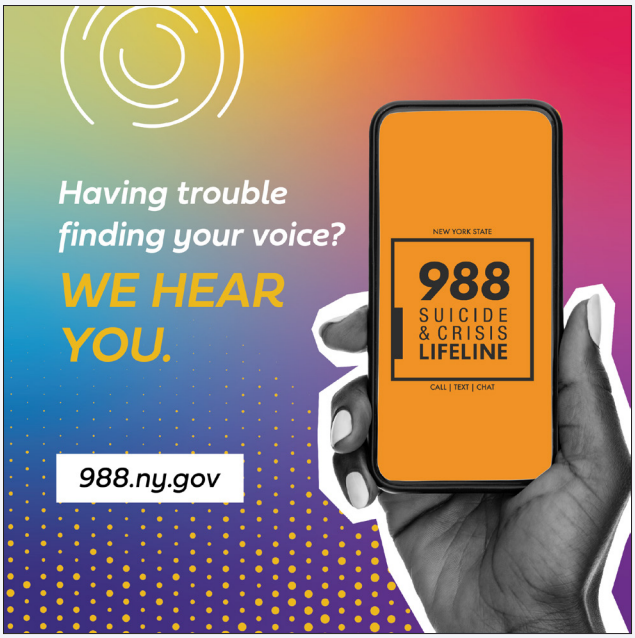
Share OMH's social media graphics on your private or professional social media page. Use the **suggested social media language** in the caption of your posts. The images below are an example of the many graphics available.

Download 988 Social Media Graphics









Just the Facts Infographic

This resource highlights the key facts about 988.

[Download Just the Facts infographic]



SAMHSA Resources

Branding Standards and Logo Downloads

Substance Abuse and Mental Health Services Administration (SAMHSA) provides specific information on logo, branding, and guidelines for 988 **HERE**.

988 | SUICIDE & CRISIS LIFELINE

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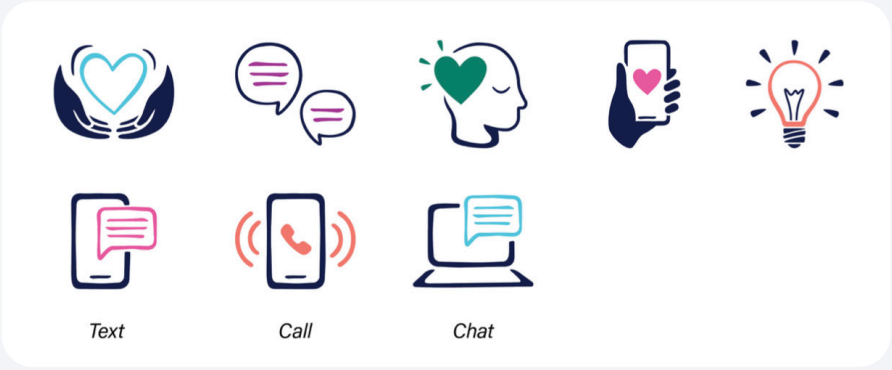
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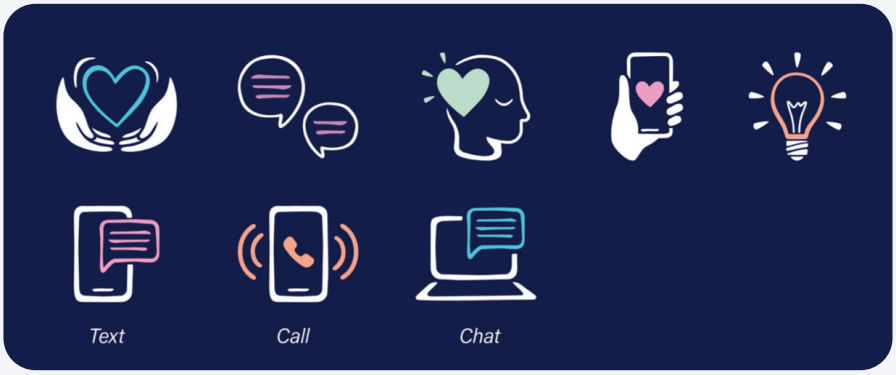
988
SUICIDE & CRISIS
LIFELINE

Photography & Icons

Access 988 images and icons by visiting [SAMHSA's 988 Logo and Branding Webpage.](#) Use these to create additional 988 materials.







Safety Plan

Use SAMHSA's safety plan:

- With individuals receiving services
- At tabling events
- For yourself

[Download SAMHSA Safety Plan]

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)

_____ Phone _____

_____ Phone _____

_____ Phone _____

4. Who can you ask for help? (Write names and phone numbers)

_____ Phone _____

_____ Phone _____

_____ Phone _____

5. Professionals or agencies you can contact during a crisis:

Clinician: _____ Phone _____

Local Urgent Care or Emergency Department:
Address _____ Phone _____

Call or text 988 or chat 988lifeline.org

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

_____

_____

988 SUICIDE & CRISIS LIFELINE

Modified from Stanley & Brown (2021)

PEP22-08-03-007

QR Code

Are you viewing this toolkit offline? You can find and download all the resources in this toolkit by visiting the New York 988 Webpage. Scan the QR code to visit the webpage now.

