

**Remember! 988 launches
on July 16, 2022!**

988 Updates and Education Newsletter

March 2022

Why do we need 988?

Mental health is just as important as physical health and now we have an easy-to-remember number that puts mental health emergencies at the same level as physical health emergencies!

988 helps New York:

- Reach people who are struggling with behavioral health (mental health and/or substance use) concerns as soon as possible.
- Reduce unnecessary use of law enforcement, public health, and other safety resources in behavioral health 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.

New York's 988 Planning Coalition

For the last year, New York has been working with a large coalition of community stakeholders to plan for 988, which will be available nationally on July 16, 2022. Our coalition members represent New York's different genders, races, sexual orientations, religions, political backgrounds, languages, ethnicities, and socioeconomic statuses.

The coalition has been broken down into four subgroups that focus on different areas of 988 implementation in New York:

- 1) **Community Education and Marketing**: Distribute 988 information to New Yorkers through education and a future multi-media marketing campaign.
- 2) **988 Center Functions**: Plan for crucial 988 operations including call center staffing and training, call center technology, and follow-up services.
- 3) **Regional Planning**: Ensure the call centers have the capacity to provide 24/7 coverage and a linkage system to local resources.
- 4) **911/988 Interface**: Developing collaboration between 911 and 988 through training, warm transfers, and diversion plans.

A Message from the Commissioner

Welcome to the first edition of the 988 Updates and Education Newsletter!

The Office of Mental Health has been working diligently to ensure that the implementation of 988 is seamless. Having an easy-to-remember number for New Yorkers experiencing a behavioral health crisis or emotional distress will help to:

- Normalize help-seeking for behavioral health challenges.
- Increase access to mental health resources.
- Protect people who are in distress.
- Help connect people to the services they need in the communities they live.

988 will be available for call, chat, and text across New York State on July 16, 2022. During the months leading up to this date, there will be several exciting updates made to our existing crisis system as we work hard to increase capacity in New York's crisis center network. We've created this newsletter to keep New Yorkers up to date on all the latest developments.

I want to take a moment to thank everyone who has been involved in the 988 planning and implementation process so far, with special recognition for our established and developing Lifeline crisis centers across New York. I am so grateful for your ongoing collaboration and the commitment you show to the people of our state as you adjust and expand within this new system.

More to come next month!

Sincerely,

Ann Marie T. Sullivan M.D.

Commissioner

988 in NY by the Numbers:

24/7/365

Crisis Support

12

Crisis Centers Operating in NY

1

Crisis Center Onboarding Now

2

Crisis Centers Coming Soon

Funding 988

New York has multiple funding streams to build capacity, strengthen infrastructure, train Lifeline staff, and increase call center workforce.

\$10 Million

One-Time Start up Mental Health Block Grant

\$35 Million

Governor Hochul's Proposed 2022-2023 Budget

\$60 Million

Governor Hochul's Proposed 2023-2024 Budget

***\$7.2 Million**

Two-Year SAMHSA Grant Application Submitted *Not yet Awarded

Download This

Still have questions? No worries!

We've got answers to the most Frequently Asked 988 Questions.

988 FAQ

(LINK TO DOWNLOADABLE)

Action Corner

How do YOU play a role? Look in this corner every newsletter to learn how you can take action and be involved in the 988 Launch.

This month's task: **Help spread the word**

- **Get people signed up for our newsletter.** They can [sign up by clicking on this link](#). Once an email prompt opens, just hit send to be subscribed to future newsletters.
- **Share this month's newsletter.** Send it out on your list serves or distribution lists. Share it on social media. 988 is for everyone so no matter who you communicate with, this information is for them.
- **Know the answers to the most frequently asked questions.** Download our 988 FAQ (link) and share it as widely as you can. When people ask you about 988, you'll have the answers they need.
- **Follow us on social media** to share our 988 content and other mental health messages with your followers and friends. We're on [Facebook](#), [Instagram](#), [Twitter](#), [LinkedIn](#), and [YouTube](#).
- **Stay informed with the U.S. Substance Abuse and Mental Health Services Administration (SAMHSA) 988 Webpage.** The link can be found by [clicking here](#).

What to Expect

You'll find a few things in each month's newsletter:

- Downloadable Infographic: We'll include different educational infographics to download each month that are printable, accessible, and easy to share.
- 988 Info: We'll explore different aspects of the 988 network.
- Updates: We'll share the newest updates around 988 planning and implementation.
- Action Corner: We'll suggest ways to stay involved in the 988 rollout and be a messenger for NYS.