

Announcing 988

Sample CEO Letter



**Mental Health
Action Day**



Dear Colleague,

We are committed to connecting you with the resources you need for your mental health—even, and especially, in times of crisis.

As of July 16, 2022, getting critical mental health support is easier than ever:

If you or a loved one is having suicidal thoughts or experiencing a mental health or substance use crisis, call, text or chat 988.

This 24/7 hotline will connect you to free, confidential, life-saving support from the National Suicide Prevention Lifeline. Trained crisis counselors will listen to your concerns, provide support and connect you to additional resources if needed. Most callers' immediate needs are resolved over the phone, helping thousands of people every day.

988—an easy number to remember—has the power to transform access to life-saving care. If you are concerned about a loved one or co-worker, I encourage you to [know the risk factors and warning signs for suicide](#), and contact the Lifeline at 988 for assistance.

And if you need another form of support for your mental health, consult [**Company's**] wellness services. ***[Insert details about your company's benefit plan, EAP program or other company mental health initiatives and how to access them.]***

Thank you for all you do to contribute to a culture of caring at [**Company**].

Sincerely,

[Name of CEO or other trusted leader]