

WORKPLACE MENTAL HEALTH

988 Communication

Tips & Tools for Employers



Mental Health
Action Day



As of July 16, 2022, everyone in the U.S. can call or text **988** to access free, confidential, life-saving mental health support 24 hours a day, seven days a week. **988** directs callers to the **988 Suicide and Crisis Lifeline**, a network of over 200 locally operated crisis centers across the country.

The Lifeline WORKS. Trained crisis counselors are able to address most callers' needs over the phone. For issues requiring additional support, many locations can dispatch mobile teams to provide on-site crisis response. Because crisis counselors are often based in your local community, they are also familiar with community resources and options for continued care.

Employers can help spread the word.

"If you or a loved one is experiencing a
mental health crisis:

Call, text or chat **988** today for 24/7 free,
confidential support."

Key messages to share with employees

- **988** offers 24/7, free and confidential mental health support through the 988 Suicide and Crisis Lifeline.
- The Lifeline is available to anyone experiencing suicidal thoughts or mental health or substance use crises. Loved ones of those in crisis can also call **988** for support.
- **988** services are distinct and separate from the emergency services operated through 911. Calling **988** will connect you to a trained crisis counselor who operates outside the police department and is trained to use the least invasive intervention possible.
- **The Lifeline WORKS.** The majority of callers' needs are resolved over the phone, helping thousands of people overcome suicidal crises and mental health distress every day.
- The original 10-digit number for the Lifeline (1-800-273-8255) remains available. Calling **988** simply makes it faster and easier to get support.
- Lifeline call services are available in Spanish, along with interpretation services in over 150 languages.
- Veterans and their families can call **988** and **press 1** to access the **Veterans Crisis Line**.

Tips and Tools to Share

- Use our **Sample CEO Letter** to inform your employees about 988.
- Use internal communication channels or broadcasting systems to share the official **SAMHSA PSA**:
“If you or someone you know is having thoughts of suicide or experiencing a mental health or substance use crisis, 988 provides connection to free, confidential support. There is HOPE. The Lifeline WORKS. For 24/7 confidential support, just call, text or chat 988.”
- Consider how you might share your own mental health story to reduce the stigma about seeking help and share information about 988. Our **Tips for Leadership Storytelling** will help you get started.
- Display official **988 posters and printable materials** in break spaces, restrooms and other areas visible to employees.

Additional Tools & Resources

988 Suicide and Crisis Lifeline

Suicide Prevention By the Numbers

We Can All Prevent Suicide - Risk factors and warning signs that can help you help others in crisis.

Substance Abuse and Mental Health Services Administration

988 Frequently Asked Questions

988 Key Messages

988 Partner Toolkit



CDC Foundation
Together our impact is greater

de Beaumont
BOLD SOLUTIONS FOR HEALTHIER COMMUNITIES



Meteorite

Special thanks to the following organizations that provided additional content for this resource:

988 Suicide and Crisis Hotline; Substance Abuse and Mental Health Services Administration