

988 Suicide & Crisis Lifeline Opportunities for Criminal Justice Partners

Overview

On July 16, 2022, the U.S. will transition to a 3-digit code for people to reach the 988 Suicide & Crisis Lifeline (formerly the National Suicide Prevention Lifeline), creating a unique opportunity to rethink how people are connected to compassionate, accessible care. For criminal justice stakeholders, the transition to 988 is an important opportunity to shift people in crisis toward appropriate care, and ideally, to minimize contact with law enforcement and the justice system. To fully take advantage of this opportunity, however, criminal justice partners need to understand what 988 provides and prepare processes to appropriately direct people to 988 from first contact with law enforcement through reentry.

July 20 Digital Day of Action

To raise awareness of 988 immediately following its implementation, The Council of State Governments (CSG) Justice Center, working closely with the U.S. Department of Justice's Bureau of Justice Assistance (BJA) and the Substance Abuse and Mental Health Services Administration (SAMHSA), will conduct targeted communications with key stakeholder groups, including law enforcement and other criminal justice stakeholders. The CSG Justice Center will organize a broad group of national associations involved with criminal justice and behavioral health crisis response and reentry to raise awareness through social media.

A component of those communications will be a **digital "Day of Action" on Wednesday, July 20, 2022**, focused on informing criminal justice stakeholders about the opportunities this new dialing code presents. The 988 Day of Action will take place on social media using the hashtag #988forPublicSafety, as well as SAMHSA's hashtag, #988Lifeline. The day will be a valuable opportunity for criminal justice, behavioral health, law enforcement, and other key stakeholders to highlight the launch of the 988 Crisis & Suicide Lifeline and what it will mean for their communities.

In this toolkit you will find proposed social media language and marketing tiles that we encourage organizations to use and post throughout the day of action on July 20.

Marketing Tiles [[Download tiles here](#)]

Please feel free to use any of these graphics to accompany the sample social media language below.



Sample Social Media Language

We encourage partners to tailor the following content to their own needs and style and their own resources.

- Hashtags: #988forPublicSafety #988Lifeline
- Resources to Promote
 - 988 Suicide & Crisis Lifeline: <https://www.samhsa.gov/find-help/988>
 - SAMHSA Partner Toolkit: <https://www.samhsa.gov/find-help/988/partner-toolkit>
 - Publication: "How to Use 988 to Respond to Behavioral Health Crisis Calls": <https://csgjusticecenter.org/publications/how-to-use-988-to-respond-to-behavioral-health-crisis-calls/>
 - Publication: "Tips for Successfully Implementing a 911 Dispatch Diversion Program": <https://csgjusticecenter.org/publications/tips-for-successfully-implementing-a-911-dispatch-diversion-program/>
 - Taking the Call Session: "Identifying and Triaging Calls: 911, 311, 988, and Beyond": <https://takingthecall.csgjusticecenter.org/identifying-and-triaging-calls-911-311-988-and-beyond/>
- Social Media Handles
 - Twitter:

- Substance Abuse and Mental Health Services Administration: @samhsagov
- U.S. Department of Justice’s Bureau of Justice Assistance: @DOJBJA
- The Council of State Governments Justice Center: @CSGJC
- Facebook:
 - Substance Abuse and Mental Health Services Administration: @SAMHSA
 - U.S. Department of Justice’s Bureau of Justice Assistance: @DOJBJA
 - The Council of State Governments Justice Center: @csgjusticecenter
- Instagram
 - Substance Abuse and Mental Health Services Administration: @samhsagov
 - The Council of State Governments Justice Center: @csgjusticecenter

Posts for Law Enforcement Partners

- The new national 988 Suicide & Crisis Lifeline will connect people to trained crisis counselors, reducing the need for contact w/ law enforcement, & allowing officers to focus on addressing other public safety concerns & violent crime. #988ForPublicSafety
- Many law enforcement officers struggle with their own mental health needs. The new 988 Suicide & Crisis Lifeline can be a resource to support their well-being. #988ForPublicSafety. Learn more about 988: <https://bit.ly/3xy5PM6>
- Law enforcement agencies want people in crisis to receive the help they need. Many times, that means connecting ppl to community-based services, not police. The new 988 Suicide & Crisis Lifeline can help make these connections & minimize contact w/ officers. #988ForPublicSafety
- Law enforcement officers often have limited responses to people in crisis. The new 988 Suicide & Crisis Lifeline can help connect people to trained mental health counselors, getting them the care they need and minimizing contact w/ police. #988ForPublicSafety
- Being a law enforcement officer is a demanding & stressful job & officers should always be able to ask for help. The new 988 Suicide & Crisis Lifeline offers free support w/trained crisis counselors who can connect people w/the appropriate resources to help. #988ForPublicSafety

Posts for Reentry Partners

- The transition from incarceration back to the community brings stress & the risk of mental health & substance use crises. The new 988 Suicide & Crisis Lifeline can connect people to compassionate, accessible care w/trained crisis counselors, helping break cycles of incarceration.
- How do you prepare people returning to their community after incarceration to weather mental health challenges? Reentry providers should incorporate info about the #988Lifeline in their planning strategies to ensure people have the resources to be successful.
- Worried about a loved one struggling to return to their community after incarceration? Use the 988 Suicide & Crisis Lifeline to access immediate & compassionate care from trained crisis counselors who can connect people to community-based supports. #988ForPublicSafety

Posts for Behavioral Health Partners

- How can mental health & substance use providers prepare for the transition to 988 as the new universal crisis line? This playbook from @samhsagov details everything providers need to know to ensure 988 readiness. #988ForPublicSafety. <https://bit.ly/3tu067x>
- How can we reduce the overincarceration of people w/ mental illness & substance use disorders? First, by keeping them out of the justice system in the first place. The 988 Suicide & Crisis Lifeline can connect ppl in crisis to appropriate treatment & services. #988ForPublicSafety

- The rate of mental illness in jails is at least 3x higher than in the general U.S. population. How can the 988 Suicide & Crisis Lifeline help? Instead of a law enforcement response, people are directly connected to community care by trained counselors. #988ForPublicSafety
- The risk of suicide for formerly incarcerated people is 62% higher than for others. This is why the transition to the new 988 Suicide & Crisis Lifeline is so important. By connecting ppl in crisis to the right care, we can ensure they get the help they need. #988ForPublicSafety
- Share your enthusiasm about 988 with your partners in law enforcement, the courts, jail, and community corrections. They can be important links for people in crisis to access care through the new dialing code. #988ForPublicSafety

Posts for Criminal Justice/911 Partners

- The new 988 Suicide and Crisis Lifeline will help reduce arrests & improve health outcomes for people with mental or behavioral health needs by linking people in crisis to supportive services. #988ForPublicSafety. Learn more about this exciting development: <https://bit.ly/3xsCDWX>
- We're excited for the implementation of the new national 988 Suicide & Crisis Lifeline, which will connect people to crisis counselors instead of police & first responders, reducing reliance on the justice system. #988ForPublicSafety. <https://bit.ly/3xy5PM6>
- Protect public safety by supporting your own wellness. The new 988 Suicide & Crisis Lifeline offers free, confidential support to people in crisis 24/7 through trained crisis counselors. #988ForPublicSafety. Learn more here: <https://bit.ly/3xy5PM6>
- Staff at emergency and 911 call centers can support the transition to the new 988 Suicide & Crisis Lifeline. Wondering how? This playbook from @samhsagov tells staff everything they need to know. #988ForPublicSafety. <https://bit.ly/3zqxv73>