9-8-8: National Suicide Prevention and Mental Health Crisis System

BE D·B·H·D·D
Georgia Department of Behavioral Health & Developmental Disabilities

9-8-8 Community Partners Workgroup May Meeting
May 16, 2022
Agenda

1 Welcome Back

2 Overview of current messaging strategy and 988ga.org website

3 Group Activity:
   • Messaging 9-8-8 in the state of Georgia
   • Actions to promote overall accessibility of 9-8-8

4 Next Steps
Welcome Back
Representatives of 9-8-8 Community Partners Workgroup

- Lived Experience
- Veterans
- LGBTQ+, including LGBTQ+ Youth
- Immigrants and refugees
- Formerly homeless
- Persons with disabilities
- Children and adolescents
- Higher education/university communities
- Agricultural and rural communities
- Older adults
- Youth
- African American/Black community
- Asian American/Pacific Islander community
- Latinx/Spanish-speaking communities
- Christian Faith community
- Jewish Faith community

9-8-8 Community Partners
Workgroup Discussion Areas

**Overall Accessibility of Crisis Services**
- Improve access to crisis services for high-risk and diverse populations
- Anticipate and address potential concerns from your constituents

**Linkages to Community Crisis Services, Local Resources and Referral Listings**
- Improve the referral process and existing linkages to the community
- Build an informal list of local resources
- Identify opportunities for community building

**Follow-up Services**
- Identify gaps in follow-up services
- Improve the follow-up process

**Overall Equity of Crisis Services**
- Accommodate for and build partnerships to support diverse and unique needs
- Integrate social determinants of health

**Public Messaging**
- Develop effective and accessible 9-8-8 communications for high-risk and diverse populations
- Decrease stigma towards those seeking behavioral health services
- Promote awareness of and trust in the crisis system

**Training and Workforce**
- Improve workforce capacity, quality and representation
- Solicit feedback on cultural competency trainings and trainings for providers and law enforcement
- Identify additional training needs
Today’s Focus

Public Messaging
• Develop effective and accessible 9-8-8 communications for high-risk and diverse populations
• Decrease stigma towards those seeking behavioral health services
• Promote awareness of and trust in the crisis system

Overall Accessibility of Crisis Services
• Improve access to crisis services for high-risk and diverse populations
• Anticipate and address potential concerns from your constituents
9-8-8 Messaging
Overview of Georgia’s current messaging strategy
What is the 9-8-8 Messaging Framework?

Federal partners released the 988 Messaging Framework for anyone publicly messaging about 9-8-8 to provide general guidance about when and how to develop messaging to ensure it’s effective, coordinated, and safe.

What needs to be done?

Most Americans are completely unsure what 9-8-8 is.

- **We must educate the nation** about 9-8-8 so they are ready to utilize this lifesaving resource when available nationwide
- **Aligned and consistent messaging** is key to ensure public clarity—and avoid confusion.

Source: National Alliance on Mental Illness (NAMI) 9-8-8 Crisis Response Report, 2021
States are encouraged to refrain from broad, statewide marketing campaigns until after July 2023.

**When to Message**

**Pre-July 2022**

- **Hold off promoting** use of 9-8-8, continue to use 1-800-273-8255 and GCAL number
- **Share basic information** about 9-8-8 with implementation partners (vs. broader public)
- **Begin developing a strategy** for communicating about 9-8-8
- **Speak with individuals from diverse backgrounds** within your community to inform messaging

**Post-July 2022**

- **Broaden messaging on 9-8-8** to reach other key audiences
- **Seek out or conduct research** about key audiences to inform messaging
- **Promote the need for additional supports** to help generate continued support to strengthen our crisis infrastructure
Georgia’s 9-8-8 Messaging Strategy

Information on 9-8-8 in Georgia, including webinars, readiness newsletters, and FAQs, can be found at 988ga.org

Key Messaging Points

- What is 9-8-8 and how it will work
- 9-8-8 is more than just a phone number
- Use of “rollout” to denote the building of capacity and staff of a crisis system over time
- Need for collaboration across all stakeholders

Key Audiences

- Implementation partners in the crisis continuum, including behavioral health providers and Law Enforcement
- Populations at high-risk of a behavioral health crisis
Questions?
Group Activity
Opportunities related to messaging and accessibility for 9-8-8
Group Activity
Opportunities related to messaging and accessibility for 9-8-8

Instructions

1. Go to: https://app.mural.co/t/eyamericas3876/m/eyamericas3876/1651778013666/1657091e4bb8dee6b88ecb3ce2e4a0e91dea518a?sender=u2ac570b54222e2c29b534714
2. Identify your breakout group and associated color
3. Brainstorm and answer the “Messaging” questions using your group’s sticky notes
   • Be prepared to discuss your responses
4. Brainstorm and answer the “Accessibility” questions using your group’s sticky notes
   • Be prepared to discuss your responses
5. Drop any additional thoughts (related to other 9-8-8 topics) into the Parking Lot

Breakout Groups:

- Persons with disabilities
- Agricultural and rural communities
- Faith Communities
- LGBTQ+
- Communities of Color
- Higher education / University communities
- Immigrants and Refugees
- Veterans
- Older adults
- Formerly Homeless
- Youth, children and adolescents
- First responders
- Lived Experience
## Group Activity

**Opportunities related to messaging and accessibility for 9-8-8**

### Messaging

1. What opportunities does 9-8-8 create to reduce behavioral health stigma?
2. How can we increase engagement in the crisis system?
3. How should 9-8-8 messaging be tailored to your constituent groups (e.g., content or tone of messaging, format, forum)?
4. What opportunities for improved messaging do you see as we plan for 9-8-8?

### Accessibility

1. What questions or concerns do you anticipate receiving about 9-8-8 from your network or constituents?
2. What information can we provide in conjunction with 9-8-8 messaging to empower individuals with the knowledge and/or willingness to seek behavioral health care?
3. What opportunities do you see to improve the accessibility of crisis services as we plan for 9-8-8?
Next Steps
In response to federal mandates, DBHDD developed 988 projections for Georgia and initiated foundational planning to address the impacts to the current crisis system.

DBHDD is engaging stakeholders and partners, building comprehensive plans for the crisis system, and translating plans into tactical activities to prepare for the rollout of 9-8-8.

The rollout of 9-8-8 across the state and country will take time. DBHDD will continue to partner with stakeholders and work to expand capacity to meet the demands for crisis services.

In the months and years following the 9-8-8 rollout, we will continue to work with community partners and other stakeholders to identify opportunities for the evolution of our services across the crisis continuum to meet the needs of Georgians.
# 9-8-8 Community Partners Meeting Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Discussion Topics</th>
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</thead>
<tbody>
<tr>
<td>April 7</td>
<td>12:30pm – 2:00pm</td>
<td>Introduction</td>
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<tr>
<td>May 16</td>
<td>11:00am – 12:30pm</td>
<td>• Public Messaging</td>
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<td></td>
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<td>• Overall Accessibility of Crisis Services</td>
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<tr>
<td>June 9</td>
<td>10:30am – 12:00pm</td>
<td>• Linkages to Community Crisis Services, Local Resources and Referral Listings</td>
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<td>• Overall Equity of Crisis Services</td>
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<tr>
<td>June 30</td>
<td>10:30am – 12:00pm</td>
<td>Training and Workforce</td>
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<tr>
<td>August 4</td>
<td>10:30am – 12:00pm</td>
<td>• Informing your constituents on 9-8-8</td>
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<td></td>
<td></td>
<td>• Follow-Up</td>
</tr>
<tr>
<td>September 1</td>
<td>10:30am – 12:00pm</td>
<td>• Update on 9-8-8 rollout</td>
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Next Steps

<table>
<thead>
<tr>
<th>Future Plans and the Path Forward</th>
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<tr>
<td>• Join our next virtual session on June 9th at 10:30 ET</td>
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<td>• Share May meeting minutes and outputs with attendees</td>
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<tr>
<td>• Begin to brainstorm behavioral health or crisis resources for your constituent group</td>
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<tr>
<td>• Continue to:</td>
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<tr>
<td>• Discuss Georgia's current crisis system and 9-8-8 implementation plans and activities</td>
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<tr>
<td>• Build informal community resources, networks, and capacity in collaboration with the formal crisis system to promote access to services</td>
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<td>• Solicit ongoing feedback on the rollout of 9-8-8</td>
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Georgia 9-8-8 Contacts

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