



# 988: Georgia's Crisis Continuum

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**BE D·B·H·D·D**

Georgia Department of Behavioral Health & Developmental Disabilities

**988 Community Partners  
Virtual Session**

February 22, 2024





# Today's Agenda

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- 1** Respect Institute Speaker
- 2** General 988 Updates
- 3** 2024 988 Communications Initiatives
- 4** Wrap-up and Next Steps

Respect Institute Speaker



# Respect Institute: Brittany Sweatman





# 988 Updates

# SAMHSA Five-year Vision for 988

## 2023



### Horizon 1: Crisis Contact Centers

"Someone to call"

**90%+** of all 988 contacts answered in-state by 2023.

#### Work in-progress

- The agency's priorities include increasing call center staffing, implementing additional follow up and collaborating with vendors to implement the national text/chat technology.

## 2025



### Horizon 2: Mobile Crisis Services

"Someone to respond"

**80%+** of individuals have access to rapid crisis response by 2025.

#### Work in-progress

- Received \$6.4 million in additional state funds on July 1, 2023, to enhance mobile crisis staffing

## 2027



### Horizon 3: Stabilization Services

"A safe place to go for crisis care"

**80%+** of individuals have access to community-based crisis care by 2027.

#### Work in-progress

- Received \$24 million in additional state funds on July 1, 2023 to enhance BHCC operating costs



# Percentage of Total Calls from 988

Jan 2023 vs Jan 2024



Jan 2023

**25,749**

Georgia calls, texts,  
chats received.

**26.5%**

Of total calls from 988  
(formerly, NSPL).

Jan 2024

**21,160**

Georgia calls, texts,  
chats received.

**28.4%**

Of total calls from 988  
(formerly, NSPL).

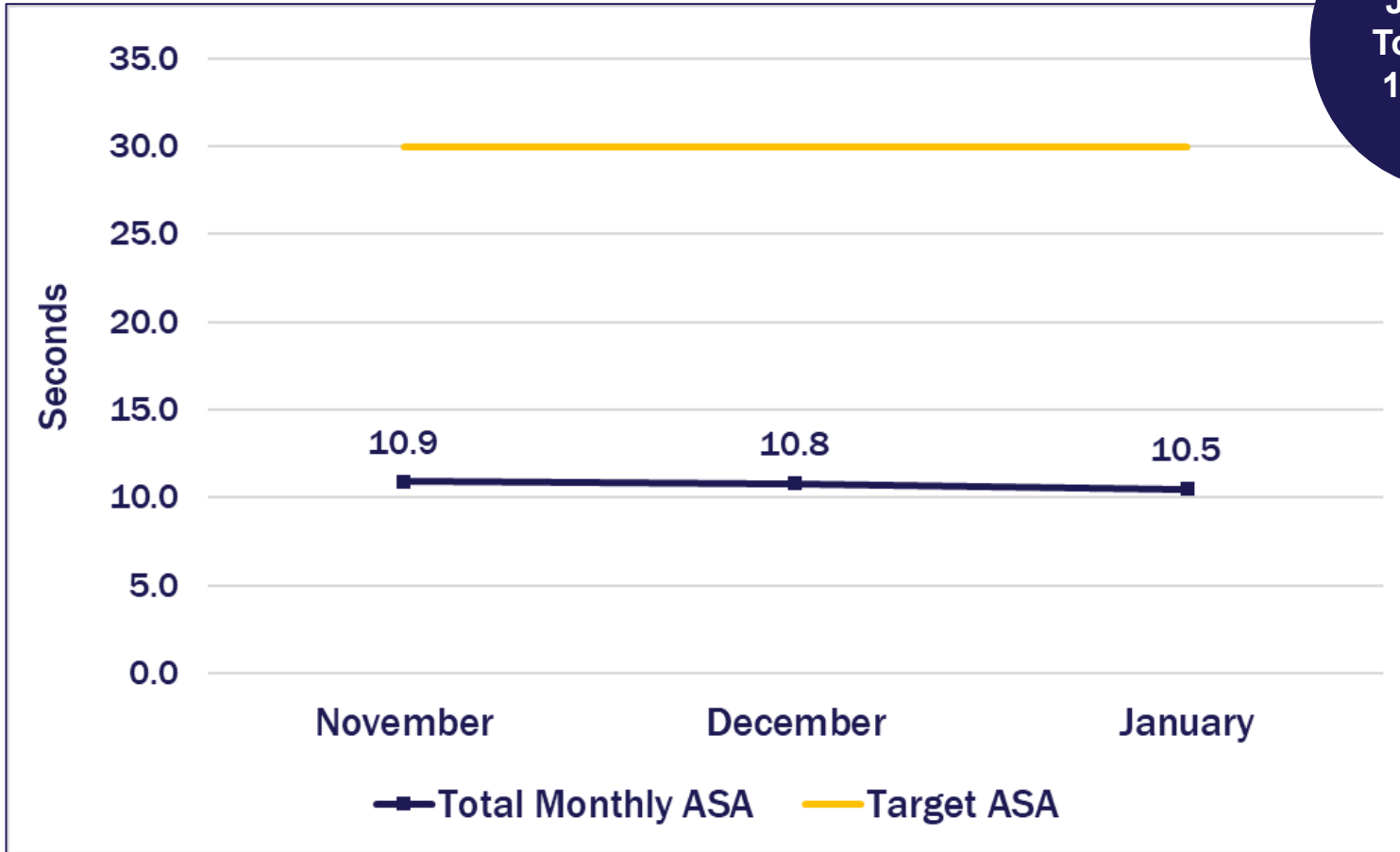
## Key Takeaways

- While fewer calls/texts/chats were received in January FY24 compared to January FY23, the percentage of calls received from 988 was higher in January FY24.

# Average Speed to Answer (ASA)

Monthly Average

Nov 2023 - Jan 2024



## Key Takeaways

- Since November, average speed to answer has hovered between 10 and 11 seconds.
- Average speed to answer remains well under the target of 30 seconds.

Data points represent average speed to answer in seconds for calendar month. In this chart, monthly ASA represents average speed to answer for all calls (including 988).



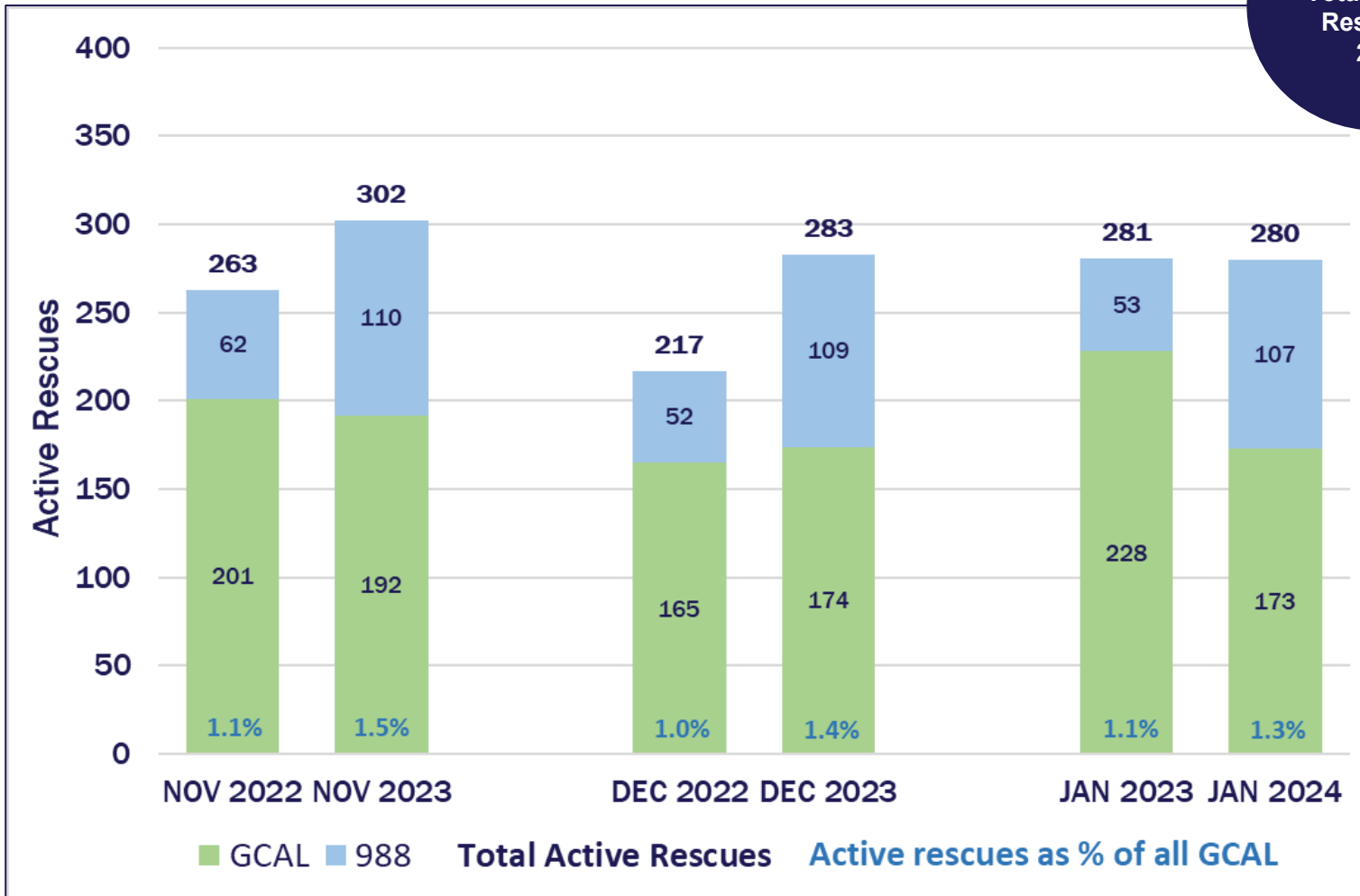
# Number of Calls Requiring Active Rescue

Monthly Total

Nov – Jan 2023 vs Nov – Jan 2024



Jan 2024  
Total Active  
Rescues:  
280



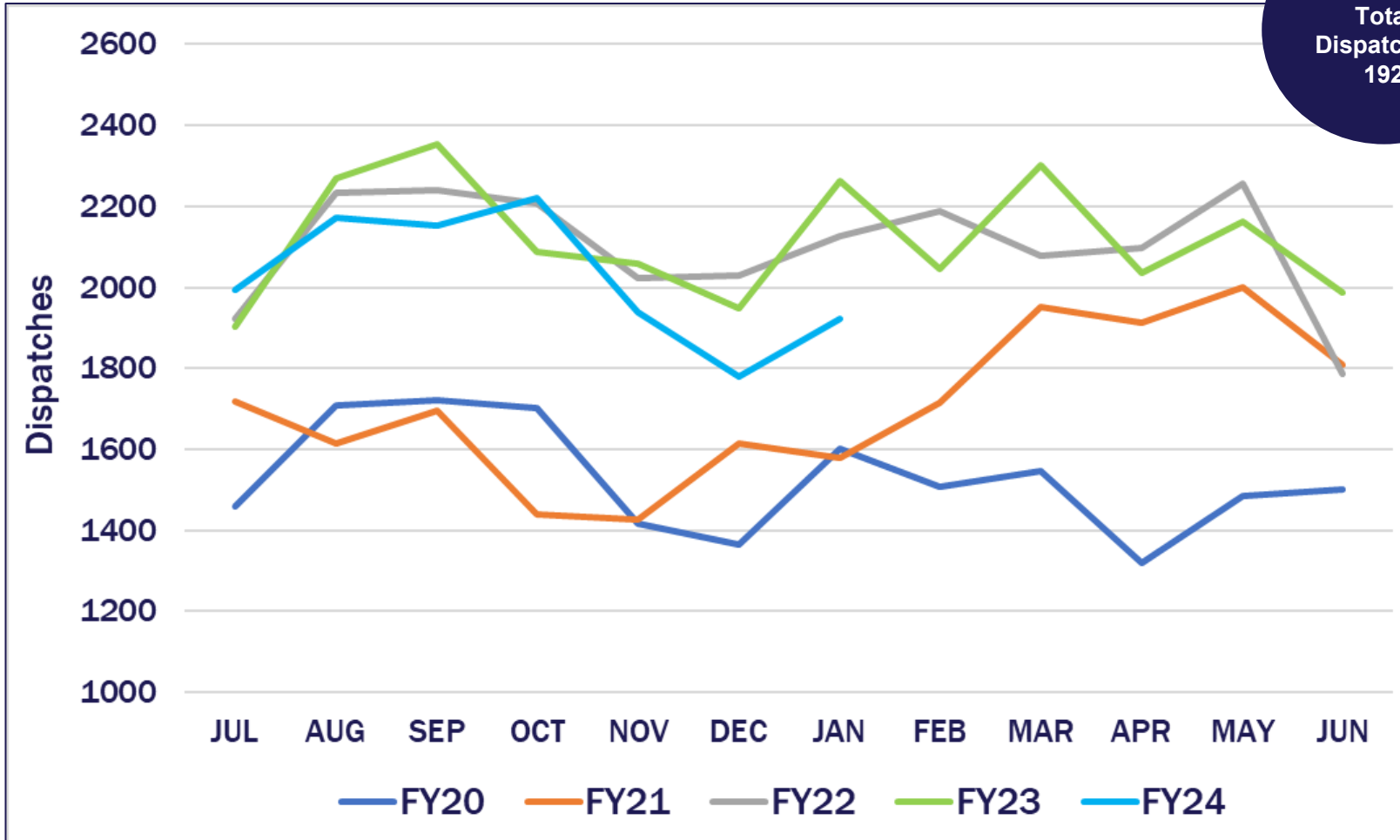
## Key Takeaways

- The percentage of calls requiring active rescue in January 2024 is in line with the national average of calls requiring active rescue which is approximately 2%.

# Number of Mobile Crisis Dispatches

Monthly Total

Year Over Year, January 2020 – January 2024



Jan 2024  
Total  
Dispatches:  
1922

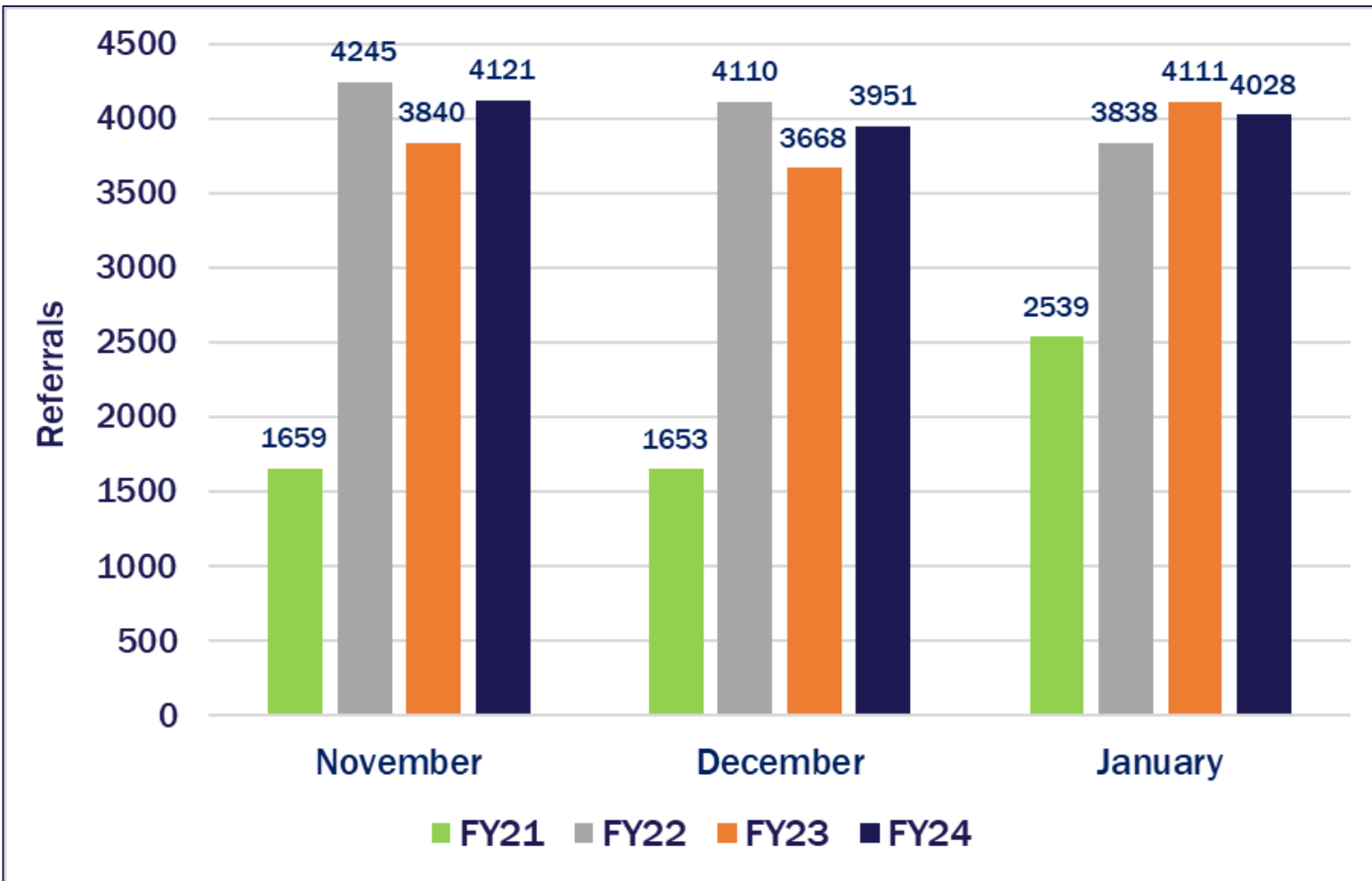
## Key Takeaways

- Mobile crisis dispatches decreased by 15.4% from FY23 to FY24.
- January FY24 mobile crisis dispatch volume is 20.0% higher than the volume in January FY20.

# Number of Referrals to Crisis Beds (BHCC, CSU, SCB)

Monthly Total

Year Over Year, Nov – Jan, FY21 – FY24



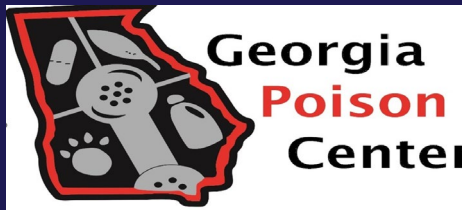
## Key Takeaways

- Referrals were 7.3% higher in November FY24 than November FY23.
- Referrals were 7.7% higher in December FY24 than December FY23.
- Referrals were 2.0% lower in January FY24 than January FY23.



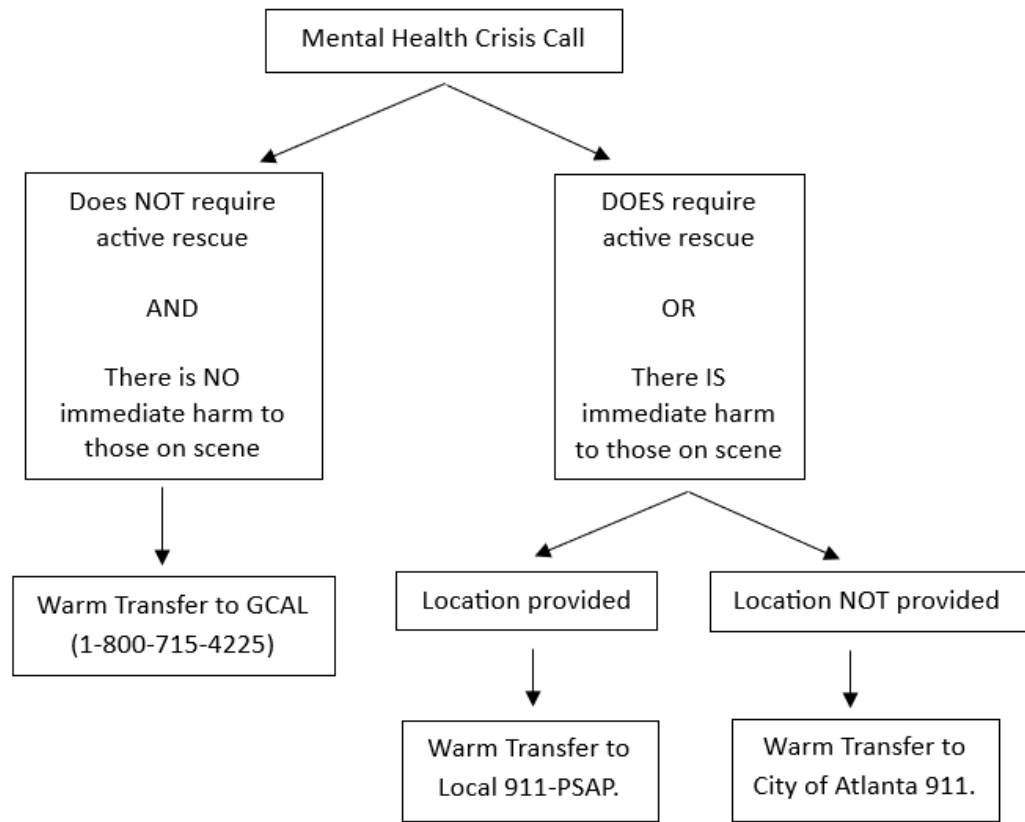
# GCAL Partner Engagement

# Collaboration between GCAL and GPC



The Georgia Crisis & Access Line (GCAL) has collaborated with the Georgia Poison Center (GPC) to align on the process for connecting individuals calling GPC in a behavioral health crisis to 988/GCAL, when appropriate. GPC has proposed a process for managing calls involving a behavioral health crisis to support timely intervention and increased accessibility to mental health resources.

## Process



We want to hear from you



Access code: 62 84 75 8



**What questions do  
you or your  
communities have  
about 988?**



# 988 Community Engagement and Outreach



# 988 Community Engagement and Outreach Upcoming Events

As a part of Georgia's Behavioral Health Crisis Continuum, DBHDD and the 988-team plan to continue to build upon existing efforts to engage with communities across Georgia to share information and tools about 988. The Department of Behavioral Health and Developmental Disabilities Community Liaison is developing strategies for continued engagement across the general public and specific populations.

**1. Current Community Engagement Activities**

**2. Upcoming Community Engagement Events**

**3. Future Ideas for Community Engagement in your communities**



We want to hear from you



Access code: 62 84 75 8



**Please share your  
ideas on how we can  
continue to engage  
with your  
communities.**



# 2024 988 Communications Initiatives



# #86 The Stigma Campaign

The Department of Behavioral Health and Developmental Disabilities (DBHDD) is proud to share the #86TheStigma campaign. This partnership with the Georgia Restaurant Association and the Giving Kitchen is a concerted effort to bolster awareness and utilization of the 988 Suicide and Crisis Lifeline, especially among individuals in the food service industry, a demographic increasingly confronted with behavioral health challenges.





# Message from First Lady Kemp





# GARecovers and 988



More at  
**[988ga.org/ga-recovers](https://988ga.org/ga-recovers)**



# 2024 Reach Tracker

# 2024 Reach Tracker (in progress, not final)

Total Estimated Paid & Partnership Program Impressions Reach

**68,806,568**

Total Actualized Paid & Partnership Program Impressions Reach

**12,780,412**

Total Number of Paid & Partnership Outreach Activities

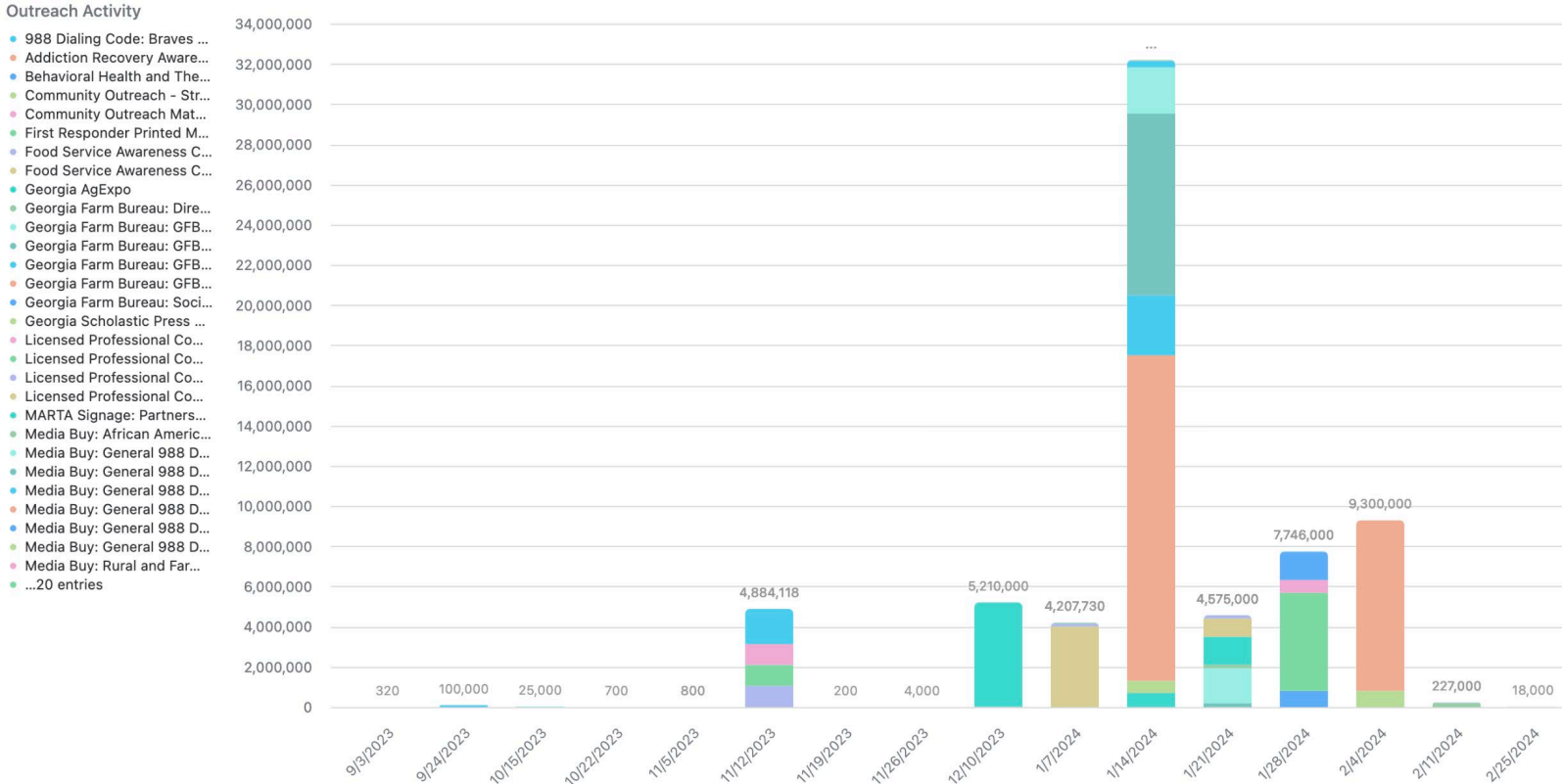
**56**

Over 30 Communications Projects are in progress with 56 Outreach Activities.

An estimated reach of 68M+ impressions by April 30.

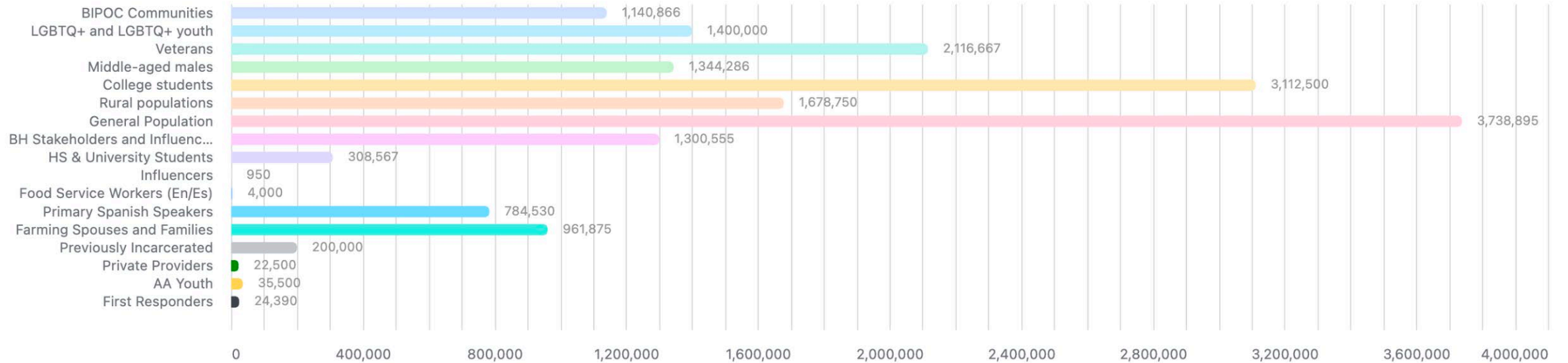
Thanks for many productive partnerships and guidance e.g. The Carter Center, Georgia Farm Bureau, Georgia Scholastic Press Association, University System of Georgia, MundoNow, Licensed Professional Counselors Association, and Georgia Council for Recovery to name a few.

Planned Outreach Start Dates



# 2024 Reach Tracker, Priority Populations (in progress, not final)

Planned Reach by Population

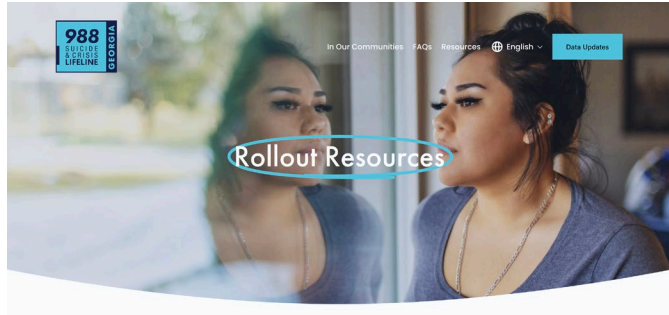






# Communications Resources

# RESOURCES FOR EVERYONE



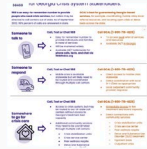
## 988ga.org/resources

## 988ga.org/share988

### Downloads and Handouts



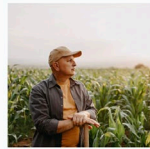
**988 Materials For First Responders**  
Downloadable brochure, bi-fold, and wallet cards for first responders and the public with a message from the DBHDD Commissioner.



**The Difference Between Dialing 988 and or GCAL (1-800-715-4225) for Georgia Crisis System Stakeholders:**  
A downloadable PDF featuring the difference between Dialing 988 and or GCAL



**Downloadable and Printable Material**  
The SAMHSA Store has many free downloadable and printable promotional materials, including some items available to ship for free.



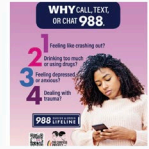
**988 in Georgia Overview: Updated Overview Sheet**  
A downloadable two-page PDF featuring a 988 in Georgia Overview



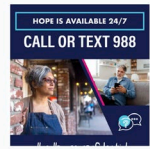
**Tips for Reporting on Behavioral Health: A Downloadable Guide**  
Downloadable guidelines for reporting and tips for writing about 988



**988 Materials For the Georgia Farming & Agricultural Community**  
Downloadable wallet cards and a tri-page brochure featuring a message from the DBHDD



**Downloadable 988 Materials for African-American Youth**  
Downloadable flyers and wallet cards for young African Americans.



**Downloadable 988 Materials for #86theStigma**  
Downloadable flyers and wallet cards for food service workers

### Logos and Branding



#### Language-Adaptable 988 Branding Elements

In our commitment to ensuring that important information is accessible to all, we're proud to introduce our Language-Adaptable 988 Branding Elements.

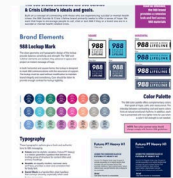
[Read More](#)



#### SAMHSA's Social Media Shareables

SAMHSA has created a toolkit of social media shareable content promoting 988 to various audiences.

[Read More](#)



#### SAMHSA and 988 Georgia Logos, Style Guides and Branding Elements

A complete toolkit of 988 Georgia logos, available in a ZIP file, as well as a link to SAMHSA's 988 branding assets.

[Read More](#)

### Videos



**988 Ruth's Recovery Story: Spanish**  
Ruth describes her recovery journey and how 988 was able to help.

[Read More](#)



**Rebuilding the 988 Workforce**  
A video discussing the staffing shortage and opportunities for involvement in improving mental health services for the community.

[Read More](#)



**988 Rollout Advertisement - Georgia First Lady Marly Kemp**  
A 30-second advertisement about the importance of 988 featuring Georgia First Lady Marly Kemp.

[Read More](#)



**988 Rollout Advertisement - Emotional Message**  
A 30-second advertisement featuring a Georgia mother who shares her emotional story and encourages others to reach out for help.

[Read More](#)



**988 Rollout Advertisement - Spanish**  
A 30-second advertisement for the 988 suicide and crisis lifeline. This advertisement is appearing across Georgia on television and streaming video platforms.

[Read More](#)



**988 Rollout Advertisement - Farming/Rural**  
A 30-second advertisement promoting awareness of the 988 hotline located on the farming community and rural Georgia.

[Read More](#)



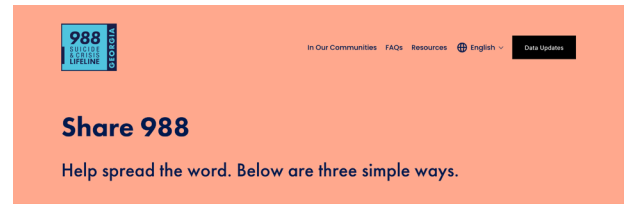
**988 Rollout Advertisement - Spanish**  
A 30-second video message on 988 for the Spanish-speaking community.

[Read More](#)



**988 Overview Video: Spanish**  
A Spanish-language video that provides a complete overview of how 988 works and why it's an invaluable resource for the Hispanic community.

[Read More](#)



## Share 988

Help spread the word. Below are three simple ways.

1

### Post on social media

Make a post on your social media to raise awareness about behavioral health resources using the materials below.



**Example:** Create an Instagram post or story by uploading the photo and copying and pasting the caption.

(upload this photo)



(Copy and paste the caption below)

Are you worried about someone you know who may be in crisis? Stay with them until you can get them help. Call, text, or chat with @988GAline.

[Click here for more social media post ideas](#)

2

### Distribute Handouts

Download and distribute handouts of local community centers, hospitals, schools, or events.



(Click image to view and download the 988 overview in English and Spanish)



The SAMHSA Store has many free downloadable and printable promotional materials, including some items available to ship for free. [Click the link below and check out the resources under "988 Branded Print Materials."](#)

[Click here for more promotional materials](#)

3

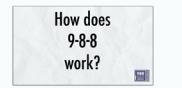
### Host a Webinar

Organize a virtual education session for stakeholders in your organization, focusing on the operational details of 988.



The following resources can serve as a helpful introduction or refresher to 988. [Click the images to download.](#)

**Video:** How does 988 work?



**Handout:** The Difference Between Dialing 988 and or GCAL for Georgia Crisis System Stakeholders



[Click here for additional resources](#)

[Click Here to Sign Up for the 988 Rollout Readiness Newsletter](#)

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[Georgia 988 Resources](#)  
[Georgia DBHDD Website](#)  
[Provider Search](#)  
[SAMHSA 988 Hub](#)  
[Accessibility Statement](#)  
[Work or Volunteer with 988](#)

[Logos and Branding Assets](#)  
[Handouts and Downloads](#)  
[Webinars and Videos](#)  
[Questions about 988 in Georgia?](#)  
[Email: \[questions@988ga.org\]\(mailto:questions@988ga.org\)](#)



# Next Steps



Questions?

# Georgia 988 Contacts

**BE D·B·H·D·D**

Georgia Department of Behavioral Health & Developmental Disabilities

**Dawn Peel**

Director, Office of Crisis Coordination

**Anna Bourque**

Director, Office of Provider Relations and ASO Coordination

**Wendy White Tiegreen**

Director, Office of Medicaid Coordination & Health System Innovation



**D·B·H·D·D**