

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



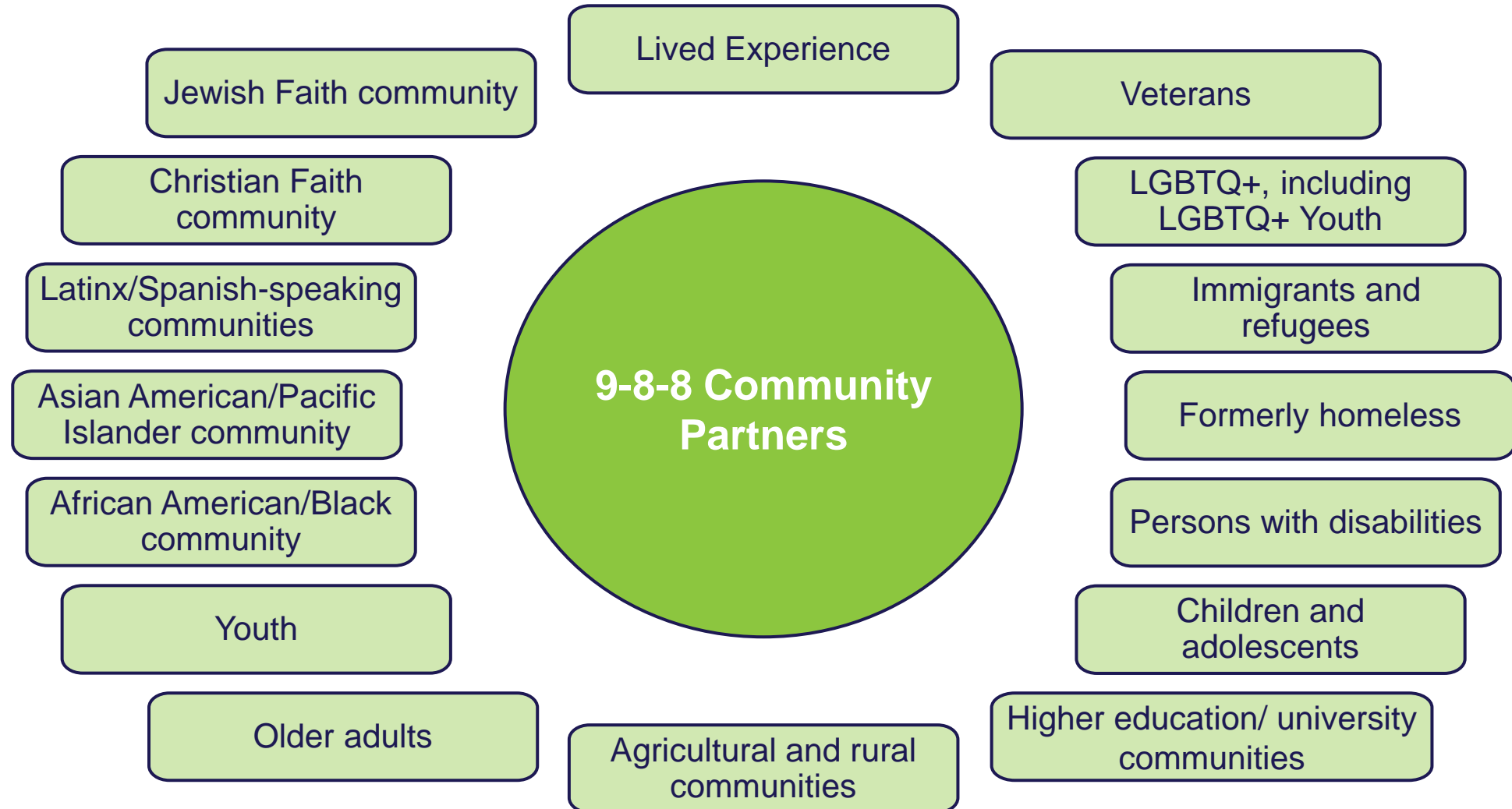
Agenda

- 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



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
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9-8-8 Messaging

Overview of Georgia's current messaging strategy

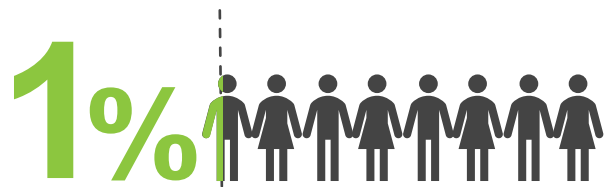
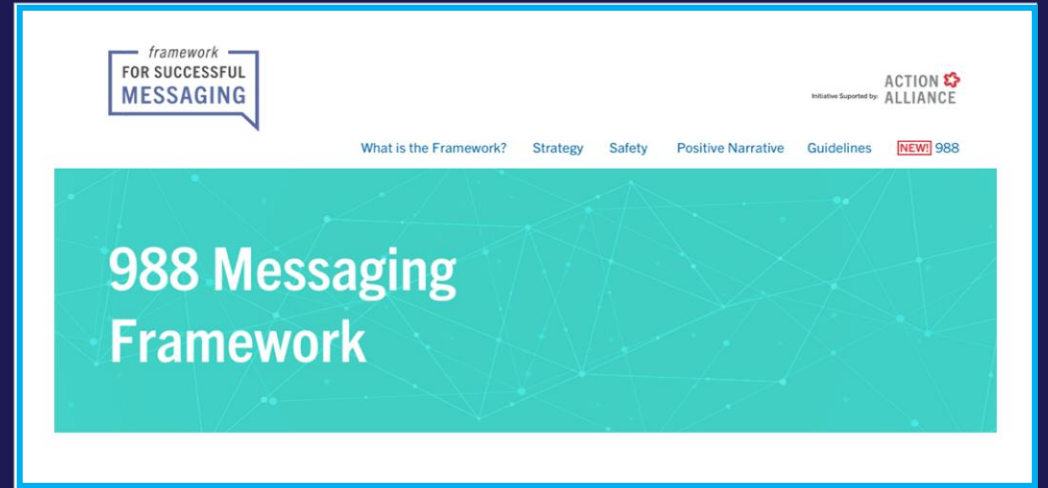


9-8-8 Messaging Framework

Overview

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**.



of those surveyed say they are **very familiar** with 9-8-8



reported they have **never even heard** of 9-8-8

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.

9-8-8 Messaging Framework

Timeline and Federal Recommendations

When to Message

States are encouraged to refrain from broad, statewide marketing campaigns until after July 2023

Pre-July 2022

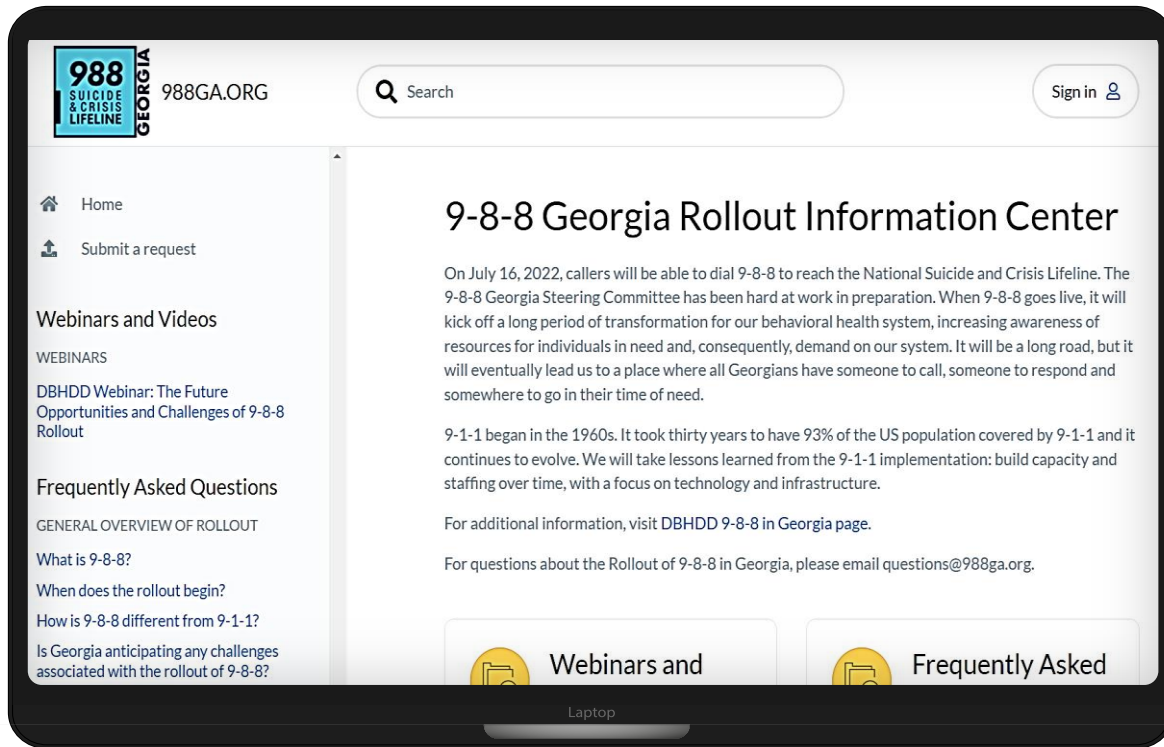
- **Hold off promoting** use of 9-8-8, continue to use 1-800-273-8255 and GCAL number
- **Share basic information** about 9-8-8 with implementation partners (vs. broader public)
- **Begin developing a strategy** for communicating about 9-8-8
- **Speak with individuals from diverse backgrounds** within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










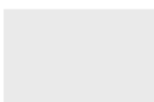


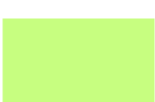


Group Activity

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?

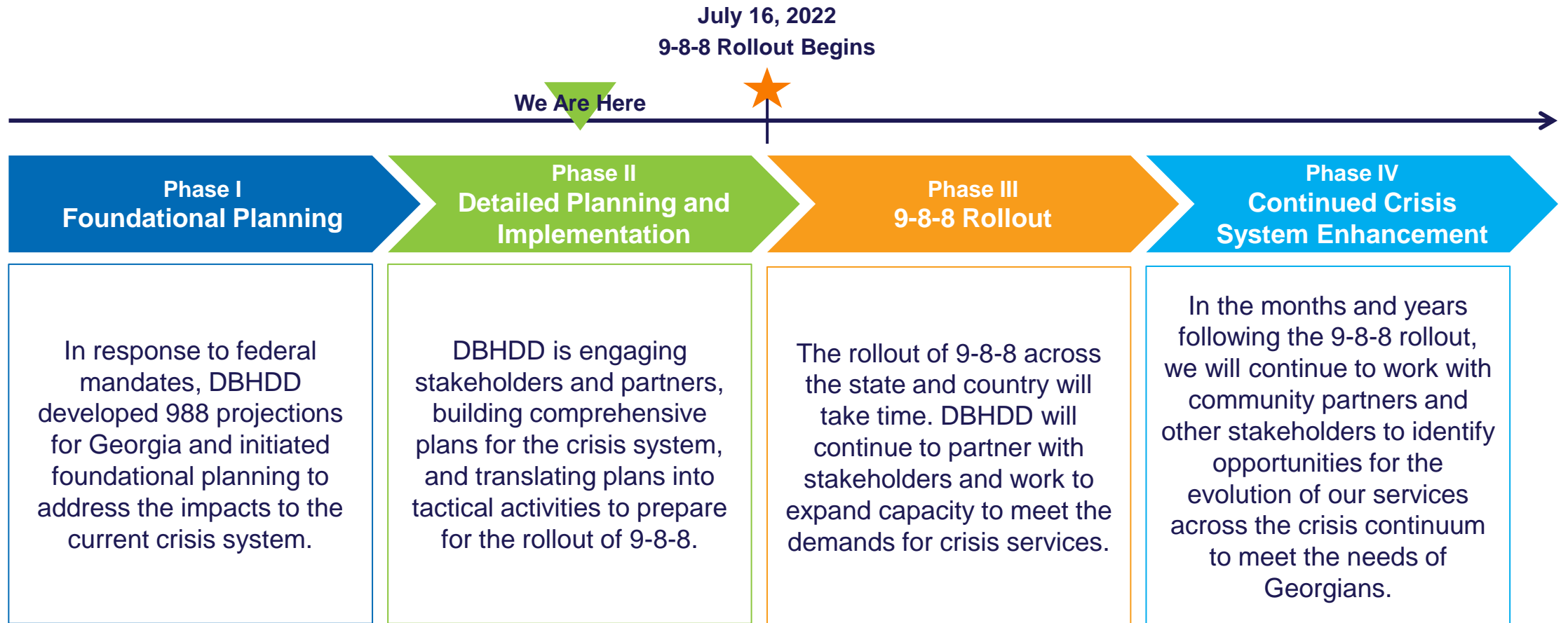
Accessibility

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



9-8-8 Planning and Implementation Timeline



9-8-8 Community Partners Meeting Schedule

Date	Time	Discussion Topics
April 7	12:30pm – 2:00pm	Introduction
May 16	11:00am – 12:30pm	<ul style="list-style-type: none">• Public Messaging• Overall Accessibility of Crisis Services
June 9	10:30am – 12:00pm	<ul style="list-style-type: none">• Linkages to Community Crisis Services, Local Resources and Referral Listings• Overall Equity of Crisis Services
June 30	10:30am – 12:00pm	Training and Workforce
August 4	10:30am – 12:00pm	<ul style="list-style-type: none">• Informing your constituents on 9-8-8• Follow-Up
September 1	10:30am – 12:00pm	<ul style="list-style-type: none">• Update on 9-8-8 rollout

Next Steps

Future Plans and the Path Forward

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

Georgia 9-8-8 Contacts

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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



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