

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

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**BE D·B·H·D·D**

Georgia Department of Behavioral Health & Developmental Disabilities

9-8-8 Planning Coalition and  
Community Partners

March 29<sup>th</sup>, 2023



# Agenda

Agenda Item	Speakers	Time
Welcome/Opening	Dawn Peel	1:00 – 1:10 PM
Respect Institute Speaker	Shawn Mason	1:10 – 1:20 PM
Background on the 9-8-8 Planning Coalition and Community Partners	Wendy Tiegreen	1:20 – 1:25 PM
Overview of the Crisis Continuum	Anna Bourque	1:25 – 1:30 PM
9-8-8 Implementation update	Anna Bourque, Dawn Peel & Wendy Tiegreen	1:30 – 1:45 PM
Break		1:45 – 2:00 PM
Breakout Groups: <ul style="list-style-type: none"><li>• Mass Marketing</li><li>• 9-1-1 Training</li><li>• Community Outreach</li></ul>	Brian Tolleson & Lori Geary Cassandra Crane & Antoura Moore Mahogany Ellis	2:00 – 3:30 PM
Commissioner's Remarks	Commissioner Tanner	3:30 – 3:45 PM
Wrap up and next steps	Dawn Peel	3:45 – 4:00 PM

Respect Institute Speaker

# Background on 9-8-8 Planning Coalition and Community Partners

# Georgia's Crisis System



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**DBHDD saw the need for and has invested in a full crisis continuum, starting in 1994 with the development of Crisis Stabilization Units (CSUs), followed by the statewide crisis call center and mobile crisis teams.**

# Georgia's Crisis System

**Georgia is a recognized leader in the behavioral health and developmental disabilities crisis system landscape. Over the last two years the DBHDD team has:**

Delivered over 50 national presentations on Georgia's Crisis System and 9-8-8

Been included in multiple national publications and white papers

Participated in national round-tables, convenings and policy academies

Been featured in two presentations with the HHS Secretary

SAMHSA is spotlighting Georgia's work on 9-8-8 and behavioral health crisis system with a visit in May

**Upcoming  
event**

# Georgia's Response



**D·B·H·D·D**

In Georgia, the Department of Behavioral Health and Developmental Disabilities (DBHDD) is the state behavioral health authority as designated in O.C.G.A. § 37-1-20 and, as such, is the lead agency for the 9-8-8 implementation.

9-8-8 planning efforts and implementation activities are led by DBHDD with input from additional stakeholders:

DBHDD Steering Committee

9-8-8 Planning Coalition

9-8-8 Community Partners

DBHDD Subject  
Matter Experts

9-8-8 Planning  
Workgroups

Additional Planning  
Constituents

# 9-8-8 Planning Coalition

At the onset of Georgia's planning for 9-8-8, a coalition was assembled with members who play a role in delivering crisis and behavioral health services in Georgia. Our charge to the coalition members was to:

Share with DBHDD your unique perspectives related to the crisis response system

Help project the needs of your constituents as DBHDD works to fully recognize the opportunities of 9-8-8

## Coalition Representation

- 9-1-1
- American Foundation for Suicide Prevention Georgia (AFSP)
- Behavioral Health Link (BHL)
- Benchmark
- Children's Healthcare of Atlanta
- Community Service Boards (CSBs)
- CSU and BHCC providers
- DBHDD Suicide Prevention
- Department of Public Health EMS
- Georgia Collaborative ASO
- Georgia Council on Substance Abuse (GCSA)
- Georgia Crisis and Access Line (GCAL)
- Georgia Emergency Communication Authority (GECA)
- Georgia Mental Health Consumer Network (GMHCN)
- Georgia Parent Support Network (GPSN)
- Governor's Office of Planning and Budget
- Grady
- Mental Health America of Georgia
- National Alliance on Mental Illness Georgia (NAMI)
- Police Departments
- Sheriffs
- Veteran's Administration



# Planning Coalition Sessions

Virtual two-hour sessions offered the opportunity to hear from voices of recovery and conduct presentations, discussions and group activities with members on topics ranging from Georgia's current crisis system to 9-8-8:



## Coalition Kick-Off

- Welcome and charge
- Introduction to 9-8-8
- Overview of current crisis system



## Someone to Talk to

- Overview of GCAL and 9-1-1
- Group activity on planning for Someone to Talk to



## Someone to Respond

- Overview of GCAL mobile crisis dispatch
- Presentations from mobile crisis teams
- Group activity on planning for Someone to Respond



## Somewhere to Go

- Overview of Crisis Stabilization Unit and Behavioral Health Crisis Center models
- Presentations from providers
- Group activity on planning for Somewhere to Go



## Peer Support and Recovery

- Overview of Peer Certification
- Presentations from advocacy partners
- Group activity on peer support and recovery



## Draft Plan Review

- Overview of DBHDD's draft planning report
- Group activity on communications and messaging for stakeholders and constituents

# 9-8-8 Planning Coalition Members

<b>Member</b>	<b>Role/Title</b>	<b>Agency</b>
Chelsea Piatt	Associate Area Director	American Foundation for Suicide Prevention (AFSP)
Gary Yandura	Police Chief	Brookhaven Police Department
Gary Sisk	Sherriff	Catoosa County Sherriff's Office
Dr. Daniel Salinas	M.D., Chief Community Clinical Integration Officer	Children's Health Care of Atlanta
Robyn Garrett	Executive Director	Georgia Association of Community Service Boards
Jesse Hambrick	Deputy Director	Georgia Association of Community Service Boards
Rachael Holloman	Suicide Prevention Director	Department of Behavioral Health and Developmental Disabilities Suicide Prevention
Fabio VanDer Merwe	Chief Executive Officer	DeKalb Georgia Association of Community Service Boards
Barry Woodward	Association President	GA 911 Director's Association
Butch Ayers	Executive Director	GA Association of Chiefs of Police
Wendy Farmer	Chief Executive Officer	GA Collaborative Administrative Services Organization
Jessica Foust	Chief Operating Officer	GA Collaborative Administrative Services Organization
Katie Cossette	Georgia Crisis and Access Line Director	GA Collaborative Administrative Services Organization
Greg Whitaker	Executive Director	GA Emergency Communication Authority
Pamela Waters-Dial	Area D Field Coordinator	GA Emergency Communication Authority
Mark Johnson	MD, Chief Executive Officer	Gateway Behavioral Health

# 9-8-8 Planning Coalition Members (continued)

<b>Member</b>	<b>Role/Title</b>	<b>Agency</b>
Ann Hernandez	Administrative Director, Behavioral Health	Grady
Michael Yarbrough	Colonel	Henry County Sheriff's office
Melanie Dallas	Chief Executive Officer	Highland Rivers/Cobb Community Service Boards
Neil Campbell	Executive Director	Lived Experience Partner (GCSA)
Chris Johnson	Interim Executive Director and Director of Communications	Georgia Mental Health Consumer Network
Heather James	Certified Peer Specialist Supervisor for the Kaiser Permanente Project	Georgia Mental Health Consumer Network
Sue Smith	Chief Executive Officer	Georgia Parent Support Network
Shandel Graham	County Director	Macon-Bibb 911
Selina Evans	Region 4 Director	Mobile Crisis Team: Benchmark
Stephanie Dixon	Statewide Mobile Crisis Director	Mobile Crisis Team: Behavioral Health Link
Kim Jones	Executive Director	National Alliance on Mental Illness
Cody Whitlock	Health and Human Services Division Director	Governor's Office of Planning and Budget
Daria Chrysochoos	Analyst	Governor's Office of Planning and Budget
Terry Norris	Association Executive Director	Sheriffs' Association
Hugh Myrick	MD	Veterans Administration - Georgia Suicide Prevention Coordinator
Shannon Brock	Police Chief	Watkinsville Police Department

# 9-8-8 Community Partners Workgroup

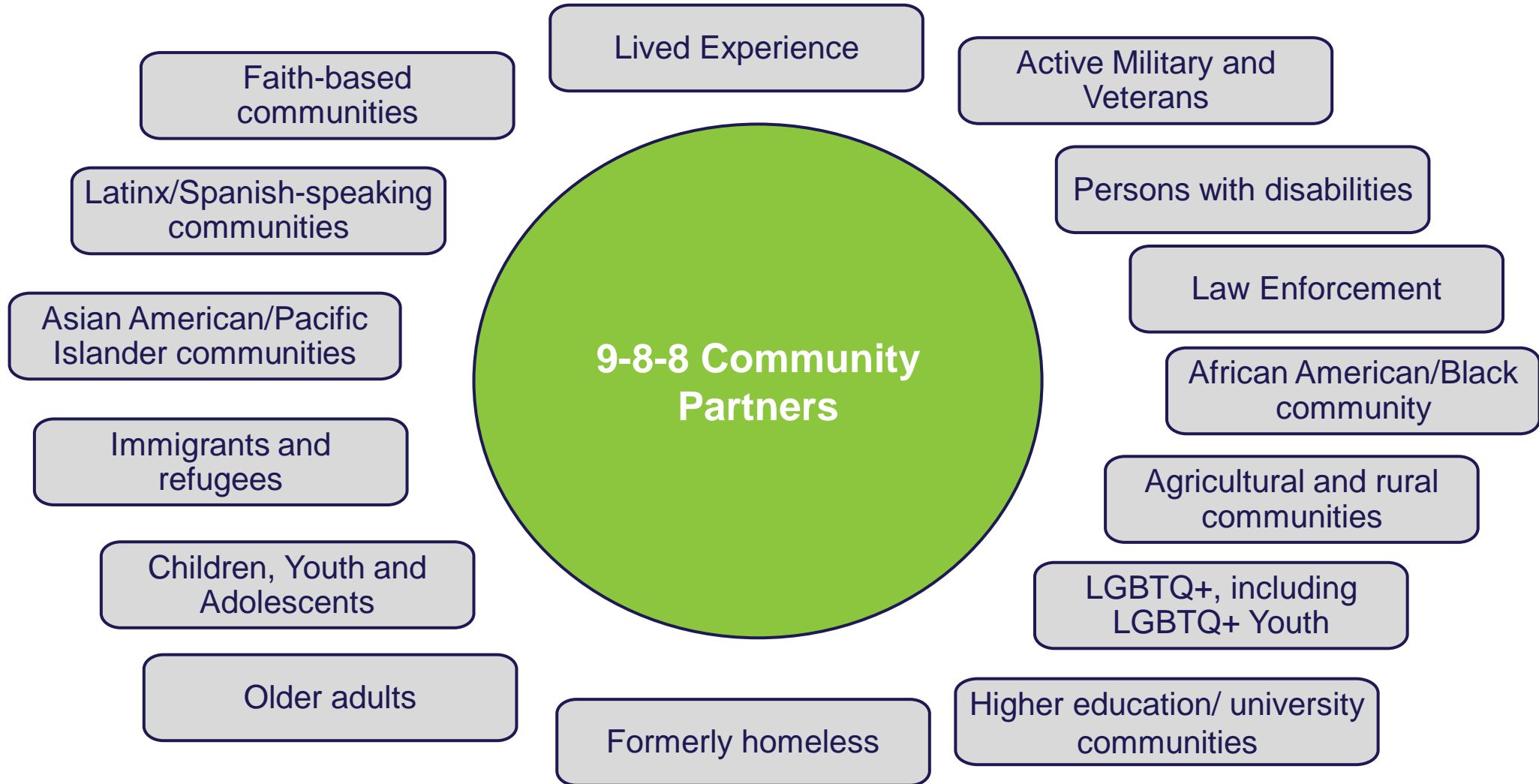
## 9-8-8 Community Partners

As we continue to successful rollout of 9-8-8, we also seek to optimize access and inclusion of services to meet the unique needs of high-risk and diverse groups. DBHDD engaged a workgroup comprised of representatives from communities across Georgia to help us implement a crisis system that is effective and equitable.

### Our charge

- To share with DBHDD your perspectives on Georgia's behavioral health and crisis services
- Help project the unique needs of your constituents as DBHDD works to fully recognize the opportunities of 9-8-8

# Representatives of 9-8-8 Community Partners Workgroup



# Community Partners Discussion Areas

During the sessions, we discussed feedback on the following areas regarding Georgia's current crisis system and our 9-8-8 rollout plans:



## Overall Equity and Accessibility of Crisis Services

- Improve access to crisis services for high-risk and diverse populations
- Accommodate for unique needs



## Linkages to Community Crisis Services, Local Resources and Referral Listings

- Improve the referral process and existing linkages to the community
- Build an informal database of local resources
- Identify opportunities for community building



## Follow-up Services

- Identify gaps in follow-up services
- Improve the follow-up process



## Training and Quality of Care

- Improve quality and effectiveness of crisis services
- Solicit feedback on cultural competency trainings and trainings for providers and law enforcement
- Identify additional training needs



## Marketing and Public Messaging

- Develop effective and accessible 9-8-8 communications for high-risk and diverse populations
- Anticipate and address potential concerns from your constituents
- Promote awareness and trust of crisis services
- Decrease stigma towards those seeking behavioral health services, including cultural stigma

# 9-8-8 Community Partners Members

<b>Member</b>	<b>Role/Title</b>	<b>Agency</b>
Darlene Lynch	Head of External Relations	Center for Victims of Torture
La'Shawn Dudley	Interim Chief Equity Officer	City of Atlanta
Beth Shaw	Office of Transitions Director	Department of Behavioral Health and Developmental Disabilities
Charlene Flagg	President, Board of Directors, Chief Executive Officer	Faith-Based Mental Health Initiative of Metro Atlanta
Latonya Tripp-Dinkins	Psychological Health Coordinator	GA Army National Guard
Barrington Palmer, Jr.	Youth Voice	Georgia Behavioral Health Planning and Advisory Council
Eve Byrd	Chair	Georgia Coalition on Older Adults and Behavioral Health
Calandra Ferguson	Military Veteran	Georgia Department of Veteran Services
Dan Arnold	Director of Clinical Supervision	Jewish Family & Career Services
Vera Golden	Chief Program Officer	Jewish Family & Career Services
Malik Brown	Director	Mayor's Division of LGBTQ Affairs
Dr. Pierluigi Mancini	President	Multicultural Development Institute
Kelly Sterling	State Director	Office of Deaf Services, DBHDD

## 9-8-8 Community Partners Members (continued)

Member	Role/Title	Agency
Selima Morrow	Director	Point Source Youth
Dr. Tiffany Taylor	Clinician	Positive Growth
Fabricia Prado	Clinical Social Work/Therapist, LCSW	Prado Counseling and Consulting
Alnory Gutlay	Chief of Health Equity & Access/Vice President	The Center for Pan Asian Community Services
Kaitlin Banfill	Manager, Prevention, Health Department	The Center for Pan Asian Community Services
Lorenzo P. Lewis	Founder	The Confess Project
Dr. Lacy Till	Mental Health Initiative System Project Director	University System of Georgia
Veda Brooks	Director	Women Veterans Office, GA Department of Veterans Services
Gary Sisk	Sherriff	Catoosa County Sherriff's Office
Jennifer Dunn	Rural Health Agent	University of Georgia College of Agricultural and Environmental Sciences
John Gary	Jail Administrator Twiggs County	Twiggs County Sheriff's Office
Tony Sanchez	Director	Faces and Voices of Recovery



# Overview of the Crisis Continuum

# 9-8-8 Suicide & Crisis Lifeline Overview

The federal 9-8-8 law requires Georgia to enhance the current system's ability to respond to those experiencing a behavioral health crisis by providing:



## Someone to Call

- Crisis calls via 9-8-8 and 800-715-4225 (GCAL)
- Available 24/7 for calls, text and chat
- Peer-run warm lines offering callers emotional support, staffed by individuals who are in recovery themselves



## Someone to Respond

- Mobile crisis available statewide
- Coordinate with 9-1-1/EMS as appropriate
- Outpatient community provider response



## A Safe Place to Go for Crisis Care

- Crisis stabilization units
- Crisis service center
- Peer wellness respite
- Detox and Substance Use Disorder (SUD) treatment
- Inpatient beds
- Outpatient crisis

# 9-8-8 Implementation Update

# SAMHSA Five-year Vision for 9-8-8

**2023**



## Horizon 1: Crisis Contact Centers

"Someone to call"

**90%+** of all 9-8-8 contacts answered in-state by 2023.

**2025**



## Horizon 2: Mobile Crisis Services

"Someone to respond"

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

**2027**

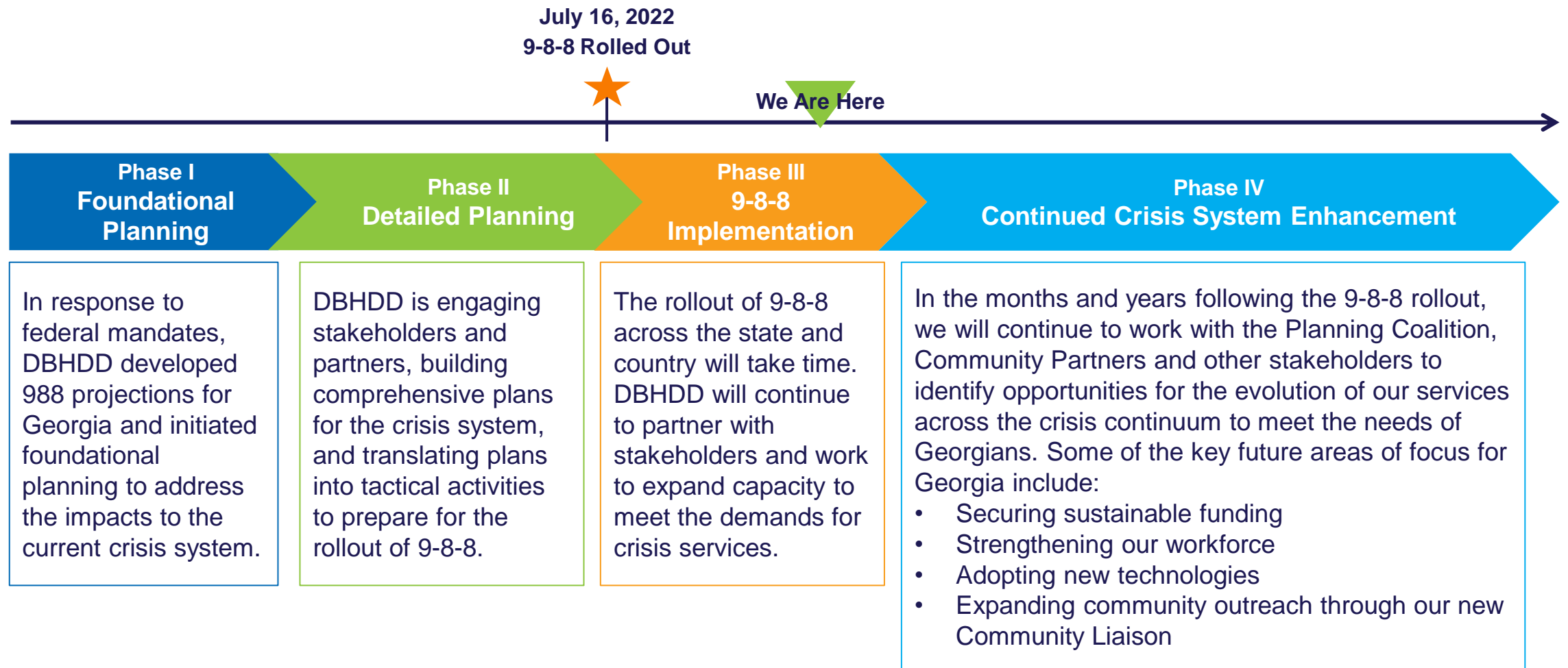


## Horizon 3: Stabilization Services

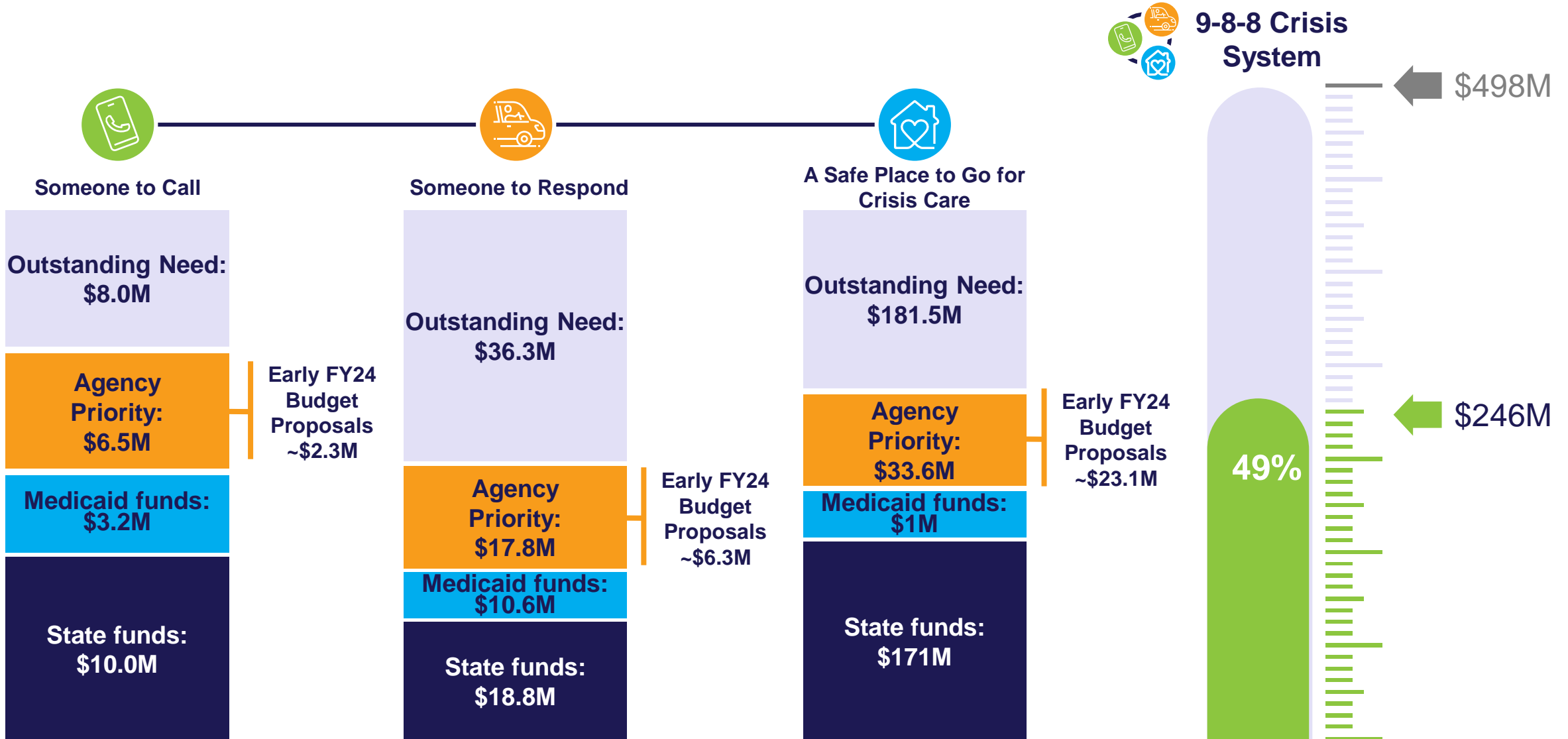
"A safe place to go for crisis care"

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

# 9-8-8 Planning and Implementation Timeline

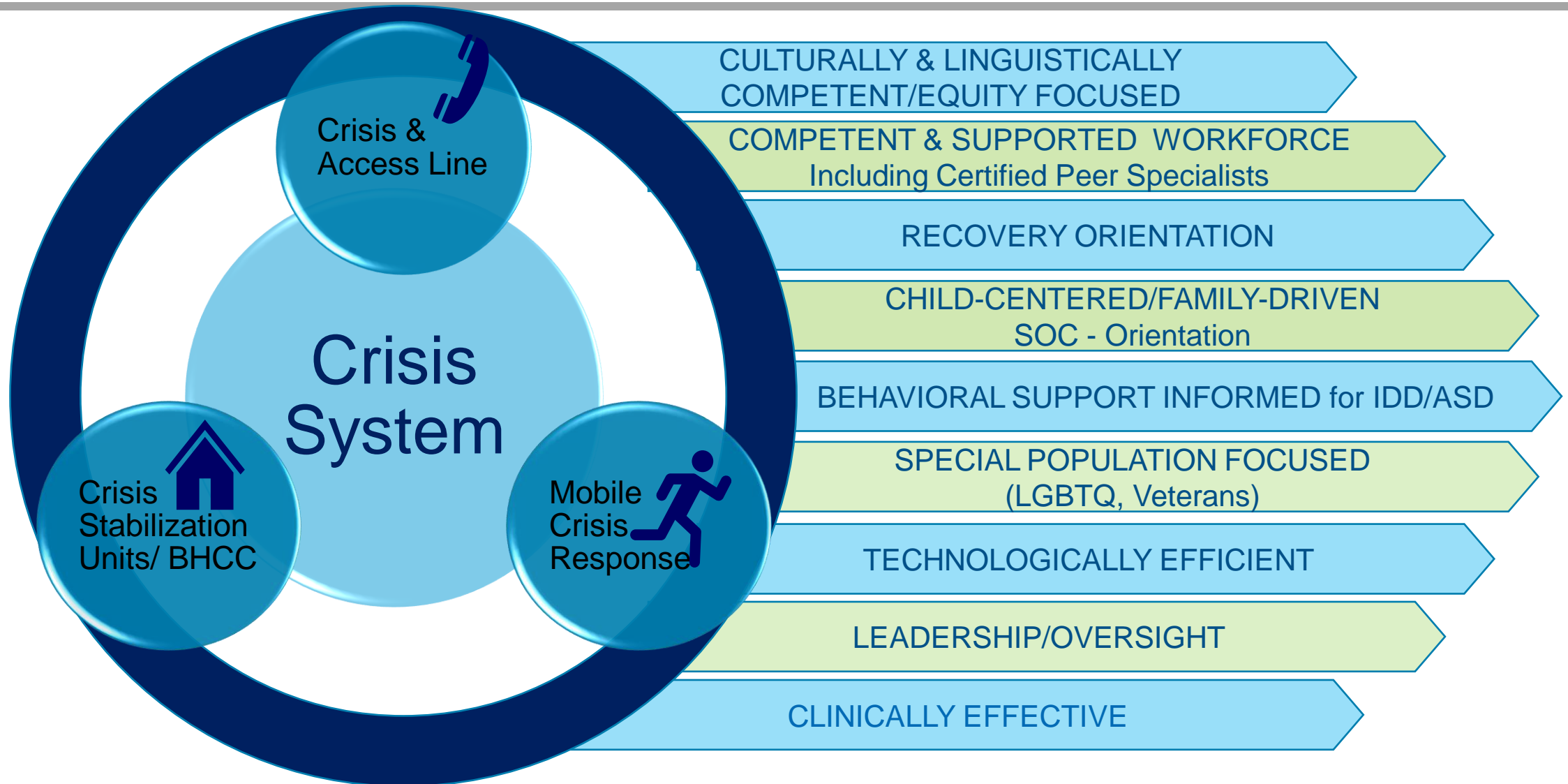


# Projected FY24 Foundations and Projected Need



Note: Graphic does not include funding needed for 988 administrative costs; Projections based on SAMHSA and Vibrant projections provided in April 2021.

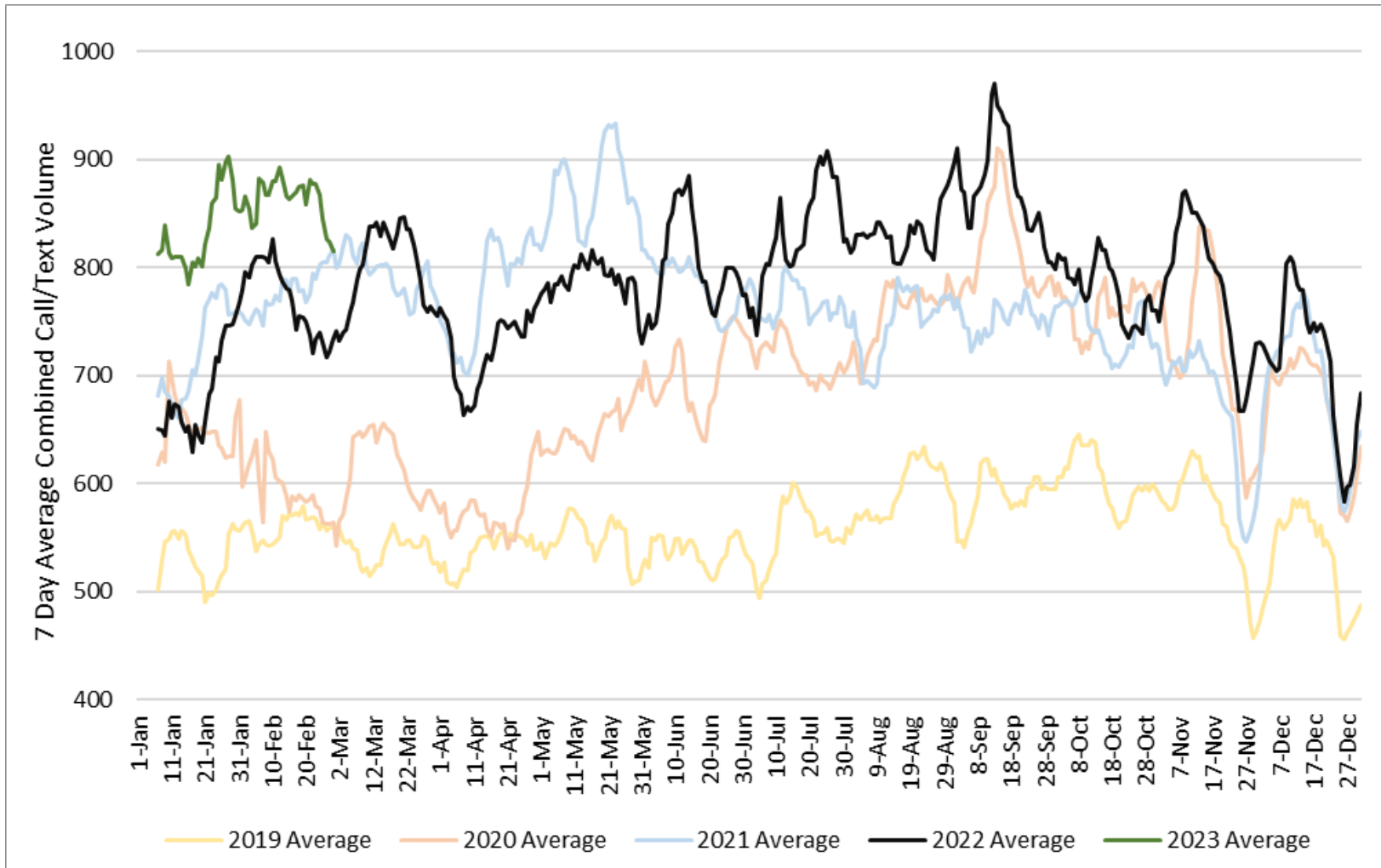
# Community-Based Crisis System Principles



# Total Calls, Texts and Chats Received

Weekly Average

Year Over Year, January 2019 – February 2023



## Key Takeaways

- Overall, call volume in February is higher compared to 2019, 2020, 2021 and 2022
- The spikes in call volume are following a similar trends to the peak times experienced in 2022



# Percentage of Total Calls from 9-8-8

February 2023



February 2022

**21,421**

Georgia calls, texts, chats received in the same time period in 2022.

**20.98%**

Of total calls from the National Suicide Prevention Lifeline (NSPL) in 2022.

February 2023

**24,082**

Georgia calls, texts, chats received.

**24.26%**

Of total calls from 9-8-8 (formerly, NSPL).

## Key Takeaways

- In February the percentage of calls from 9-8-8 was slightly higher than the same month last year.

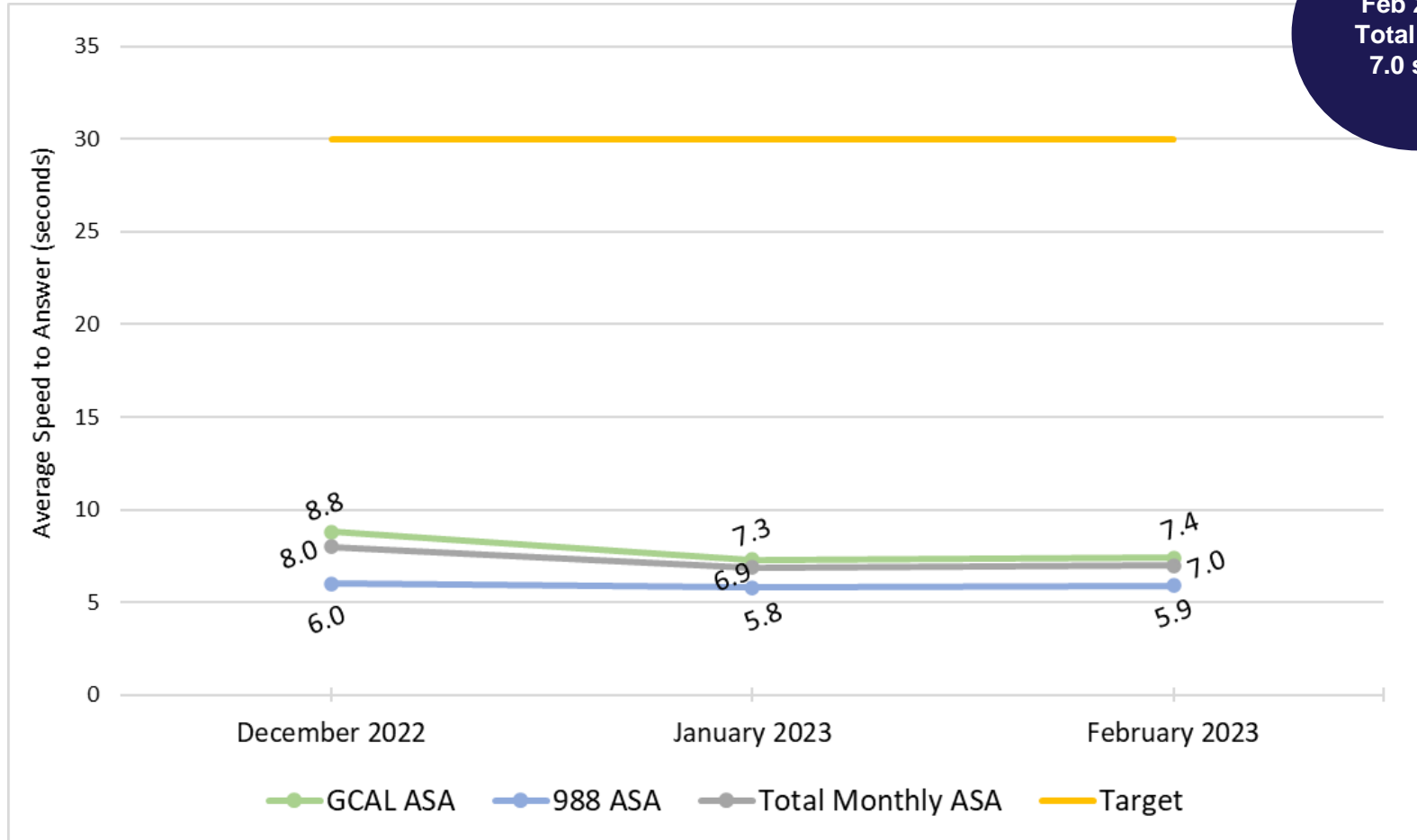
# Average Speed to Answer (ASA)

Monthly Average

December 2022 – February 2023



Feb 2023  
Total ASA:  
7.0 secs



### Key Takeaways

Since December 2022:

- GCAL Average Speed to Answer reduced from 8.8 seconds to 7.4 seconds
- 9-8-8 Average Speed to Answer reduced from 6.0 seconds to 5.9 seconds
- Total Monthly Average Speed to Answer reduced from 8.0 to 7.0 seconds

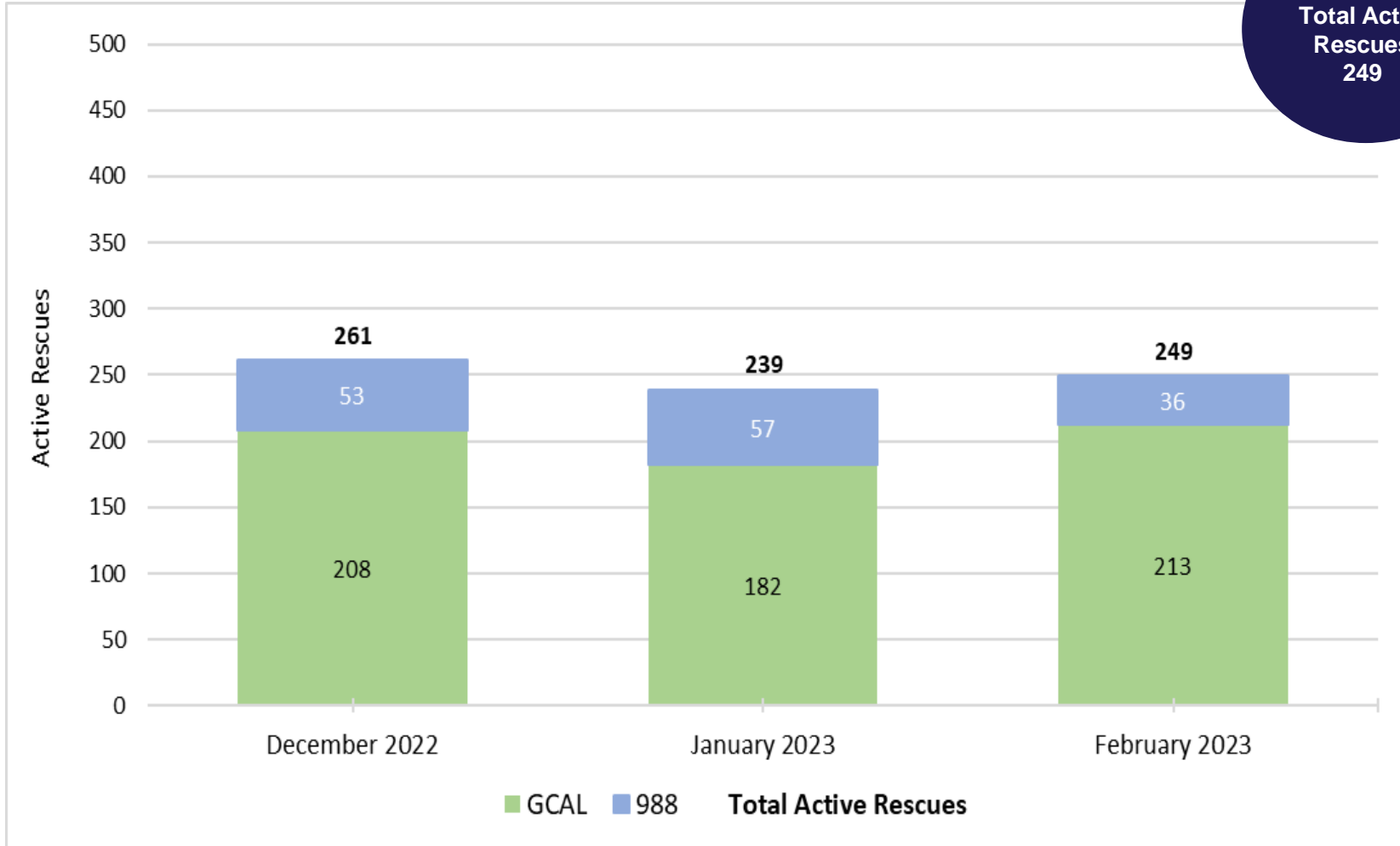
# Number of Calls Requiring Active Rescue

Monthly Total

December 2022 – February 2023



Feb 2023  
Total Active  
Rescues:  
249



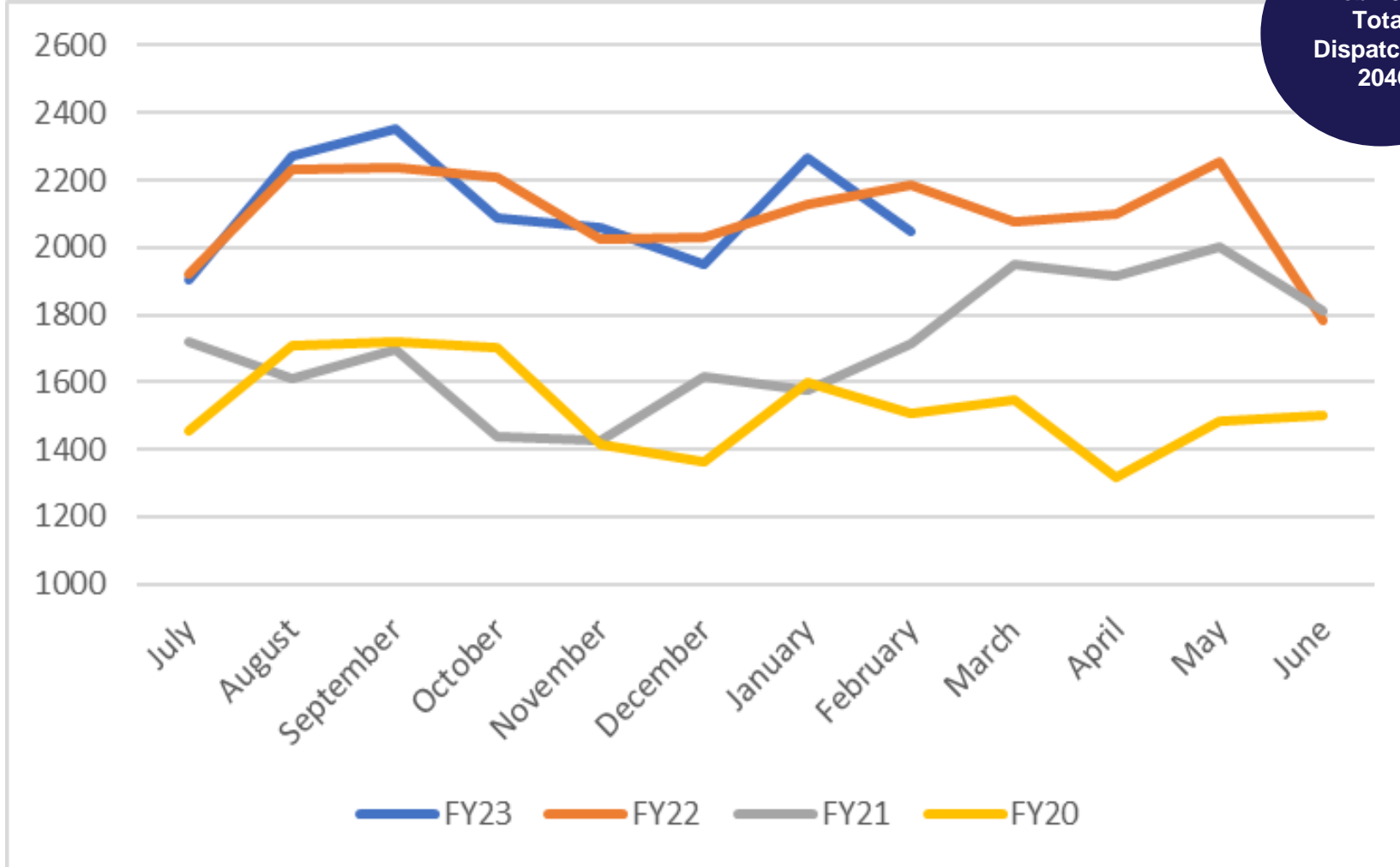
### Key Takeaways

- The average number of calls to GCAL and 9-8-8 requiring active rescue from December 2022 to February 2023 per month is 249 calls per month

# Number of Mobile Crisis Dispatches

Monthly Total

Year Over Year, FY20- FY23



Feb 2023  
Total  
Dispatches:  
2046

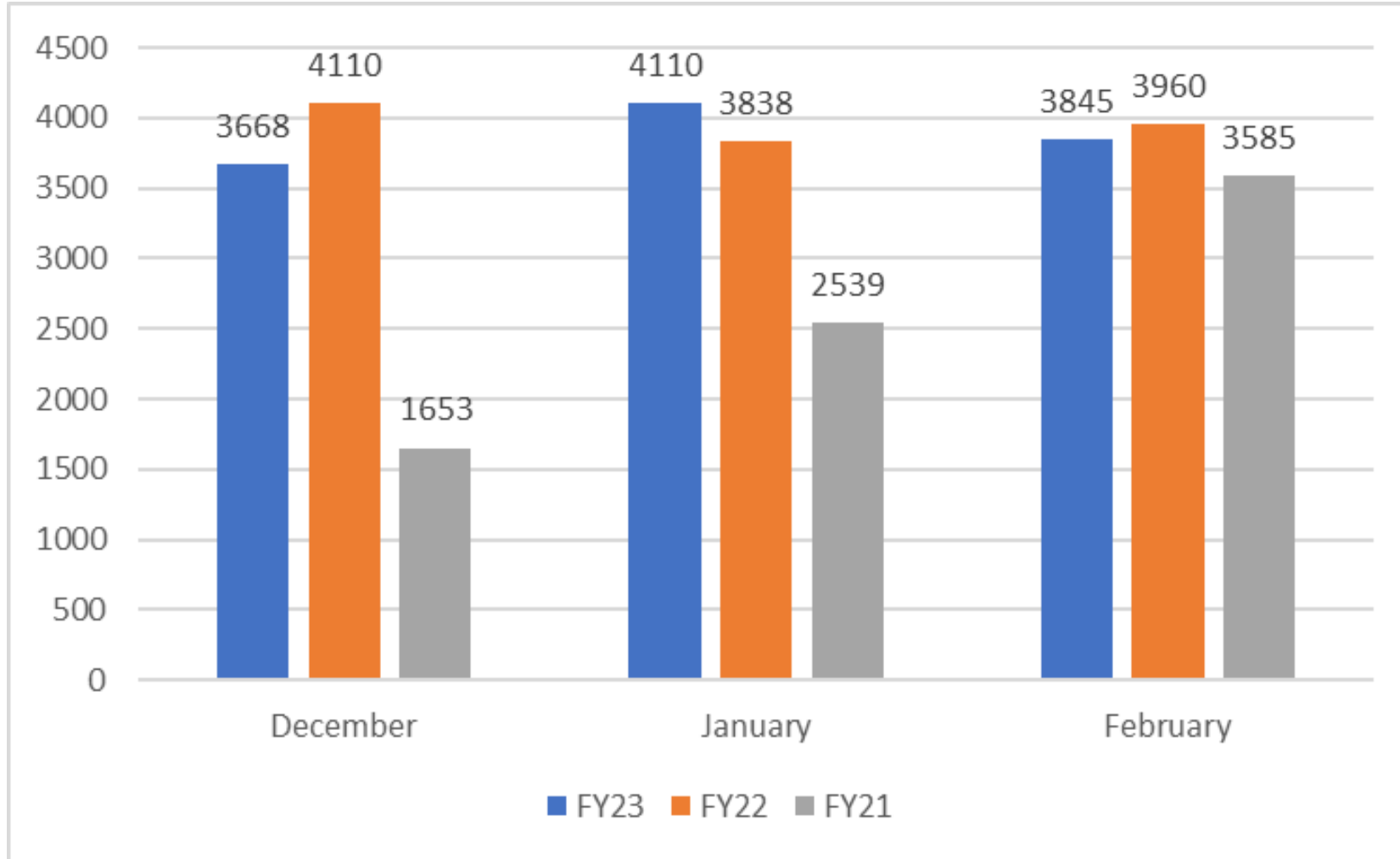
## Key Takeaways

- January 2023 data was initially reported to be 1632. Updated data is included in this slide (2264) which was a rise of 6.3% from January 2022.
- February 2023 dispatches fell 6.5% from February 2022.

# Number of Referrals to CSUs and BHCCs

Monthly Total

FY21 – FY23 Q2



### Key Takeaways

- Referrals fell by 12% from December 2021 to December 2022.
- Referrals grew by 6.8% from January 2022 to January 2023.
- Referrals fell slightly from February 2022 to February 2023 at a rate of 2.9%.
- Overall, referrals have increased by 227% during this time period compared to the same period in 2020.

# Mass Marketing Pilot

## **GOAL 1:**

**Evaluate the potential impact of 9-8-8 marketing activities on the demand for behavioral health crisis services in Georgia.**

# Mass Marketing Pilot Objectives

**GOAL 1:** Evaluate the impact of 9-8-8 marketing activities on the demand for BH crisis services in Georgia.

## OBJECTIVE 1.1

**Determine** which 2 counties in Georgia will be best suited for the test

- **Mix of demographics**
- **Mix of density**
- **Capacity**
- **Data integrity**

## OBJECTIVE 1.2

**Establish** key metrics

- **Someone to Call:** Speed to answer & Call volume
- **Someone to Respond:** Mobile Crisis response times
- **A Safe Place for Crisis Care:** BHCC and CSU utilization

## OBJECTIVE 1.3

**Run** a 4-week geofenced campaign

- **Digital:** display & social media
- **Streaming:** Audio & CTV
- **Outdoor:** Local road billboards
- **Partnership:** Leverage local partners

## OBJECTIVE 1.4

**Perform** evaluation

- **Compare Control Counties:** Look at metrics
- **Survey:** Capture panel awareness and use knowledge pre and post
- **Deliver report:** Create a visually compelling narrative report



# Marketing Pilot Timeline



## 1. MEDIA PLANNING & COMMUNITY ENGAGEMENT ON MESSAGING

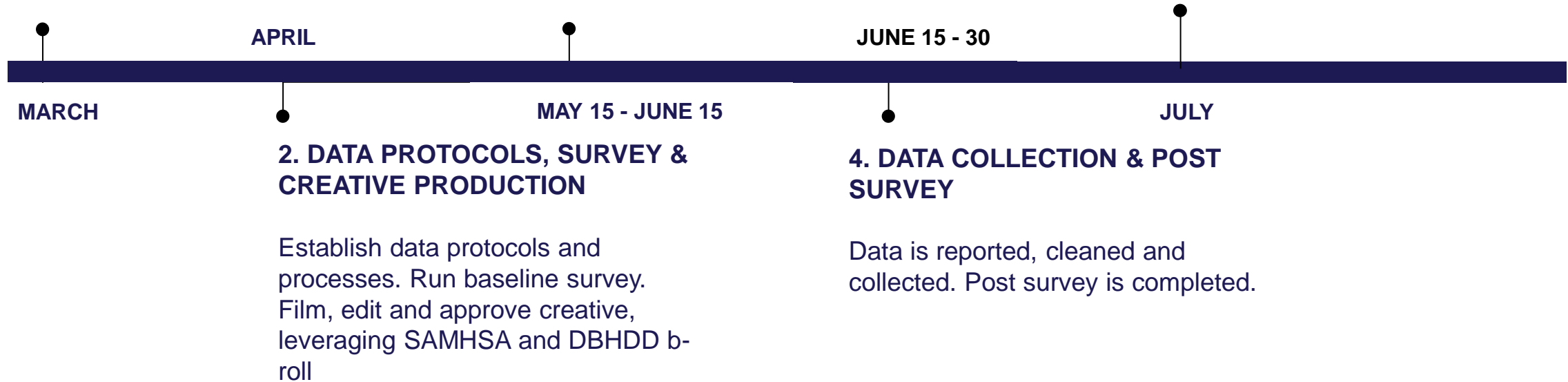
Develop media plan and messaging

## 3. CAMPAIGN RUNS

Geofenced campaign runs in 2 counties.

## 5. PERFORM EVALUATION

Data is evaluated. Post survey is completed.



# Breakout Groups

# Breakout Group Overview

**A**

## Mass Marketing

Room 10.1081A

Inform and provide feedback on Georgia's marketing campaign for 9-8-8

**B**

## Community Outreach

Room 10.1081B

Develop suggestions for types of community outreach and engagement specific to regions or areas across Georgia to promote education and awareness of 9-8-8 and other behavioral health resources.

**C**

## 9-1-1 Training

Room 10.1081C

Develop suggestions and provide feedback on training for 9-1-1 operators about 9-8-8

# BREAK TIME!

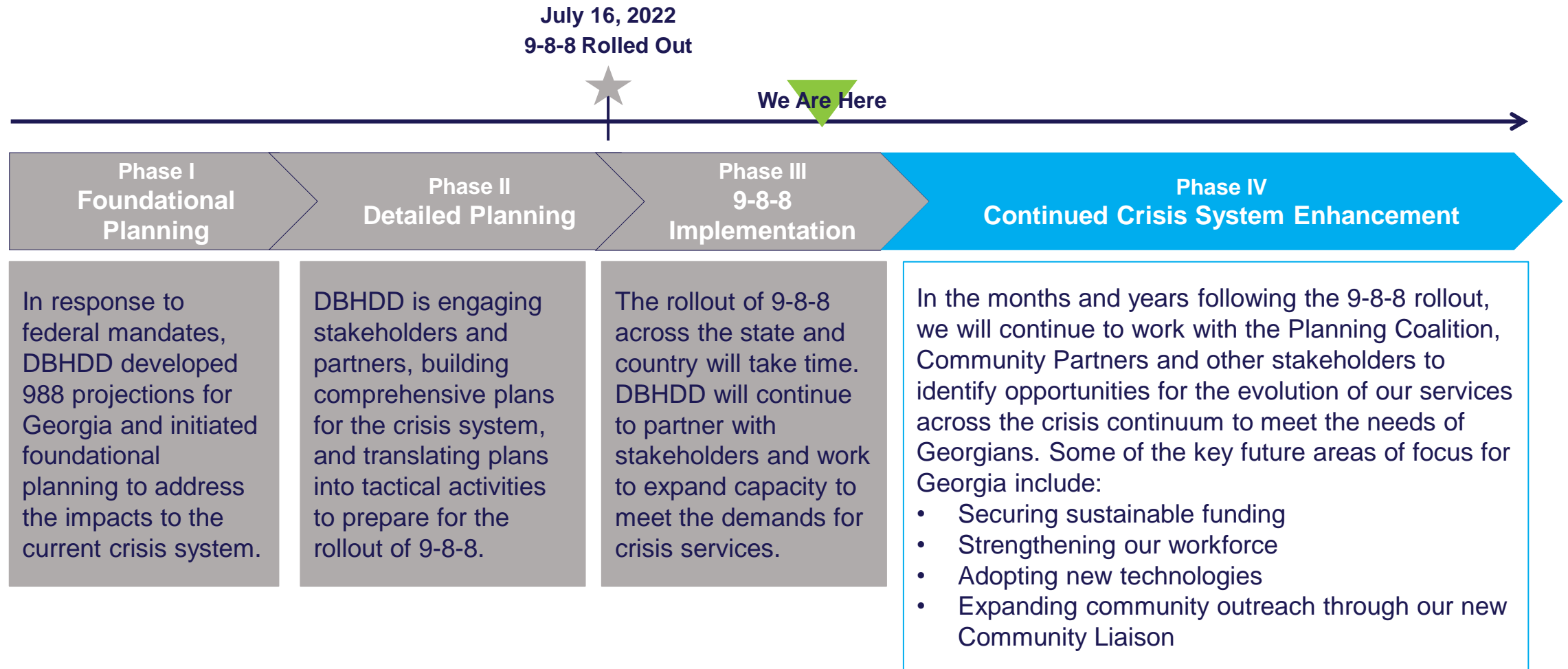
*See you in...*



# Commissioner Tanner's Remarks

Next Steps

# 9-8-8 Planning and Implementation Timeline







Questions?



# Georgia 9-8-8 Contacts

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**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**