

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 Planning Coalition Meeting

June 16, 2022



Agenda

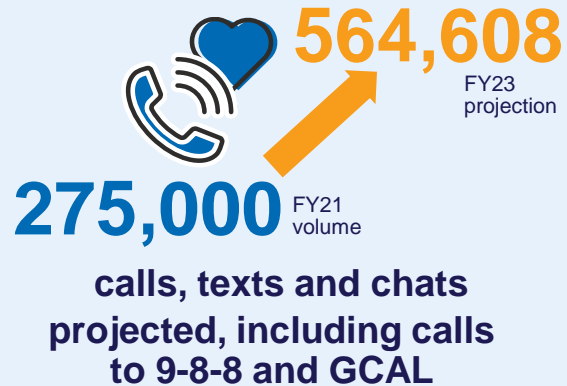
- 1 RESPECT Institute Speaker**
- 2 Share our planning progress**
- 3 Provide national updates**
- 4 Next Steps**



Welcome Toyia Mather and Fanessa Fuller
RESPECT Institute

Someone to Call

Year One of 988



Increasing Capacity and Agility

Completed:

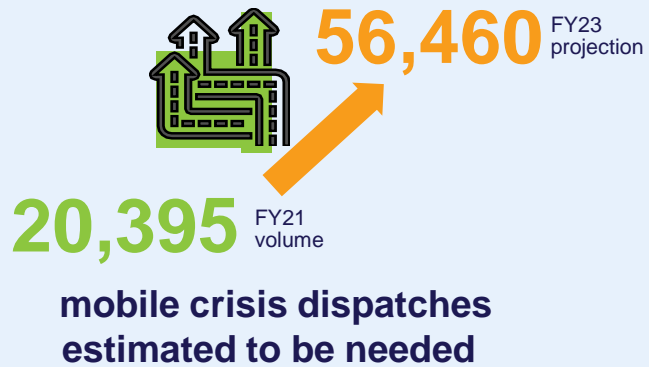
- Enhanced call routing to prioritize clinicians for most urgent calls
- Collaborated with the Georgia Crisis and Access Line (GCAL) to fill existing open positions
- Developed a process in collaboration with 9-1-1 partners to transfer calls between 9-1-1 and 9-8-8 as needed

Underway:

- Utilizing temporary funds and additional state appropriations to add call center staffing
- Working to identify ways to transfer calls that are more appropriate for a warm line to our existing peer warm lines
- Updating Crisis Call Center dashboard or "bed board" infrastructure to improve care coordination

Someone to Respond

Year One of 988



Increasing Capacity and Agility

Completed:

- Implemented telehealth solutions in jails, hospitals, and schools to expand the capacity of licensed clinical staff on mobile crisis response teams

Underway:

- Expanding call center and mobile crisis response team staffing
- Considering telehealth options for community-based mobile crisis response

A Safe Place to Go for Crisis Care

Year One of 988



32,700 FY21 volume

admissions estimated across
CSUs, BHCCs, SCBs, and
detoxification facilities

An estimated additional **94**
individuals will require
admission to crisis
facilities **DAILY**



Increasing Capacity and Agility

Underway:

- Conversion of an existing Crisis Stabilization Unit (CSU) to a Behavioral Health Crisis Center (BHCC) in Augusta (East Central CSB – Serenity)
- Addition of 17 BHCC beds in Columbus (Bradley Center)
- Transition two Community Service Boards (CSB) to Certified Community Behavioral Health Centers (CCBHC)
- Establish an 18-bed adult medical unit for psychiatric needs at Grady
- Utilize temporary funds to support retaining and expanding workforce

National Updates



Playbooks: The Substance Abuse and Mental Health Services Administration (SAMHSA) published implementation guidance playbooks for states, providers, and Public Safety Answering Points (PSAPs).



Messaging: National guidance on 9-8-8 messaging has been released by SAMHSA, including key messages, resources for messaging, and a suggested timeline.



Text and chat: Georgia is working with SAMHSA and Vibrant to explore options for how Georgia will receive texts and chats from 9-8-8. After July 16, individuals in Georgia will still be able to text and chat GCAL directly through the My GCAL app.



Additional federal standards expected to be released, such as staffing patterns, performance metrics, and call response times

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

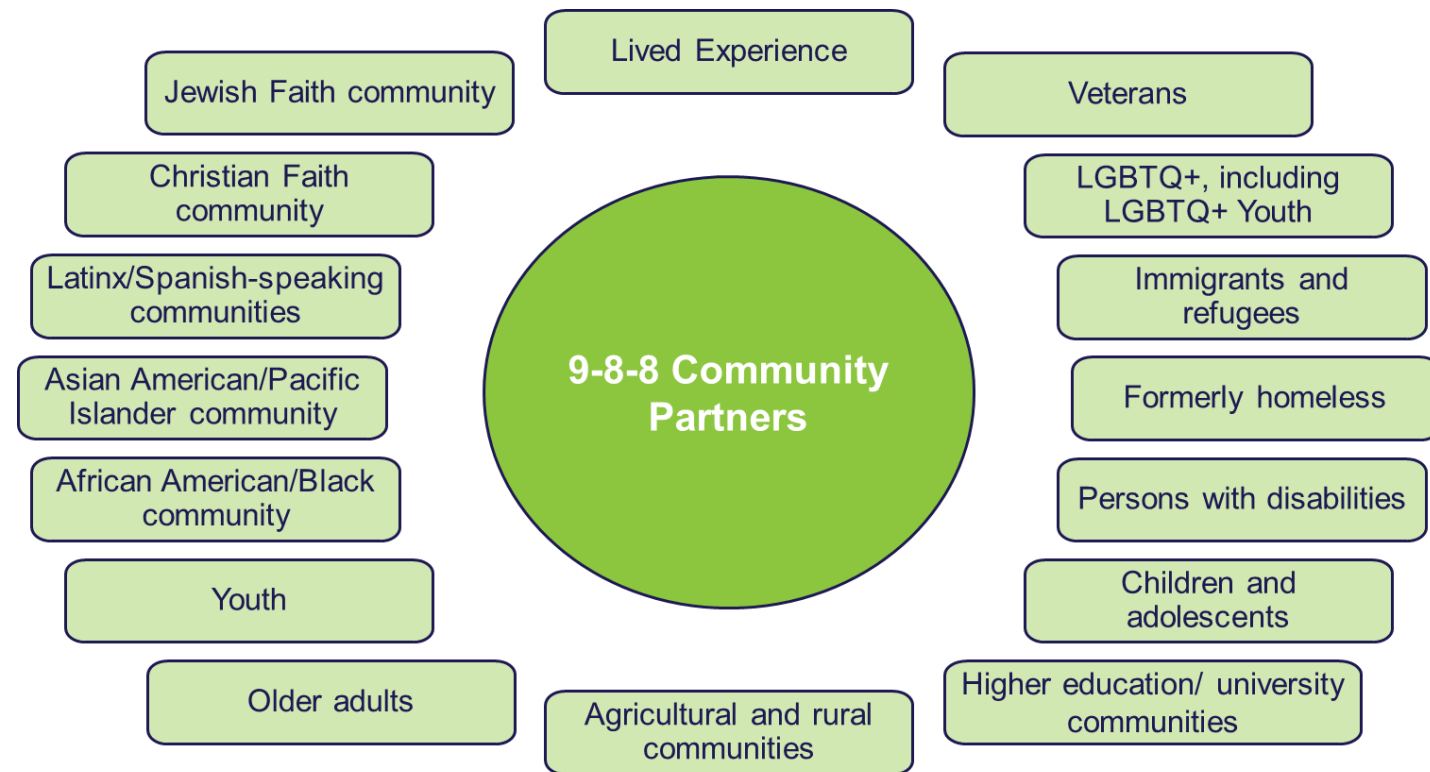
- **Broaden messaging on 9-8-8** to reach other key audiences
- **Seek out or conduct research** about key audiences to inform messaging
- **Promote the need for additional supports** to help generate continued support to strengthen our crisis infrastructure

9-8-8 Community Partners

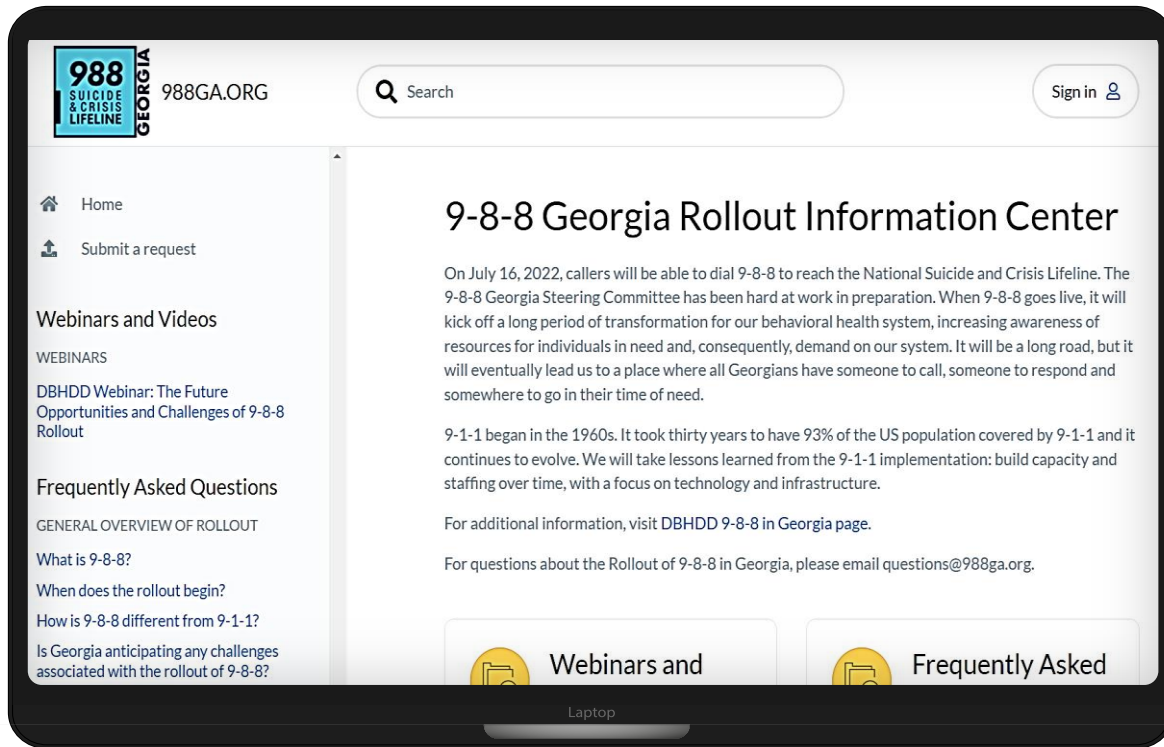
Engaging high-risk and diverse populations in 9-8-8 planning



We have started to engage community partners representing high-risk and diverse populations to help us plan for an effective and equitable rollout of 9-8-8



Georgia's 9-8-8 Messaging Strategy To Date



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

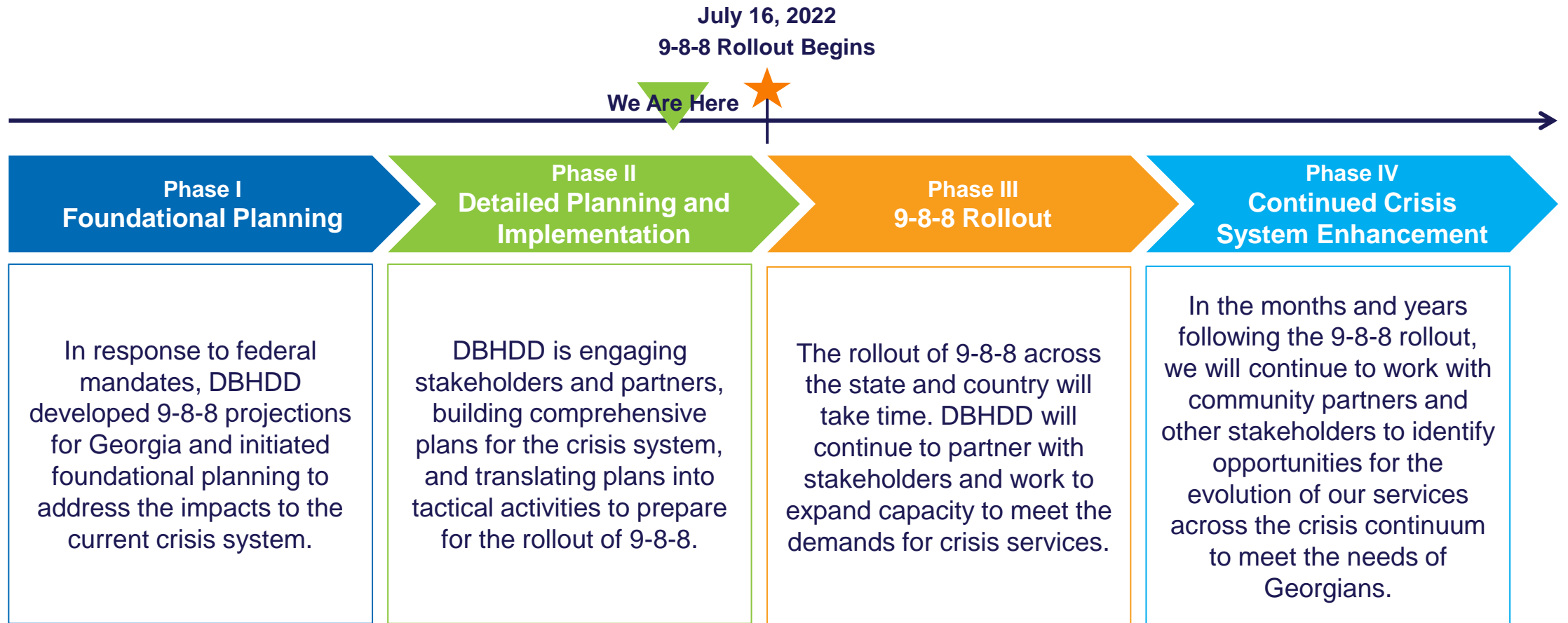
- Implementation partners in the crisis continuum, including behavioral health providers and Law Enforcement
- Populations at high-risk of a behavioral health crisis

Next Steps

9-8-8 Planning and Implementation Timeline



9-8-8 Planning and Implementation Timeline



Next Steps

Call to Action

- Visit the Georgia 9-8-8 website for additional information and resources
- Share website resources with your constituents
- Join our next virtual meeting on September 1 for updates on the rollout

Resources

- [Substance Abuse and Mental Health Services Administration \(SAMHSA\) 9-8-8 Webpage](#)
- [SAMHSA Partner Toolkit](#)
- [9-8-8 Georgia Rollout Information Center](#)
- [DBHDD Website](#)
- [SAMHSA Implementation Guidance Playbooks](#)

Georgia 9-8-8 Contacts

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