



Mike DeWine, Governor
Lori Criss, Director, OhioMHAS

Ohio's Preparation for the Launch of 988

Stakeholder Update Webinar
June 2, 2022

Governor DeWine

“If we build on our successes and the work we have started together, we can truly bring about lasting change... the system isn’t broken – it was just never fully built, and it does not exist everywhere in Ohio... YET!

And so, we must build it!”

*From the Governor’s State of the State Address,
March 2022*



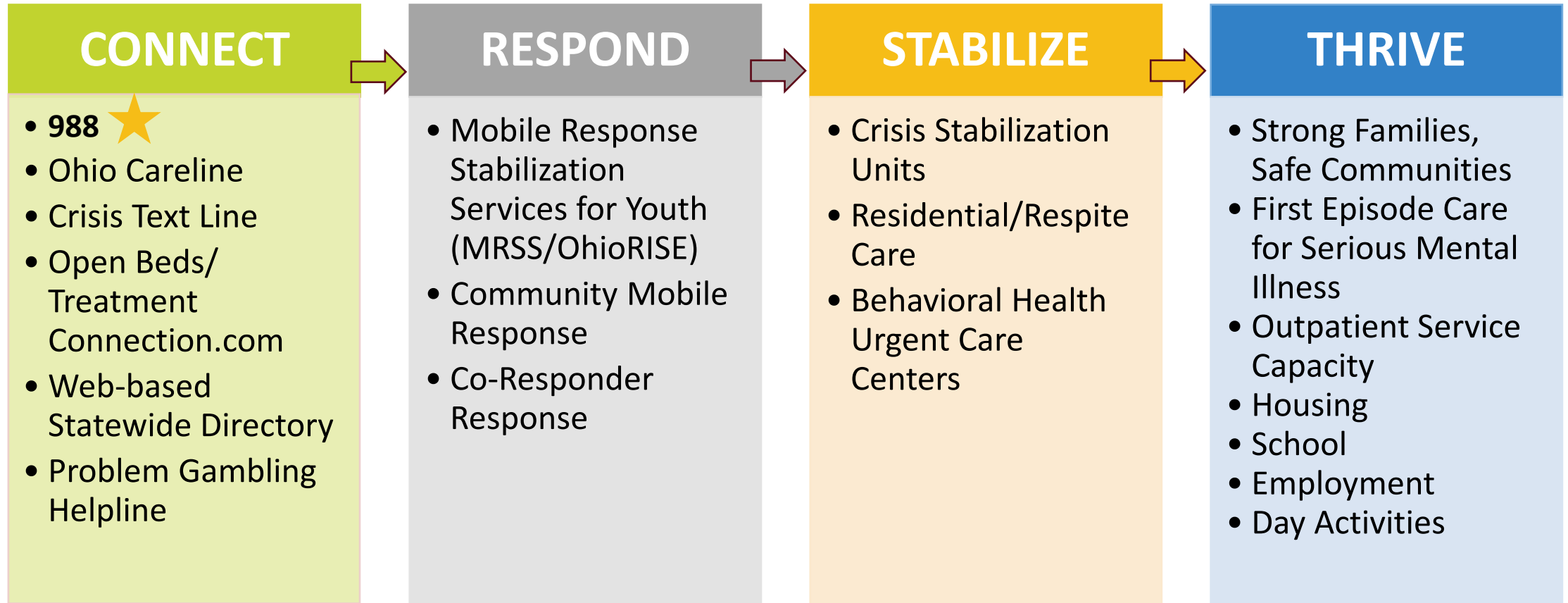
Our Vision

- **Visible and accessible** crisis continuum of services.
- Supports that are **person-centered** and quality-driven.
- Ensuring people are **stabilized and thriving** in their community.

Ohio's Ideal Crisis Continuum



988: A Door Into Ohio's Broader Crisis System



988: Building on a Strong Foundation in Ohio

- **Since 2005**, the National Suicide Prevention Lifeline (1-800-273-8255) has **helped thousands of Ohioans** in emotional distress and crisis.
- Federal law requires that all states **transition** from the 1-800 number to the **easy-to-remember 3-digit number 988** by July 16, 2022.
- 988 will help **connect Ohioans** in a mental health or addiction crisis with **Ohio's growing crisis response and support system**.

► Someone to TALK TO.

► Someone to RESPOND.

► A PLACE TO GO.

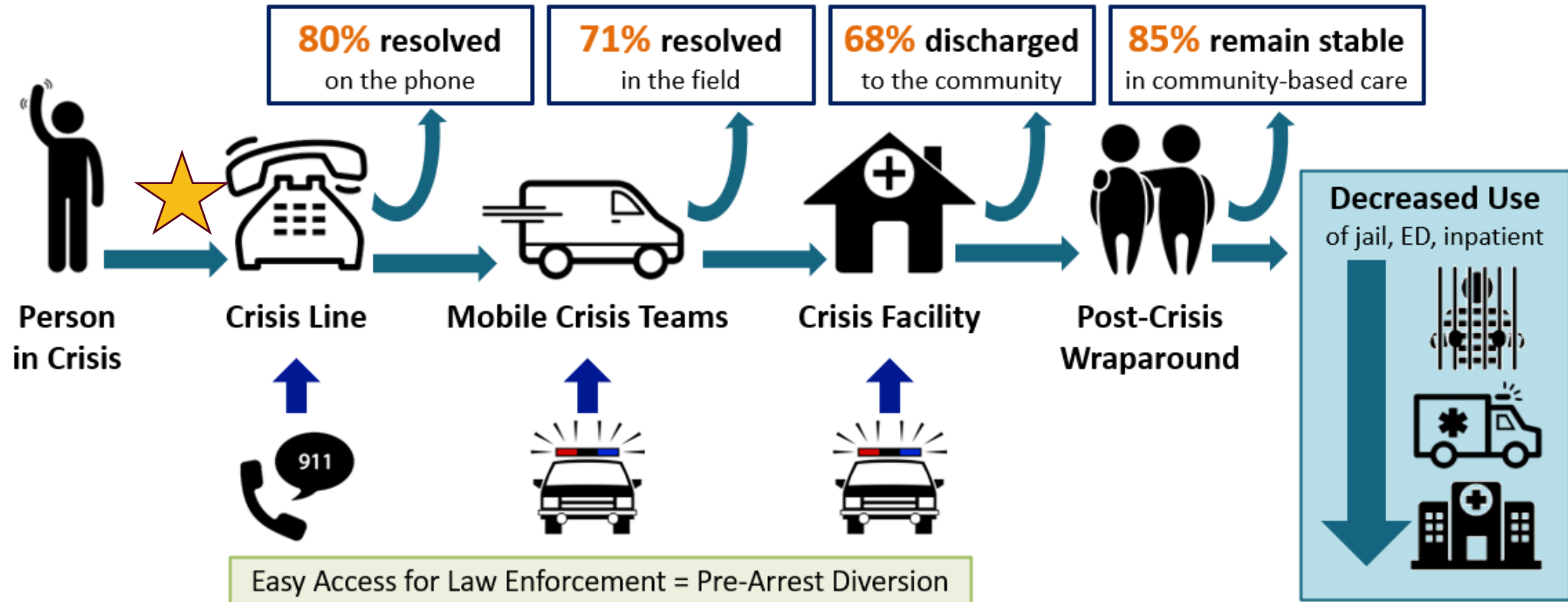


988: The Vision Behind the Planning

- Provide enhanced access for people in behavioral health crisis through the use of an easily remembered three-digit number;
- Reduce reliance on the police by linking Lifeline/988 centers with mobile crisis teams (when the person in crisis requires services beyond what the call center itself provides);
- Reduce the deadly gaps in the existing fragmented behavioral health crisis care system by enabling Lifeline/988 centers to stay in contact and follow up with those in crisis;
- Relieve emergency room boarding by providing needed evaluation and crisis intervention in the community whenever possible; and
- Better meet the behavioral health needs of all people experiencing crises in a way that reduces stigma and encourages people at risk and their family members to seek help in the future.



The Crisis Continuum



← LEAST Restrictive = LEAST Costly

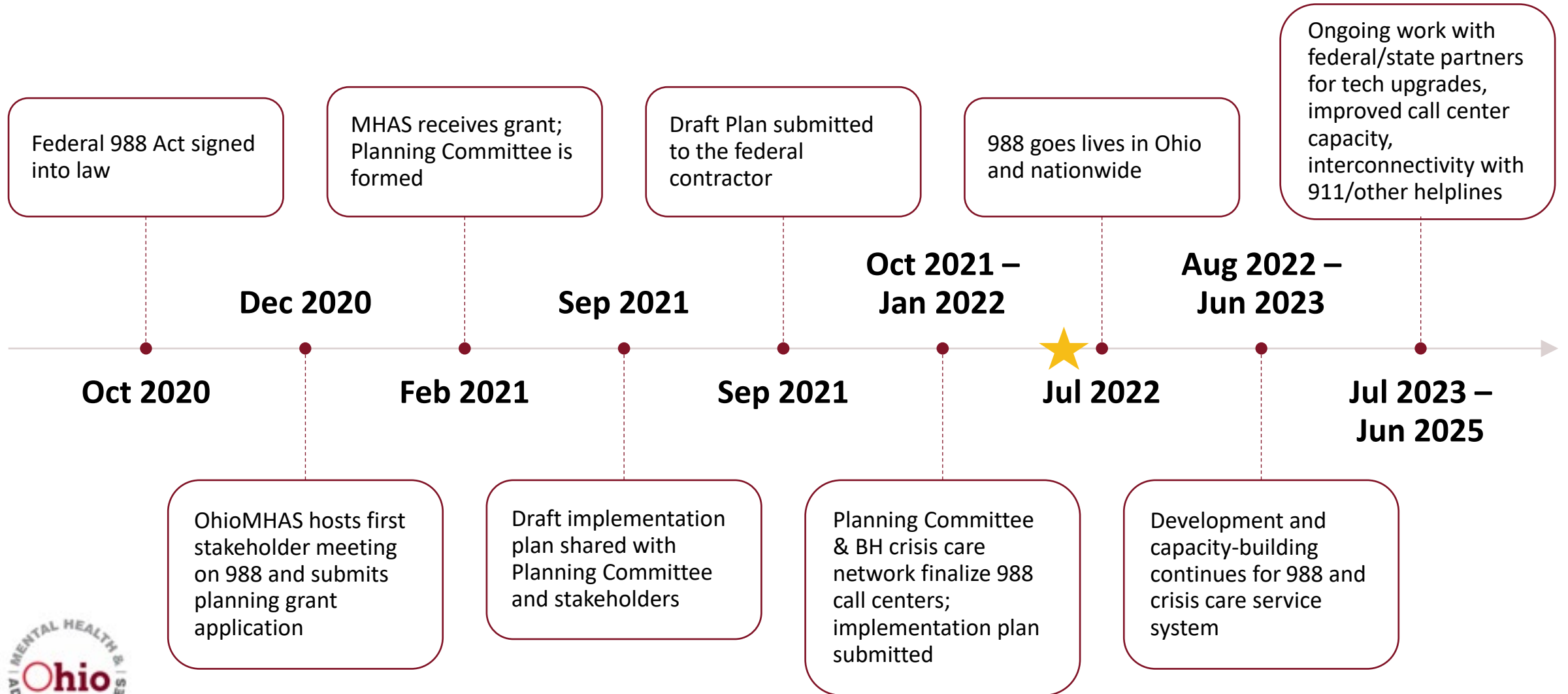
988 Planning Committee

988 PLANNING COMMITTEE ORGANIZATIONS AND REPRESENTATION

Ohio Suicide Prevention Foundation	Office of the Governor and RecoveryOhio
Mahoning Alcohol, Drug Addiction and Mental Health Board	Ohio Association of Health Plans
Peg's Foundation	Ohio Association of County Behavioral Health Authorities
NAMI Ohio	Ohio Council of Behavioral Health & Family Services Providers
Ohio Department of Veterans Services	Ohio Hospital Association
Ohio Citizen Advocates for Addiction Recovery	Ohio Department of Public Safety
Equitas	Sidney Police Department
Help Network of Northeast Ohio	Talbert House
Office of the Attorney General	Mental Health America Ohio
Lucas Alcohol, Drug Addiction and Mental Health Board	911 Administrator, Ohio Department of Administrative Services
Portage Path Behavioral Health	Ohio Telecom Industry
Public Utilities Commission of Ohio	State Senators and Representatives
Youth Advocates and Family Members	Adult Advocates and Family Members
Hispanic Urban Minority Alcohol and Drug Addiction Outreach Program (UMADAOP)	Clark, Greene and Madison Alcohol, Drug Addiction and Mental Health Board
Ohio Department of Mental Health and Addiction Services	Lucas Urban Minority Alcohol and Drug Addiction Outreach Program (UMADAOP)



988 Key Dates and Progress



988 Launch Phase One Priorities

1

Build system capacity to ensure 90% of Lifeline calls and 50% of Lifeline chats and texts from Ohioans can be answered in state by July 2022.

**Expanded from 12 to 19
Lifeline call centers.**

2

Ensure service quality through ongoing training, support, and development and implementation of a shared web-based resource directory.

**Free call center trainings
available.**

<https://go.osu.edu/careline2022>

3

Ensure that all Ohio Lifeline providers have adequate high-speed internet access and up-to-date communication, documentation, and other technology systems.

**Technology assessment
completed; upgrades
planned.**



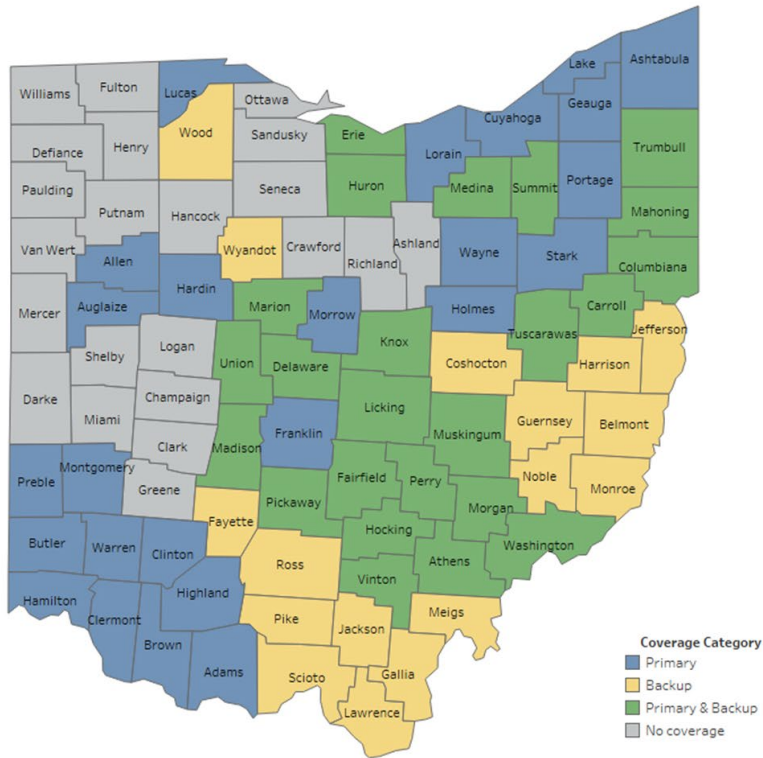
988: How Does the NSPL Work Now?

- The National Suicide Prevention Lifeline is funded by SAMHSA and has been administered by Vibrant Emotional Health since it began in 2005.
- A national network of over 200 independent crisis centers equipped to help people in mental health related distress or experiencing a suicidal crisis via call, chat, or text.
- The Lifeline provides free and confidential support to people in suicidal crisis or mental health-related distress 24/7, across the U.S.
- Numerous studies have shown that the Lifeline works—most callers are significantly more likely to feel less depressed, less suicidal, less overwhelmed, and more hopeful after speaking to a Lifeline crisis counselor.
- Lifeline crisis counselors and call centers are an essential element of this crisis care system.
- This network has been massively under-resourced.



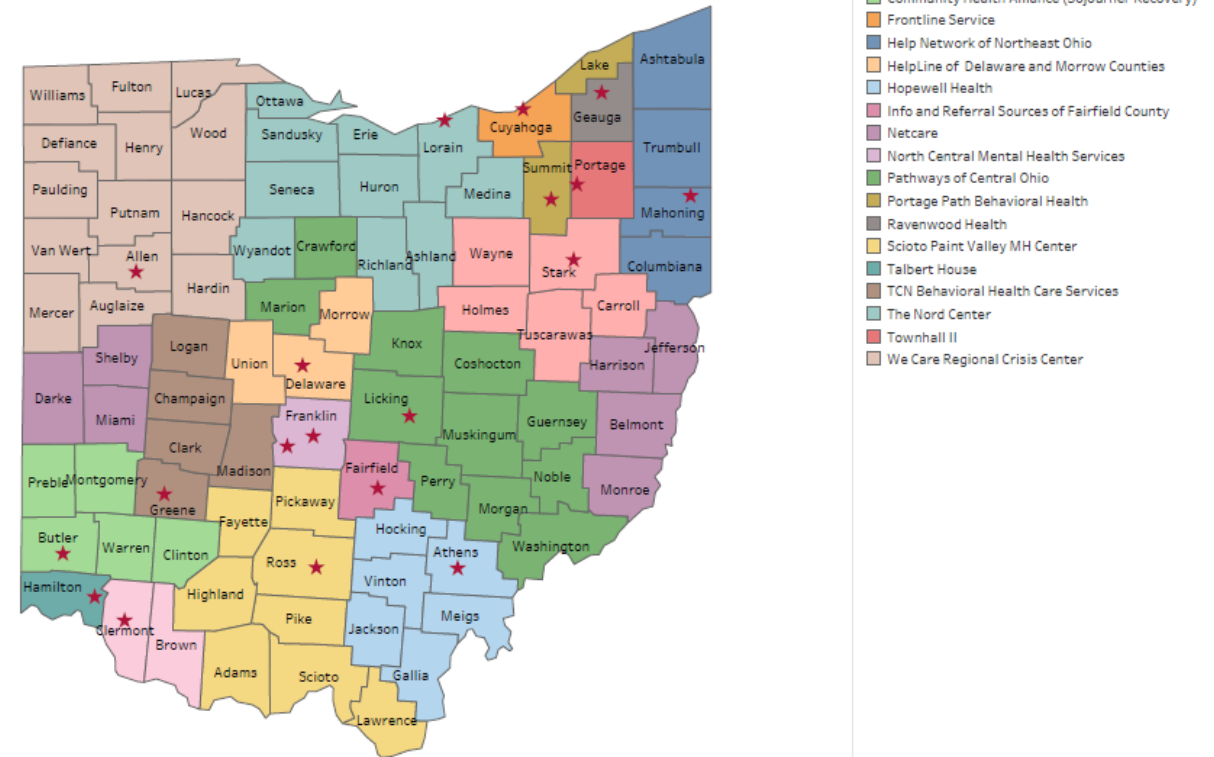
Current and Expanded Lifeline Center Network in Ohio

Primary and Backup Coverage



**Coverage Prior
to 5/1/22**

Primary Coverage by Agency



**Expansion
effective 5/2/22**



988 Legislation: Ohio House Bill 468

- House Bill 468 passed the Ohio House unanimously on May 25, 2022.
- Sponsored by State Representative Gail Pavliga, this bill takes important steps forward to codify the role of Ohio's 988 Administrator and create the 988 Fund in the Ohio Treasury.



988 Funding Steps: Planning Phase + Year One

OhioMHAS has identified federal funds totaling approximately \$20M to fund start-up costs leading up to the July 2022 launch, as well as Year One of implementation through July 2023.



988 Cost Estimates

6 months

\$6,177,374

Year 1

\$14,798,421

Year 2

\$20,701,661

Year 3

\$25,831,020

Year 4

\$29,676,582

Year 5

\$34,135,024

Note: Ohio is still awaiting decisions from the federal government on the national technology platform.



988 Funding Steps: Options for Future Sustainability

- OhioMHAS has identified several sustainable funding options in the plan submitted to the federal government.
- Stakeholder feedback has informed all options, and discussions will continue as we enter the planning phase for the next state operating budget.
- OhioMHAS continues to monitor funding strategies other states have engaged in or are pursuing.
- OhioMHAS will continue to monitor call volumes and system needs post launch to inform any funding decisions.



988 Additional Funding Support

SAMHSA awarded Ohio a **\$3.3 million grant over two years to support Ohio's 988 Capacity and Quality Improvement** efforts.

This funding will be used to:

- Improve capacity for answering calls.
- Collect data for quality analysis.
- Develop policies and protocols for effective operation and caller support.



988 Key National Messages

Moving the U.S. to a 3-digit Dialing Code

In July 2022, our nation will move to the first-ever 3-digit dialing code for suicide prevention and mental health crises

Fast Facts about 988:

It will provide greater access to **24/7 confidential and life-saving services.**

It will **not replace** the existing National Suicide Prevention Lifeline—but in fact strengthen and expand it.

It is an **easy-to-remember number that helps to provide direct connection** to compassionate, accessible care.

It's **more than just a 3-digit number** but it will strengthen our larger crisis care system.



988 Key Messages in Ohio



- Assure Ohioans in a behavioral health crisis that **help is available**, and that **it's ok to ask for help**.
- Define **what 988 is and what 988 isn't**, and how it differs from 911.
- Demonstrate how Ohioans in crisis and their families can access help via 988, and **what happens next** when they call, chat, or text.
- **Ohio is prepared** for the launch of 988.



988 Timing of Messaging

When to Message

Pre-July

- **Hold off promoting** use of 988, continue to use 1-800-273-8255
- **Share basic information** about 988 with implementation partners (vs. broader public)
- **Begin developing a strategy** for communicating about 988 to prepare for July
- **Speak with individuals from diverse backgrounds** within your community to inform messaging



Post-July

- **Broaden messaging** to reach other key audiences
- **Begin promoting 988** – if service in the area(s) you serve is ready
- **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



988 Community Resource Toolkit

- Fact Sheet
- FAQ
- Key Differences Between 988 and 911
- 988 Branding and Logos
- 988 Newsroom

Resources Available at:

mha.ohio.gov/988

samhsa.gov/988

suicidepreventionmessaging.org/988messaging



Ohio's Next Steps

- Hiring of Ohio's 988 Administrator.
- Educate groups that will help get the word out about 988 and what it means.
- Continued partnership with the General Assembly on sustainable funding options.
- Crisis Call Center Trainings and best practices in place.
- Continued investment in and development of Ohio's crisis system.
- Continued coordination with 911, NextGen 911 efforts, and Ohio's other crisis lines.
- Growing our behavioral health workforce.



QUESTIONS?

Resources

<https://www.samhsa.gov/988>

<https://mha.ohio.gov/988>

<https://mha.ohio.gov/about-us/priorities/crisis-services>

<https://suicidepreventionmessaging.org/988messaging/framework>

Aligning the Field around a 988 Messaging Framework

https://www.youtube.com/watch?v=_31m8Wl_Fjo

OhioMHAS 988 Lead

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