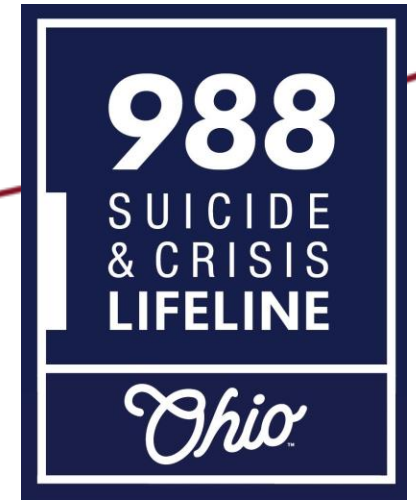




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# **Ohio 988 Suicide & Crisis Lifeline**

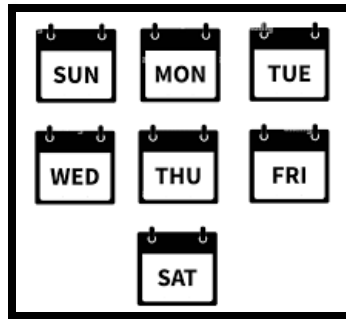
**Presented by:**

**Doug Jackson, 988 Administrator**

**Abbey Wollschleger, LISW-S, 988 QA Manager**

**Tom Gerber, 988 Technical Planning Manager**

# Have You Ever Had a Really Bad...



# Mental Health Crisis & Suicide Risk Factors May Include

- Mental illness
- Depression
- Previous suicide attempts
- Substance use problems
- Chronic pain
- Physical illness
- Declining function
- Disability
- Family problems or loss
- Family history of suicide
- Social isolation
- Dementia and other forms of impaired cognitive ability



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# Mental Health Crisis & Suicide Risk Factors May Include

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**Mental Health Risk Factors Can Be Common to Most Any Person**



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# What is 988?

- Easy to remember three-digit telephone number
- Free and confidential
- Available 24/7
- Call 988
- Text 988
- Chat [988Lifeline.org](https://988Lifeline.org)



# What is 988?

“

"Thank you for  
answering and  
letting me get my  
feelings out.  
Sometimes I just  
need to be heard."

- 988 Caller

”



# What is 988?

- Access to trained crisis call specialists who can help people experiencing...
  - Mental health crisis
  - Thoughts of suicide
  - Problems with substance use
  - Or any other kind of emotional distress
- People can also contact 988 if they are worried about a loved one who may need crisis support



# What is 988?





# Key Differences Between 988 and 911

## Crisis = 988

- Talking about suicide
- Talking about plans to harm self or others
- Self-injury that doesn't need immediate medical attention
- Overuse of alcohol or drugs
- Extreme depression, anxiety, or other mental health symptoms

## Emergency = 911

- Active suicide threat
- Threatening harm to self or others
- Self-injury that needs medical attention
- Inability to care for oneself
- Apparent drug overdose

A graphic titled '988 vs 911' with two speech bubble icons. The text below explains that 988 is for crisis services and mental health, while 911 is for immediate emergencies and dispatching services.

**988 vs 911**

988 was created to improve access to crisis services, mental health related crisis care needs, and will provide easier access to crisis-related resources. 911 focuses on immediate emergencies and dispatching Emergency Medical Services (fire and police as needed).



# 988 Data by the Numbers



**8,793**

*average number of 988 calls from Ohio area codes, including Veteran and Spanish-speaking calls routed to specialized national call centers, from July 2022-May 2023.*

*There is hope.*



As 988 becomes a well-known resource and stigmas around asking for help decrease, calls are expected to increase as more Ohioans are connecting with crisis resources in Ohio.



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# 988 Data by the Numbers

On average, the speed to answer rate in Ohio from July 2022-May 2023 is 19 seconds, compared to 35 seconds nationally.



**88%**  
*of Ohio calls were  
answered in-state from  
July 2022-May 2023.\**

\*11% of calls were ended by the caller before connecting to a call specialist, and only 1% of calls rolled over to a national back-up call center.



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# 988 Data by the Numbers



**2,014**

*average number of  
texts per month received  
from Ohio area codes from  
July 2022-May 2023.*



**2,007**

*average number of  
chats per month received  
from Ohio area codes from  
July 2022-May 2023.*



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# 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.



# Looking Forward

## Statewide Marketing Campaign

- Focus groups to represent all Ohioans
- Marketing across Ohio
- Shareable 988 content
- Materials with space for co-branding



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# Working Together

Scan the QR code for:

- Ohio Logo
- Social media shareables
- Upcoming marketing campaign materials



# Questions?

**Thank you for helping the people you serve  
know about 988!**

[988ohio@mha.ohio.gov](mailto:988ohio@mha.ohio.gov)

