

CSR-TTAC

Connections Newsletter



CRISIS SYSTEMS RESPONSE

TRAINING & TECHNICAL ASSISTANCE CENTER

Funded by the Substance Abuse and Mental Health Services Administration

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COMMUNITY CORNER



As 988 continues to be a greater part of communities around the country, it is important for jurisdictions to understand the actions States are taking to further embed 988 and strengthen their crisis care systems. In this section, find information and updates from various States detailing their plans and progress towards advancing 988 and improving crisis care within their borders.

Alabama

The Substance Abuse and Mental Health Services Administration (SAMHSA) Policy Academy on Advancing Medication for Opioid Use Disorders in State Prisons welcomes YesCare in an Alabama-focused initiative with the Alabama Department of Corrections.

[YesCare has Joined Leading Multiagency Initiative on Opioid Use \(MarketWatch\)](#)

Indiana

In a proactive effort to address substance misuse and promote overall well-being in Bartholomew County, ASAP (Alliance for Substance Abuse Progress) will host the "Rethinking Wellness" symposium on June 6.

[ASAP Offering Symposium on "Rethinking Wellness" \(The Republic\)](#)

West Virginia

The West Virginia Department of Human Services and Bureau for Behavioral Health partnered with SAMHSA for a National Prevention Week awareness event.

[West Virginia Agencies Partner with SAMHSA for National Prevention Week 2024 \(WV News\)](#)

Washington

The Yakima Health District has launched a comprehensive multimedia campaign to help parents talk to their teens about drug risks and prevention.

[Yakima Health District Launches "Talk. They Hear You" \(KIMA TV\)](#)

UPCOMING EVENTS

[Monthly "3C" Session](#)

Third Tuesdays

2:00 – 3:00pm ET

Next: **June 18**

988/911 Collaboration Webinars

1:00 – 2:00 pm ET

[Session 5](#)

June 27

[Session 6](#)

July 25

Past events are archived at [SAMHSA CSR TTAC](#)





New critical research and communications tools for 988 are now available at 988messaging.org/research. These novel resources are focused on engaging the trusted messengers that people turn to for reliable, unbiased information and help when they're struggling with their mental health or are in crisis. The National Action Alliance for Suicide Prevention, in partnership with the Suicide Prevention Resource Center (SPRC) and the Ad Council Research Institute, have published the results of a second mixed-methods study describing the attitudes, beliefs, perceptions, barriers, and motivations related to 988 and help-seeking behaviors among trusted messengers identified in the [inaugural 2023 study \(PDF\)](#). Together, these studies provide a strong starting point for better understanding how to reach key audiences and support culturally sensitive, responsive, effective, and successful 988 communications. The project is funded by SAMHSA through the SPRC grant at the University of Oklahoma Health Sciences Center.

The research provides strategic insights and describes audience-specific nuances that can be used by communicators to craft and test more effective and personalized messages and campaigns tailored for each of the trusted messenger cohorts:

- Mothers/Caregivers
- Siblings
- Spouses/Partners
- Friends

These trusted messengers cohorts were identified through the 2023 study that focused on eight populations disproportionately impacted by suicide:

- American Indian and Alaska Native youth and young adults (ages 13-34)
- Asian American, Native Hawaiian and Pacific Islander youth and young adults (ages 13-34)
- Black youth and young adults (ages 13-34)
- Hispanic youth and young adults (ages 13-34)
- Individuals who have attempted suicide or experienced serious thoughts of suicide during their lifetime (ages 18+)
- LGBTQIA+ youth and adults (ages 13-49)
- People with disabilities (ages 13+)
- Rural older men (ages 49+)

The 988 Formative Research offers insights that can be used by the field to make informed decisions about how to raise awareness of and instill trust in 988 among populations disproportionately impacted by suicide and their trusted messengers. This research also provides evidence-based message frames for each study audience that can be tested, validated, and enhanced through additional message testing and research. Additional research efforts among other populations disproportionately impacted by suicide will be critical.

Access reports and communications toolkits:

988messaging.org/research.

Have a highlight about your work in crisis care?

We will add your story to an upcoming newsletter!

support@988crisisttac.org

Toll-free: **844-464-8338**

Request specific technical assistance:

support@988crisisttac.org

[Subscribe to the contact list](#) or scan the QR code.



Have feedback on the Formative Research webinar?

We'd love to hear from attendees!

[Formative Research Webinar Survey](#)