



SUICIDE & CRISIS  
LIFELINE



# Annual Report

July 2023 – June 2024

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## About 988

The 988 Lifeline is a **direct line to immediate help and resources** to anyone in mental health crisis or loved ones supporting someone in crisis. The 988 Suicide & Crisis Lifeline, previously known as the National Suicide Prevention Lifeline, offers 24/7 call, text and chat access to trained crisis counselors who can help people experiencing suicidal, substance use, and/or mental health crisis, or any other kind of emotional distress. Loved ones can also call, text or chat 988 for support if they are worried about someone.

988 was designated to be the **new number for the National Suicide Prevention Lifeline** to make it easy to remember and help the public develop a habit of thinking of 988 when they need support for their mental or emotional help. Each state has taken steps to continue to staff the lifeline but also to develop what their states iteration of the 988 brand will look like.

988 Utah is not just a call center, it is a **whole network of services** to help Utahns whether their struggle is related to mental health, emotional health, substance use, domestic violence or other life challenges.

***“Mental health doesn't get picky. People who are surgeons, lawyers. Everyone needs to know of these resources. Single moms who work graves, it's available 24/7. Anybody can benefit from 988.”***  
– Crisis call center worker



## Why do we need 988?

Currently, 4 out of 10 Utahns are struggling with their mental health, and with the shortage of mental health providers there is an increased need for accessible, quick mental health services. **Utahns need someone to talk to, someone to respond, and some place safe to go**, no matter the circumstance, substance, or situation.

Physical emergencies already have an easy to remember number: 911.

Resource information around food, housing, family and more has a line: 211.

While 911 and 211 serve urgent physical, financial, and legal struggles or challenges people face, they don't take care of the mental and emotional ones. That's where 988 comes in.

*"We want them to feel that they have obtained some kind of relief moving forward.*

***Feel like there's hope**, continuing to move your feet will get them to a better place.*

***And comfortable to call back if they need to**...help that will meet you where you're at 24/7, 365."*

*- Crisis call center worker*





# Branding



# Building 988 Utah's Brand

988's brand is simple, bringing Utah into the picture alongside a handwritten 988 and the important "suicide and crisis lifeline" line. Built around the Utah DHHS brand look and feel, Utah's iteration of 988's brand is locally relevant and easy to recall.



PRIMARY COLORS	Navy #0A0C4A rgb: 10, 12, 74 cmyk: 88, 81, 30, 57 pms: Blue 072u	Aqua #1AA1B7 rgb: 26, 161, 183 cmyk: 97, 4, 33, 0 pms: 306u	New Aqua #0082AB (need numbers from DHHS)
SECONDARY COLORS	Aqua 40%	Teal #23A595 rgb: 35, 165, 149 cmyk: 96, 1, 54, 0 pms: 3255u	New Teal #008678 (need numbers from DHHS)

**Open Sans**   **Open Sans**   Open Sans

The 988 Utah branding elements are available for public usage. When using 988 Utah brand elements, we ask that you refrain from making changes to the logo, colors, or fonts.

Please contact us with inquiries about partnership or collaborations with your organization or community at \_\_\_\_\_ @ \_\_\_\_\_.com

# Building 988 Utah's Brand

After considering the expertise of a variety of stakeholders, 988 was able to develop a brand message that encompassed the entirety of what 988 Utah can do for someone.

## Someone to talk to

Anyone can call, text or chat 988 to be connected to 24/7, confidential & free crisis counseling meant to help deescalate someone struggling with suicidal thoughts, other mental health challenges, or even domestic abuse and substance use issues.

## Someone to respond

If someone prefers to talk face to face, 988 can dispatch specialized teams of crisis workers to go to wherever someone is and help deescalate and support that person. 988 is not tied to 911.

## A safe place to go

988 can help people find a receiving center where they can get care away from home or anything they may use to harm themselves, essentially providing an emergency room for mental health.

Part of the brand building efforts also included creating a foundational messaging document that outlines safe, effective and clearly communicated key messages related to 988 Utah's services.

### What is 988?

The 988 helpline provides immediate emotional and mental health support from trained crisis workers. 988 is free, confidential, and available 24 hours a day, 7 days a week, every day of the year, even holidays. You don't need proof of citizenship, insurance, or a social security number to get help. Call or text 988 anytime if you need to talk to someone or are worried about someone. You can also chat with 988 crisis workers [online](#).

### They listen to what you're dealing with—and help you make a plan to get through it.

Our crisis workers are great listeners who care about helping you through the challenges you have right now. They are trained to help you figure out what to do next. There are a lot of services in Utah to help with whatever you're going through. We want you to get the help you need—so many of these services are free.

This document serves as a guiding element for all future creative work as it helps steer our message and clarify how to approach describing the complex systems under 988 Utah. The document is divided into 3 sections to describe each part of 988 Utah: someone to talk to, someone to help you, and somewhere safe to go.

# Building 988 Utah's Brand

Simple informational lines that say 24/7, free, and confidential all proved to be key motivating factors in national and local messaging testing. In many of the different pieces of collateral that we created we added sublines that help people understand these fundamentals of 988 Utah.



car shades



water bottles



lanyards



beanies



t-shirts





# Research



## Research: Interviews

To guide our primary research, we conducted a series of **stakeholder interviews** with a variety of people involved with the administration of 988 Utah services and with those who provide said services.

### We found a common theme in stakeholder concerns:

- **Education:** People don't know about 988, and if they do, they don't know the difference between 988 and 911. People need to be taught that 988 Utah is available 24/7, 365, for free.
- **Misconceptions:** Stakeholders reported that callers often misunderstand what 988 Utah does for people. The most common misconceptions being that 988 Utah is ongoing therapy with a therapist, that calling 988 will lead to a police response, and that one will lose control of a situation and potentially be taken away if they call.
- **Providing the right service at the right time:** Callers need to be able to get connected to the appropriate level of care, in the right place, at the right time. Stakeholders expressed concern that it is often difficult to coordinate the right care for someone and that people don't know what's available.

*"I thought you could only call them if you're like, if you're the suicidal one."*

*- Local college student*



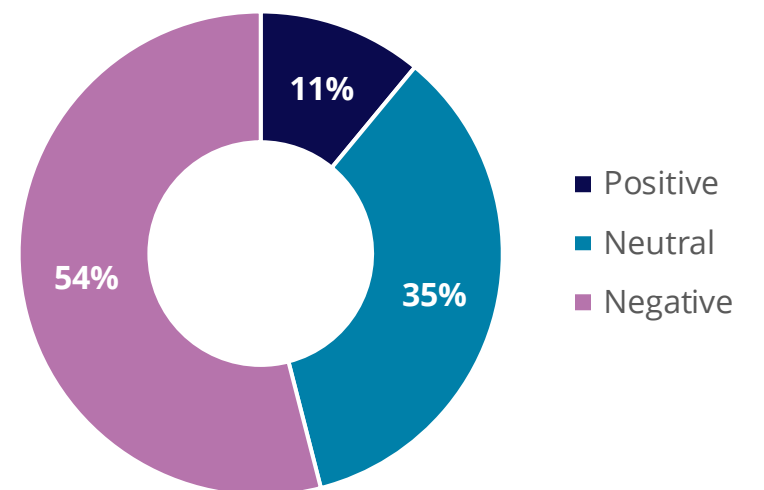
# Research: Social Listening

To monitor how the public views 988 Utah, we set up a social listening dashboard to gather data on the sentiment, topics, and discussions happening online.

## The dashboard gave us insight into a few areas:

**Sentiment:** Without widespread awareness, most people talking about 988 online have had negative to neutral experiences. The positive discussions include sharing experiences with mental health like depression, anxiety, and suicidal thoughts. These topics are discussed openly and honestly, with some users offering support. Posts often emphasize positive relationships formed through shared interests or support groups because those connections improve overall emotional well-being.

988 Social Media Sentiment



**Channels:** Most of the conversation related to 988 on social is happening on X(formally Twitter) with 55% of the share of discussions. After Twitter, online forums, blogs and online news sites dominate the distribution of mentions of 988.

**Volume:** In the last 4 months, there has been nearly 220k mentions of the topic across channels with over 1.4 Million engagements.

Common keywords in Utah's conversations related to 988 Utah on social media:



## Research: Quantitative Survey

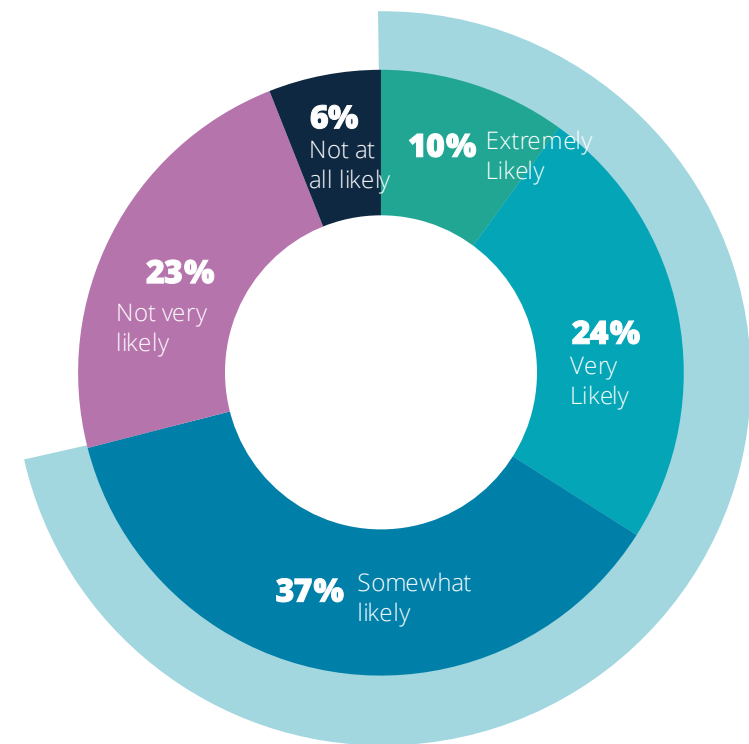
To better understand Utah's awareness and familiarity with 988, we conducted a **survey of a representative sample of Utahns**. Our sample also included oversampling for 3 key audiences: middle-aged white men, people in rural areas, and Latino young adults.

This research has provided 988 insight into how Utahns are doing and their willingness to reach out when they are struggling.

### Our research shed light on a few areas:

- 988 has 36% aided awareness with 62% recommending it to people they think need it.
- Key messages include that 988 is free, 24/7, confidential, with trained crisis workers.
- Top barriers includes concerns about resource bandwidth and quality.
- People with poor mental health and personal experience with crisis services are less satisfied
- The Latino community shows positive trends with mental health.
- There is a need to focus more efforts on low-income Utahns (<\$50k).

**71%** are likely to seek support when struggling with mental health

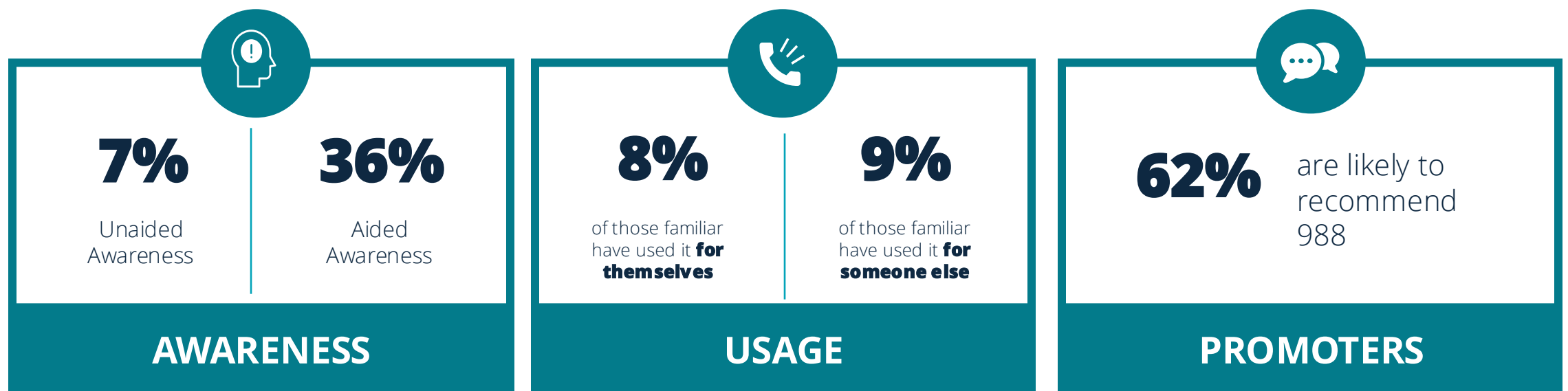


*"I have used resources Utah provides and they have been very valuable to helping me deal with my brother who had mental health challenges and how to work with him on getting him the help he needed."*

## Research: 988 Brand Health

Part of our survey asked respondents about their awareness with 988, their familiarity with the resource if they knew about it, and how likely they were to recommend it if they knew about it. We found that generally awareness of 988 among Utahns is fairly low, and most people haven't used 988 themselves or for others either.

To better understand reasons why one would use or not use the resources we also asked about which pieces of information would make someone more likely to utilize the line, and what would prevent them from calling or texting.



# Research: Messaging Recommendations

Wherever appropriate, 988's message should include that:

**1**

988 is available 24/7  
*(47% found this motivating).*

**2**

988 is free for all Utahns  
*(36% found this motivating).*

**3**

988 is a confidential service  
*(35% found this motivating).*

**4**

988 has enough resources to meet Utah's needs  
*(31% worried about taking resources from others).*

**5**

988 is staffed with trained crisis workers  
*(27% worried about competency).*

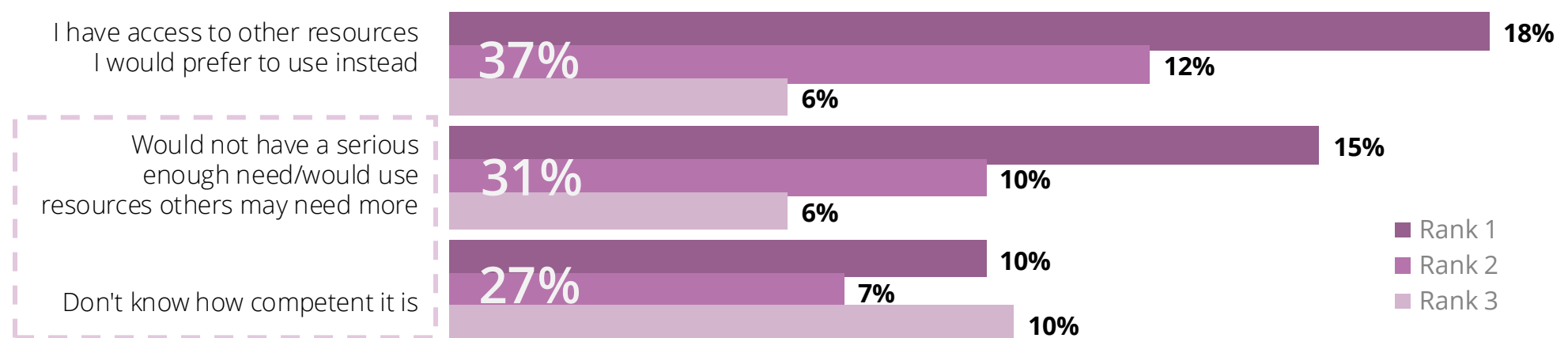
**6**

Share that 988 is for helping others too  
*(91% report they would use 988 for this).*

# Research: Barriers to mental health support

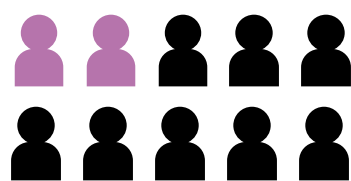
Our representative sample of Utahns responses showed us the biggest barriers to using 988. Of the top 3 barriers we saw that the number one barrier wasn't cause for concern as many people said they had other resources they would prefer to use instead. The other two barriers are where we can approach the problem with messaging. To address people feeling that they would be taking resources away from people who need them more, we must ensure that we express that 988 Utah is wholly capable of handling large call volume and that over 90% of calls are answered within 2 minutes because of the robust infrastructure in place. To address concerns about competency, we have made it a priority to emphasize the message that each staff member at 988 Utah and its partners are trained and certified to help people in crisis.

## Top 3 Barriers to 988 Usage

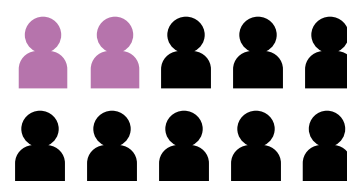


## Lack of Personal Resources Among Those Struggling

Individuals facing mental health challenges expressed significantly greater lack of personal crisis resources, such as support during a crisis, someone to talk to, and a safe place to seek refuge.



**19%**  
don't have someone to talk to



**18%**  
don't have a safe place to go

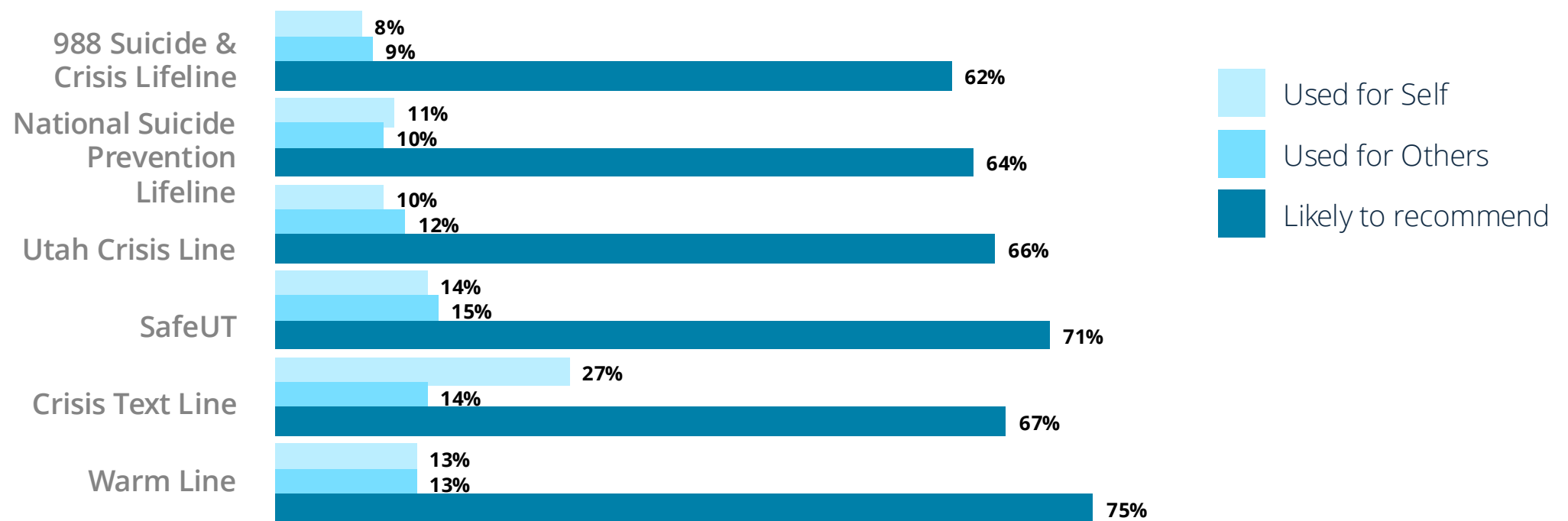
# Research: Crisis system usage

Our research also showed us the most common behavior among those who reported they were familiar with what 988 Utah is and what it can help people with. The most likely behavior was a willingness to recommend 988 to those who felt it would be helpful for someone they care about.

We also found that Utahns who have had personal experiences with Utah’s mental health resources, and those who reported a decline in their mental health in the last year were more likely to be satisfied with the resources available in Utah.

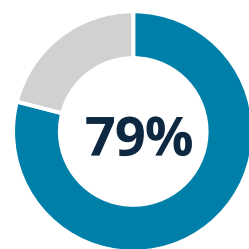
## Trust to Recommend

While only a small minority have utilized crisis/resource lines, the majority are willing to recommend them, showcasing a level of trust in their efficiency.

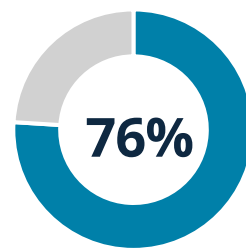


## Utah's Crisis System

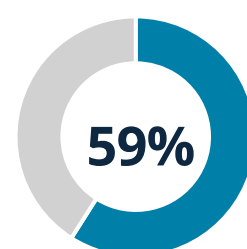
Utahns without mental health struggles tended to rate Utah's crisis system more favorably.



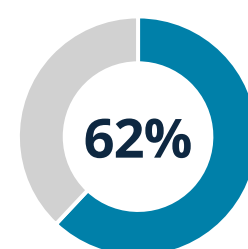
of those **not struggling** are satisfied.



of those with **improved** mental health are satisfied.



of those **struggling** are satisfied.



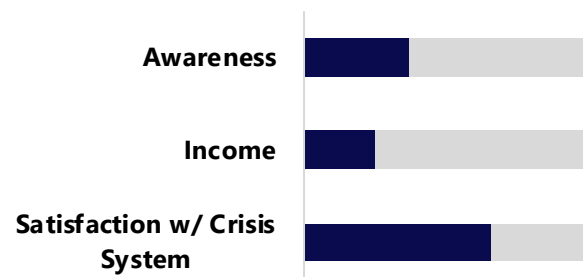
of those with **declined** mental health are satisfied.



# Research: Key audience findings

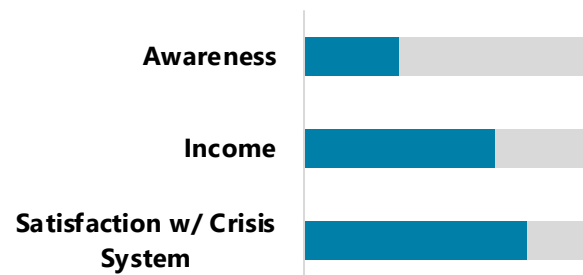
Four key audiences stood out in the research with unique needs, barriers, and pain points when it comes to mental health. This page contains an overview with more in-depth findings following.

## LOW-INCOME POPULATION



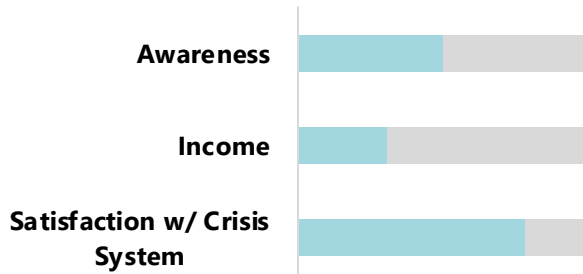
- Less access to resources for mental health.
- More likely to have worse mental health.
- Most likely to be dissatisfied with Utah’s crisis services.

## MIDDLE-AGED MEN



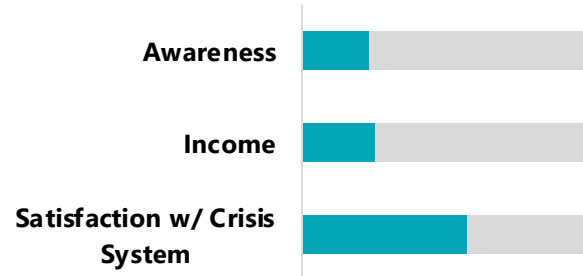
- Of those aware with 988, this group considers themselves most familiar with 988.
- Significantly more likely to use 988 for thoughts of suicide.

## LATINO YOUNG ADULTS



- More likely to do help-seeking behavior.
- More likely to utilize resources.

## PEOPLE IN RURAL AREAS



- Least likely to use 988’s resources.
- People in urban areas are significantly more motivated to call by being able to talk to a real person (15% vs. 6%).

# Persona: Low Income Utahns

The descriptions below are personas we have prepared to help illustrate who the people we would potentially target with 988 Utah messaging are. They are not real people, and it should be kept in mind that there is a variety of experiences and concerns within each of these demographics.



**Name:** Joseph Martin

**Age:** 42

**Occupation:** Metal Fabrication

**Location:** Tooele, Utah

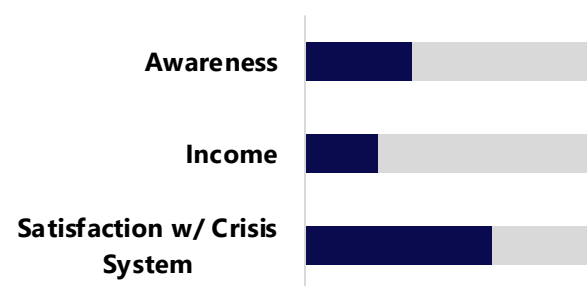
**Income:** \$45,000 per year

**Marital Status:** Married, two elementary schoolers

**Education:** Technical training

**Background:** Joseph has been working in metal fabrication for the last few years after being between different jobs and shops in the metalworking industry. He has friends who are likely using substances and he himself recognizes that he hasn't been doing great.

## LOW INCOME UTAHNS



### Motivators:

- Confidentiality is a concern, as he can't afford for his mental health treatment or concerns to affect his work.
- Cost is important with his tight budget, won't even consider calling if it's going to run up a bill.

### Barriers:

- Joseph and other peers harbor bad sentiment towards the crisis system in Utah because of previous experiences of their own or family members.
- It is hard for Joseph to find time or money for treating his mental health.
- Joseph isn't open to talking about things with his partner.



### Worries:

Joseph is concerned that even if he reached out to 988, he couldn't afford follow up services or care so he wonders what's the point.



### Mental health:

Significantly more likely to be struggling.

# Persona: Middle-aged Men

The descriptions below are personas we have prepared to help illustrate who the people we would potentially target with 988 Utah messaging are. They are not real people, and it should be kept in mind that there is a variety of experiences and concerns within each of these demographics.



**Name:** Michael Richfield

**Age:** 53

**Occupation:** Supply Chain Analyst

**Location:** Pleasant Grove, Utah

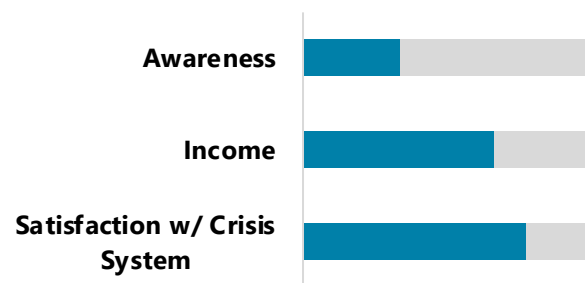
**Income:** \$80,000 per year

**Marital Status:** Married, 1 high schooler

**Education:** BS in international business

**Background:** Michael is nearly an empty nester with his only child preparing for college. He is somewhat lonely as he has been career focused and lost touch with old friends. He has heard of 988 and knows what it is for but doesn't necessarily see much utility for it beyond extreme cases of suicidal crisis but he would use it if he encountered that situation.

## MIDDLE-AGED MEN



### Motivators:

- Emphasizing that crisis workers provide unique personalized care based on each callers need could help people like Michael call the line.
- Men are more likely to use 988 for things like domestic violence, substance use, and feeling overwhelmed.

### Barriers:

- Michael is worried that if he called 988 he would get a scripted/impersonal response.
- 50% of middle aged white men are struggling with their mental health.



### Worries:

Michael is worried that he isn't the right type of person to be calling 988, he thinks that if he's not thinking of suicide, he shouldn't call.



### Mental health:

29% declined in the past year.

# Persona: Young Latino Adults

The descriptions below are personas we have prepared to help illustrate who the people we would potentially target with 988 Utah messaging are. They are not real people, and it should be kept in mind that there is a variety of experiences and concerns within each of these demographics.



**Name:** George Rivero

**Age:** 29

**Occupation:** Small business owner

**Location:** West Jordan, Utah

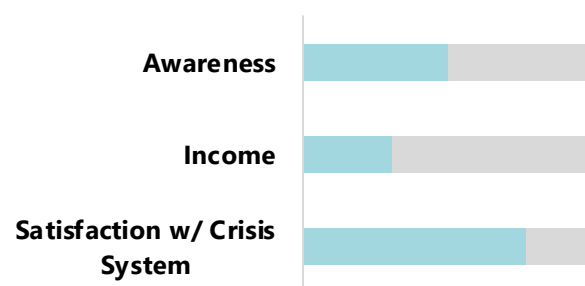
**Income:** \$56,000 per year

**Marital Status:** Single, no children

**Education:** BA in business administration

**Background:** George is a young and up and coming entrepreneur who is focused on growing his small business. He is well connected and has friends and family he relies on when he goes through hard times. His friends and young peers are open to talking about mental health but his older family is not as open which makes bringing up the topic tricky at times but he is willing.

## YOUNG LATINO ADULTS



### Motivators:

- More likely to call if they get to talk to a real person.
- Most likely to use 988’s resources.
- About half of this audience is aware of 988, build awareness to leverage high motivation to use the resource.

### Barriers:

- Family cultural beliefs limit who he is comfortable talking about mental health topics with but has friends who understand.



### Worries:

George isn’t open to talking to his fiancé about his mental health because she is Latina as well and he knows her family isn’t as understanding about the topic.



### Mental health:

Only 19% of this group reported their mental health declined in the past year.

# Persona: Utahns Living in Rural Areas

The descriptions below are personas we have prepared to help illustrate who the people we would potentially target with 988 Utah messaging are. They are not real people, and it should be kept in mind that there is a variety of experiences and concerns within each of these demographics.



**Name:** Sarah Williams

**Age:** 38

**Occupation:** Stay at home mom

**Location:** Delta, Utah

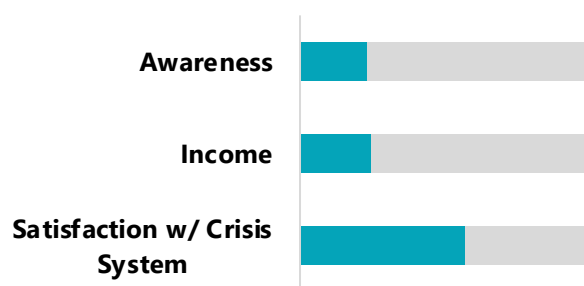
**Household Income:** \$55,000 per year

**Marital Status:** Married, 3 middle schoolers

**Education:** Some college for elementary education

**Background:** Sarah is a busy stay at home mom who isn't aware of anything to do with 988 and what it is for. She also believes that any help that she needs can likely be found within her small community in rural Utah. She has people she often relies on to talk to about hard times but occasionally those people aren't available.

## UTAHNS LIVING IN RURAL AREAS



### Motivators:

- Emphasizing that crisis workers provide help at any time over the phone, for free, with confidentiality is particularly useful for those further away from mental healthcare.

### Barriers:

- People in rural areas are the least likely to use 988's resources. Likely due to inaccessibility.
- Rural Utahns are also less likely seek help when they are struggling with their mental health.



### Worries:

Sarah is tired of having to go through extra hoops to get care for herself and her family because of where they live.



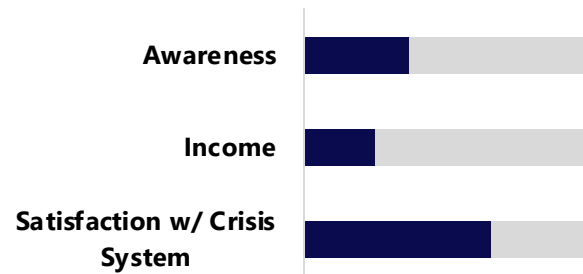
### Mental health:

30% reported a decline in mental health in the past year.

# Research: Audience recommendations

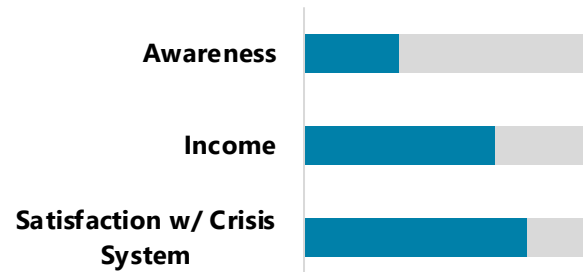
Due to these findings around needs and barriers, the following recommendations are focused on how future efforts should be data-driven to help support each unique audience with mental health.

## LOW-INCOME POPULATION



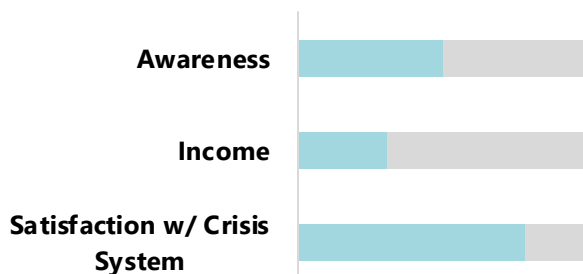
- Build media plan around where low-income Utahns live.
- Help motivate low-income Utahns by leveraging the motivating factors in our messages. (24/7, Free, Confidential)

## MIDDLE-AGED MEN



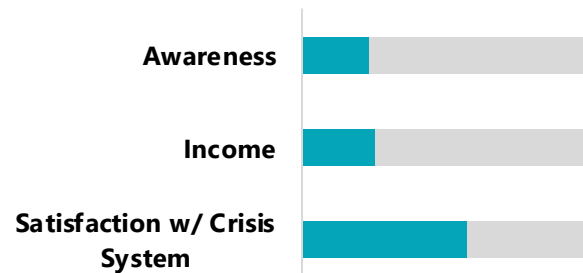
- Help middle-age men use 988 before they're in crisis.
- Emphasize that each crisis worker is trained and will personalize their care based on a caller's needs.
- Mention areas that 988 can help beyond just suicide.

## LATINO YOUNG ADULTS



- Focus on awareness (currently 46% aided awareness) among the Latino population because they are more highly motivated to use 988.
- Highly motivated by being able to talk to a real person when they call 988. (14% vs. 9%)

## PEOPLE IN RURAL AREAS



- Emphasize 988's utility in rural settings where other forms of crisis care are harder to access (any time, any place, for free).



# Creative Development



# Creative Development

Part of the development of 988 Utah's first year of messaging included creating foundational materials that would be useful for people looking for help for themselves or someone they care about, and for crisis workers to use with callers.

These materials included a FAQ Flyer, a What to Expect flyer, and a Safety Plan flyer for clients and a Safety plan notecard for clients and crisis workers.

## 988 FAQ Flyer

The flyer features a dark blue header with the 988 Suicide & Crisis Lifeline logo and the text "Whatever you are going through, call/text 988 for free & confidential help". The main content is on a light blue background with several sections: "988 Lifeline Services FAQs", "What is 988?", "How to access 988?", "Who answers 988?", "Who can call?", "What will happen when I call?", and "988 specializes in mental, behavioral and substance use crisis." It also includes a list of services provided by mobile crisis teams and a list of typical team actions.

**988 Lifeline Services FAQs**

**What is 988?**  
The 988 Lifeline is a direct line to immediate help and resources to anyone in crisis or loved ones supporting someone in crisis. The 988 Suicide & Crisis Lifeline, previously known as the National Suicide Prevention Lifeline, offers 24/7 call, text and chat access to trained crisis counselors who can help people experiencing suicidal, substance use, and/or mental health crisis, or any other kind of emotional distress. Loved ones can also call, text or chat 988 if they are worried about someone in crisis.

**How to access 988?**  
Dial or text 988 anytime. It's free, confidential and available 24/7.

**Who answers 988?**  
Trained crisis counselors from Huntsman Mental Health Institute answer calls within Utah based on location.

**Who can call?**  
Everyone is welcome to call 988, whether you're getting help for yourself or want info on how to help someone else.

**What will happen when I call?**  
Someone will answer you within 3 minutes. They'll listen and work with you to help stabilize you and your emotions. They'll provide resources for ongoing support if you need it. Utah offers resources such as peers that come to your location to help, social workers to meet with your family or receiving centers you can stay the night.

**988 specializes in mental, behavioral and substance use crisis.**  
Call 911 for public safety and medical emergencies. 911 will only be called if there is concern that someone is an immediate and imminent risk to themselves or loved one or community. This is rare, and often when 911 is activated it is in collaboration with the caller to offer them additional support.

**What services do mobile crisis teams provide?**  
The main objectives of community-based mobile crisis intervention services are to provide rapid response, individual assessment, and crisis resolution by trained mental health and substance use treatment professionals, paraprofessionals and peer support workers.

**Teams typically will:**

- Triage/screen a person's immediate needs, including explicitly screening for suicidality
- Assess a person's emotional health condition
- Deescalate/resolve the crisis
- Provide peer support by people with lived experience in recovery from an emotional or substance use health condition
- Coordinate with medical and behavioral health services for follow-up care
- Create a safety plan with the person
- Connect the person to community support and follow-up care

## What to Expect Flyer

The flyer features a light blue background with the 988 Suicide & Crisis Lifeline logo and the text "Free and available 24 hours a day, 7 days a week, 365 days a year". It includes a central question "What happens when you call or text 988?" followed by several callout boxes with icons: a heart for "Trained staff will provide a listening ear, a caring heart and a helping hand.", a checkmark for "Someone will talk to you until you're stable and we'll help set some goals.", a plus sign for "We can provide immediate help and resources for ongoing support.", and a group of people for "Our staff will provide a judgment-free space, regardless of race, gender, sexuality, disability or income." A purple bar at the bottom contains the text "988 specializes in mental, behavioral and substance use crisis. Call 911 for public safety and medical emergencies. 911 will only be called if there is concern that someone is an immediate and imminent risk to themselves or loved one or community."

**988 Suicide & Crisis Lifeline**  
Free and available 24 hours a day, 7 days a week, 365 days a year

**What happens when you call or text 988? >**

- Trained staff will provide a listening ear, a caring heart and a helping hand.**  
You can choose to be connected to the:
  - Spanish Crisis Line
  - Veterans Crisis Line
  - LGBTQ+ Line
- Someone will talk to you until you're stable and we'll help set some goals.**
- We can provide immediate help and resources for ongoing support.**  
If you need help in person, the crisis line can help you get connected to a mobile crisis outreach team or a receiving center.
- Our staff will provide a judgment-free space, regardless of race, gender, sexuality, disability or income.**

988 specializes in mental, behavioral and substance use crisis. Call 911 for public safety and medical emergencies. 911 will only be called if there is concern that someone is an immediate and imminent risk to themselves or loved one or community.

Contact us at \_\_\_\_\_@\_\_\_\_.com for access to these materials.



# Creative Development

A safety plan is a tool to help individuals navigate through suicidal crises by providing a step-by-step guide of coping strategies and resources. It's an important component of suicide prevention efforts and is often recommended as a standard of care for individuals at risk of suicide.

To make access to safety planning materials as easy as possible we have created 988 branded flyers while also including a feature on our website where clients can create and download their own safety plans online.

## Safety Plan Flyer

988 SUICIDE & CRISIS LIFELINE

Whatever you are going through, call/text 988 for free & confidential help

### Create your safety plan

Creating a safety plan will help you when things feel overwhelming or hopeless.

- 1 What are your personal warning signs?  
\_\_\_\_\_  
\_\_\_\_\_
- 2 What are your self-management strategies?  
\_\_\_\_\_  
\_\_\_\_\_
- 3 What are your reasons for living?  
\_\_\_\_\_  
\_\_\_\_\_
- 4 Where are your sources of social support?  
\_\_\_\_\_  
\_\_\_\_\_
- 5 What emergency support services will you call?  
\_\_\_\_\_  
PHONE: \_\_\_\_\_  
PHONE: \_\_\_\_\_  
PHONE: \_\_\_\_\_

## Safety Plan Notecard

### Create your safety plan

Creating a safety plan will help you when things feel overwhelming or hopeless.

- 1 What are your personal warning signs?
- 2 What are your self-management strategies?
- 3 What are your reasons for living?
- 4 Where are your sources of social support?
- 5 What emergency support services will you call?

988 SUICIDE & CRISIS LIFELINE



Contact us at \_\_\_\_\_@\_\_\_\_.com for access to these materials.

# Website Development

988 Utah's web presence has been established with newly designed pages built to guide visitors to the information and resources they need as rapidly as possible. We used the guiding principle that 988 Utah provides someone to talk to, someone to help, or a safe place to go to shape how the website distributes information and how people will be able to navigate the web experience.





SUICIDE & CRISIS  
**LIFELINE**