



# 988 Stakeholder Feedback

REPORT OUT ON FEEDBACK RECEIVED  
THROUGHOUT STAKEHOLDER MEETINGS DURING  
THE PLANNING PROCESS.

DECEMBER 13, 2021

Welcome and thank you  
for being here!

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# Meeting Logistics & Norms

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We are keeping equity and inclusion at the forefront.

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Everyone who is here today has unique and valuable perspectives. Let's make sure we create a safe space for people to share from their lived experiences.

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We will have opportunities for you to share your thoughts throughout this meeting.

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Note: we will share a summary from today to the group, but the full implementation plan is not public at this time.



- ▶ The purpose of this meeting is to discuss some key results and implications from 988 Stakeholder Meetings. We will also discuss how to use this information to lead to improvements.
- ▶ There will likely be discussion about suicide and crises that some people may find upsetting or triggering.
- ▶ Please be kind to yourself by taking breaks as needed.
- ▶ If you feel like you need additional support, you can reach out to the current National Suicide Prevention Lifeline number at 1-800-273-TALK (8225) or find local crisis numbers here:  
<https://www.azahcccs.gov/BehavioralHealth/crisis.html>

# Goals for Today





INTRODUCTIONS AND 988  
BACKGROUND



PRESENTATION OF STAKEHOLDER  
MEETING SUMMARIES AND  
FEEDBACK RECEIVED



DISCUSSION OF THESE  
IMPLICATIONS

## Agenda

# What is 988?

The National Suicide Prevention Hotline Designation Act was signed into law in October 2020.

Beginning July 16, 2022, dialing “988” will route calls to the National Suicide Prevention Lifeline (Lifeline or NSPL), replacing the current phone number of 1-800-273-8255.

Anyone experiencing a mental health crisis or emotional distress will be able to call 988 for support (you do not have to be experiencing thoughts of suicide).

**\*This does not replace Arizona’s crisis lines.**



# 988 State Planning Grants



# 988

The grants were awarded to 50 U.S. states and territories. The grants were funded privately by Vibrant Emotional Health.

The focus of the 988 Planning Grant is to develop an **implementation plan** for how 988 calls will be answered by qualified National Suicide Prevention Lifeline centers and connected to community-based crisis services when needed.

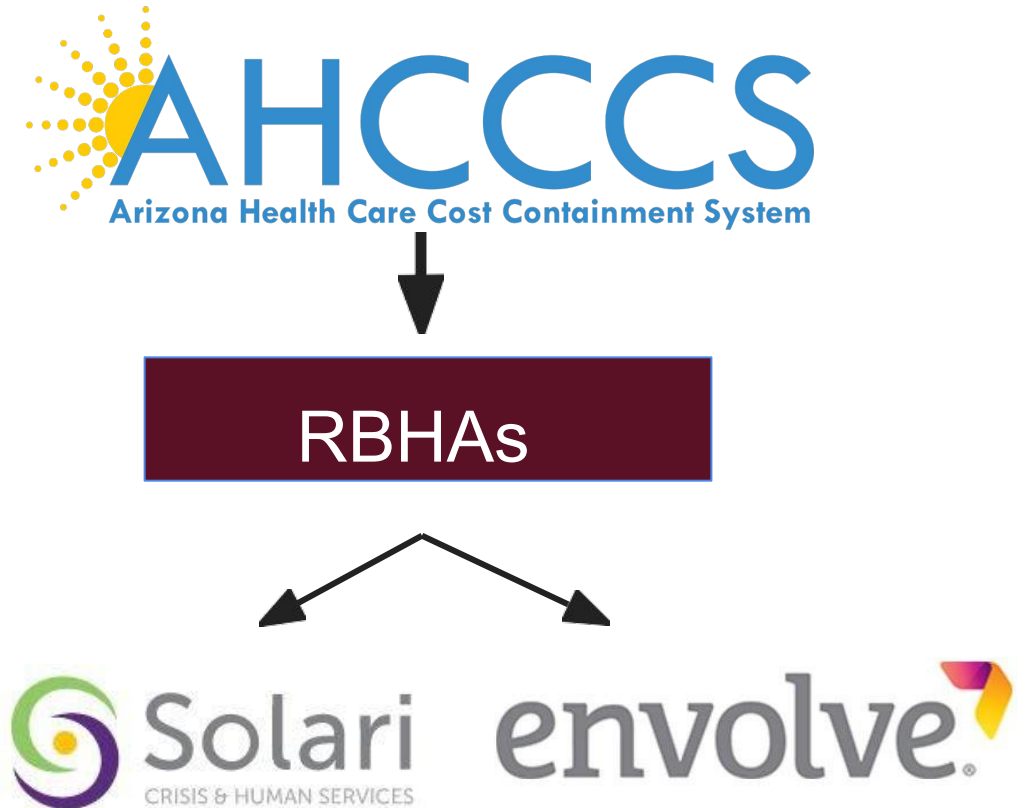


# The Lifeline & Arizona Crisis Lines

Current Lifeline Structure in Arizona



Current Arizona crisis line structure



Note: There will be a single, statewide crisis call center provider by October 2022.

# 988 Planning in Arizona



In Arizona, AHCCCS received the planning grant and worked with LeCroy & Milligan Associates (a local evaluation and research company) to gather input from a broad coalition of stakeholders about the 988 roll out.



We have hosted monthly stakeholder meetings since April 2021 and gathered feedback through other activities such as the Arizona Crisis Line Survey. The implementation planning is ongoing through January 2022 and beyond.

# Stakeholder Meetings

4/19/21: Setting the Stage for 988 Implementation Planning

5/18/21: SWOT Analysis with RBHA, TRBHA, and crisis center administrators

6/2/21: SWOT Analysis with partner nonprofits, coalitions, advocacy groups, first responders and more.

7/13/21: Chat and Text

7/27/21: Finance and Funding

8/25/21: Messaging and Communication

9/28/21: Tribal Consultation

10/28/21: Children and Youth

11/30/21: 988 & 911

12/9/21: Report out on Arizona Crisis Line Survey

Today: Report out on stakeholder feedback throughout these meetings!

# Project Scope

- ▶ Data shared today is not necessarily representative. However, it reflects the voices of the many stakeholders who took the time to engage in the process.
- ▶ Throughout stakeholder meetings, we often utilized polls to capture top priorities. Please note that in some cases, the highest votes only included 2-3 voters on several different topics out of a large group of participants.
- ▶ This data shared today, along with the crisis survey data presented last week, is part of the overall picture AHCCCS will consider moving forward around 988 planning, but it should not yet be considered a final plan or the exact approach that will be advanced. **This information is from the perspectives of stakeholders and not an official position of AHCCCS. This planning work is ongoing.**

# Meeting 1: Setting the Stage for 988 Implementation Planning

## OVERVIEW



### Topics discussed:

- ▶ Integration/Coordination/Increased Usage
- ▶ Coordination and Collaboration with other Providers
- ▶ Messaging/Promotion Needs
- ▶ Equity and Inclusion
- ▶ Funding Needs

<p><b>Top Ranked Strengths</b></p> <ul style="list-style-type: none"> <li>Availability to anyone regardless of AHCCCS eligibility</li> <li>Available 24/7</li> <li>Crisis Now Model</li> </ul>	<p><b>Top Ranked Weaknesses</b></p> <ul style="list-style-type: none"> <li>Fragmented based on area of state</li> <li>Availability in rural vs. urban areas</li> <li>Crisis text services</li> <li>Different expectations for the delivery of crisis services depending on what GSA county you live in</li> </ul>
<p><b>Top Ranked Opportunities</b></p> <ul style="list-style-type: none"> <li>988 and our crisis should align</li> <li>More consistency in different parts of the state</li> <li>988 is easy to remember/ease of use</li> <li>Reduce MH Stigma and raise awareness</li> </ul>	<p><b>Top Ranked Threats</b></p> <ul style="list-style-type: none"> <li>confusion about when to dial 911 vs 988</li> <li>Increased call volume to crisis line and crisis mobile will require funding</li> <li>If only dealing with the crisis phone # then we are missing the bigger opportunity to fill the gaps in crisis services around the state</li> </ul>

# Meeting 2: SWOT Analysis with RBHA, TRBHA, and crisis center administrators



### Strengths: Top Themes

Mobile Crisis  
Teams

Partnerships  
with First  
Responders

Crisis  
Continuum

Integration  
of Peer  
Support

### Weaknesses: Top Themes

Funding  
Needs

Rural  
Services

Training and  
Staffing

### Opportunities: Top Themes

Technology

Collaboration

Education &  
Messaging

Training &  
Staff

Ease of Use

### Threats: Top Themes

Coordination

Consistency

Capacity  
Issues

Rural Issues

Meeting 3: SWOT  
Analysis with  
partner nonprofits,  
coalitions,  
advocacy groups,  
first responders and  
more.



# Meeting 4: Chat and Text

## What would be valuable about adding chat and text?

- Ability to reach different demographics
- Safety/privacy
- May be a quicker response

## What have been the historic barriers in AZ to adding chat/text?

- Funding
- Staffing
- Technology
- Accessibility

## What are your ideas for addressing these barriers?

- Funding: 988 fee in par with 911, using block funding
- Technology: Additional training, routing to local call center rather than nationally
- Accessibility: Allocating minutes specifically to the 988 chat so that minutes are not taken away for using
- Other: Collaborate with those already providing chat/text, slow rollout

# Meeting 5: Finance and Funding

- ▶ LMA met with AHCCCS administrators to learn more about the crisis funding structure in AZ.
- ▶ AZ is unique in that there are various funding streams through block grants that can be utilized for crisis services through the RBHAs.
- ▶ Ongoing conversations and brainstorming will continue regarding future funding for crisis services in AZ.



# Based on your experience, what makes messaging about mental health, crisis services, and suicide-prevention effective?

kindness and compassionate individuals

Reach all Arizonans

Confidential- Many can work through their issues with someone to talk to

Not just suicidality...

Stories from individuals who have utilized the services

Options for face to face or crisis units to respond or virtual options

Awareness of services available.

Operators can reassure there is hope present and remind them of the good things in their life

member focused language (terminology, reading-grade level, etc.)

Easy to remember and clear on when to call

simple, usable info to quickly access and use. Then more in depth documents or info elsewhere

What to expect when you call

Messaging to reduce stigma around mental health crises

Relatable to multiple situations a person may be experiencing.

Available for all ages, languages

Having navigators to assist people in accessing resources

Continued Education / Resources for Behavioral and Non-Behavioral Caregivers and Medical Providers

Simple, clear and easily shareable

Clear pathways and easy to access supports & services

Personalization - why the crisis line & 988 is important in your life, and how to help others.

Letting people know you're there to help them. Explaining to them the benefits of service and helping them understand what happens in the process of receiving care.

De-stigmatizing mental health crisis.

Tailoring to the unique needs of different communities

Clear guidance on what types of crises can be handled

Seconding this - Teamwork with law enforcement so they are aware at what point a call gets passed off to crisis services.

communication and training to professions outside the field ie schools, primary care providers etc

Concise / clear

Clear information and easy to access support

Social media

Address the issue of stigma.. like the Be Connected service, avoids mentioning suicide

Crisis defined by the user

Care is available to YOU... just call!

Reach a broad audience

Teamwork with law enforcement so they are aware at what point a call gets passed off to crisis services.

What training is involved in for the people that answer the phone?

Having low barriers to access services, no wrong entry point, whoever you call 1st will direct you to the most appropriate service

Focused on access without significant restrictions

Simple and social media friendly/shareable

## Meeting 6: Messaging and Communication

# Meeting 7: Tribal Consultation

- ▶ A main concern for Tribal areas is related to infrastructure challenges, including poor internet/phone service. Investment and funding into telecommunications infrastructure for rural areas and social media advertising were main recommendations.
- ▶ Some current barriers with the 911 system include:
  - ▶ Response time is long, sometimes there is no response or follow-up.
  - ▶ Sometimes, the operator is unsure how to connect the caller to local Tribal resources.
  - ▶ Calls are often routed back to local police department.



# How could 988 be made to work best for children and youth under 18 years old?

text, chat - apps in languages other than english

how will this correlate with the individual tribal crisis lines?

**Crisis text function**

Staff trained to speak with youth

discussing with coaches, library staff, bus stops, on school busses..

Use of Youth Peer Support resources

It should be advertised in social medias like Facebook, Twitter, TikTok, Snapchat to get awareness.

Social media getting the message out. Videos of examples of the experience.

**Offer different language options**

Ensure linkage to existing crisis system-connected to crisis mobile and response services

Ensure the messaging is clear on when to call 988 vs. 911

training on LGBTQ and cultural considerations

Ensure those who are answering the calls have experience speaking in a language young children can understand.

kid-friendlier resources

Peer support should be made available

As many people are now keeping their cell phone numbers regardless of where they live, wouldn't it be better to ask if they want to be connected to a local Crisis person in the State/County they are calling from or more specific

Warm transfers to programs like Teen Lifeline

reach out to the schools, and talk with the students

if text and chat not avail through 988 - can the local crisis line let caller know the way to access local text/chat if they would like to use that feature at a later date should they need to reach out again?

One number to access services - don't need to know which number to call for which city or which service. All providers can promote this number - not all their individual numbers

Include youth in what would work best for them

During high volume hours like after school, have staff specially trained and/or peer support

including youth-focused crisis lines for youth peer support

Facetime calling? Or ability to share pictures/screen shots via text messaging

would there be a text or facetime option?

kids like tangible things, something they can see, make getting help not shameful thing letting them know what they might expect

added to the back of school ID's like teen lifeline

Ensuring that youth can access help without parental notification if necessary. If this is possible, advertise it widely

easy to remember number directly to mental health crisis assistance - could be put on school IDs like Teen Lifeline number is now

In-services at schools (Connections)

Could 988 be made accessible via social media? The use of a hashtag generating a prompt or something of the nature to connect them to 988

Have trained youth answer some calls or give option for youth or professional

Specially trained staff to work with youth (Connections)

available in different modalities (phone, text, messenger, whatsapp, etc)

Self care for youth crisis response.

Place number at rec centers, skate parks, etc

Education or information on if parents/guardians need to be involved

**Text ability**

## Meeting 8: Children and Youth

# Meeting 9: 988 & 911

## How can we ensure strong coordination between 911, 988, & other crisis lines in AZ?

3  
Connecting to outpatient care services in real time

1  
media promotion and awareness with clear messaging for the numbers

2  
Implement similar technologies for teams to access and communicate with each other

1  
education for general public on 988/crisis lines

1  
Continuous cross system training and refreshers

2  
diversity among staff to represent different cultural and ethnic groups

## How do we ensure equitable services for all communities?

4  
Track data on call dispositions by race and ethnicity to ensure there isn't bias/disparities in determining which calls get diverted to the crisis system vs a law enforcement response

Have a resource line available to support on scene decisions and destination availability for first responders.

Invite members of these communities to participate in these conversations



# Meeting 10: Report out on Arizona Crisis Line Survey

Do you have any ideas about how to make waiting on hold more tolerable when calling a crisis line?

Automated message sharing how many callers are in front of you (maybe help them feel less alone while waiting?)

Maybe other resource numbers like for food, housing, etc.

Standardize Average Speed of Answer (ASA) for all queues-increase continuity and reduce holds

Provide opportunities for callers to push button transferred to a warmline if their situation is less acute

Report the average call/triage time as well as crisis response - this provides a full detail on length of time until crisis resolution

The ultimate goal should be to NOT place callers on hold. Staff accordingly.

Giving estimated ETAs

like your idea of hold messages that may help calm/ground the caller.

From a young adult- "option to choose from a menu of calming sounds like rain, flute..."

it is a heavy lift but what about the chat or lifeline while on hold if people are struggling

Get placed in queue for a call back rather than waiting on the line

Consider allowing an IVR option (similar to Lifeline currently) where people can choose their best route to calls. Research shows no difference in outcomes from direct live answer vs. IVR



# Vibrant Framework for 988 Rollout

- ▶ VIBRANT established a 988 Implementation Plan Template
- ▶ Requires planning around 8 Core areas
- ▶ For each Core area, the template includes background information/data, goals, action steps, timelines and proposed lead/partner organizations.
- ▶ This same information is required for Pre-Launch and Post-Launch phases.

Core Area 1: Statewide Coverage for 988 Contacts

**Phase 1 Goals and Action Steps: Pre-Launch (Oct 1, 2021 – June 30, 2022)**

**Goal 1.1a:** By X time in Phase 1, we will have accomplished Y.

**Personnel/Partners:** List key personnel and partners who will be involved in achieving/reaching this goal.

**Goal 1.1a Action Steps**

Action Steps	Start Date	Due Date	Lead and Partners
			Lead: Partners:
			Lead: Partners:
			Lead: Partners:
[Add rows as needed]			Lead: Partners:

Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.

Not at all certain

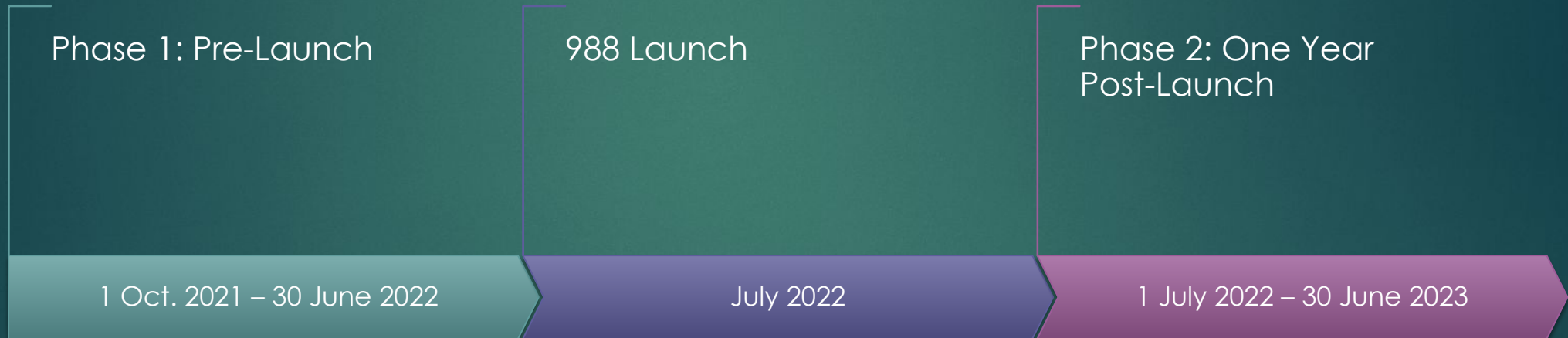
Somewhat certain

Moderately certain

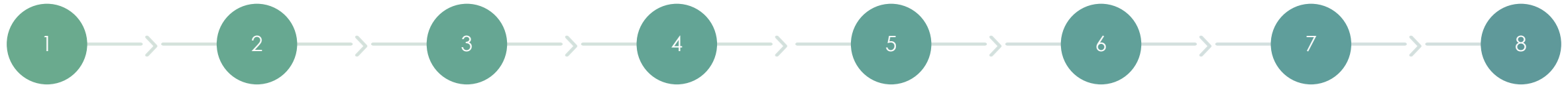
Very certain

Completely certain

# 988 Timeline



# Core Areas in the Implementation Plan



**Ensure 24/7 statewide coverage for 988 calls, texts, and chats**

**Identifying and supporting funding streams**

**Capacity building at the centers answering 988 calls**

**Accounting for the operational, clinical, and performance standards for Lifeline member centers**

**Gaining multi-stakeholder input through a 988-implementation coalition**

**Maintaining local resource and referral listings and assuring linkages to community crisis services**

**Providing follow-up services to 988 callers, texters, and chatters**

**Delivering consistent public messaging**

# Core Area 1: Ensure Statewide 24/7 Coverage for 988 Calls, Chats, and Texts

- ▶ A strength that has been pointed out is that Arizona's current crisis system has 24/7 statewide coverage of all crisis calls.
- ▶ SWOT analysis sessions of the crisis system's strengths, weaknesses, opportunities, and threats of the 988 rollout (stakeholder meetings)
- ▶ Chat/Text Feedback (stakeholder meeting)

Core Area 2:  
Secure  
Adequate,  
Diversified,  
and Sustained  
Funding  
Streams for  
Lifeline  
Member  
Centers

Stakeholders identified a need for additional funding to handle the anticipated increased call volume associated with 988



Concerns that the 988 rollout could lead to a “decrease in quality [of services] if funding for crisis is not increased along with this rollout.”

# Core Area 3: Expand and Sustain Center Capacity to Maintain Target In-State/Territory Answer Rates for Current and Projected Call, Text, and Chat Volume

**Arizona's crisis system has the capacity to respond to a high volume of calls\***

## Some identified gaps and needs:

- A need for more children's crisis services
- A need for options for specific populations (individuals with Intellectual and Developmental Disabilities)
- Challenges in rural areas: Mobile Crisis Team response rate, telecommunications infrastructure concerns
- Need for additional crisis beds and crisis care centers

## Capacity Considerations:

- Ensure adequate staffing, training, and availability of mobile crisis services
- Integrate more peer support staff into crisis response

# Core Area 4: Support Crisis Centers in Meeting Lifeline's Operational Standards, Requirements, and Performance Metrics



## Vibrant's Required Metrics Include:

- 80% in-state answer rate
- 90% of calls answered within 30 seconds



Current AZ Lifeline Centers in-state answer rate ranges from 95.4-99.9%



Current AZ Lifeline Centers average answer speed ranges from 4-10 seconds



## Core Area 5: Convene a Coalition of Key Stakeholders to Advise on 988 Planning and Implementation



**This is where  
you come in.**

- ▶ Individualized participation across a multitude of systems, counties, backgrounds and experiences!
- ▶ AHCCCS staff
- ▶ Representatives from both AZ Lifeline centers
- ▶ Representatives from other crisis line providers in AZ
- ▶ RBHA and TRBHA crisis coordinators
- ▶ Tribal partners
- ▶ Arizona Department of Health Services staff
- ▶ Crisis service providers
- ▶ Nonprofits
- ▶ Law Enforcement and Public Safety Answering Point representatives
- ▶ First responders
- ▶ Peer support providers

# Core Area 6: Maintain a Comprehensive, Updated Listing of Resources, Referrals, and Linkages; Plan for Expanded Services

- ▶ Conversations about **strengths** in current crisis system focused on strong local partnerships and the importance of maintaining those collaborations
- ▶ **Areas of importance identified by stakeholders:**
  - ▶ Ongoing collaborative efforts with local first responders, including paramedics, 911 operators, and Law Enforcement
  - ▶ More resources for children and specific groups
- ▶ Many of the existing crisis lines provide resources on their individual websites currently
- ▶ Solari oversees the 211 Arizona program, which is a resource guide for Arizona. They have a website with different categories and search functions by county or need. <https://211arizona.org/>



# Core Area 7: Ensure all State/Territory Centers Can Provide Best Practice Follow-Up to 988 Callers/Texters/Chatters

The Arizona Crisis Line Survey-which received feedback from individuals with lived experience, asked specific questions about follow-up care after calling a crisis line.

## Called for Yourself

- ▶ 51% did not have any follow up
- ▶ 39% had someone call to check in
- ▶ 39% had someone meet with them in-person to follow up

## Called for Someone Else

- ▶ 48% had a Mobile Crisis Team sent to meet with the person
- ▶ 31% did not have follow up
- ▶ 24% had someone call to check in

# Core Area 8: Plan and Implement Marketing for 988 in Your State/Territory

- ▶ Messaging needs to be clear and simple, and there should be no wrong door for crisis services
- ▶ Emphasize that 988 is not exclusively for people experiencing thoughts of suicide
- ▶ Include peer specialists, people who have lived experience, and family members when developing messaging that helps to reduce stigma
- ▶ Concerns about rural areas lacking infrastructure to access services via phone or computer

# Discussion

- ▶ Do you have thoughts or ideas on anything not covered in the 8 Core Areas that may need to be considered for your local community?



# Wrap Up

How will this information be used in planning and implementation moving forward?

Thank you for joining us today!