



WISCONSIN DEPARTMENT
of HEALTH SERVICES

988 in Wisconsin

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Introduction

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Overview

- Description of 988
- Data showing the need for 988
- The legislation creating 988
- The 988 Suicide and Crisis Lifeline
- Wisconsin's transition to 988
- Local considerations

What is 988?

- 988 is the three-digit number anyone in the U.S. or U.S. territories can dial to be connected to the 988 Suicide and Crisis Lifeline.
- 988 goes into effect July 16, 2022.
- 988 has three modalities: call, chat, and text.

Why do we need 988?

In 2019, the Centers for Disease Control and Prevention (CDC) reported:

- Suicide was the tenth leading cause of death overall in the U.S., claiming the lives of over 47,500 people.
- Suicide was the second leading cause of death among individuals between the ages of 10 and 34, and the fourth leading cause of death among individuals between the ages of 35 and 44.
- There were nearly two and a half times as many suicides as there were homicides.

The Legislative Journey to 988

- Mental health and suicide prevention advocates seeking a national, easy to remember three-digit number for individuals in crisis take their idea to their state leaders and members of Congress.
- The National Suicide Hotline Improvement Act, sponsored by U.S. Representative Chris Stewart (R-Utah) and signed into law August 14, 2018, directed the U.S. Federal Communications Commission (FCC) in conjunction with other agencies to study these issues.

National Suicide Prevention Act of 2020

The National Suicide Hotline Designation Act directs the FCC to designate 988 as the national suicide prevention and mental health crisis hotline system on or before July 2022. It was signed into law in October 2020.

History of the National Suicide Prevention Lifeline (NSPL)

- The NSPL has provided 24/7, free and confidential emotional support to people in suicidal crisis or emotional distress across the U.S. since 2005.
- You can reach the NSPL by calling or texting 1-800-273-8255 or using the chat function on their website, suicidepreventionlifeline.org.
- As of Spring 2022, NSPL is transitioning to a new name, 988 Suicide and Crisis Lifeline

About the 988 Suicide and Crisis Lifeline

- 988 is administered by the nonprofit Vibrant Emotional Health and funded by the Substance Abuse and Mental Health Services Administration (SAMHSA), which is part of the federal government.
- 988 is a network of over 180 accredited crisis call centers across the country.
- As of May 2022, 988 will route calls through the network to a local crisis center based on the caller's area code and first three digits of their number.
- Geolocation could be implemented in the next 1-2 years but that decision sits at the federal level.

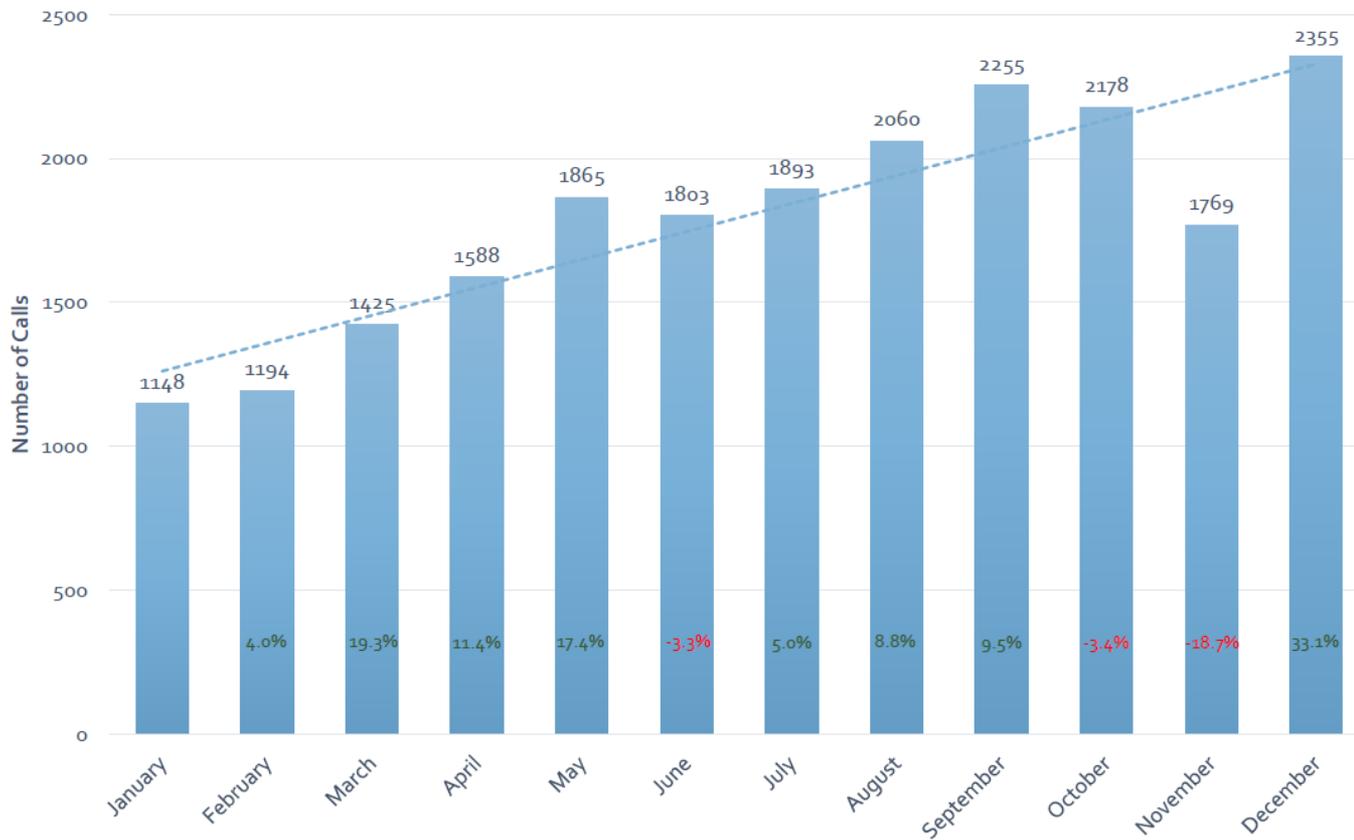
What does 988 mean for Wisconsin?

- Wisconsin has one 988 call center located in Green Bay called The Wisconsin Lifeline Center.
- The Wisconsin Lifeline Center is part of a larger behavioral health organization, Family Services of Northeast Wisconsin.
- They answer phone calls for Wisconsinites that dial 1-800-273-855 and after July 16, 2022, will answer 988 calls, chats, and texts.

Wisconsin Lifeline Center Volume

Wisconsin Lifeline Call Volume by Month

1/1/21 – 12/31/21

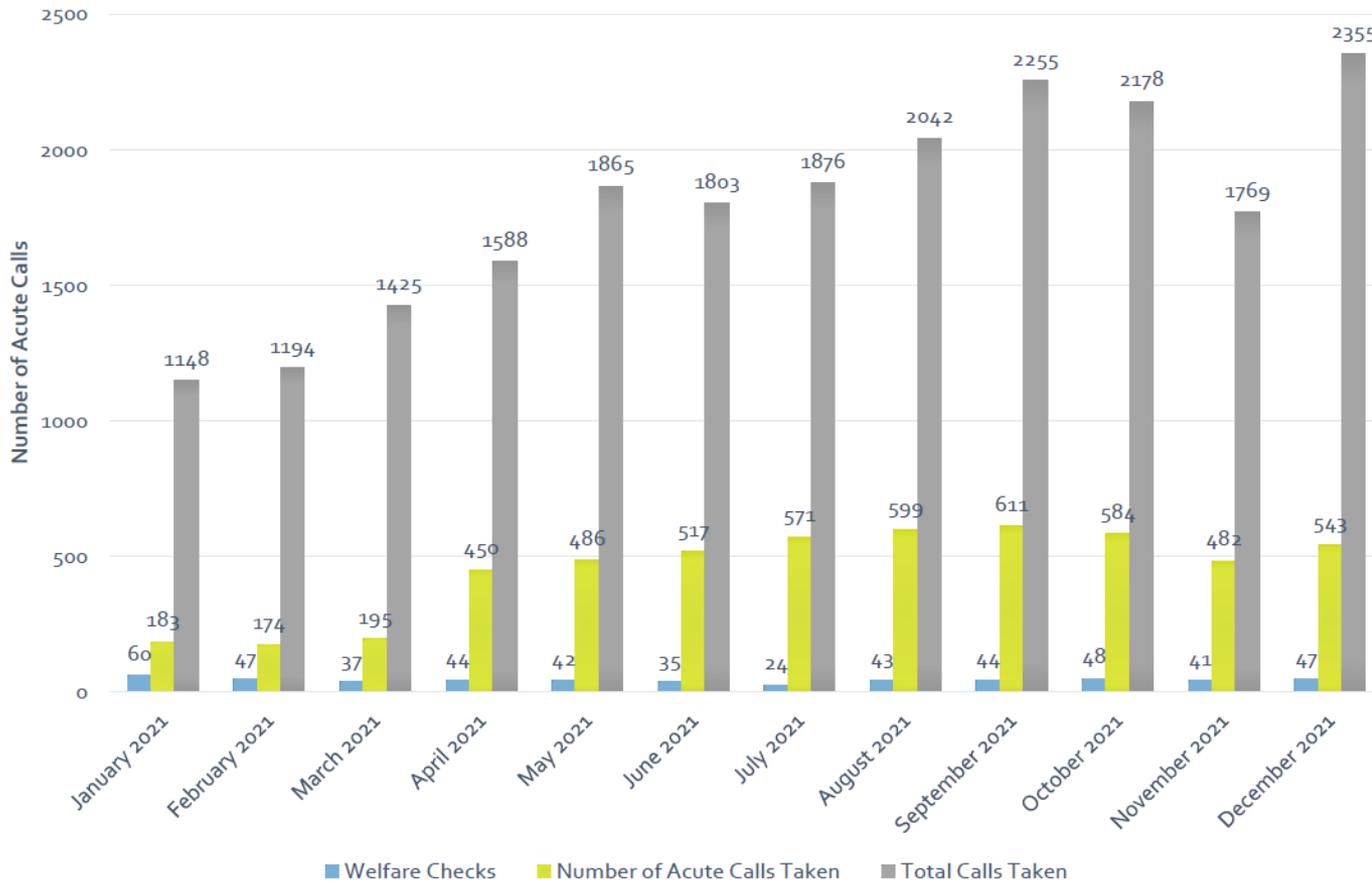


Month	Call Volume
January	1148
February	1194
March	1425
April	1588
May	1865
June	1803
July	1893
August	2060
September	2255
October	2178
November	1769
December	2355



Wisconsin Lifeline Acute Calls

Wisconsin Lifeline Acute Calls

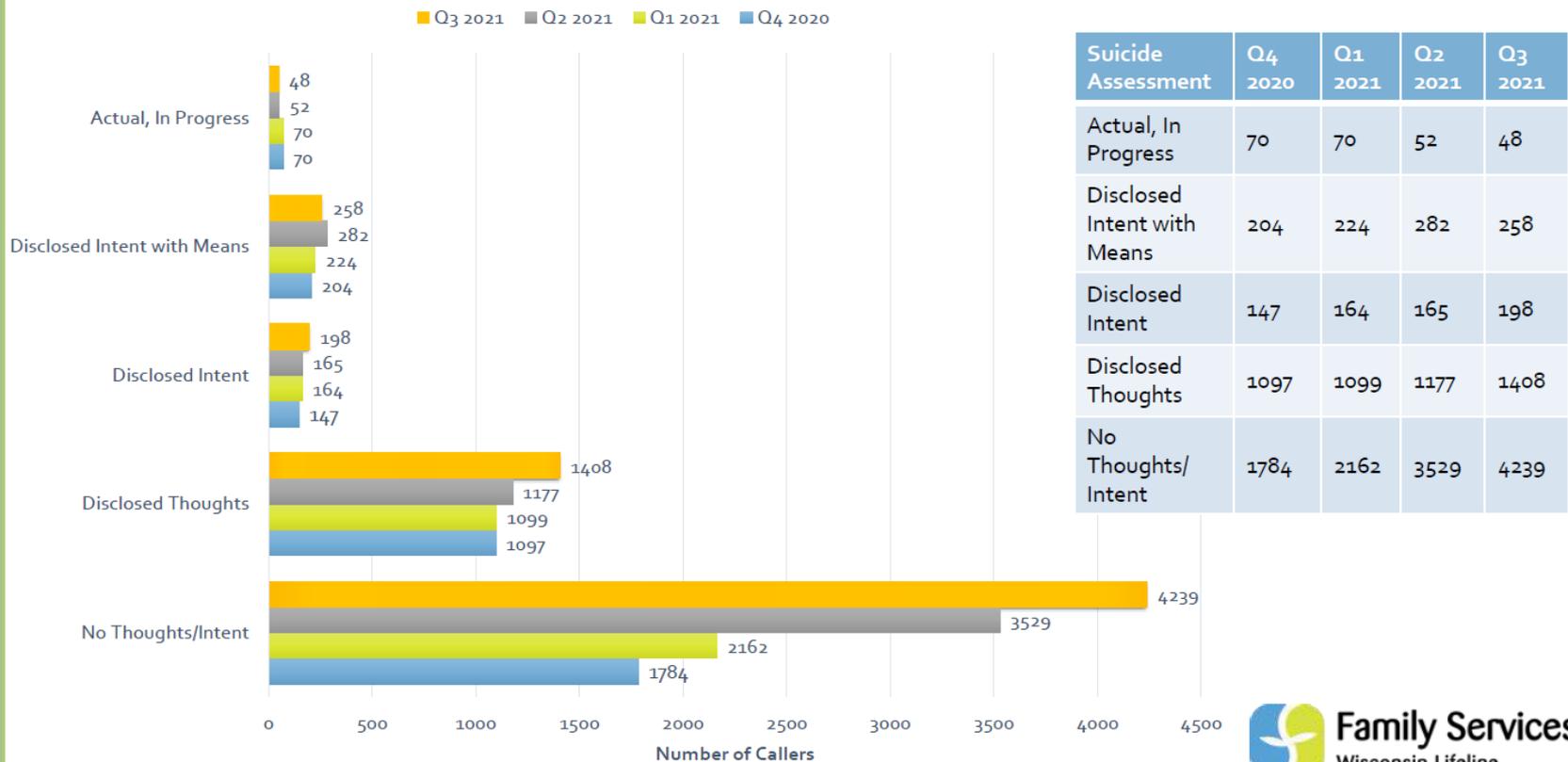


Month	Welfare Checks	Percentage of Callers
January 2021	60	5%
February 2021	47	4%
March 2021	37	3%
April 2021	44	3%
May 2021	42	2%
June 2021	35	2%
July 2021	24	1%
August 2021	43	2%
September 2021	44	2%
October 2021	48	2%
November 2021	41	2%
December 2021	47	2%

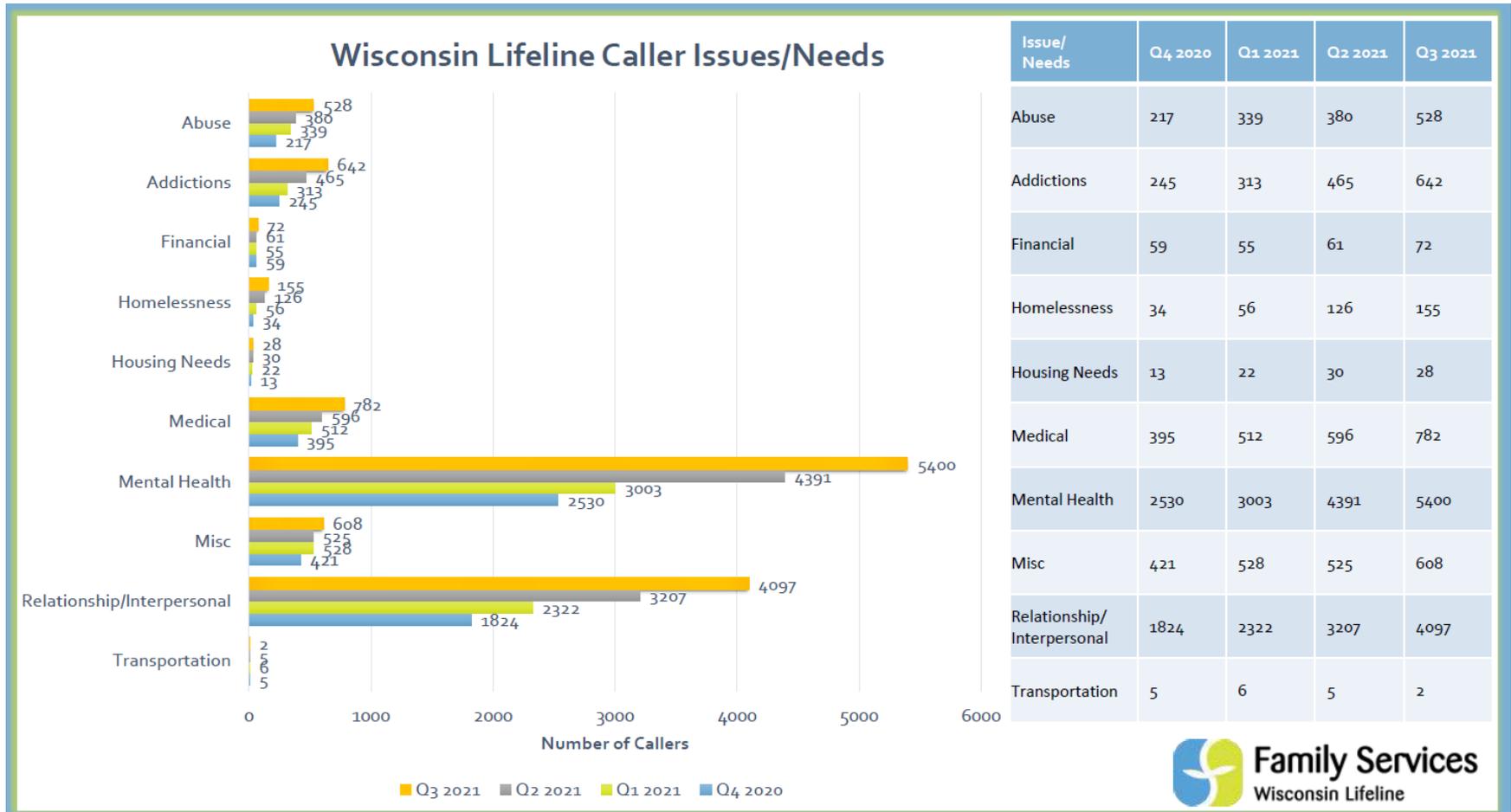


Wisconsin Lifeline Caller Suicide Assessment/Potential

Wisconsin Lifeline Caller Suicide Assessment/Potential



Wisconsin Lifeline Caller Issues/Needs



988 Volume Projection Reports

- Baseline
 - Historical growth every year
 - Rate of 7% from year one to five
- New
 - Have not been historically serviced by the Lifeline, local/regional centers, or 911, but may use 988 in the future (primarily driven by an assumption on the potential effect of marketing and awareness of 988 in the general population)
 - Rate of 5% in year one, increasing to 15% in year five

988 Volume Projection Reports

- Diverted Volume
 - This estimate is based on historical patterns and assumptions on individuals potentially choosing to use 3-digit 988 number over local numbers; and volume of potential future 911 volume that may be serviced by 988 (instead of 911) based on historical 911 data, academic literature, and possible considerations around systems change related to 911 diversion.
 - 1% in year one, increasing to 20% in year five

Projected Volume for Year One of 988 in Wisconsin*

- Incoming calls to the Wisconsin Lifeline Center
 - 2021: 28,500/year
 - 988 year one: 55,500 (~93% increase)
- Follow-up calls
 - 988 year one: 2,800/year
- Chat
 - Current: <200
 - 988 year one : 37,400/year
- Text
 - Current: <200
 - 988 year one : 2,200/year

*All projections are contingent on widespread, effective marketing

Statewide Planning for 988

DHS was awarded a 988 State Planning Grant, spanning February 2021 through February 2022.

- 988 Planning Coalition
- 911/988 workgroup
- Advocacy agencies across the state
- Creating new policies and procedures for Wisconsin Lifeline
- Sustainable funding
- Creation of the WI 988 Implementation Plan

Statewide Planning for 988

- DHS received a grant from SAMHSA that began April 2022 and end April 2024. The primary focus is capacity building for 988 volume.
- Capacity building for The Wisconsin Lifeline Center.
 - Hiring call, chat, and text counselors.
 - Hiring supervisors.
 - Exploring a remote workforce.
 - Assessing need for space and additional resources.

State-Level 988 Collaboration

Although we know the vast majority of callers, chatters, and texters will not need additional services outside of communicating with a 988 counselor, some may need additional help.

- Wis. Admin. Code ch. DHS 34 county crisis programs
- 911 centers/public safety answering points (PSAPs)

DHS 34 County Crisis Programs

Wis. Admin. Code. ch. DHS 34: Emergency Mental Health Service Programs, Subchapter III requirements

- Telephone service 24 hours/7 days per week
<https://www.preventsuicidewi.org/county-crisis-lines>
- Mobile crisis service 8 hours/7 days per week
- Walk-in services 8 hours/5 days per week
- Short-term voluntary or involuntary hospital care
- Linkage and coordination services
- Services for children/adolescents and their families
- Optional stabilization services (examples: adult family home, community-based residential facility, youth crisis stabilization facility)

Public Safety Answering Points (PSAPs)

- Wisconsin has approximately 110 PSAPs.
- When someone dials 911, the call is routed to the closest PSAP.
- Staff at the PSAP, telecommunicators, assess the caller and identify if law enforcement, fire rescue, or emergency medical services need to be sent.

988 Transfer Data

Out of 25,312 calls in 2021:

- 410 (1.6%) were transferred to local crisis lines
- 389 (1.5%) resulted in a welfare check
- 30 (.1%) resulted in rescue contacted

Local-Level 988 Planning

- Education and training to officers, county staff, local elected officials, school super intendants, community providers, about what 988 is and is not
- Connect with Wisconsin Lifeline to discuss options, preferences, and troubleshoot issues
 - Shelly Missall, Outreach Coordinator
 - mmissall@familyservicesnew.org
- New policies and procedures between local partners regarding the use of 988
 - MOUs

Marketing and Messaging

- States have been asked not to widely market and message 988 to the general public until Spring 2023
- From now until then, WI DHS is only messaging to partners to collaborate and prepare
- 988 Pre-launch flyer can be dispersed widely among partners

Thank You



Contact

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988 state planning contact

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DHS website – Crisis Services: 988 Implementation

<https://www.dhs.wisconsin.gov/crisis/988.htm>