



North Carolina Department of Health and Human Services
Division of Mental Health, Developmental Disabilities and
Substance Use Services

988 North Carolina Suicide Prevention

Lisa DeCiantis, MA LCMHC
Crisis Services Team Lead

Sept. 11, 2023

Recover Stronger

*These priorities and our work across the department are grounded in **whole-person health**, driven by **equity**, and responsive to the lessons learned responding to the greatest health crisis in more than a generation.*

Behavioral Health & Resilience



We need to offer services further upstream to build resiliency, invest in coordinated systems of care that **make mental health services easy to access** when and where they are needed and **reduce the stigma** around accessing these services.

Child & Family Wellbeing



We will work to ensure that North Carolina's children grow up safe, healthy and thriving in nurturing and resilient families and communities. **Investing in families and children's healthy development builds more resilient families, better educational outcomes and, in the long term, a stronger society.**

Strong & Inclusive Workforce



We will work to strengthen the **workforce that supports early learning, health and wellness by delivering services** to North Carolina. And we will take action to be an equitable workplace that lives its values and ensure that all people have the opportunity to be fully included members of their communities.

The health insurance coverage gap coupled with insufficient access to affordable care disproportionately impacts Historically Marginalized Populations who have also experienced worse outcomes than others under COVID-19. Medicaid expansion would help close the health insurance coverage gap.



SEPTEMBER

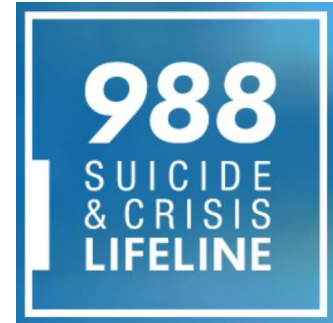
SUICIDE PREVENTION MONTH

988 Suicide and Crisis Lifeline

- **July 16, 2022 launched National 9-8-8 Suicide and Crisis Lifeline**
- **24-hour access to trained crisis counselors**
- **Reached through**
 - 988 or 1-800-273-TALK (8255) - call/text
 - 988lifeline.org – chat
- **Assessment will determine the need for further intervention** (Mobile Crisis, Law Enforcement, Warm Hand-off to LMEs, Referral to community)



988 Suicide and Crisis Lifeline



- **988 is a NATIONAL Initiative**
 - Funding currently comes from SAMHSA (federal)
 - **Vibrant Emotional Health** – SAMHSA’s (Substance Abuse Mental Health Services Administration) **technology partner**
 - **Central switchboard; manage overflow**
 - **Track state metrics**
 - **Calls are routed based on caller’s area code**
- **REAL Crisis Intervention, Inc. – NC 988 Vendor**
 - Providing service statewide since 2012 as suicide lifeline; began 988 operations 7/16/22
 - Single NC Suicide and Crisis Lifeline call center, operating 24/7

What to expect when you call 988

- **Calls routed to call center based on caller's area code**
 - Message comes on
 - Press "2" Spanish (average 158 per month)
 - Press "1" Veterans line (average 1,925)
 - **Press "3" LGBTQ+ (ages 13 – 24)**

Nationally 6% of calls, 11% of chats, 15 % of texts

<https://www.thetrevorproject.org/>



Social Media Campaign



988
LÍNEA DE
PREVENCIÓN
DEL SUICIDIO
Y CRISIS

**Llama o envía un
mensaje al 988**

This advertisement features a close-up portrait of a man with a goatee wearing a light-colored straw hat and a blue t-shirt. The background is a soft-focus outdoor setting. The text is presented in a clean, sans-serif font, with the 988 logo and the call-to-action at the bottom.

Twitter, Facebook, Instagram



988
SUICIDE
& CRISIS
LIFELINE

988

**Your mental
health matters**

call or
text
24/7

This advertisement features a close-up portrait of a young woman with long brown hair and bangs, looking directly at the camera with a neutral expression. The background is a soft-focus outdoor setting. The text is presented in a clean, sans-serif font, with the 988 logo and the call-to-action at the bottom.



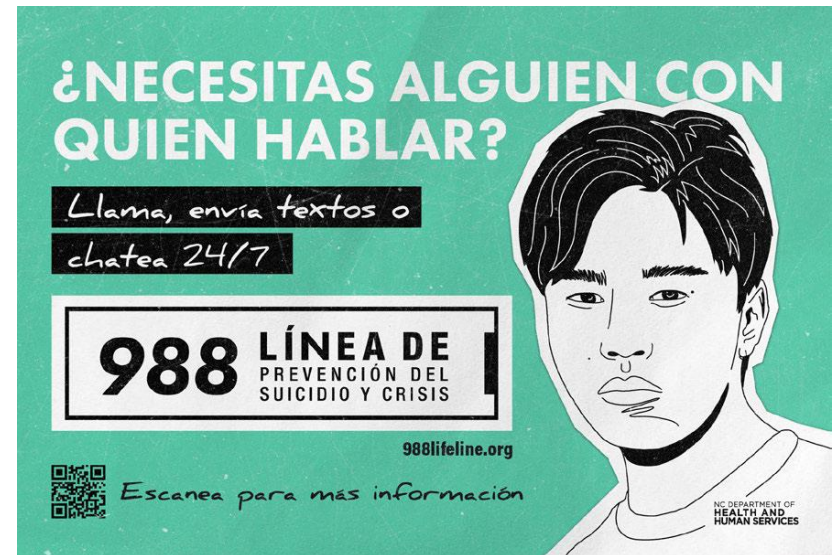
988
SUICIDE
& CRISIS
LIFELINE

call or
text
24/7

**988 is here
to support you**

This advertisement features a close-up portrait of a man with a beard and mustache, wearing an orange t-shirt, looking slightly to the side. The background is a soft-focus outdoor setting. The text is presented in a clean, sans-serif font, with the 988 logo and the call-to-action at the bottom.

988 Middle/High School Campaign



Posters and swag in schools.
Social Media (Instagram, Snapchat,
Facebook, Twitter, TikTok)

988 NC Videos

NC General Messaging Campaign

<https://www.youtube.com/watch?v=fN6xUUO3RDo>

NC 988 Youth 988 Campaign

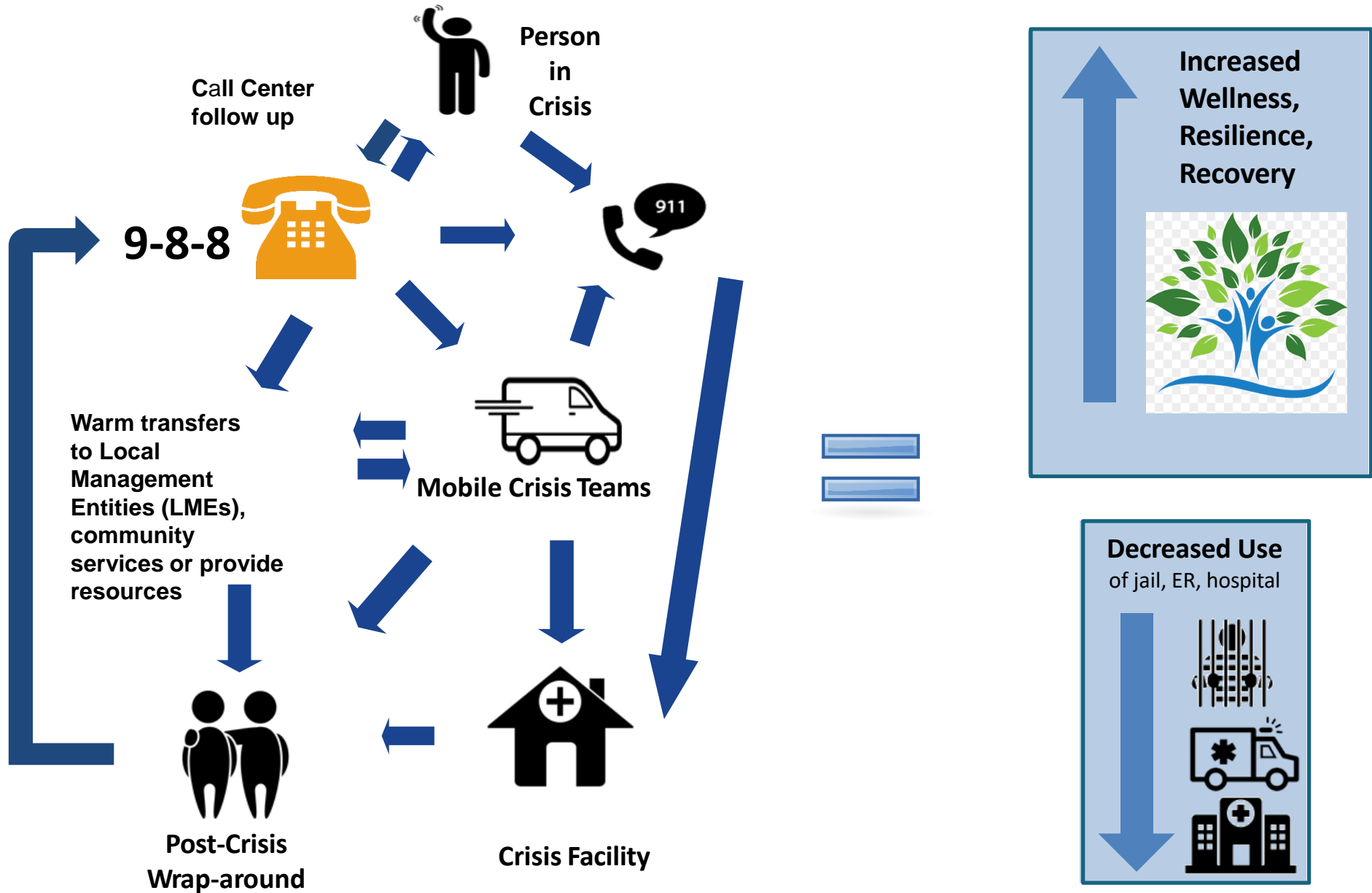
<https://www.youtube.com/watch?v=IVonTeHQg6o>

NC Youth PSA

https://www.youtube.com/watch?v=BCz_MyhKiLs - Short

<https://www.youtube.com/watch?v=ca-rRjDOF60> – Long

Behavioral Health Emergency Response



Crisis Continuum in North Carolina (and Nationally)

SOMEONE TO TALK TO (Connect)

- 988



SOMEONE TO RESPOND (Dispatch)

- Mobile Crisis Team Response,
- CIT Law Enforcement/EMS



A PLACE TO GO (Stabilize)

- Behavioral Health Urgent Care (BHUC)
- Facility Based Crisis
- Peer and Community Respite, NCSTART
- ED, Inpatient



POST-VENTION SUPPORTS

- Outpatient Follow-Up, Peer Supports



Year 1 of 988: Facts & Figures

- Every person who connects with [988 is offered support](#).
- Currently, about 5,000 people call 988 each month in North Carolina.
- Since its launch last July, there has been a 32% increase in North Carolinians reaching out by phone.
- 60% of callers are new callers.
- 40% are repeat callers looking for additional support.
- 90% of individuals with thoughts of suicide reported improvement in how they were feeling by the end of their call.
- North Carolina's average speed to answer is 19 seconds, while the national average is 41 seconds (at the start of last year, the national average was 2 minutes and 39 seconds).

988 & Peer Warm Line

- 40% of contacts are repeat callers
- NCDHHS is launching a supplemental service line that will enable 24/7 peer support services for individuals who contact 988 and prefer to speak to someone with lived experience.
- This Peer “Warm Line” will connect these individuals to a Certified Peer Support Specialist — someone living in recovery with mental illness and/or substance use disorder.
- By incorporating peer support into 988, the NCDHHS “warm line” promotes an anti-stigma approach to mental health and substance use, and it expands the evidence-based services 988 can offer.

Gov Cooper's \$1B Behavioral Health & Resilience Plan

- Governor Roy Cooper's proposed [\\$1B Behavioral Health and Resilience plan](#) proposes additional investment in 988 and other community-based crisis services including:
 - **Mobile Crisis Teams:** Immediate, on-site support for people experiencing a mental health and/or substance use crisis
 - **Facility-Based Crisis Centers and Drop-in Centers:** Community-based crisis centers for individuals experiencing a behavioral health or substance use crisis
 - **Statewide Transportation Services:** Transportation services to psychiatric facilities that do not involve law enforcement



<https://www.samhsa.gov/find-help/988/partner-toolkit>



NC Department of Health and Human Services

Suicide Prevention Programs, Tools, and Training in North Carolina

Anne L. Geissinger

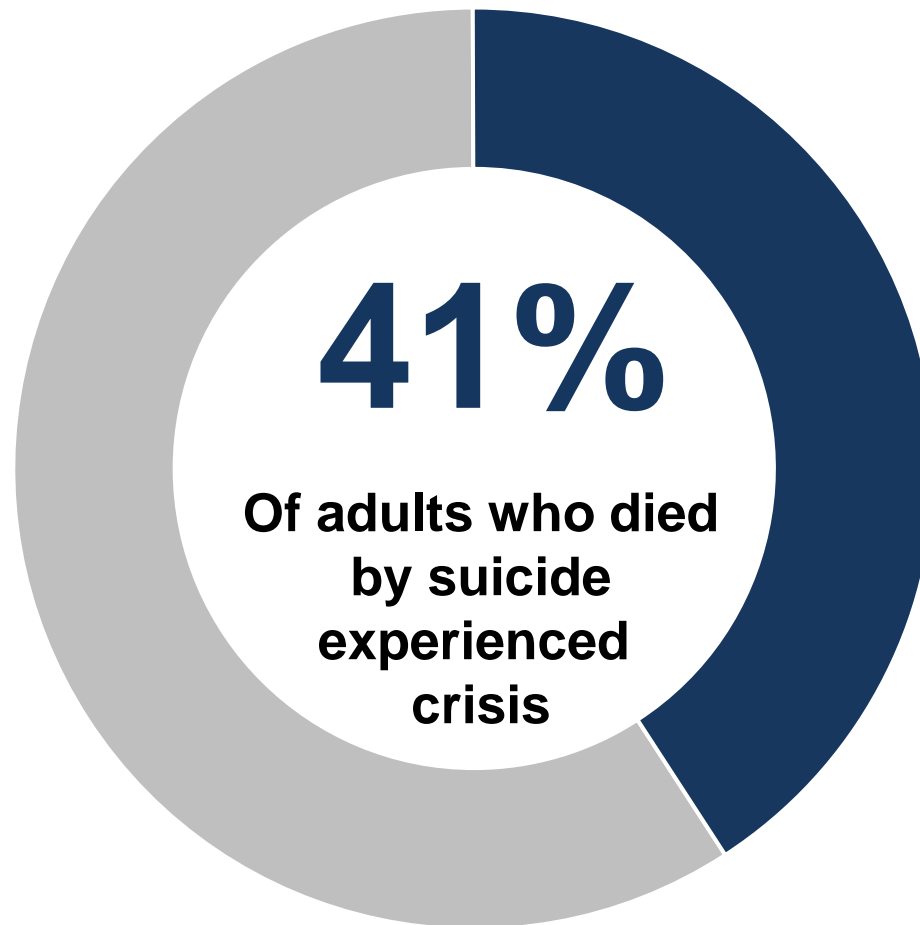
Jane Ann Miller

Sept 11, 2023

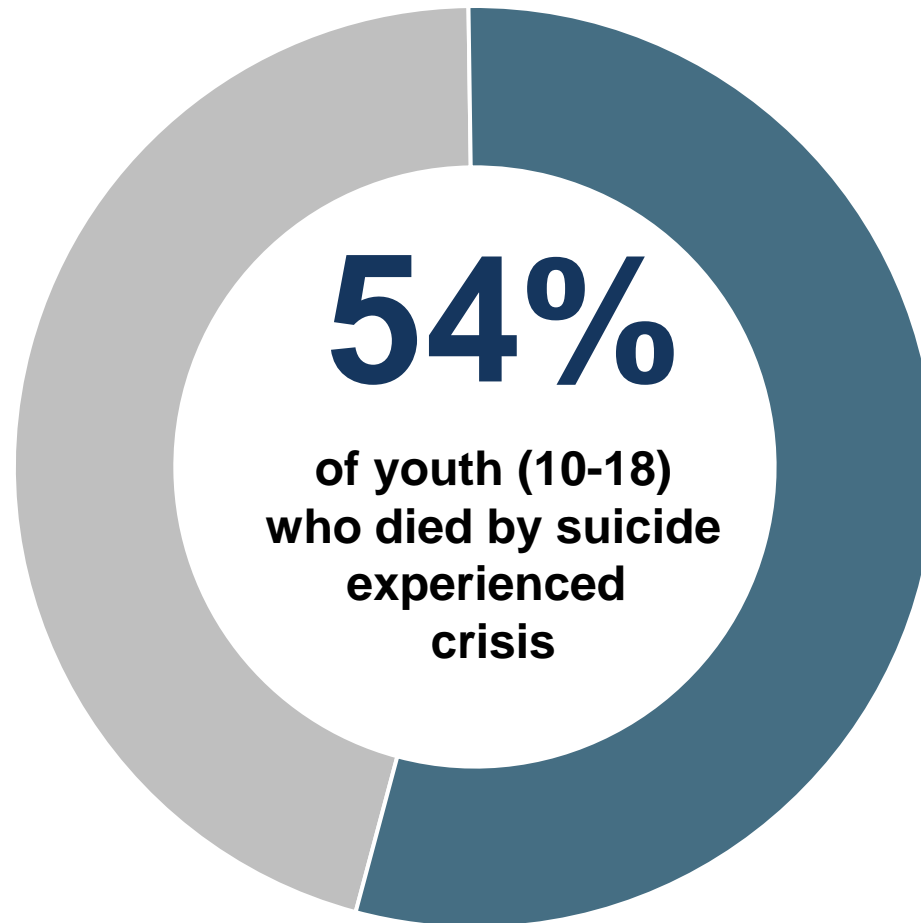
Common Risk Factors

- Behavioral health disorders, including self-harm and depression
- Substance use and addiction
- Hopelessness
- Loneliness
- Risky behaviors
- Poor coping skills
- Interpersonal problems
- Chronic physical illness
- Physical, sexual, or psychological abuse
- School or work problems
- Insomnia
- Chronic stress
- Mental health problems at home
- Family violence
- Lack of support
- Limited access to health and behavioral healthcare
- Access to lethal means (firearms, medications, etc.)
- Bullying and discrimination
- Racism
- Stigma associated with getting and receiving mental healthcare

Recent Crisis is an Important Risk Factor

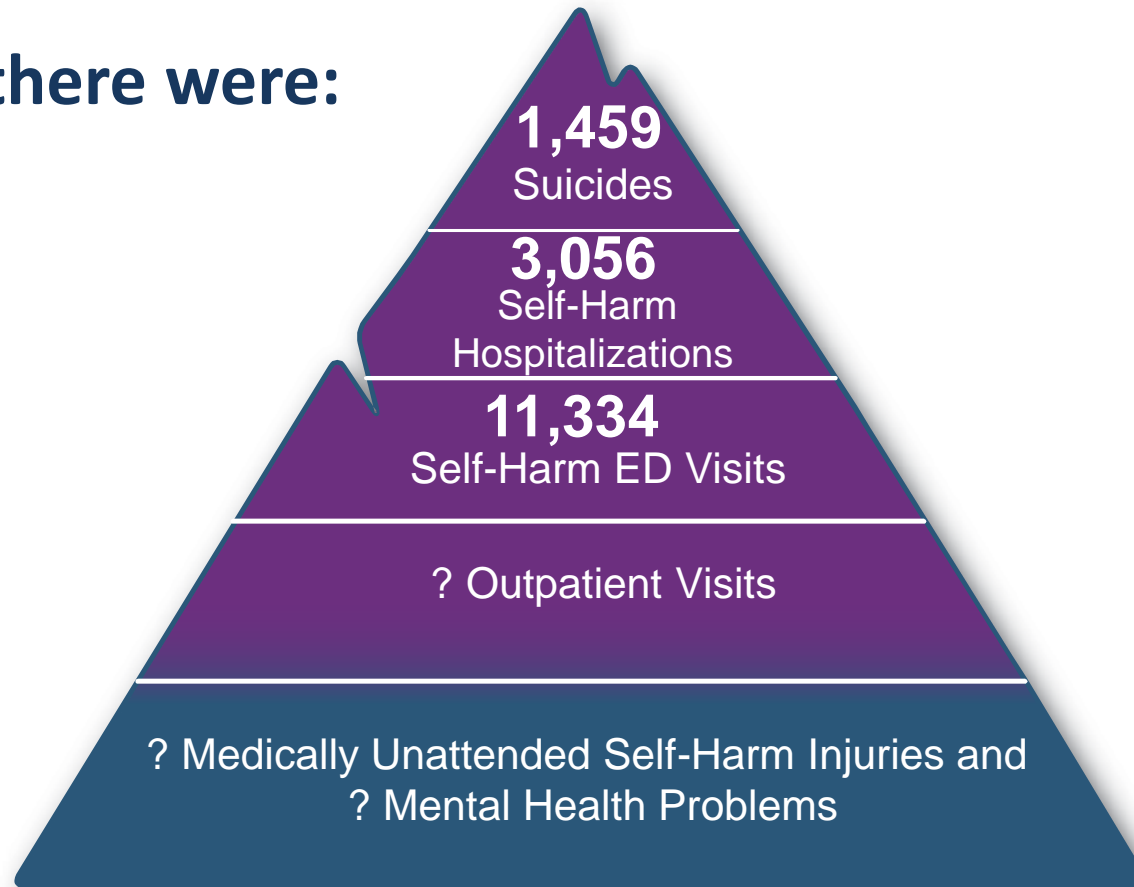


Recent Crisis is an Important Risk Factor



Suicide Deaths are Just the Tip of the Iceberg

In 2021, there were:

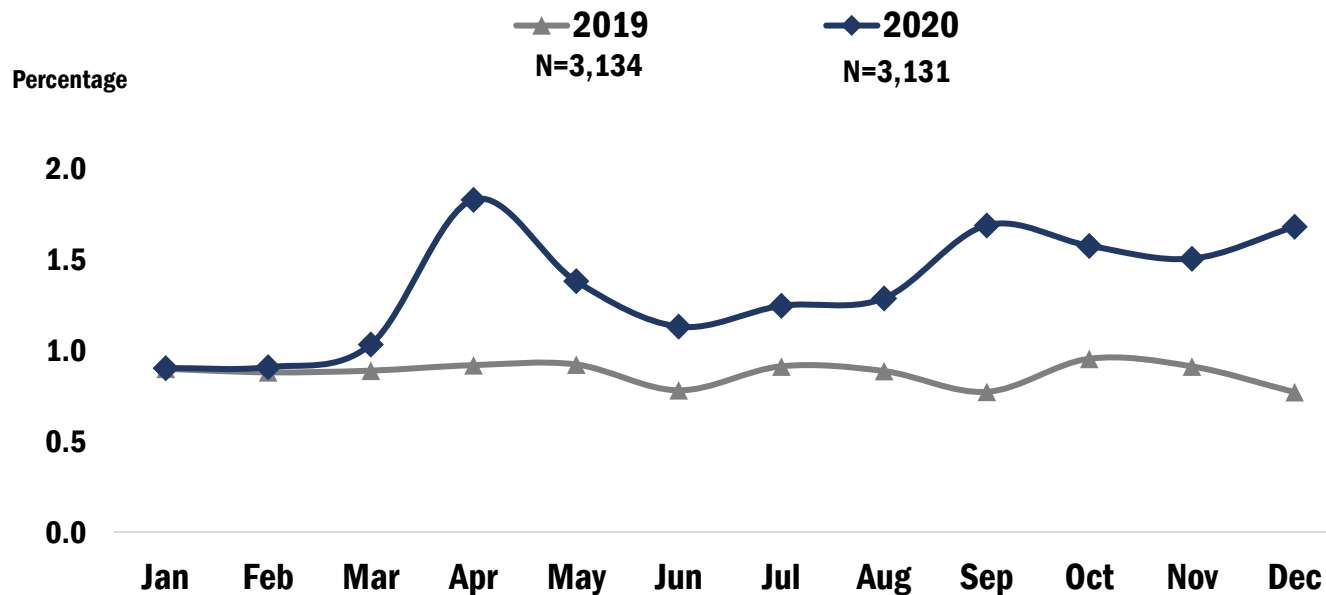


Limited to NC Residents ages 10 and older

Source: NC State Center for Health Statistics, Death Certificate Data (2021) and Hospital Discharge Data (2021); NC DETECT ED Visit Data (2021)

Analysis by the DPH Injury and Violence Prevention Branch, Injury Epidemiology and Surveillance Unit

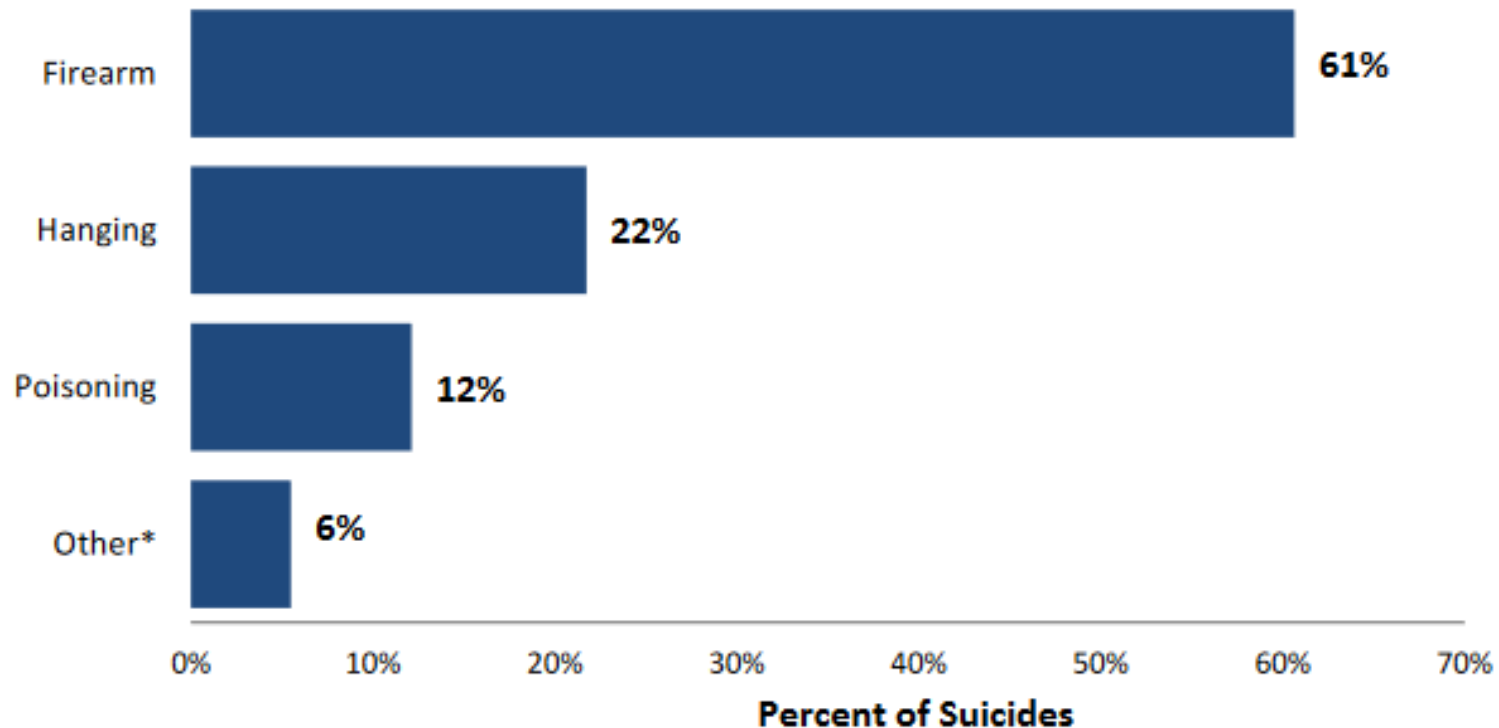
Proportion of ED Visits Listing Self-Harm for Youths (ages 10-18)



Source: NC-DETECT Emergency Department Visits, 2019-2020; Limited to NC residents ages 10 and older

Firearms Are the Most Used Method

Method of Death*: NC-VDRS, 2020



*Other includes falls, motor vehicle, sharp instrument, drawing, fire/burns, unknown and other

Take Home Messages About Data

- Crisis is an extremely important factor in suicide.
- Youth were harmed by the COVID pandemic; we see this in the alarming rates of self-harm in the emergency rooms.
- Some methods are more lethal than others; restricting access to the more lethal means saves lives.

Best Vocabulary - Words Matter!

Avoid saying...

- Committed suicide
- Failed suicide attempt
- Successful suicide attempt

Try this instead...

- Died by suicide, killed him/herself
- Suicide attempt or nonfatal suicide attempt
- Suicide

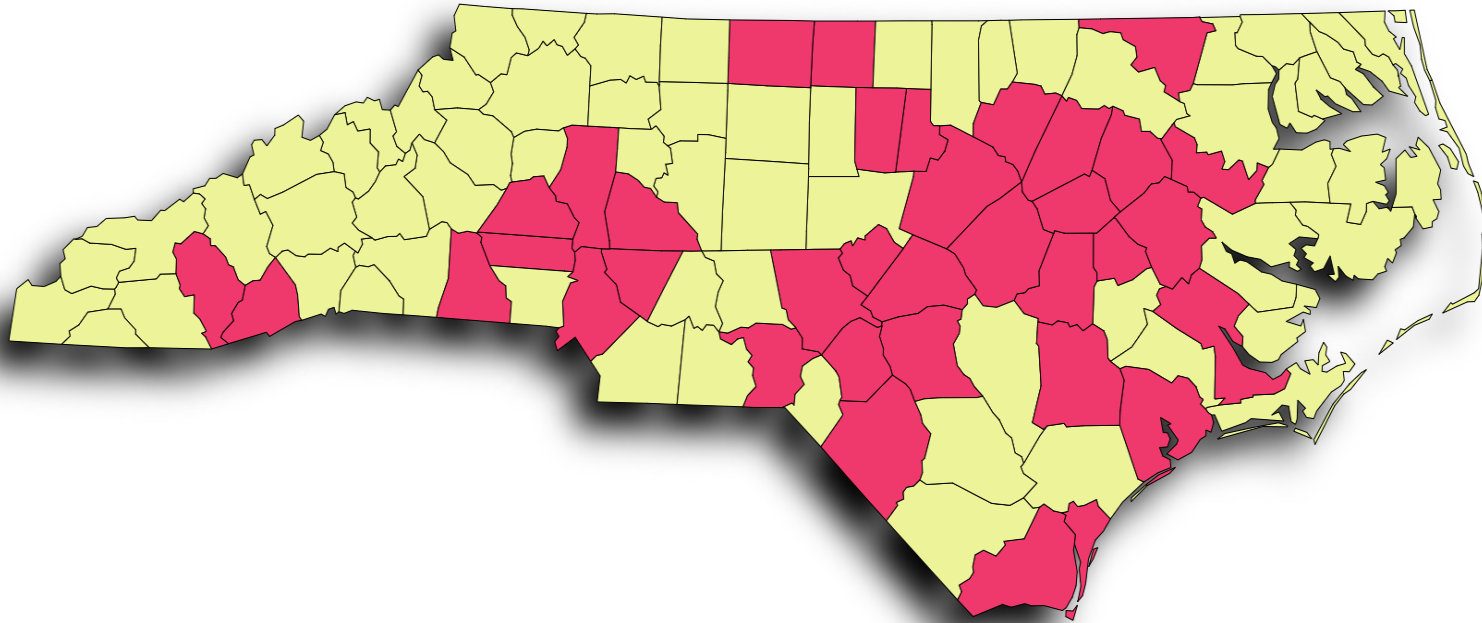
Gatekeeper Training: Suicide Prevention & Intervention Skills Training

- Faith Leaders for Life
 - Provide gatekeeper training to faith leaders and faith communities
- Start with Veterans
 - Provide gatekeeper training to those who intersect with veterans

Faith Leaders for Life

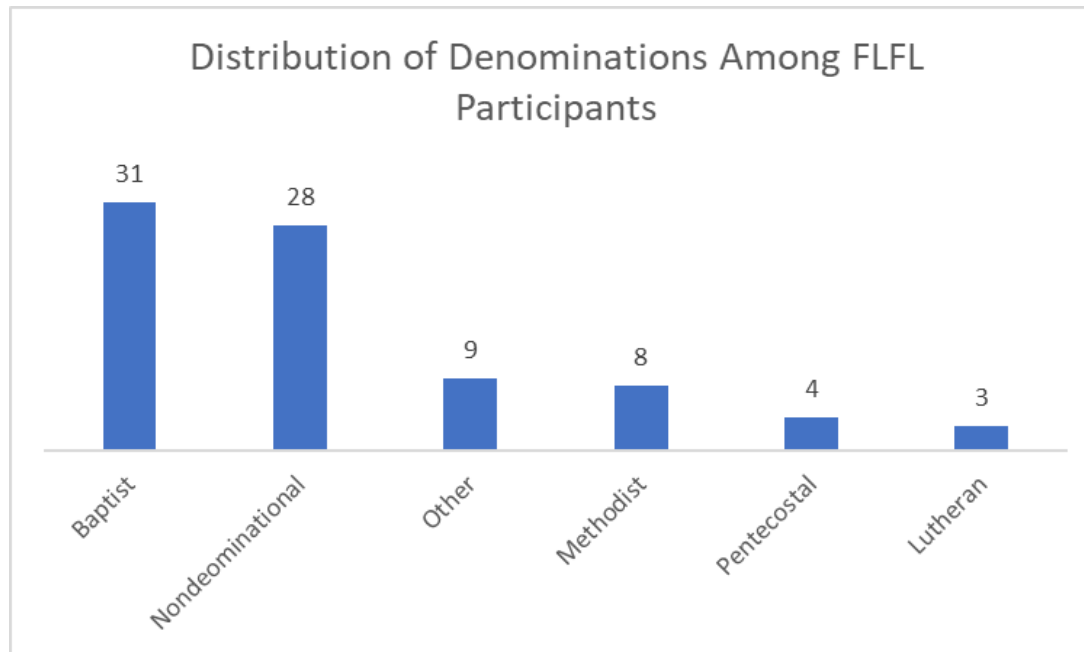
- Program purpose
- Program description
 - Provide LivingWorks Faith
 - Convene 5 weekly discussion groups for faith leaders
 - Each faith leader is given 10 licenses for LivingWorks Start
 - Participant follow up

Faith Leaders for Life



Faith Leaders for Life

- Demographics of participants
 - 85 faith leaders, 130 congregants
 - 64/85 leaders represent BIPOC congregations
 - Leaders serving approximately 41,900 NC congregants




Information on How to Get Involved

- Request the one-pager by email.
- Connect with trained faith leaders in your area; share the one-pager.
- Email abigail.coffey@dhhs.nc.gov to receive the next application.

Faith Leaders for Life (FLFL)

Prevent suicide. Protect life. Promote Hope.
A suicide prevention program for faith communities.




Have you had a suicide loss or suicide attempt in your community?

Would you like to learn how to prevent suicide and provide care after a loss?


Faith Leaders for Life (FLFL) is a free program for faith communities that involves:

ONLINE TRAINING




Participants receive 7 hours of online training, including powerful videos with suicide loss survivors and faith leaders talking through how to manage the needs of a community to prevent loss, respond and provide postvention services related to suicide. Note – this training can be started and stopped at any time; you don't have to do it all at once.

VIRTUAL BOOK CLUB



Every week for 4 weeks, 20+ faith leaders will meet to talk about a section of the online training. A trained facilitator with experience in North Carolina faith communities and suicide prevention will lead the book club. The book club is a great opportunity to deepen understanding of the training and it provides a chance to talk with fellow faith leaders about challenges, barriers, and opportunities.

CONTACT LIST




A contact list of FLFL participants is provided so that all participants can reach out to each other in times of need. This program is actively engaged in building partnerships across faith traditions and the state.


UPCOMING FLFL GROUPS INCLUDE:

- Summer 2023 #1: May 25 – June 22
- Summer 2023 #2: July 13 – August 10
- Fall 2023: TBD
- Winter 2023: TBD

To apply for this training or get more information, please contact:

ABBY COFFEY
abigail.coffey@dhhs.nc.gov



 NC DEPARTMENT OF HEALTH AND HUMAN SERVICES
Chronic Disease and Injury Section • Injury and Violence Prevention Branch
<https://injuryfreenc.dph.ncdhhs.gov/> • NCDHHS is an equal opportunity employer and provider • 02/2023

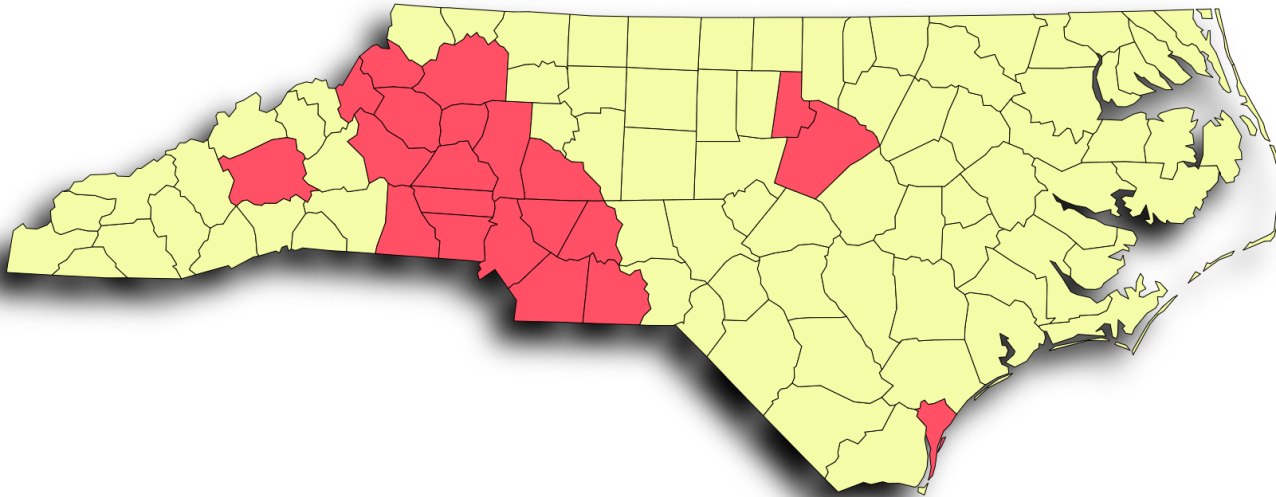
Start with Veterans

- About 1 in 17 people in NC are a veteran
- Veterans are 57% more likely to die by suicide than those who have not served
- Program purpose
- Program design
 - Partnership between Army National Guard and LivingWorks Education USA
 - Distribute LivingWorks Start training licenses to professionals who work with veteran for FREE

<https://data.census.gov/table?q=veterans+in+North+Carolina&tid=https://data.census.gov/table?q=veterans+in+North+Carolina&tid=ACSST1Y2021.S2101ACSST1Y2021.S2101>
<https://stopsoldiersuicide.org/vet-stats>

Start with Veterans Data

- Trained 184 individuals thus far
 - 77 represent chaplaincy project
 - 107 from other organizations
- Includes partnership with 16 organizations



How to Get Involved with Start with Veterans

- Talk with your organization and partners about interest in gatekeeper training
- Gather list of interested people
 - First name, last name, email address
- Email abigail.coffey@dhhs.nc.gov with list for entry
- Request the one-pager by email

Start With Veterans (SWV)
A suicide prevention training.

Did you know 8.3% of North Carolinians are veterans and they are at a higher risk for suicide? Do you want to know how to intervene with someone who is at risk for suicide?

If you interact with veterans at work, at home, at the gym, or anywhere else, you are eligible for a free license to take the Start online suicide prevention training. Start is a free 90-minute virtual training that teaches individuals how to:

- TAKE NOTICE** of the warning signs for suicide.
- ASK** if someone is thinking about suicide.
- STATE** the seriousness of suicide.
- CONNECT** someone to care.

Start - as in 'start the conversation,' instead of staying quiet and wondering if someone is okay. This training provides the skills and confidence to ask the question and connect them to helpful resources.

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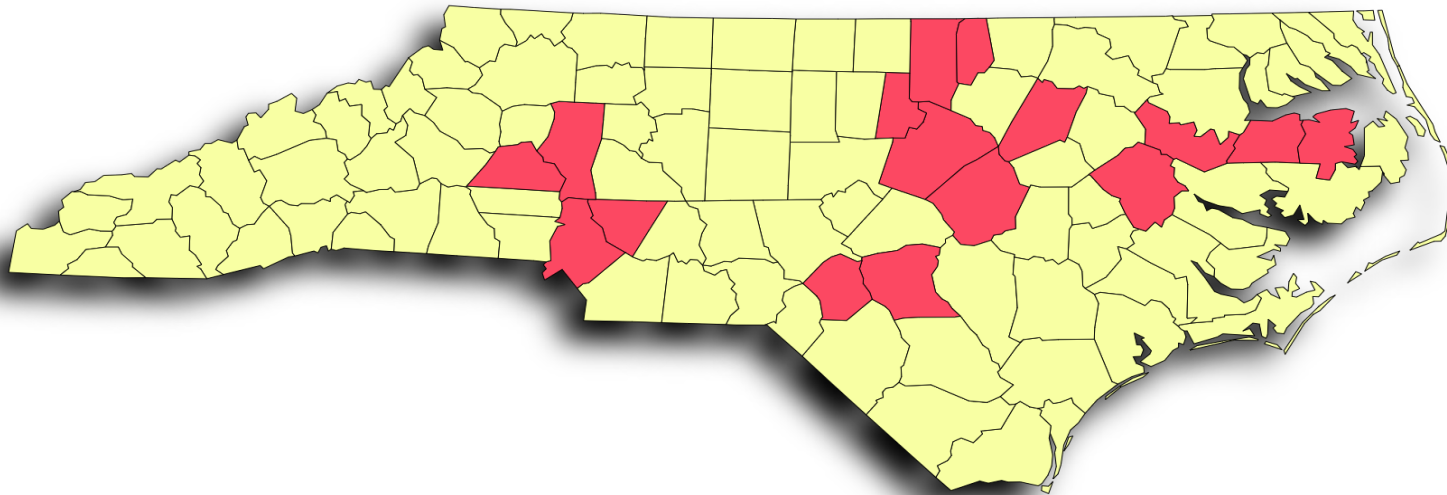
Firearm Safety Team (FST)

- Program purpose
- Program description
 - Promote safe storage
 - Educate (CALM: Counseling on Access to Lethal Means)
 - Distribution of gun locks

Firearm Safety Team Potential Partners

- Public health workers
- Parents
- Non-profits
- Law enforcement
- Hospitals
- Gun owners

Current and Developing FST



How to Get Involved with FST

- Talk with your organization and partners in your area about interest in starting an FST
- Review the [FST Implementation Guide](#)
- Email Megan Lueck at mlueck@email.unc.edu for how to start your own FST
- Request the one-pager by email

The graphic is a vertical poster titled "Firearm Safety Team (FST)" with a logo of two hands holding a shield. It contains a definition of an FST, a list of typical activities (providing free gun locks, presenting to groups, and providing counseling on CALM training), a list of NC counties with FSTs, and contact information for Megan Lueck. At the bottom, it includes the logo of the NC Department of Health and Human Services and the Chronic Disease and Injury Section.

Firearm Safety Team (FST)

? A Firearm Safety Team is a group of community members who work to reduce gun violence. Partners on this team may include public health workers, parents, non-profits, law enforcement, hospitals, gun owners, and many more.

Typical Firearm Safety Team (FST) activities are:

- PROVIDING FREE GUN LOCKS
- PRESENTING TO GROUPS ON FIREARM SAFETY
- PROVIDING COUNSELING ON ACCESS TO LETHAL MEANS (CALM) TRAINING

Durham County has had an FST for 21 years. Other NC counties with an FST include:

- Cabarrus County
- Catawba County
- Hoke County
- Iredell County
- Martin Tyrrell Washington Health District
- Mecklenburg County
- Pitt County
- Wake County

If you want to take action to reduce gun violence in your community, explore creating a Firearm Safety Team.

To apply for this training or get more information, please contact:
MEGAN LUECK | NC Comprehensive Suicide Prevention Team
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Healthy Communities Block Grant: Suicide Prevention Activities

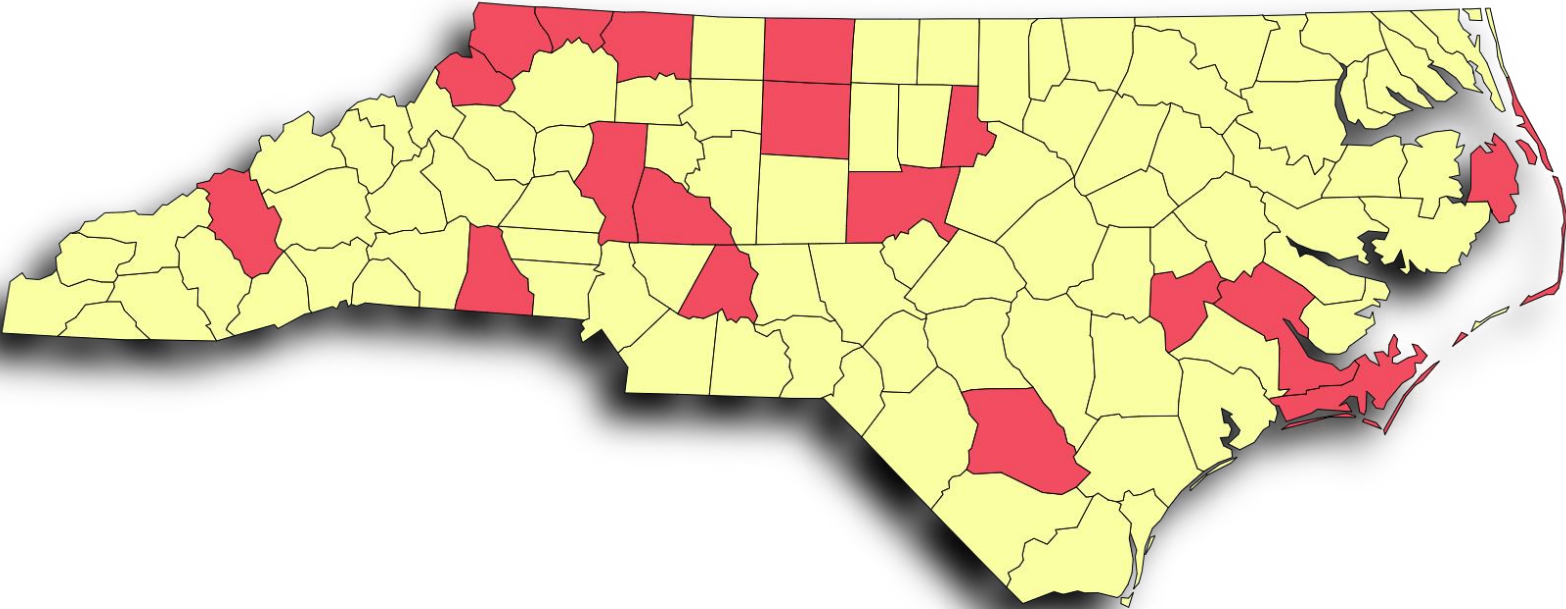
Participants: 24 health departments

Goal: Collaborate with at least one organization to establish a policy and/or program to address suicide prevention.

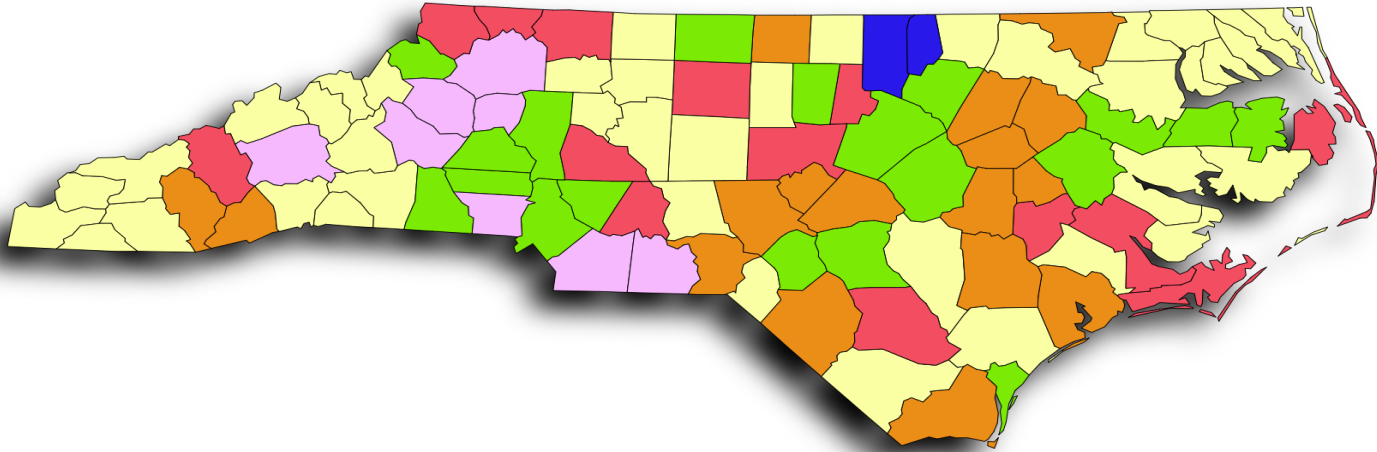
Approved Activities:

- Gatekeeper training: Applied Suicide Intervention Skills (ASIST); LivingWorks Start; LivingWorks SafeTALK; LivingWorks Faith; Question, Persuade, and Refer (QPR); Counseling on Access to Lethal Means (CALM) or Mental Health First Aid training programs
- Purchase and distribute gun locks or locking mechanisms
- Formation of a firearm safety team (FST)

Healthy Communities Suicide Prevention Participants



Summary of CSP Activities



- FST only
- FLFL only
- SWV only
- 2+ Activities
- Health communities only
- None

Created with paintmaps.com

Resources: Program Flyers

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PRESENTING TO GROUPS ON FIREARM SAFETY

PROVIDING COUNSELING ON ACCESS TO LETHAL MEANS (CALM) TRAINING

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MEGAN LUECK | NC Comprehensive Suicide Prevention Team
mlueck@email.unc.edu

Contact Information



Jane Ann Miller

Suicide Prevention Expert, Programming & Overall
Questions

Jane.miller@dhhs.nc.gov



Anne L. Geissinger

Collaboration & Partnership

Anne.geissinger@dhhs.nc.gov

Questions



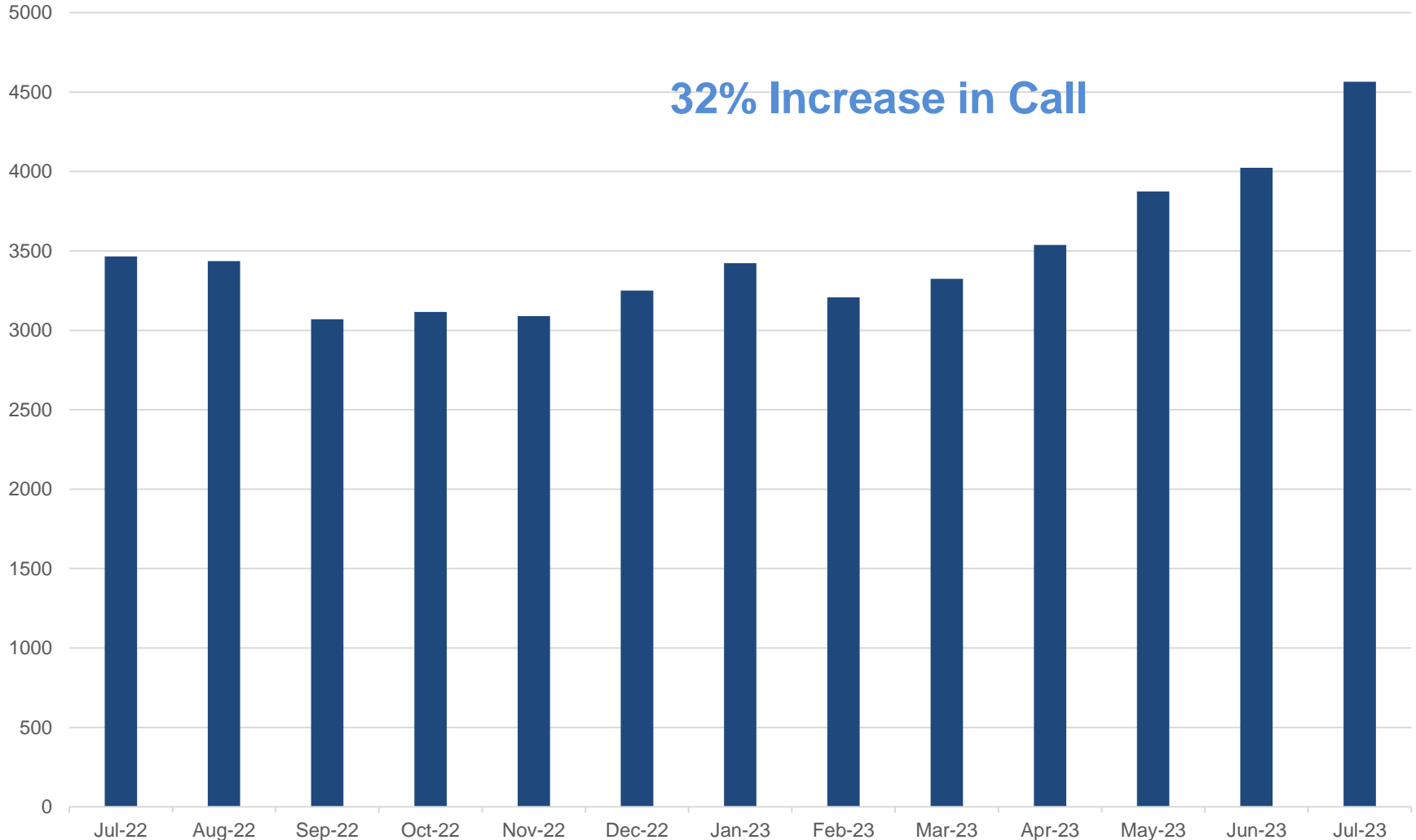
Comments, questions and feedback are welcome at:

- BHIDD.HelpCenter@dhhs.nc.gov

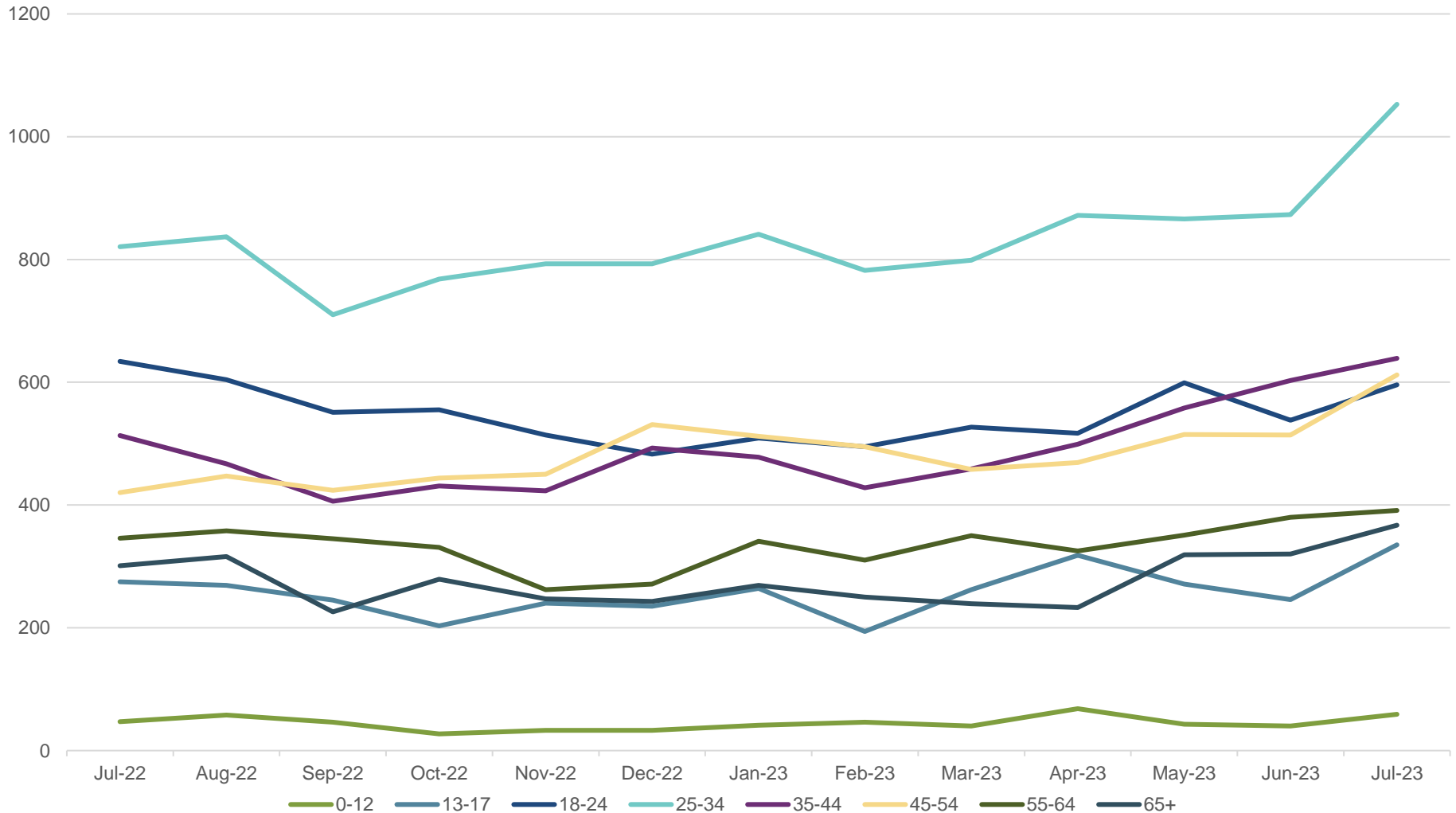
The recording and presentation slides for this webinar will be posted on the Community Engagement and Training webpage:

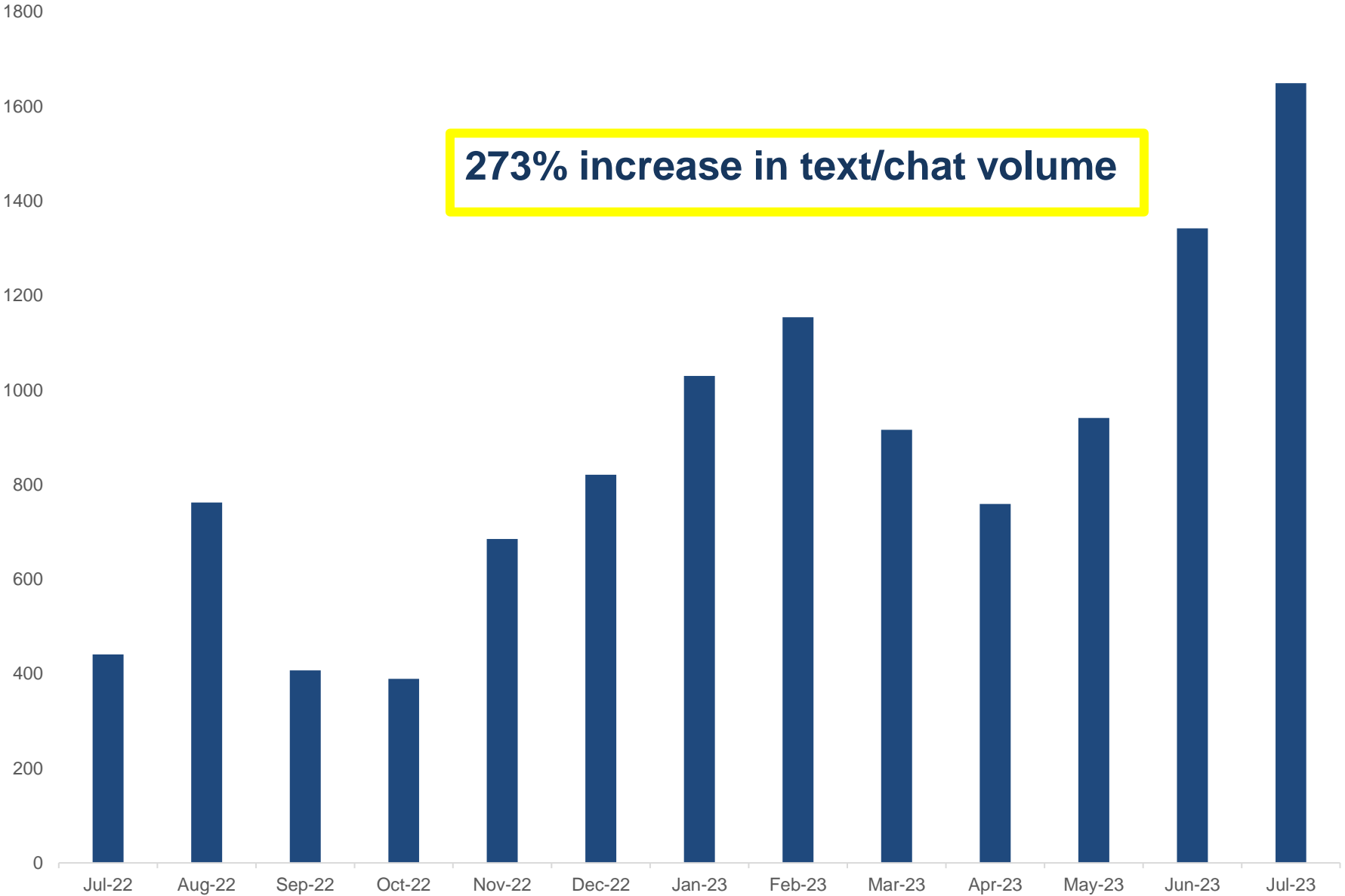
<https://www.ncdhhs.gov/divisions/mental-health-developmental-disabilities-and-substance-abuse/councils-and-committees/community-engagement-and-training>

988: North Carolina Call Volume

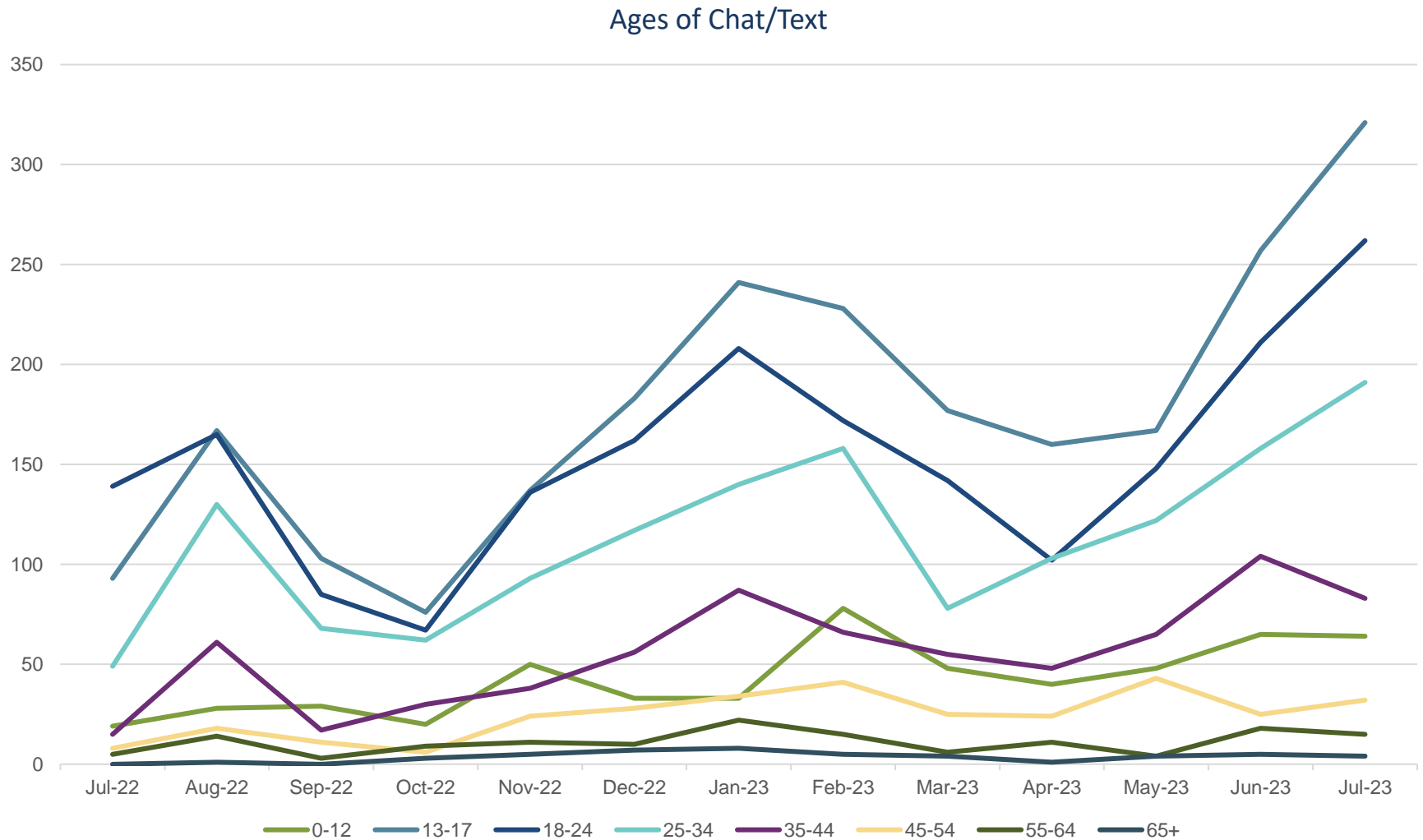


988: Age of NC Callers

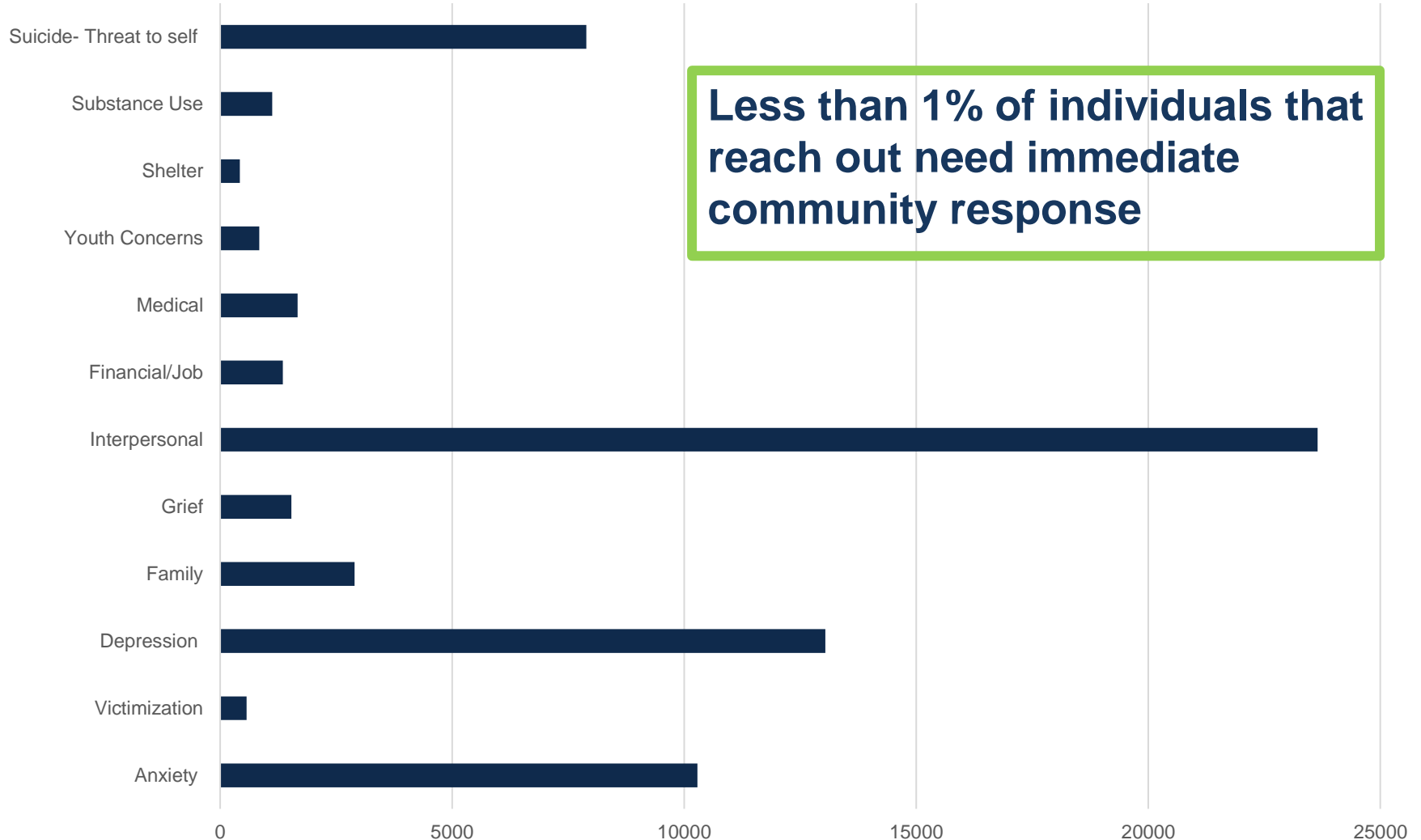




988: Age of Those Reaching out by Chat/Text



Reasons for Reaching Out



988: 3rd Party Caller Volume

Around 10% of callers are calling on behalf of someone else

