



**FROM: Vibrant Emotional Health**

**Media Contact: Frances Gonzalez**

**212-614-5765**

**FGonzalez@vibrant.org**

---

***FOR IMMEDIATE RELEASE***

## Vibrant Emotional Health to Provide Additional Support for Local Call Centers of the National Suicide Prevention Lifeline

### Issues Grants to 12 States to Expand Access to Care and Increase Local Capacity

**NEW YORK, NY (October 9, 2019)** – Vibrant Emotional Health, the nonprofit administrator of the National Suicide Prevention Lifeline (Lifeline), is pleased to announce capacity-building awards to 12 states through the National Suicide Prevention Lifeline's 2019 State Capacity Initiative, which provides two-year grants to enhance support for Lifeline-affiliated crisis centers and boost in-state answer rates.

"Building capacity within local and state-affiliated crisis centers that are part of the Lifeline network is a key strategy for strengthening our national mental health safety net and saving lives," says Kimberly Williams, President and CEO of Vibrant Emotional Health.

The National Suicide Prevention Lifeline is the nation's confidential, 24/7 mental health crisis hotline, and is funded by the Substance Abuse and Mental Health Services Administration (SAMHSA) and administered by Vibrant. Calls to the Lifeline are answered by trained counselors at over 170 locally-funded and operated crisis centers that comprise the Lifeline network. In 2018, the Lifeline answered over 2.2 million calls from people in suicidal crisis or emotional distress across the United States.

The National Suicide Prevention Lifeline is an effective, life-saving safety net for those experiencing mental health crisis. The funds provided by SAMHSA support infrastructure, training, and best practices across the national network. However, the funds to sustain the operations of crisis centers in the Lifeline network come from state and local contributors.

Many of the crisis centers in the network require more funding and resources in order to continue operating and serving the Lifeline's growing community of callers. Vibrant's State Lifeline Capacity-Building Initiative works to address this by collaborating with states to expand access to care and enhance the capacity of Lifeline-affiliated crisis centers to increase in-state answer rates for suicide crisis calls. These temporary two-year funds are designed to stimulate more sustainable, long-term state resource commitments to support Lifeline centers to more efficiently respond to callers in crisis in their local communities.

"By effectively resourcing Lifeline crisis centers across the country, more calls can be answered in-state rather than by the Lifeline's national backup centers," says Dr. John Draper, Director of the National Suicide Prevention Lifeline and Executive Vice President of National Networks for Vibrant Emotional Health. "This can help us more quickly connect callers to trained crisis counselors, and create more efficient linkages to local treatment, support, and emergency services."

Under Vibrant's National Suicide Prevention Lifeline State Capacity-Building initiative, the state mental health agencies of Nevada, New York, Kansas, Massachusetts, Texas, Pennsylvania, South Carolina, Virginia, Kentucky, Indiana, Vermont, and Tennessee will receive a combined total of \$9.48 million over the course of two years. Each state's mental health agency will collaborate with Lifeline-network crisis centers within their state to increase in-state answer rates over the next two years. Awardees will be expected to reach in-state answer rates of 70 or 80%, with an ultimate goal of achieving at least a 90% in-state answer rate following the grant period.

#### **About the National Suicide Prevention Lifeline**

Funded by the U.S. Substance Abuse and Mental Health Services Administration (SAMHSA) and administered by Vibrant Emotional Health, the National Suicide Prevention Lifeline is a leader in suicide prevention and mental health crisis care. The National Suicide Prevention Lifeline provides free and confidential emotional support and crisis counseling to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week, across the United States. The Lifeline is comprised of a national network of over 160 local crisis centers, uniting local resources with national best practices. Since its inception in 2005, the Lifeline has engaged in innovative public messaging, development of best practices in mental health, creative partnerships, and more to improve crisis services and advance suicide prevention for all. [suicidepreventionlifeline.org](http://suicidepreventionlifeline.org)

#### **About Vibrant Emotional Health**

Vibrant Emotional Health is a non-profit organization that helps individuals and families achieve emotional wellbeing. For over 50 years, our groundbreaking solutions have delivered high-quality services and support, when, where and how people need it. We offer confidential emotional support through our state-of-the-art contact center and crisis hotline services that use leading edge telephone, text and web-based technologies and include the National Suicide Prevention Lifeline, NFL Life Line and NYC Well. Through our community wellness programs individuals and families obtain supports and skills they need to thrive. Our advocacy and education initiatives promote mental wellbeing as a social responsibility. Each year we help more than 2.5 million people live healthier and more vibrant lives. We're advancing access, dignity and respect for all and revolutionizing the system for good. Visit [vibrant.org](http://vibrant.org). And follow Vibrant on [Twitter](#), [Facebook](#) and [Instagram](#).

# # #