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FOR IMMEDIATE RELEASE

**Vibrant Emotional Health to Provide State Grants in Preparation
for Future 988 Dialing Code for the National Suicide Prevention Lifeline**

49 States and U.S. Territories to Receive Grant Awards

NEW YORK, NY (January 25, 2021) – Vibrant Emotional Health, the nonprofit administrator of the National Suicide Prevention Lifeline (Lifeline), announced today grants to 49 states and U.S. territories through the National Suicide Prevention Lifeline’s 988 State Planning Grant Initiative. The purpose of these grants is to provide states and territories with resources to plan for the implementation of 988, the future three-digit dialing code for the National Suicide Prevention Lifeline.

In July 2022, 988 will become the national three-digit dialing code for the National Suicide Prevention Lifeline, replacing the current phone number of 1-800-273-TALK (8255). Americans needing support should continue to call 1-800-273-TALK (8255) until then.

“Access to mental health and crisis support has never been more critical for Americans,” said Kimberly Williams, President and CEO of Vibrant Emotional Health. “Vibrant is committed to providing the states and U.S. territories with some of the resources they’ll need to plan for the implementation of 988 and to support their local crisis centers. By working together, we will increase access to care, reduce the stigma around mental health and, ultimately, save lives.”

Vibrant’s grants enable states to develop strategic plans for the projected infrastructure needs, volume growth, and access to the Lifeline’s new 988 number. Awardees will use the funding to develop clear roadmaps for how to address coordination, capacity, funding, and communications surrounding the launch of 988.

The National Suicide Prevention Lifeline is made up of over 180 local crisis centers. Each public health or mental health agency will collaborate with its Lifeline-network crisis centers to create a

988 implementation plan and continue to support the Lifeline's operational, clinical, and performance standards that allow access to care.

"The implementation of 988 is an acknowledgement of the vital role of crisis services in this country," says Dr. John Draper, Director of the National Suicide Prevention Lifeline and Executive Vice President of National Networks for Vibrant Emotional Health. "Vibrant and the Lifeline look forward to working with states and crisis centers to strengthen the national mental health safety net that the Lifeline provides to people in distress every day."

Vibrant believes the new 988 number, once implemented, will ensure the Lifeline will continue to be America's mental health safety net by providing emotional support for people in distress, reducing suicides and mental health crises, and providing a pathway to well-being for all.

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 180 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

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. And follow Vibrant on [Twitter](https://twitter.com/vibrantorg), [Facebook](https://www.facebook.com/vibrantorg) and [Instagram](https://www.instagram.com/vibrantorg).

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