

V!brant Together

Hope happens here. Stories of inspiration, innovation and insight.

Thank You for Making 5 Million Connections Possible!

Your Support Provides Hope: One Call, Text, and Chat at a Time

Thank you for being a part of the Vibrant community! As you know, Vibrant Emotional Health is a leader in suicide prevention and the administrator of The 988 Lifeline. Since the easy-to-remember number launched in 2022, the Lifeline received nearly 5 million calls, texts, and chats from people reaching out for support. This is a 2 million increase over the previous year!

- Compared to the same time period from 2021-2022:
 - Calls answered increased by 46%
 - Chats answered increased by 141%
 - Texts answered increased by 1,135%
- Of the 5 million contacts in the past year, more than 700,000 were routed to the Veterans Crisis Line (VCL).
- We also shortened the wait time to 41 seconds—down from more than 2 minutes and 39 seconds.

These numbers are more than just statistics; they embody the resilience and determination of countless individuals on their journey toward emotional healing.

Vibrant is committed to providing solutions that deliver high-quality services and support when, where, and how people need it. Together, we are advancing access, dignity, and respect for all.

September Is Suicide Prevention Month Join Us in Saving Lives

Suicide Prevention Month is a time to come together to raise awareness and take meaningful actions to save lives.

Suicide is a leading cause of death in the U.S. In 2021, 12.3 million adults seriously thought about suicide, 3.5 made a plan, and 1.7 million attempted suicide. While these facts are dire, suicide IS preventable.

We can prevent suicide by learning to help ourselves, help others, seek consultation from trained providers (hotlines and clinicians), and to seek hospital care when necessary.

Please join us to promote healing, help, and give hope: Be The ONE!

[#BeThe1To](#) is the 988 Suicide and Crisis Lifeline's message for National Suicide Prevention Month and beyond, spreading the word about the [five action steps](#) for communicating with someone who may be suicidal, which is supported by evidence in the field of suicide prevention. [Learn about each step and why the steps are effective here.](#)

WAYS TO PARTICIPATE

Spread the [#BeThe1To](#) message on social media by [using our plug-and-play Message Kit](#). The Graphic Kits detail the steps to help someone in crisis. [En Español](#)

Send a postcard to [thank someone](#) who has “been there” for you during a difficult time.

Download a [#BeThe1To poster](#) or two, print them out, and hang them up in your communities to spread the word that we can all take action to help prevent suicide.

Donate to [Vibrant Emotional Health](#), leaders in suicide prevention, and the

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Fundraise resources for Suicide Prevention with your friends. Ask your community to join you in raising funds to ensure everyone has access to care when in crisis. [Create peer-to-peer fundraisers here.](#)

Your support enables Vibrant to offer innovative community programs for people at all stages of life. Together, we connect individuals and families with emotional support and care when, where, and how they need it.

If you are interested in becoming a Vibrant Ambassador, email Talaya Johnson-Murphy, Vibrant's Development Manager, at tjohnson-murphy@vibrant.org.

Join Us in Saving Lives

Priority Bicycles and Arteza Launch Limited Edition Beach Cruiser to Raise Money for Suicide Prevention



Kimberly Williams, President and CEO of Vibrant Emotional Health, and Connor Swegle, Chief Marketing Officer at Priority Bicycles showcase Priority Bicycle's Limited Edition Beach Cruiser for Suicide Prevention Month

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custom and colorful bicycle and leverage their platforms to raise awareness during Suicide Prevention Month. They recognize the profound importance of mental and emotional wellness and are taking their message of support and advocacy to the streets with a limited edition, co-branded Priority Coast beach cruiser. **100% of net proceeds from the cruisers will be donated to Vibrant Emotional Health to support the 988 Suicide & Crisis Lifeline and our suicide prevention programs.**

Check Out the Beach Cruiser in Action

“When it comes to bicycles, whether you are riding alone or pedaling in a 30-person group, you are part of a larger community tuned in to physical and mental well-being. Supporting our community is always important to us, and we see this collaboration with Arteza as a unique way to initiate an important dialogue around suicide prevention and mental health awareness at a meaningful scale that will positively impact Vibrant’s life-saving programs.”

- Connor Swegle, Chief Marketing Officer at Priority Bicycles

Did You Know?

Vibrant Emotional Health's Community-Based Programs Provide Direct Services

Vibrant’s Adolescent Skills Centers provide individuals ages 16-22 comprehensive vocational training, supportive educational programs, and mental health support to succeed in the workforce. The young adults in our program develop skills that will sustain them throughout adulthood, find and retain employment, and pursue secondary and higher education goals. Thank you for making a difference in these bright futures!



Kim Williams, President & CEO at Vibrant, and Lisa Furst, Chief Program Officer, visit students at the Bronx Adolescent Skills program.

Advocacy and Education Update

Members of the Mental Health Liaison Group, of which Vibrant is a member, drafted a letter endorsing the *Barriers to Suicide Act of 2023*. The legislation aids states and localities in providing life-saving nets and barriers on bridges. While the increased rate of suicides is troubling, suicide can be prevented through effective intervention and prevention methods, such as installing barriers on bridges and other publicly accessible areas of significant height. The goal is to delay or deter individuals at risk, providing more time to get through the intense, often brief moment of crisis.

The *Barriers to Suicide Act* also establishes a study of the Government Accountability Office to explore effective deterrents on these structures, helping to save lives and provide more options for future methods of reducing access to these lethal means during moments of suicidal crisis.

[Read The Full Endorsement Letter](#)

Supporting Maui During Challenging Times

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term, life-altering experience impacted thousands of people now faced with the clean-up and grief over losing loved ones and their homes. Our dedicated programs will continue to coordinate resources and support for those impacted.

- Vibrant's Disaster Distress Helpline (DDH) staff and [FEMA](#) are coordinating disaster emotional care resources and issued a "Just In Time" training/resource alert to DDH centers. Calls to DDH have gone from three calls received from Hawai'i area codes the week before the disaster to over 50 in the week following the wildfires.
- Lifeline Cares and 988 Center Engagement have been in touch with crisis center partner Hawai'i Cares 988, to support and assist their staff. The Crisis and Emotional Care Team has also been coordinating with other mental health providers located in Hawai'i and across the country, serving affected individuals, families, and communities in Maui.

Thank you for standing with Maui.

Taking Care of the Caretakers

For You, With You Wellness Event at Mount Sinai in NYC

Vibrant is hosting a day of connection, experience, and practice for frontline healthcare workers to put themselves and their health at the front of the line. For You, With You will take place at Mount Sinai Hospital on September 22 for over 500 frontline workers to take time to focus on their own wellness and self-care.

Join Us on Capitol Hill

Congressional Briefing and Reception - Sept 26. Rayburn Building

Vibrant Emotional Health is excited to announce that we will be hosting a congressional briefing on September 26th, to discuss the implementation and impact of the recently established 988 Suicide and Crisis Lifeline.

In 2020, the National Suicide Hotline Designation Act was signed into law, establishing 988 as the new three-digit number for the National Suicide Prevention Lifeline. This groundbreaking legislation aims to improve access to mental health

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The Congressional Briefing will outline 988 Lifeline's successful first-year launch as well as highlight upcoming advances. We will explore and share how communities are responding to mental health crises.

We greatly appreciate your continued support and dedication to mental health and suicide prevention initiatives.

[Register Here](#)

Donors Make a Difference

Vibrant Emotional Health is grateful that the McKesson Foundation has endorsed the work of Vibrant with a \$100K grant to support suicide prevention programs, including the 988 Lifeline, which provides 24/7, confidential support for people in suicidal crisis or emotional distress.



With the help of the McKesson Foundation, Vibrant will continue to expand the reach and impact of our groundbreaking suicide prevention programs, ensuring more individuals can receive immediate assistance during times of crisis. The recent increase in individuals struggling with mental health requires improved and expanded access to mental health resources.

"We are honored to support Vibrant Emotional Health's 988 Suicide & Crisis Lifeline so that critical services are readily available to those who need it."

- Melissa Thompson, Vice President of Philanthropic Giving and President of the McKesson Foundation

[Read about the McKesson Foundation's Impact](#)

Vibrant in the News

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[Mental Health Awareness Month: How the Biden administration plans to combat mental health challenges"](#)

Jeanine Santucci, *USA Today*

["Healthcare professionals discuss ways to cope with mass violence events"](#)

WAFF

["More than half of Americans have dealt with gun violence in their personal lives"](#)

Selena Simmons Duffin, *NPR*

["White House highlights crisis hotline for 'LGBTI+ kids' in response to state bans on transgender treatments"](#)

Timothy H.J. Nerozzi, *Fox News*

["As Native suicide rates increase, crisis line provides unique solution"](#)

PJ Randhawa, *King5*



Donate to Help Those in Need



Let's get social!



Did you know Vibrant has earned the 2023 Gold Seal of Transparency on GuideStar? Check out our nonprofit profile by clicking on the seal below.

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