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Vibrant Emotional Health Hires Lula Haile as Vice President of 988 Operations and Network Engagement and Adam Callahan as Director of Cross-Functional Planning

New York, NY –March 18, 2024 - [Vibrant Emotional Health \(Vibrant\)](https://www.vibrantemotionalhealth.org/), the administrator of the 988 Suicide & Crisis Lifeline, is pleased to announce the addition of two distinguished leaders to its team: Lula Haile, MSW, LCSW, as Vice President of 988 Operations and Network Engagement, and Adam Callahan as Director of Cross-Functional Planning.



Lula Haile brings a wealth of experience and expertise to her new role, having spent the majority of her professional career dedicated to suicide prevention initiatives, particularly within the Department of Veterans Affairs. As the former Assistant Deputy Director for Crisis Operations at the Veterans Crisis Line, Lula oversaw significant growth and expansion efforts to support 988, resulting in a 50% increase in Crisis Operations staffing and a remarkable 23% increase in VCL-managed interactions. In her new capacity at Vibrant, Lula will report to Dr. Tia Dole, Chief 988 Lifeline Officer, and will be responsible for managing Operations and Network Engagement, ensuring the 988 service operates 24/7 with the highest standards, and providing support to over 200+ crisis centers in the 988 Lifeline network.

Dr. Tia Dole, Chief 988 Lifeline Officer at Vibrant Emotional Health, commented on Lula Haile's appointment, saying:

"We are thrilled to welcome Lula Haile to Vibrant Emotional Health as our new Vice President of 988 Operations and Network Engagement. Lula's extensive experience and proven track record in suicide prevention make her the ideal candidate for this critical role. Her leadership and dedication will undoubtedly enhance our efforts to support individuals in crisis and ensure that



the 988 Lifeline remains a beacon of hope for those in need. We look forward to working closely with Lula as we continue to strengthen and expand our lifesaving services.”

Adam Callahan, the new Director of Cross-Functional Planning, brings a wealth of experience in nonprofit management and education. In his previous role as Hotline Program Director at TransLifeline, Adam implemented innovative scheduling structures that resulted in a remarkable 25% increase in contacts served month over month. At Vibrant, Adam will report to Jessica Driver, Assistant Vice President of Strategy and Grants Management. In his new role at Vibrant, Adam will develop and execute approaches to effectively engage key Lifeline internal and external stakeholders to advance the service’s mission, including reporting on overall Lifeline service impact and needs and cultivating strategic partnerships.



Jessica Driver, AVP, Strategy and Grants Management, welcomed Adam Callahan to Vibrant, stating:

“We are delighted to have Adam Callahan join our team as Director of Cross-Functional Planning. Adam’s extensive experience in nonprofit management and his innovative approach to program development will be invaluable as we continue to advance our mission of providing accessible and effective mental health support. We look forward to working closely with Adam to drive positive change and make a meaningful impact in the lives of individuals in crisis.”

Learn more about Vibrant Emotional Health at www.vibrant.org.

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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, including the 988 Suicide & Crisis Lifeline, Disaster Distress Helpline, Veterans Crisis Line, and NFL Life Line. Through our community wellness programs, individuals and families obtain the support and skills they need to thrive. Our advocacy and education initiatives promote mental wellbeing as a social responsibility. We help nearly 5 million people live healthier and more vibrant lives yearly. We’re



advancing access, dignity and respect for all and revolutionizing the system for good.
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