



SPUR Meeting Notes: Public Messaging and 988 Lifeline

January 2023

Meeting Summary

This meeting's theme was public messaging, with a focus on the 2022 launch of the 988 Suicide and Crisis Lifeline by the Substance Abuse and Mental Health Services Administration (SAMHSA). SAMHSA is partnering with a wide variety of government agencies and other organizations to increase awareness of this new service.

Key Takeaways

- In July of 2022 SAMHSA launched the 988 Suicide and Crisis Lifeline. Anyone who calls or texts 988 will be directed to a local suicide and crisis prevention lifeline to speak directly to a trained individual.
 - SAMHSA offers a [toolkit](#) for partners looking to promote 988 and includes materials that can be printed or used in digital advertising spaces.
- SAMHSA is focusing on two goals, awareness and behavior change.
 - Improving the awareness of 988 is their primary focus, promoting consistent wording about how 988 works and what services they offer. True behavior change will take time and is currently being studied.
 - Suicide prevention requires a comprehensive approach, and signage can be an important part of that approach.
- FTA issued [Safety Advisory 22-4](#) which encourages transit agencies to implement, update and expand suicide prevention signage and messaging campaigns. It recommends that signage direct patrons to a phone whenever possible and be presented in all languages spoken in communities where the sign will be posted.
 - FTA is advising transit agencies to promote the 988 Suicide and Crisis Lifeline and requesting that transit agencies track effectiveness of these signs when possible.
- In June 2022, FRA announced grant recipients for [trespass enforcement and suicide prevention grants](#). The purpose of these grants is to put the research into action. For a grant proposal to be funded it must be focused on implementation (i.e., launching a new effort or expanding an existing effort) and not on research or data collection (though these may be done alongside the grant effort).
 - Over the next 5 years FRA will be offering substantial funding through grants including CRISI funding that will incorporate \$1B annually in railroad projects.