

Partner Toolkit



**24/7 Lifeline for Emotional,
Mental or Substance Use Distress**



To reach your communities' audiences most effectively, we developed a toolkit with a number of resources to help partners, health providers, coalitions, educators, non-profits and others to use this campaign. You can access all downloadable resources at 988NM.org.



FREE & Confidential



More Than a Suicide Hotline



Real-Time Access

Home

Calendar of Events

Resources ▾

Hope is Coming to New Mexico

988: The 24/7 Lifeline for Emotional, Mental or Substance Misuse Support Starts July 16



Reasons to Call 988:


- ✓ Worried about your safety or someone you know;
- ✓ Having a hard time managing strong emotions;
- ✓ Feeling hopeless, confused, or angry;
- ✓ Worried about alcohol or drug use (substance use);
- ✓ Need information or referrals for local community services;
- ✓ Have something on your mind that you want to talk over with someone outside of current situation;
- ✓ Service member or veteran and their families in need.

Upcoming Training Events

Find information on 988 workshops on our [calendar](#).

Access downloadable flyers, graphics, and more at 988NM.org.
Support for multiple languages is available.


988NM.org






Call, Text, or Message

988

For Mental Wellness



 988 NM Crisis Support
 988nmcrisissupport
<https://988nm.org/>


Behavioral Health Services Division
HUMAN SERVICES
DEPARTMENT

Reasons to call 988:

Need information or referrals for local community services?

Feeling sad, confused, or angry?

Worried about your safety or someone you know?

Service member or veteran & their families in need.

Worried about alcohol or drug use or abuse.

Have something on your mind that you want to talk over.



 988 NM Crisis Support

 988nmcrisissupport

<https://988nm.org/>



Native American resources
are available under the Resources tab.

Next 4 Pages
Flyers and Infographic for Printing

Or download here:

[Download 988 NM English Flyer](#)

[Download 988 NM Spanish Flyer](#)

[Download 988 NM Infographic](#)

[Download 988 NM Spanish Infographic](#)



Reasons to Call 988

- Worried about your safety or someone you know?
- Having a hard time managing strong emotions?
- Feeling hopeless, confused or angry?
- Worried about alcohol or drug use?
- Need help finding local community services?

24/7 Lifeline for Emotional, Mental or Substance Use Distress

How it works

CALL

People who call 988 are given three options:

Press 1

to connect with the Veterans Crisis Line

Press 2

to connect with the Spanish Subnetwork

Remain on the line

to connect to a local crisis center;
if local crisis center is unable to answer, the
caller is routed to a national backup center

TEXT OR CHAT

People who Text "TALK" to 988
are connected to crisis centers
equipped to respond to texts.

Chat is available through
the Lifeline's website

<https://suicidepreventionlifeline.org/chat>

How is 988 different from 911?

A behavioral health crisis needs a
behavioral health response.

988 improves access for all New Mexicans
who may be in emotional, mental health or
substance use distress. 988 provides easier
access to local network resources, which are
different from 911.

988 is

Someone to Talk to

Free & Confidential

More Than A Suicide Hotline

About Breaking Down Stigma

Giving You Real Time Access

*A Transformative Moment for New Mexico's
Behavioral Health Crisis Now Care System*

Visit **988NM.org**
for more info



@988NewMexico





Razones para llamar al 988

- ¿Estás preocupado por tu seguridad o la de alguien que conoces?
- ¿Tienes problemas controlando emociones fuertes?
- ¿Te sientes desesperado, confundido o enojado?
- ¿Estás preocupado por tu consumo de alcohol o drogas?
- ¿Necesitas ayuda para encontrar servicios comunitarios en tu localidad?

Ayuda 24/7

para el sufrimiento emocional, mental o por consumo de sustancias

Cómo funciona

LLAME

Las personas que llamen al 988 tienen tres opciones:

Presione 1

para conectarse con la Línea de Crisis para Veteranos (en inglés)

Presione 2

para conectarse con la red en español

Permanezca en la línea

para conectarse con un centro local de crisis; si el centro local de crisis no está disponible para contestar la llamada, esta será transferida a un centro nacional de respaldo

TEXTO O CHAT

Las personas que envíen la palabra "TALK" por mensaje de texto al 988 son conectadas con un centro de crisis equipado para responder a mensajes de texto.

El chat está disponible a través de la página de internet de Lifeline en <https://suicidepreventionlifeline.org/chat>

¿Cuál es la diferencia entre el 988 y el 911?

Una crisis de salud mental necesita una respuesta de salud mental.

El 988 brinda un mejor acceso para todos los Nuevo Mexicanos que estén pasando por una crisis emocional, mental o de uso de sustancias. El 988 hace que el acceso a recursos locales sea más fácil, los cuales son diferentes a los que proporciona el 911. Tienes acceso al 988 sin importar tu estatus migratorio.

El 988 es

Alguien con quien hablar

Gratis y confidencial

Más que una línea contra el suicidio

Rompiendo estigmas

Brindar acceso en tiempo real

Un momento transformador para el sistema de atención contra las crisis de salud mental de Nuevo México

**Visite 988NM.org
para más información**



@988NewMexico

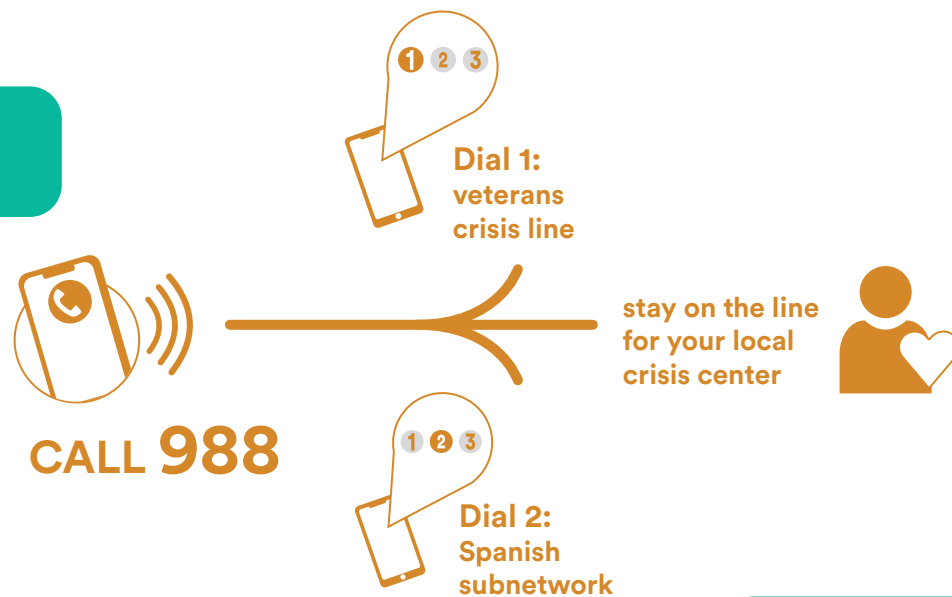




**24/7 Lifeline
for Emotional,
Mental or
Substance Use Distress**

3 Ways to Connect

1. CALL



2. TEXT



3. CHAT



**Connect to your
local crisis center
via the internet**

<https://suicidepreventionlifeline.org/chat>

**Visit 988NM.org
for more info**



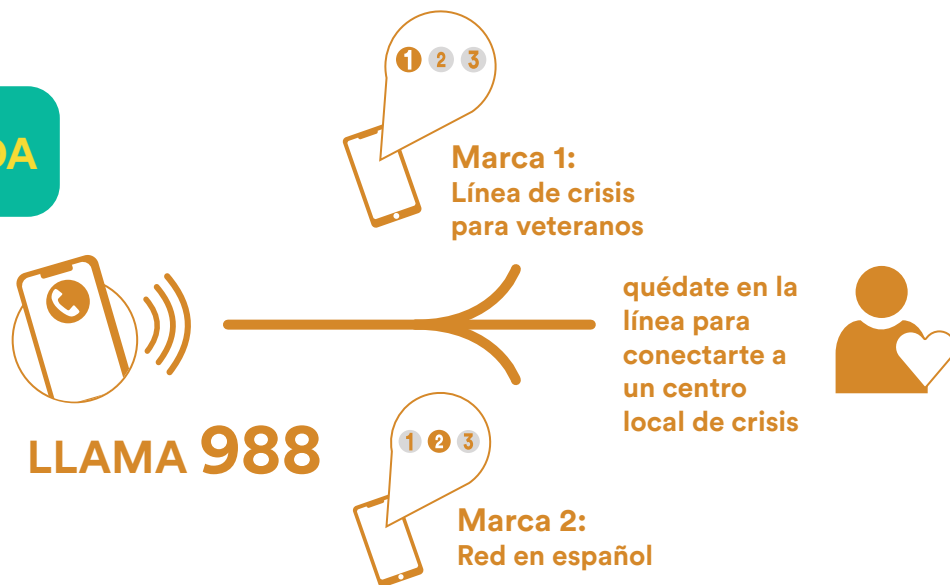
Ayuda y Esperanza en Nuevo México

988

**Línea de ayuda 24/7
para el sufrimiento
emocional, mental
o por consumo
de sustancias**

3 Maneras de Conectarte

1. LAMADA



2. TEXTO



988 NM Brand Guide

Wherever possible the Behavioral Health Services Division of the Human Services Department logo should be used in conjunction with the 988 logo.

Logo tagline: “Hope & Help in New Mexico” and Campaign tagline: “24/7 Lifeline for Emotional, Mental or Substance Use Distress” should also be included in all materials.



24/7 Lifeline
for Emotional, Mental or Substance Use Distress

[Download 988 NM
Brand Guide and Logos Here](#)

988 NM Brand Guide

Main Colors



988 Teal
C75 M0 Y50 K0



988 Yellow
C5 M9 Y90 K0

Secondary Color



988 Terra Cotta
C14 M52 Y99 K1

Fonts

Circular Book, *Circular Book Italic* and **Circular Bold**

988 NM Collateral

988 Wallet Card AND 2x2" Sticker or Magnet



[Download Wallet Card Here](#)

[Download Sticker/Magnet Here](#)

988 NM Animations in English & Spanish

Animation One: Youth and LGBTQIA+ focused



Animation Two: Middle-aged and Substance Misuse focused



[988nm](https://www.youtube.com/988nm)
[YOUTUBE](https://www.youtube.com/988nm)

988 NM Collateral

988 Radio Script / Spot

988 is a new, free, 24/7 confidential lifeline that is now available if you or someone you know is experiencing mental health distress or worried about alcohol or drug use. Call, text or chat 988, to be connected to trained professionals who will compassionately listen and connect you to local resources. Hope is 3 numbers away. Learn more at 988NM dot org.

[Download English Radio Spot Here](#)

El 988 es una nueva línea telefónica de ayuda confidencial y gratuita, disponible las 24 horas del día en caso de que usted o alguien que conozca esté sufriendo problemas de salud mental o esté preocupado por su consumo de alcohol o de drogas. Llame al 988, o envíe un mensaje de texto o un chat para conectarlo con profesionales capacitados que lo escucharán y lo ayudarán con recursos locales. La esperanza está a 3 números de usted. Obtenga más información en 988NM punto org.

[Download Spanish Radio Spot Here](#)

988 NM Collateral

988 Typical Digital Ad - Click through to 988NM.org



[Download Typical Digital Ad Here](#)

988 NM Collateral

988 Typical Print Ad for Newspapers

for emotional or
substance use crisis

CALL / TEXT / CHAT 988

Help & Hope in New Mexico

988

24/7 Lifeline

Reasons to Call 988

- Worried about your safety or someone you know?
- Having a hard time managing strong emotions?
- Feeling hopeless, confused or angry?
- Worried about alcohol or drug use?
- Need help finding local community services?

Behavioral Health Services Division

HUMAN SERVICES
DEPARTMENT

**Visit 988NM.org
for more info**



@988NewMexico    

[**Download Typical Print Ad Here**](#)

988 NM Collateral

988 Billboard

for emotional
or substance use crisis

CALL / TEXT / CHAT 988

988nm.org

Help & Hope in New Mexico

988

Behavioral Health Services Division
HUMAN SERVICES
DEPARTMENT

988 Transit

The image displays two views of a transit bus with the 988 NM collateral graphics. The top view shows the side of the bus with the text "for emotional or substance use crisis", "CALL / TEXT / CHAT 988", and "988nm.org" in green. To the right, there is a large yellow circle with "988" in green and "Help & Hope in New Mexico" in black. The bottom view shows the front of the bus with the same text and graphics, including the "988" logo and "988nm.org" website.

988 NM Social Media

@988NewMexico



Facebook



Instagram



YouTube



TikTok



Photo Frame (transparent background)



Hashtags to Adopt

#988NM #988NewMexico #CallTextChat988

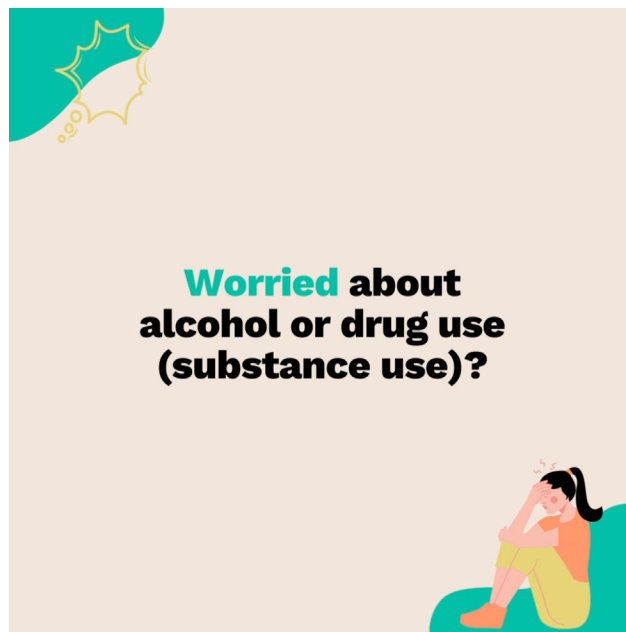
[Download Social Media Template Here](#)

988 NM Social Media

@988NewMexico



Video assets exist on all platforms and are meant to be shared by partners.



[Download Social Media Graphic Here](#)

988 NM partner email signature line example

**During the launch of 988 we encourage partners
to update their e-mail signatures**

Natalie Rivera

NM Behavioral Health Planning Council Liaison

NM Human Services Department

Behavioral Health Services Division

Email: nataliea.rivera@state.nm.us

Cell: 505-490-3926

www.nmprevention.org

www.doseofreality.com

Do you or someone you know, need help now? Call, Text or Chat 988

988 is a new, free, 24/7 confidential lifeline that is now available if you or someone you know is experiencing mental health distress or worried about alcohol or drug use. Call, text or chat 988, to be connected to trained professionals who will compassionately listen and connect you to local resources. Hope is 3 numbers away. Learn more at 988NM.org.



Next 2 Pages
Campaign Talking Points in English for Printing

Or download here:

[Download 988 NM Talking Points](#)

**[See 988 NM Talking Points
in Spanish Here](#)**

988 NM Campaign Talking Points

What is 988?

988 is a new, free and easy to remember nationwide helpline for emotional, mental or substance use crisis. It's part of a larger initiative to build out a behavioral health infrastructure for people in distress to have someone to call, someone to come and somewhere to go, also referred to as the Crisis Now model.

988 calls, texts and chat is answered by trained, compassionate behavioral health professionals who know community mental health and substance use resources. They will listen, offer support and work together with the caller to develop a plan for safety and recovery.

988 can open the door for all New Mexicans to seek mental well-being or substance use help, while sending the message that healing, hope, and help are happening every day to respond to them, and a place to go for safe and effective diagnosis and treatment.

988 is an important first, but not final step, in reimagining New Mexico's behavioral health crisis system to respond to anyone in need. HSD/BHSD believes New Mexicans deserve to have mental health within reach. the 988 Lifeline would be akin to an air traffic control system: a single entity smoothly helping people to a safe landing. Building the Crisis Now Continuum of Care model is about meeting people where they're at when they need it most. This transformation will take time and requires resources from federal, state, and local levels to prepare the crisis system to better meet these needs.

988 is the result of National Suicide Designation Act of 2020. States have had two years to prepare.

When is 988 available?

988 is available now in real-time for call, text, and chat. Spanish speakers are available.

When should I call 988?

- Worried about your safety or someone you know.
- Having a hard time managing strong emotions.
- Feeling hopeless, confused or angry.
- Worried about alcohol or drug use (substance use).
- Need information or referrals for local community services.
- Have something on your mind that you want to talk over with someone outside of current situation.
- Service member or veteran and their families.

Who answers my call?

When you call, text or chat 988 a trained behavioral health professional will answer. Many have a background in mental health or social work, but all are trained. They are there to listen non-judgmentally and help you process your feelings, think through your problem or situation and explore your options or what comes next and help figure out what you want to do, if anything. Currently, calls to 988 from New Mexico area codes are automatically routed to the New Mexico Crisis and Access Line, which will be the call center hub for the new expanded crisis response network.

What happens when I call, text, or chat 988?

When calling 988, callers first hear a greeting message while their call is routed to the local network crisis center (based on the caller's area code).

988 NM Campaign Talking Points

You will also be given three options. Press 1 to connect to the Veterans Crisis Line or Press 2 to connect with the Spanish network.

Trained behavioral health professional will answer the phone, listen to the caller, understand how their problem is affecting them, provide support, and share resources if needed. If the local crisis center is unable to take the call, the caller will be automatically routed to a national backup crisis center.

Text

People who text “TALK” to 988 are currently connected to crisis centers equipped to respond to texts. This service will expand over the next few years to increase local and state-level response. Once connected, a behavioral health professional will listen to you, work to understand how your problem is affecting you, provide support, and share resources that may be helpful.

Chat

What happens when I chat via 988?

Chat is available through the Lifeline’s website <https://suicidepreventionlifeline.org/chat>

People seeking chat services are provided a pre-chat survey before connecting with a counselor that identifies the main area of concern. If there is a wait to chat with a crisis counselor, a wait-time message will appear. If demand is high, individuals can access the 988 “helpful resources” while waiting or call 988. Once connected, a behavioral health professional will listen to you, work to understand how your problem is affecting you, provide support and share resources that may be helpful.

How is 988 different from 911?

988 will improve access for all New Mexicans who may be in emotional, mental health or

substance use distress. 988 provides easier access to local network resources, which are different from 911. 988 changes the perception of what do in a mental health crisis. It is as important as having a physical emergency. It is an alternative to law enforcement as the primary intervention for mental health.

How do 988 and 911 work together?

The 988 and 911 systems will need to be closely coordinated to seamlessly allow referral of callers for appropriate care or response that addresses the unique circumstances present with each crisis encounter. HSD/BHSD is actively working with local 911 counterparts to plan for smooth coordination between the two services.

If I call 988 will first responders (like the police or EMS) be automatically dispatched?

The primary goal of 988 is to provide support for people in crisis or mental health-related or substance use distress in the moments they most need it and in a manner which is person-centered. The vast majority of those seeking help from the Lifeline do not require any additional interventions at that moment. Currently, fewer than 2% of the existing Lifeline calls involving immediate risk to someone’s life require connection to emergency services like 911. The 988 coordinated response is intended to promote stabilization and care in the least restrictive manner.

Will 988 calls be referred to 911?

A small percent of calls requires the 911 system when there is immediate risk to someone’s life that cannot be reduced during the 988 call. In these cases, the crisis counselor shares information with 911 that is crucial to saving the caller’s life.