



Office of
Mental Health

988 IN NYS

PATIENT ADVOCATE PROGRAM

DECEMBER 23, 2025

SUPPORTING THE AGING POPULATION

- About **2.7 million older adults** (3.5%) reported having a **major depressive episode** in the past year.¹
- About **1 in 50 older adults** had **serious thoughts of suicide** in 2024, with similar percentages of older adult females and males that had suicidal thoughts.¹
- **Chronic loneliness** and **social isolation** can increase the **risk of developing dementia** by approximately 50% in older adults.²
- An increase in **loneliness** was reported to be among the **primary motivations for self-harm** in a 2019 review of 40 studies of more than 60,000 older adults.³
- Between 2001 and 2021, suicide rates significantly increased for men ages 55–74 and women ages 55–84.⁴
- Factors that directly impact the mental health of older adults **include decline in physical and cognitive functioning**, and other changes associated with getting older, like **bereavement, loneliness, and lack of social connectedness**.

¹ Substance Abuse and Mental Health Services Administration. Behavioral Health among Older Adults: Results from the 2021 and 2022 National Surveys on Drug Use and Health. Center for Behavioral Health Statistics and Quality, Substance Abuse and Mental Health Services Administration. 2024.

² Department of Health and Human Services. Our Epsolation: The U.S. Surgeon General's Advisory on the Healing Effects of Social Connection and Community. 2023

³ Troya MI, Babatunde O, Polidano K, et al. Self-harm in older adults: systematic review. Br J Psychiatry. 2019;214(4):186-200

⁴ Garnett MF, Spencer MR, Weeks JD. Suicide among adults age 55 and older, 2021. NCHS Data Brief, no 483. Hyattsville, MD: National Center for Health Statistics. 2023. DOI: <https://doi.org/10.15620/cdc:133701>

What is 988?

WHAT IS THE 988 SUICIDE AND CRISIS LIFELINE?

- The 988 Lifeline is a **free** and **confidential** resource available in English and Spanish
- **988** is the three-digit number that offers **24/7** access to trained crisis counselors to get support for:
 - emotional distress
 - suicidal thoughts
 - substance use crisis
 - abuse
 - worrying about someone else
 - relationship issues
 - loneliness
 - depression
- You can contact 988 by **chat**, **text**, or **phone**
- Interpretation services available in 250+ languages (Language Line Solutions)
- Scan the QR code to check out the OMH 988 webpage to learn more and start a chat



HOW IT WORKS

- When you **CALL** 988:
 - Your call is routed to an official 988 Contact Center based on your selections and area code
 - Geo-routing ensures exact locations are never shared with trained counselors
 - Specially trained counselors are available 24/7
- When you **TEXT** 988:
 - Your contact is routed to an official Lifeline Contact Center based on your area code
- When you **CHAT** 988:
 - You'll get a pre-chat survey before connecting with a counselor to identify the main area of concerns
- When you contact 988, it is always **CONFIDENTIAL** and **PRIVACY** is always protected

FINDING SOMEONE THAT RELATES TO YOU

- NYS has 14 dedicated 988 Contact Centers operating 24/7/365
 - Geo-routing helps connect you with a 988 Contact Center that is familiar with the resources in your community without revealing your exact location
- 988 is for **everyone** - all ages, genders, sexes, ethnicities, races, religions, sexual orientations, and socioeconomic statuses
 - Veterans can press 1 or text 838255
 - Spanish speakers can press 2 or text AYUDA to 988

History

THE HISTORY OF 988

- Federal legislation mandated the national rollout of the 988 Lifeline by July 2022
 - Mental health and suicide prevention advocates sought out a national, easy-to-remember 3-digit number for individuals in crisis.
 - In August 2018, The National Suicide Hotline Improvement Act directed the U.S. Federal Communications Commission (FCC) in conjunction with other agencies to study these issues.
 - In August 2019, the FCC report issued a recommendation to Congress for 988.
 - In July 2020, the FCC finalized a Rule and Order designating 988 with a July 2022 implementation deadline for telecom providers to make 988 operational.
 - In October 2020, the National Suicide Hotline Designation Act of 2020 was signed into law, incorporating 988 as the new National Suicide Prevention Lifeline and Veteran's Crisis Line number.
- 988 launched in New York State and across the nation on July 16, 2022.

SUSTAINABLE 988 FUNDING

Federal \$
(FFY 2022 - 2025)

SAMHSA's Cooperative Agreements for States and Territories to Build Local 988 Capacity

Federal \$
(Sept 23-Sept 26)

Cooperative Agreements for States and Territories to Improve Local 988 Capacity

State \$
(SFY 23-Ongoing)

Building on an initial investment of \$35 million in FY2023, Governor Kathy Hochul's Executive Budget provides \$60 million in FY2024, to fund the expanded crisis center network needed to support people contacting 988 Crisis in NYS through call, chat, and text.

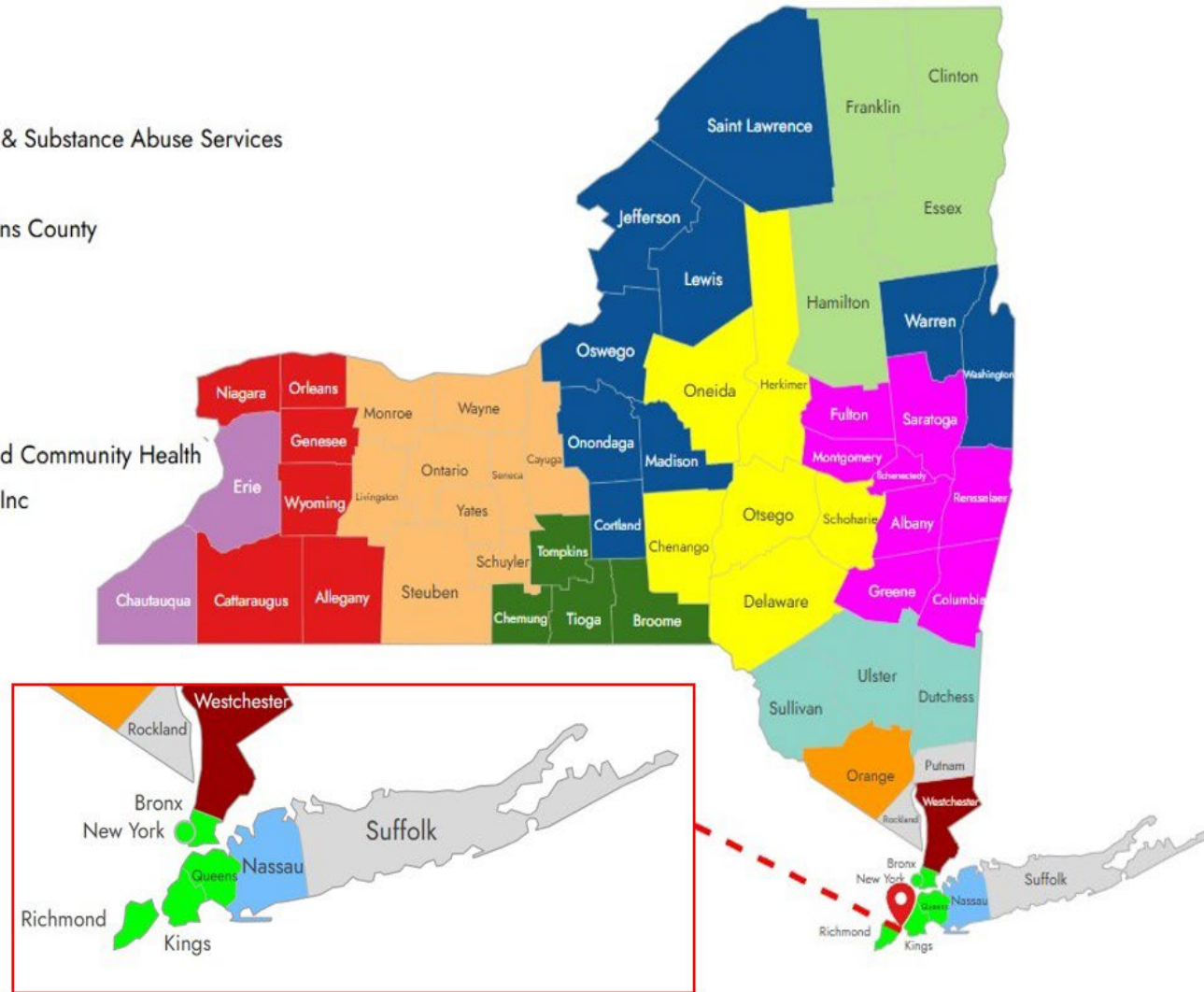
NYS 988 Contact Centers

14 NYS 988 CONTACT CENTERS



24/7 988 PRIMARY COVERAGE IN NYS

- Crisis Services
- Niagara County Department of Mental Health & Substance Abuse Services
- 211/Life Line
- Suicide Prevention & Crisis Service of Tompkins County
- Contact Community Services
- MHA Essex
- The Neighborhood Center, Inc
- Vibrant - Capital Region
- Dutchess County Department of Behavioral and Community Health
- Mental Health Association in Orange County, Inc
- Response of Suffolk County
- St. Vincent's Hospital Westchester
- NYC 988
- Long Island Crisis Center



988 OPERATION PRIORITIES

The following are ongoing priorities for 988 operation in New York State:

- **911/988 Interface:**
 - Developing links between 911 and 988 through training, warm transfers, and diversion plans
- **988 Center Functions:**
 - Planning for crucial 988 operations
 - This includes crisis center staffing and training, call center technology, and follow-up services
- **Community Education and Marketing:**
 - Informing New Yorkers about 988 through education and a future multi-media marketing campaign

988 VOLUME IN NYS

Between July 2022 through November 2025, NYS 988 has received:

1,237,310



Call

173,921



Text

183,526

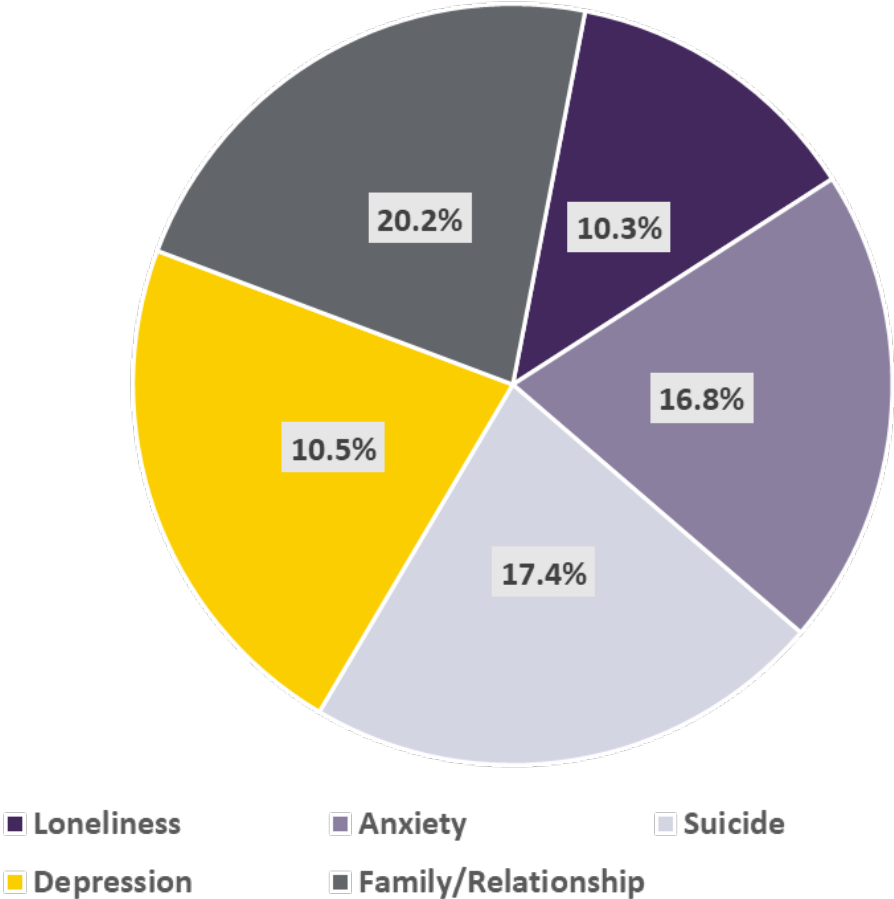


Chat

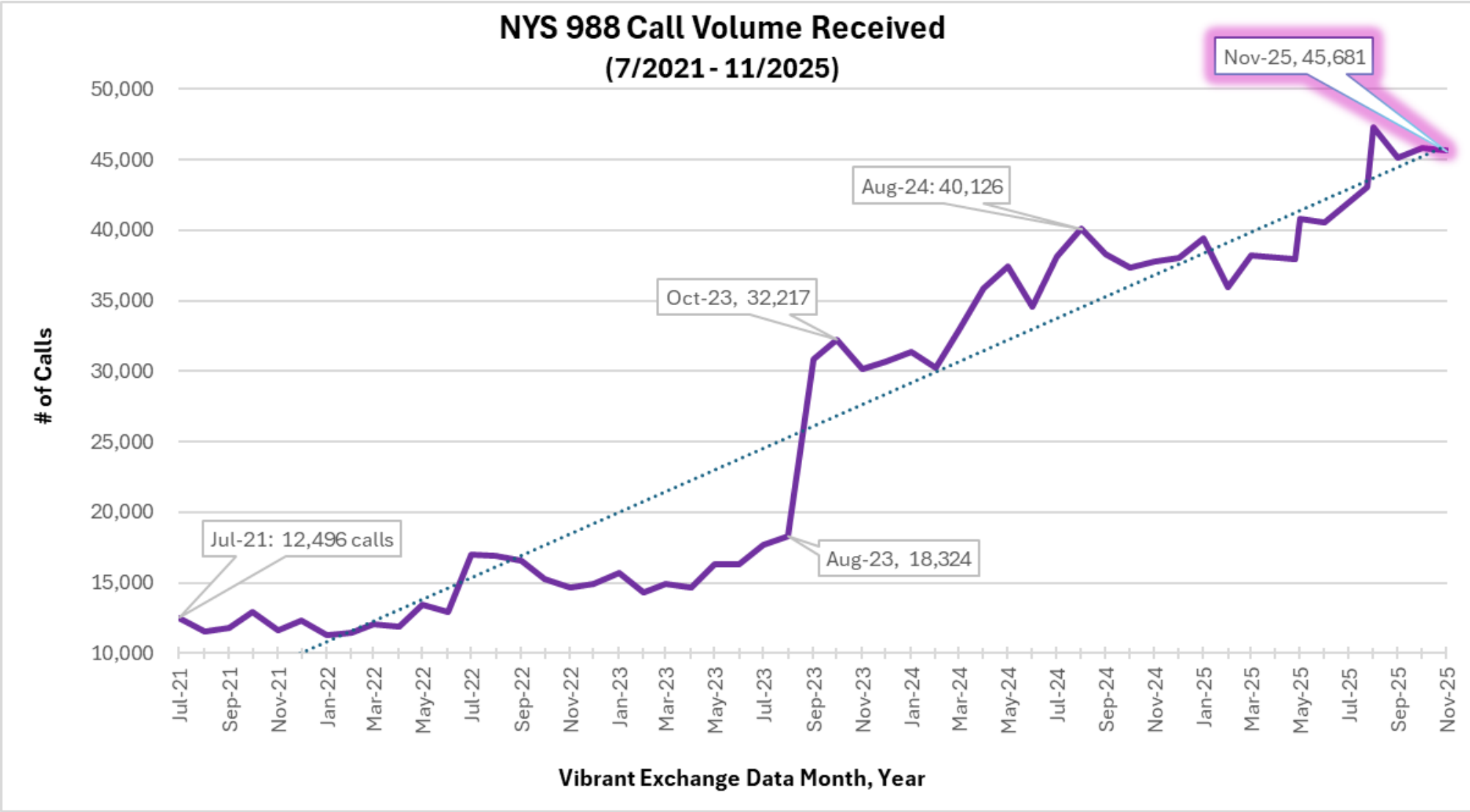
PROGRESS OF 988 IN NYS (2024 – 2025)

KEY PERFORMANCE INDICATORS	JULY 2024 – JUNE 2025 (YEAR 3)
CALLS RECIEVED	462,546
CALLS ANSWERED	420,044
AVERAGE IN-STATE ANSWER RATE	90.8%
AVERAGE TALK TIME	15 MINUTES, 12 SECONDS
AVERAGE SPEED TO ANSWER CALLS	32.5 SECONDS

TOP 5 REASONS FOR CALLING 988
YEAR 3



NYS 988 CALL VOLUME BY MONTH



988 Awareness

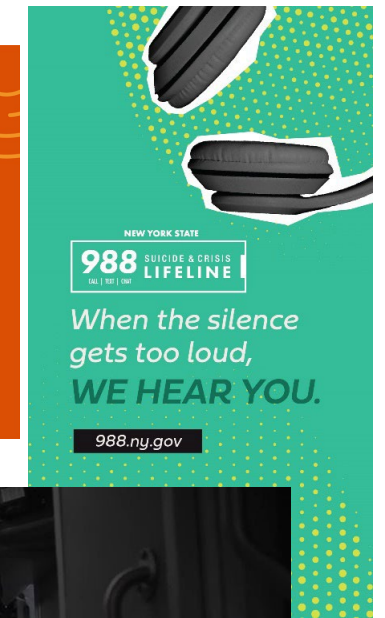
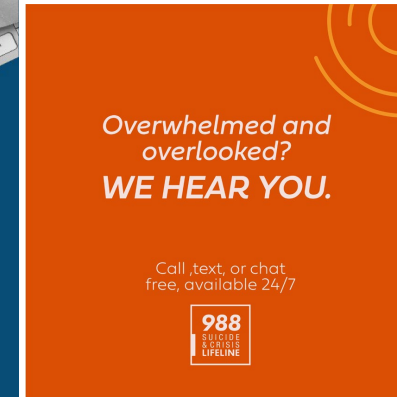
NYS 988 AWARENESS CAMPAIGN

Media Types:

- **Social Media** (Facebook, Snapchat, Instagram, TikTok, LinkedIn)
- **Out of Home** (Billboards, bus stops, signage on college campuses, event coverage, Stewarts etc.)
- **Digital** (Google Search, Gaming platforms, sports etc.)
- **Audio** (Traditional Radio and Spotify/iHeart etc.)
- **TV** (Streaming, Cable, Broadcast)

5 Main Demographics:

- **General Audience**
- **Teens 13-17** (Includes Black/ Latina Youth Targeting)
- **Young Adults 18-25** (Includes Black/ Latina Youth and College Student Targeting)
- **First Responders**
- **Healthcare and Helping Professionals**



NYS 988 AWARENESS CAMPAIGN: YEAR 1 HIGHLIGHTS

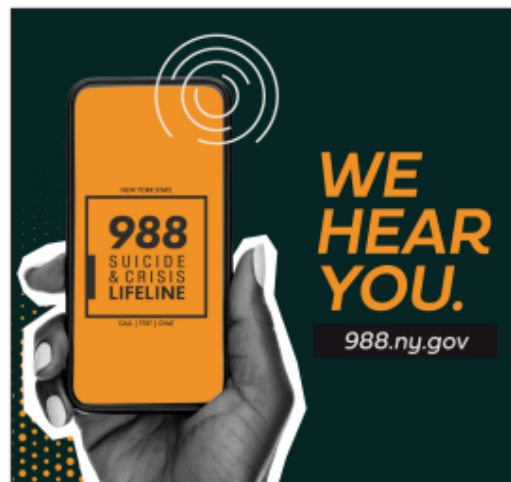
- Year 1 of the 988 Awareness Campaign ended after 12-months in August 2025, garnering over **650 million impressions** across all platforms
- Over **1.2 million clicks** directed people to the 988 NYS website with more than **37.5 million views** of 988 video advertisements
- Since the launch of the campaign:
 - **Calls** increased by 17%
 - **Texts** increased by 18%
 - **Chats** increased by 100%

Audience	Impressions
General Population	493,162,651
Young Adults 18-25	60,586,025
Teens 13-17	52,670,430
First Responder	30,374,955
Health Care Professionals	13,478,950
Total	650,273,011

THE 988 COMMUNITY EDUCATION AND AWARENESS TOOLKIT

5 Easy Steps to Share 988

- 1 Start the conversation.** Ask people you know if they've heard of 988. Check out our [988 Conversation Starters](#) for some examples.
- 2 Ask to hang a 988 poster at your:**
 - a. Workplace
 - b. Community stores
 - c. Library
 - d. Apartment building
 - e. Place of worship
 - f. Doctor's office
- 3 Share on your personal social media.** Anyone can share this lifesaving service with their friends. [Download a 988 social media graphic](#) and help get the word out.
- 4 Normalize talking about mental health.** Check in with people you know and share your experiences or coping skills.
- 5 Share 988 resources with your social and professional networks.** Whether it's your bowling league or volunteer group, you can share information about 988 at one of your meetings.



Brochures

These trifold brochures are available with three different covers and include information about what happens when you contact 988, what 988 is, and when you should reach out.



[Download Brochure](#)



Front Design (Cover 1)

Back Design



Questions?



Office of Mental Health