



Behavioral Health Crisis Response Stakeholder Coalition

Statewide Crisis Response Meeting #10





Tour of HSA

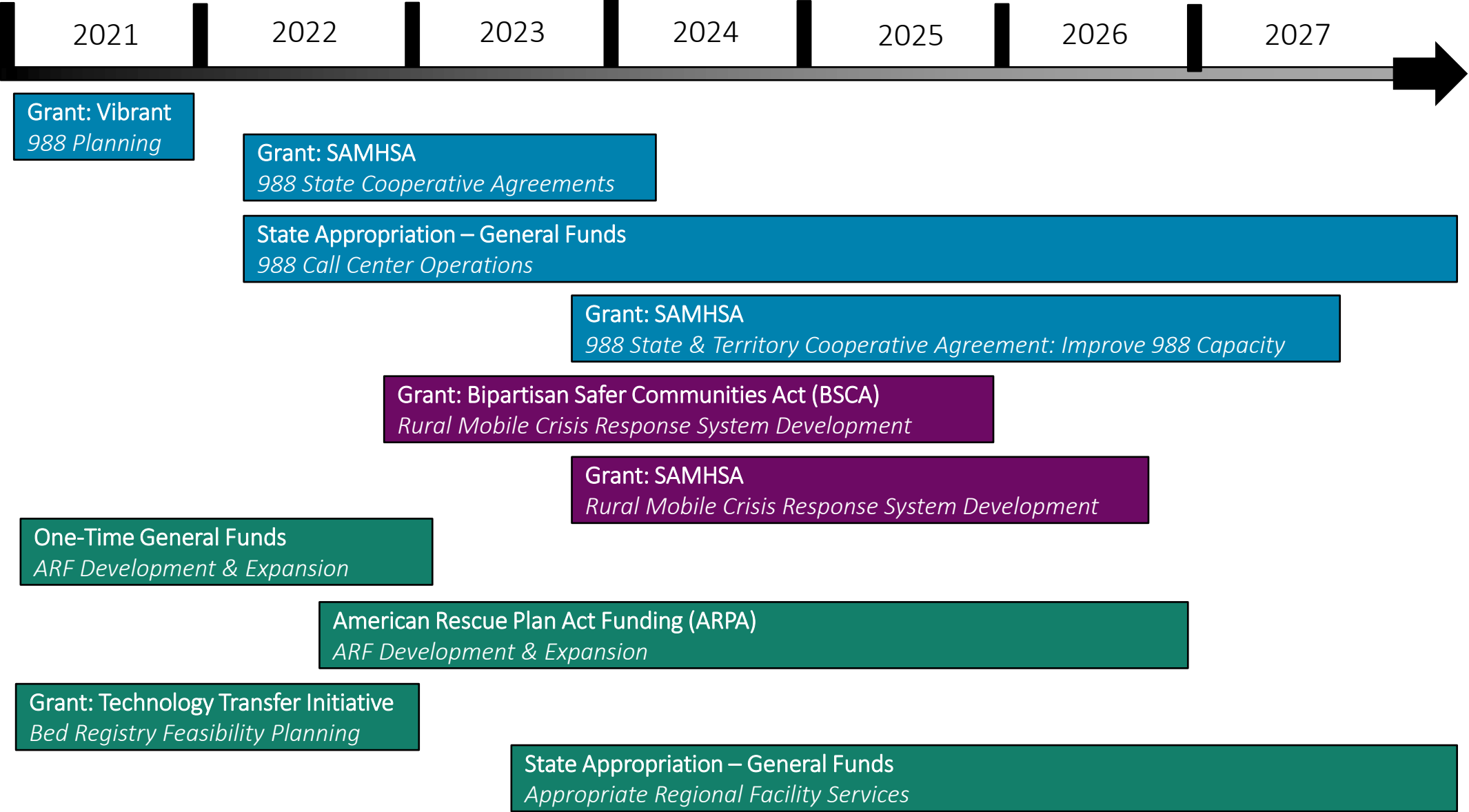
Kari Johnston



Division Updates

Vanessa Barnes

Crisis Services | DSS-Managed Budgets





Behavioral Health Campaign

Lawrence & Schiller



Someone to Talk To

Janet Kittams & Monica Bailey



988 SUICIDE & CRISIS
LIFELINE

Call. Text. Chat.

SDBehavioralHealth.gov

988 - There is Help. There is Hope.

988 SUICIDE & CRISIS
LIFELINE

On July 16th, 2022, our nation moved to the first-ever 3-digit dialing code (988) for suicide prevention and crisis situations for mental health and substance use 24/7.

- It did not replace the National Suicide Prevention Lifeline (1-800-273-8255)
- It's more than just a 3-digit number. It strengthens our larger crisis care system

Reach out for help and hope through 988...

- Crisis situations (emotional distress, suicide or other behavioral health crisis)
- Mental health resource information and support
- Substance use treatment and support programs
- Care coordination and follow up support
- Call - Text - Chat



988 in South Dakota

- 988 is **answered by the Helpline Center** and staffed by mental health counselors with advanced degrees and experience in behavioral health.
- 988 provides **follow-up calls** to callers, texters and chatters generally following up within 24-hours and then over the next four weeks.
- On average, **96% of contacts** received by trained crisis counselors at 988 at the Helpline Centers are de-escalated and stabilized, reducing the need to dispatch law enforcement in situations that do not have safety concerns.
- 988 in SD is a **partnership** between SD Department of Social Services, Division of Behavioral Health and Helpline Center. DSS has provided the planning support, development of the 988 plan and funding.



Help is 3 Numbers Away

211 maintains a comprehensive database of community resources and provides information and referrals for essential needs like:

- Food
- Housing and Shelter
- Utility Assistance
- Healthcare Services
- Government Services

211 also can connect people with information and referrals for:

- Transportation
- Legal Services
- Support Groups
- Disaster Aftercare

988 provides crisis support for:

- Thoughts of Suicide
- Mental Health Crisis
- Substance Use Crisis
- Emotional Distress

911 provides first responder dispatch for:

- Medical Emergency
- Fire
- Reporting a Crime
- Disaster Response
- Life Threatening Situation



988 and 911 Partnerships

- 988 collaborates with 911 centers to assist with mental health calls. The Helpline Center is working with each PSAP in the state to create a partnership between 988 and 911
- 911 transfers calls to 988 such as callers in an emotional crisis or callers expressing mental health needs that are not suicidal
- 911 also transfers calls to 988 when callers are suicidal and alert but not requiring dispatch
- 988 works with 911 for calls requiring an emergency medical response or law enforcement response



First Year 988 State Data

Data for South Dakota 988 (July 16, 2022 – June 30, 2023)



Call

6,755 Calls



Text

653 Texts



Chat

473 Chats

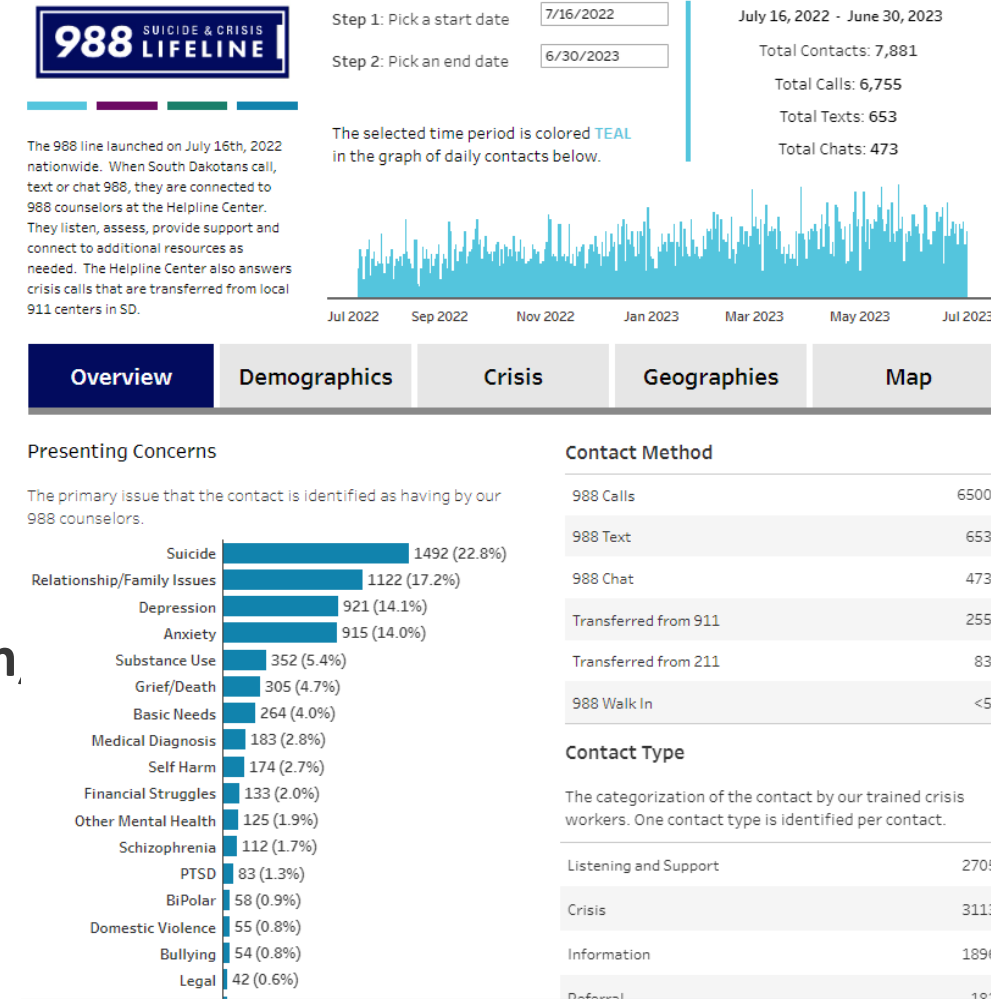
**7,881 Total
Contacts**



First Year 988 State Data

Data for South Dakota 988 (July 16, 2022 – June 30, 2023)

- **Over 96% of contacts were stabilized without further intervention**
- **255 calls transferred from 911 centers**
- **40% of contacts were crisis related**
- **Most common presenting concerns included depression, suicide, relationship/family issues and anxiety**
- **Received contacts from all 66 counties**
- **Average speed to answer was 13 seconds**

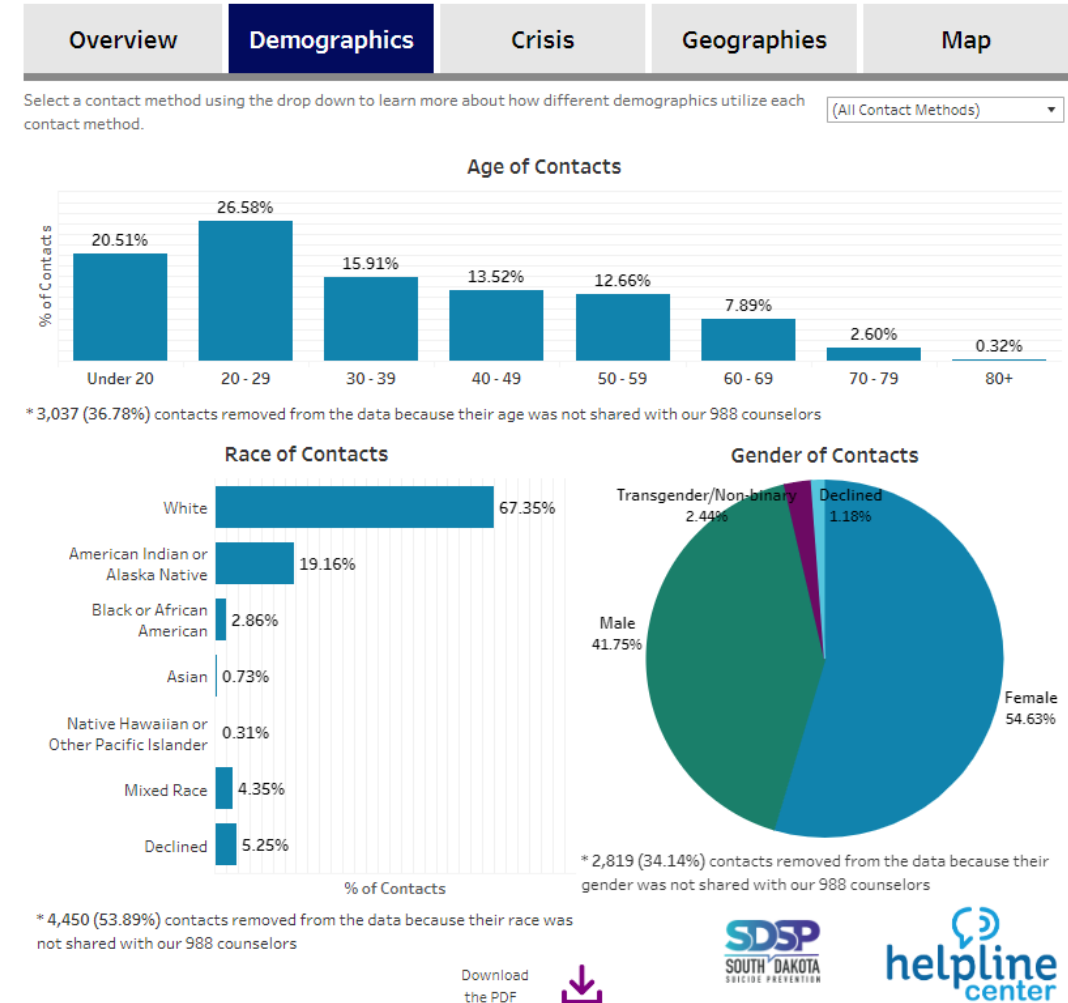


First Year 988 State Data

Data for South Dakota 988 (July 16, 2022 – June 30, 2023)

- 46% of all contacts were from people ages 29 and younger
- 79% of chats were from people ages 29 and younger
- 63% of texts were from people ages 29 and younger
- 54% of contacts were from females
- The busiest month was May with 923 contacts

988 Data dashboard helplinecenter.org/9-8-8/data/



988 Materials

Available on the Helpline Center website:
helplinecenter.org/988info/988-promotion/

988 Window Cling

Please Select

4x6 window cling, can be sent in an increment of your choosing. If you would like more than 10, please let us know through the marketing email listed above.



988 Wallet Cards Style 1

Please Select

Business card sized, increments of 25



988 Wallet Cards Style 2

Please Select



Help is 3 Numbers Away

211 maintains a comprehensive database of community resources and provides information and referrals for essential needs like:

- Food
- Housing and Shelter
- Utility Assistance
- Healthcare Services
- Government Services

211 also can connect people with information and referrals for:

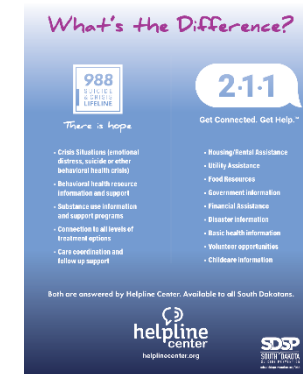
- Transportation
- Legal Services
- Support Groups
- Disaster Aftercare

988 provides crisis support for:

- Thoughts of Suicide
- Mental Health Crisis
- Substance Use Crisis
- Emotional Distress

911 provides first responder dispatch for:

- Medical Emergency
- Fire
- Reporting a Crime
- Disaster Response
- Life-Threatening Situation



988

SUICIDE
& CRISIS
LIFELINE



South Dakota
Department of
Social Services

Strong Families - South Dakota's Foundation and Our Future



Questions?

Janet Kittams, Helpline Center

janet@helplinecenter.org

Vanessa Barnes, DSS Division of Behavioral Health

Vanessa.Barnes@state.sd.us



South Dakota
Department of
Social Services



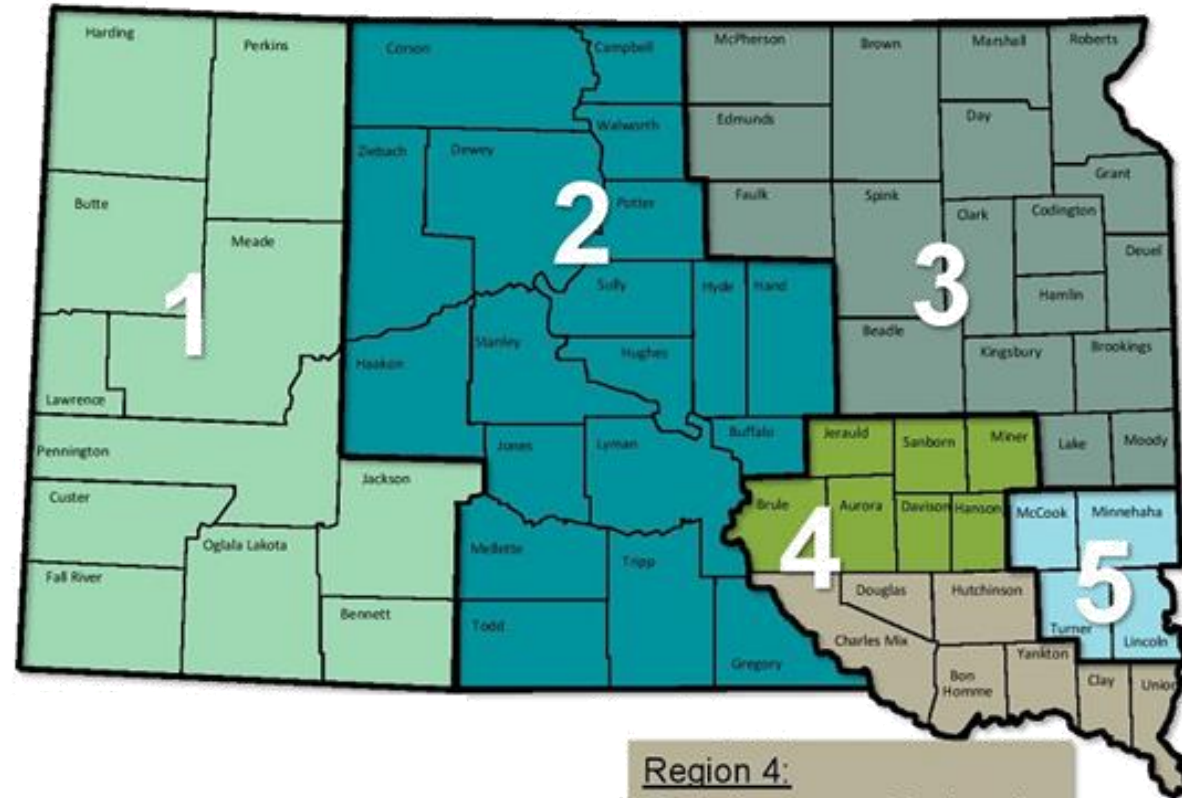
Someone to Respond

Vanessa Barnes, Monica Bailey,
Jason Lillich and Thomas Stanage

Challenges for Rural Communities

Our Catchment Area:

- Bon Homme
- Charles Mix
- Clay
- Douglas
- Hutchinson
- Union
- Yankton
- 7 additional counties



Region 4:
Counties served by Lewis
& Clark Behavioral Health
Services ARF



Challenges in Rural Communities

Timely Follow-Up

Individuals in crisis in rural and frontier communities lack local resources for crisis support.

Law enforcement agencies often serve as the primary resource for crisis support.

Transportation

Transportation for individuals to and from in-person crisis services is an ongoing challenge.

Law enforcement serves as the transportation for individuals on hold, voluntary clients must rely on a family member, friend, or other support –not always available.

Recruitment + Staffing

Recruitment and retention of staff who are qualified to serve high risk patients in crisis is difficult.

Crisis centers operate best with the “fire house” staffing model – fully staffed 24/7 to handle any crisis that walks through the door – but this can be difficult to maintain.

CARE Coordination

Coordination with other service providers including call centers and mobile crisis teams and first responders can be challenging.

It can be especially challenging coordinating with first responders across many different communities within one county.



Solutions / Lessons Learned

Timely Follow-Up

24/7 Crisis Hotline

Rural Crisis Outreach
Coordination

Partnership with 988
and Avel

Transportation

Coordination efforts
with local Sheriff's
Office to facilitate
transports from ARF to
HSC for individuals
from areas outside
Yankton County

Recruitment + Staffing

Short-term efforts:

Wage increases

Creative advertisement

Long-term efforts:

Considering scholarship
sponsorship for
applicable degree
programs

Looking at reimbursement
options for individuals
who commit to 3 years of
service following
graduation

Partnerships + Care Coordination

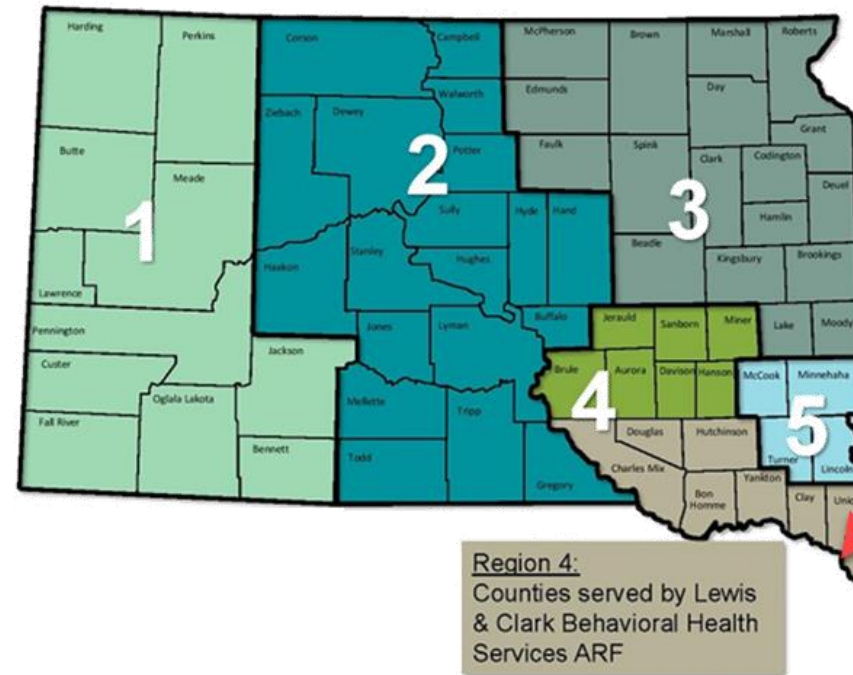
None of us can do it
alone



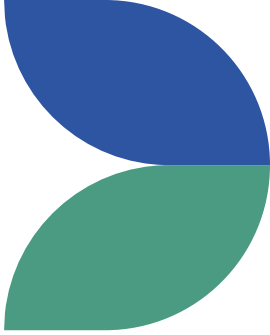
Rural Crisis Outreach

A “Big Idea” to support our rural communities!

- This year Lewis & Clark received a \$100,000 “Big Idea” grant from the South Dakota Community Foundation to implement a new rural crisis outreach service
- Our very first “Rural Crisis Outreach Coordinator” will be assigned to Union County
 - Implemented: July 2023



Rural Crisis Outreach



Next business day crisis follow-up

- Mental health and addiction issues
- Youth/family/school issues
- Grief and loss
- Assistance with involuntary holds

Continued care coordination

- Counseling and med management
- Telehealth services
- School-based services
- Other Lewis & Clark services/programs

Jail support

- Connect with inmates to identify options for Lewis & Clark services after release
- Coordinate virtual medication management appointments for inmates in need of psychiatric meds

Sheriff's Office + Police Dept. support

- Routine training and education on Lewis & Clark services and crisis care
- Ongoing collaboration and support to help meet the needs of the communities we serve

Rural Crisis Outreach



Partnering with Avel eCare

- We are working to connect as many of our local law enforcement agencies as we can with Avel's eCare service for behavioral health crisis care
- Officers and deputies in the field can connect individuals with a trained assessment counselor in real time, 24/7
- Avel sends notification of these encounters to our crisis outreach coordinator, so they may reach out and provide next-day follow-up and connections to local resources



Rural Crisis Outreach

Partnering with 988

- We are collaborating with 988 so they may refer callers to our services for continued care and crisis support, including:
 - Next-day follow-up with our crisis counselor
 - Next-day follow-up with our crisis outreach coordinator
 - 24/7 crisis care at The CORE Center

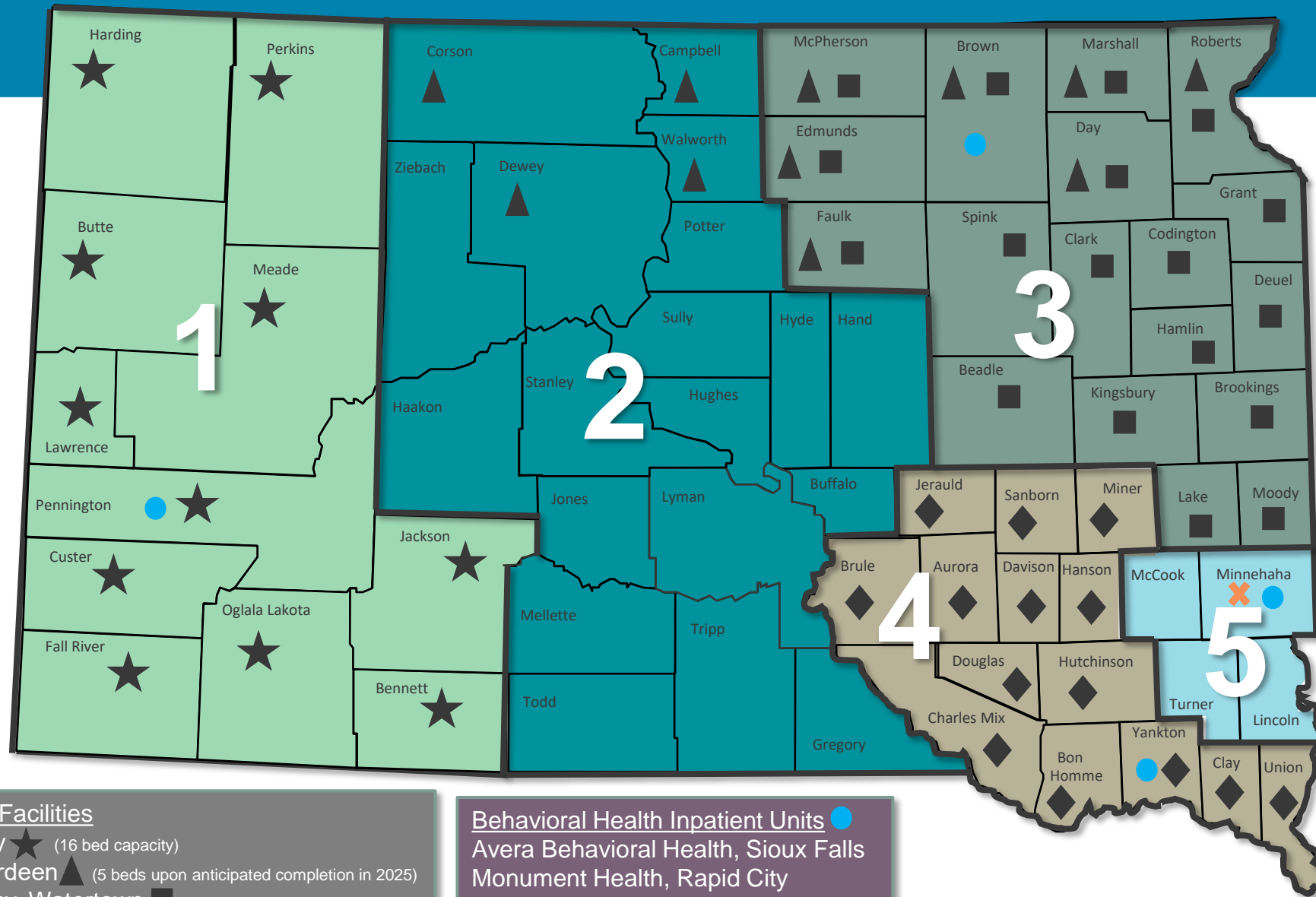




Somewhere to Go

Vanessa Barnes

Behavioral Health Residential Crisis Capacity



24-hour or less Crisis
Stabilization Center
The Link, Sioux Falls

Appropriate Regional Facilities

Pivot Point, Rapid City ★ (16 bed capacity)
Avera St. Luke's, Aberdeen ▲ (5 beds upon anticipated completion in 2025)
Human Service Agency, Watertown ■ (4 bed capacity)
Lewis and Clark, Yankton ◆ (8 bed capacity)

Behavioral Health Inpatient Units ●

Avera Behavioral Health, Sioux Falls
Monument Health, Rapid City
Human Services Center, Yankton
Avera St. Luke's, Aberdeen

Lewis & Clark Behavioral Health Services

Thomas S. Stanage PhD,
Executive Director

***Our Mission:** To pioneer and sustain comprehensive, integrated mental health and substance use treatment services that promote the health and quality of life of our community members.*



Discuss the Development of an Appropriate Regional Facility and Crisis Care Model in a Largely Rural Service Area: Lessons Learned

Appropriate Regional Facility

Provide 24/7 overnight residential services to stabilize acute psychiatric or behavioral health symptoms.

Evaluate treatment needs and develop a crisis stabilization plan affording the ability for individuals to be stabilized closer to home.



Crisis Now Model

Call Hub.

Crisis outreach including mobile crisis response and timely follow-up.

Crisis receiving center.

(Someone to call, someone to respond and somewhere to go)

LCBHS ARF Timeline



LCBHS ARF: The C.O.R.E. Center

Crisis Outreach, Response, and Engagement

Services

- 24/7 Care Coordinator
- 24/7 Receiving Center
- Residential Crisis Stabilization
- Youth and Adults

Care Team

- Behavioral Health Tech
- Crisis Counselor
- Licensed Nursing
- Program Director
- QMHP
- Rural Crisis Outreach Coordinator
- Security

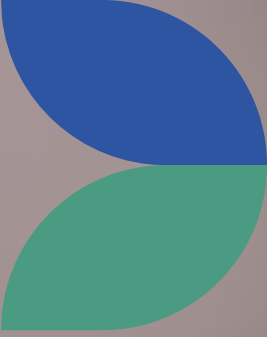


Building Project + Crisis Care Expansion



**24/7 Crisis Care
Entrance**

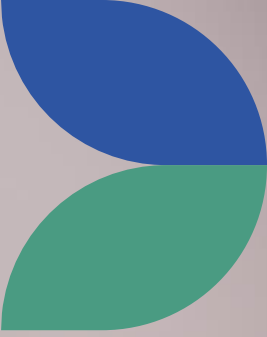
Triage Room



Lounge



Private Room





BHCRSC Workgroup Updates

Drew Ausborn, Melanie Boetel
and Vanessa Barnes



BHCRSC Workgroup Updates



DATA PLANNING



STATUTE /
POLICY REVIEW



CRISIS RESPONSE
SERVICE DEVELOPMENT



MARKETING &
COMMUNICATION

Data Planning

**Increase awareness
and utilization of 988**

**Connect individuals to systems and
settings that best match
their care needs closer to home**

**Increase follow-up services that
connect to community resources for
continued care post-crisis**

**Reduce suicide attempts and
deaths by suicide**

Data Planning - Increase awareness and utilization of 988



The 988 line launched on July 16th, 2022 nationwide. When South Dakotans call, text or chat 988, they are connected to 988 counselors at the Helpline Center. They listen, assess, provide support and connect to additional resources as needed. The Helpline Center also answers crisis calls that are transferred from local 911 centers in SD.

Step 1: Pick a start date

7/16/2022

Step 2: Pick an end date

8/31/2023

July 16, 2022 - August 31, 2023

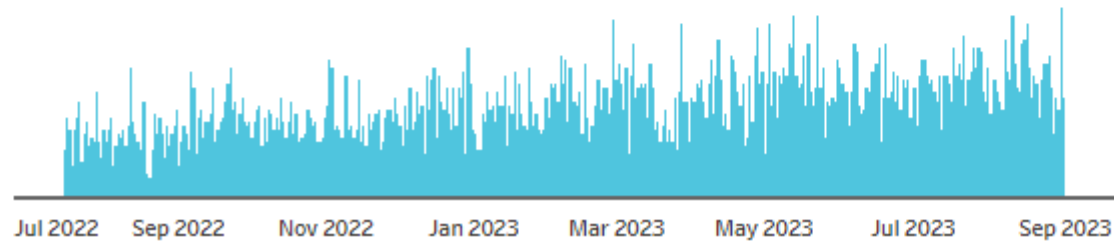
Total Contacts: 9,724

Total Calls: 8,481

Total Texts: 732

Total Chats: 511

The selected time period is colored **TEAL** in the graph of daily contacts below.



<https://www.helplinecenter.org/9-8-8/data/>

Data Planning - Connect individuals to systems and settings that best match their care needs closer to home

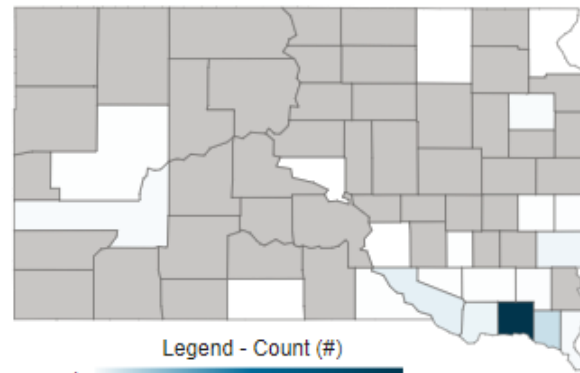
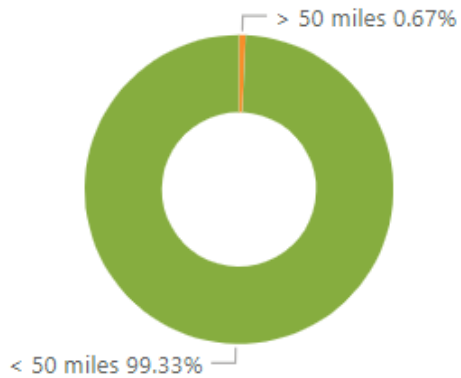
Metric 2: Connect Individuals to Systems and Settings That Best Match Their Care Needs Closer to Home *(preliminary, results reflect LCBHS outcomes)*

Traveled Distance for Short-Term Crisis Service

447

Sample Size

Legend ● > 50 miles ● < 50 miles

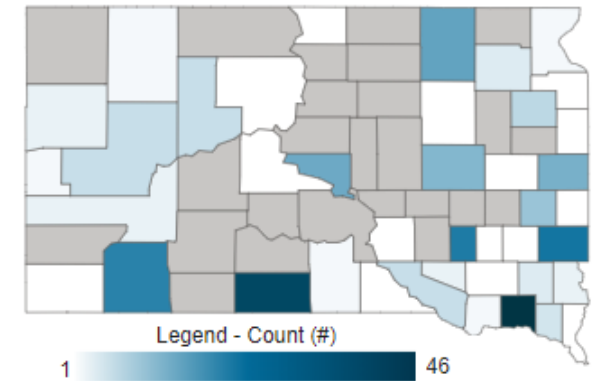
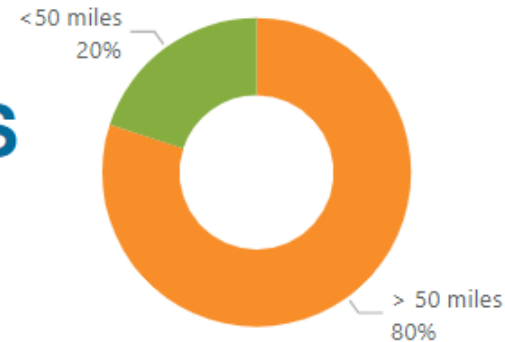


Traveled Distance for Human Services Center

305

Sample Size

Legend ● > 50 miles ● < 50 miles



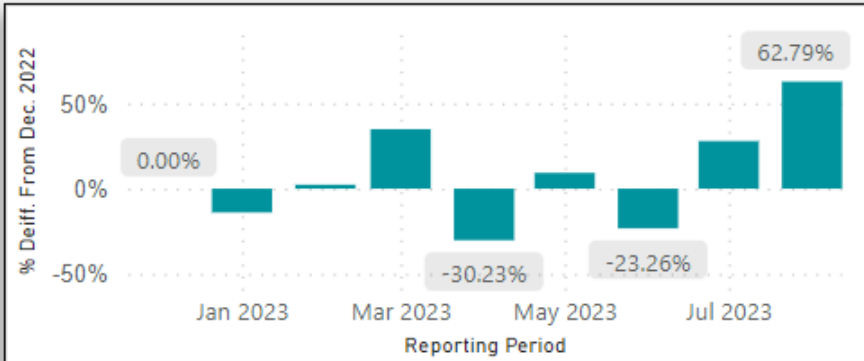
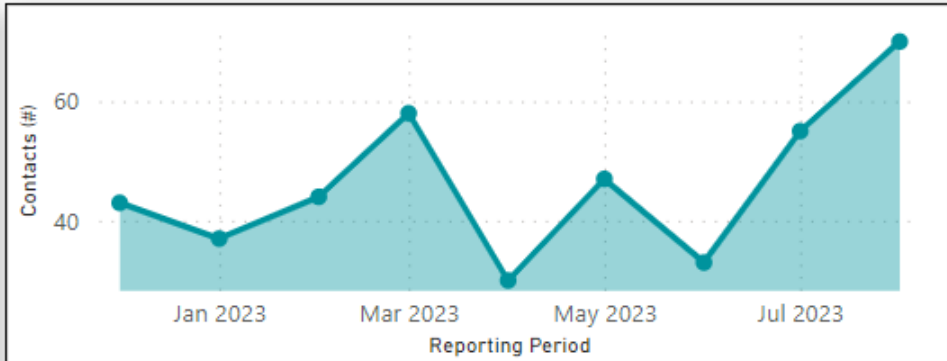
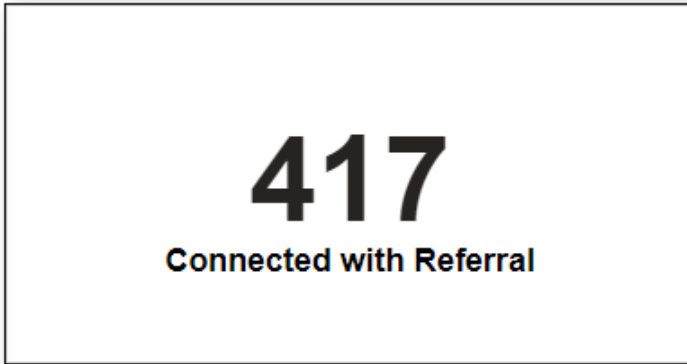
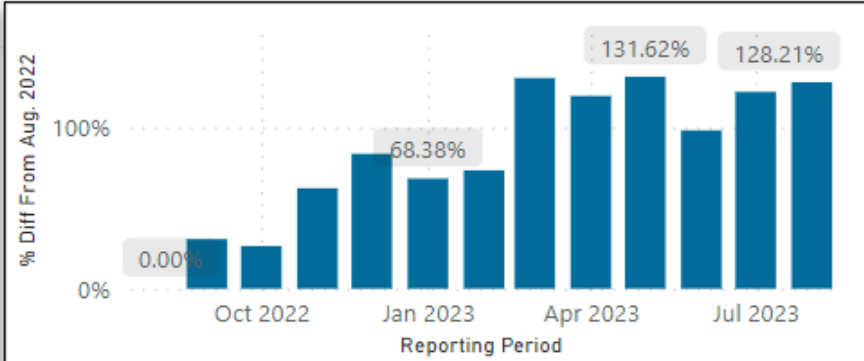
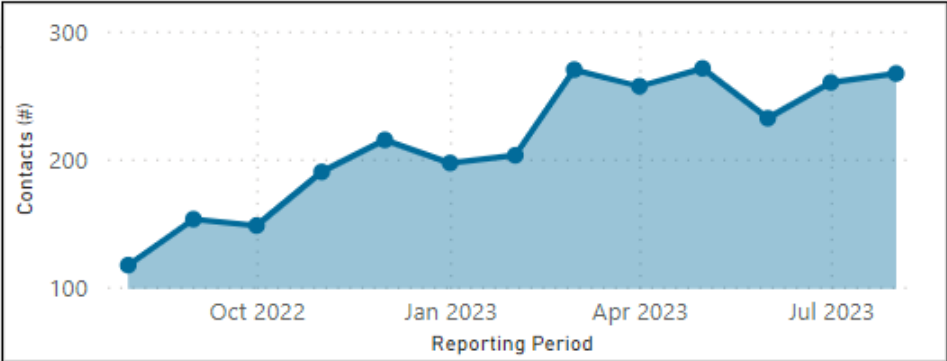
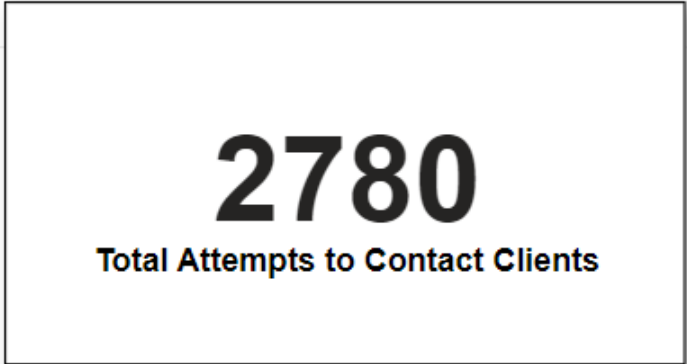
VS

Note: location data that was received as a tribal reservation was ascribed to a single county as follows:

- Cheyenne River Reservation was ascribed to Ziebach County
- Pine Ridge Reservation was ascribed to Oglala Lakota County
- Rosebud Reservation was ascribed to Todd County

Data Planning - Increase follow-up services that connect to community resources for continued care post-crisis

Metric 3: Increase follow-up services that connect to community resources for continued care post crisis



Data Planning - Reduce suicide attempts and deaths by suicide

Metric 4: Reduction in Deaths By Suicide and Suicide Attempt, 2020-2022 *(preliminary, results based on Region 4 to reflect LCBHS outcomes)*

Change in Intentional Overdose Crude Rate
(per 100,000)

2022 Crude Rate:

57.50

2020 Crude Rate: **89.50** (-35.75%)

Source: SDAHO

Change in Intentional Self-Harm Crude Rate
(per 100,000)

2022 Crude Rate:

104.20

2020 Crude Rate: **139.00** (-25.04%)

Source: SDAHO

Change in Death By Suicide Crude Rate
(per 100,000)

*2021 Crude Rate:

16.70

2020 Crude Rate: **18.80** (-11.17%)

Source: DOH

*Note: 2022 death by suicides have not been finalized.

South Dakota Short-Term Crisis Service Centers

Department of Social Services, Division of Behavioral Health

Date Enrolled

6/2/2022



7/31/2023



What are the top seven counties served by short-term crisis service center?



Arrival to Discharge Care within Short-Term Crisis Service Center

1.) Who referred the client to short-term crisis-service center?

Referral Source	Count (#)	Percent (%)
Self	138	35.20%
BMI	90	22.96%
Hospital	82	20.92%
Total	392	100.00%

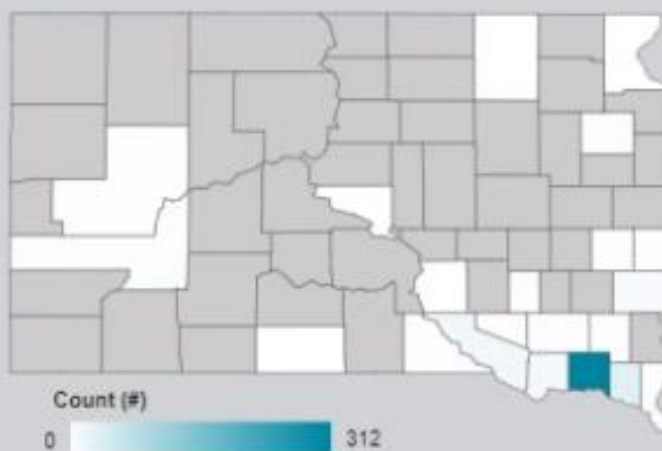
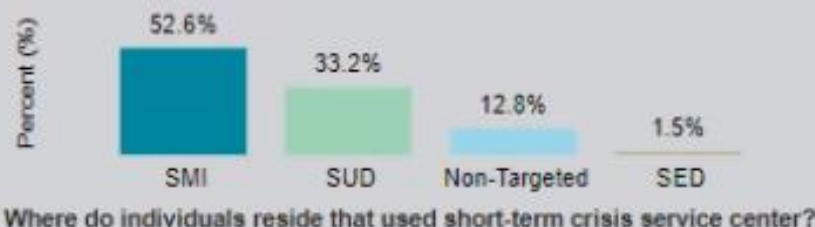
2.) What was the need for short-term crisis service center?

Need for Crisis Service	Count (#)	Percent (%)
Self-Harm	203	61.52%
Other	63	19.09%
SMI/Incapacitated	55	16.67%
Total	330	100.00%

3.) What service did short-term crisis service center connect client to?

Disposition	Count (#)	Percent (%)
Residential crisis stabilization	281	62.86%
Inpatient	137	30.65%
Outpatient/Same Day Follow-Up	18	4.03%
Total	447	100.00%

Population Served



Voluntary v. Involuntary Status

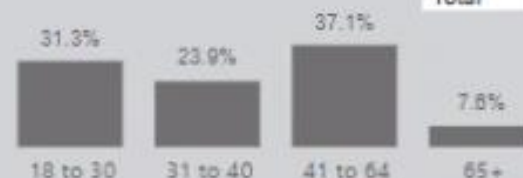
Client Status Involuntary Voluntary



Demographics



Age Group Percent (%)



41
Average of Age

Race	Count (#)	Percent (%)
White	282	67.46%
AI/AN	101	24.16%
Black/AA	19	4.55%
Other	14	3.35%
Asian	1	0.24%
PI	1	0.24%
Total	418	100.00%

Discharge Results

1.65

Average Length of Stay (Days)



Total Admissions and Unique Clients Served

How many total admissions were provided?

447

Count of Total Admissions

How many unique clients were served by short-term crisis service centers?

288

Count of Unique Clients



Thank You!

DSS – DIVISION OF BEHAVIORAL HEALTH

988 marketing update

Behavioral Health Crisis Response Stakeholder Coalition // September 2023

HERE'S WHAT'S TO COME.

agenda

988 Campaign Overview

988 Research Findings

Application of Findings

Takeaways & Opportunities

Discussion

988 campaign overview

messaging goals

primary

Build awareness of 988 lifeline while eliminating stigmas associated with using the resource

secondary

Educate South Dakotans about 988:

- 988 workers are located in South Dakota
 - More than just a crisis line
- What happens when you contact 988
 - Call/Text/Chat



messaging

messaging considerations

- Grow awareness + acceptance; eliminate stigma
- Educate South Dakotans on common misconceptions about 988:
 - 988 workers are located in South Dakota
 - More than just a crisis line
 - What happens when you contact 988
 - Call/Text/Chat
- Tone: inclusive, open, honest and understanding
- Encourage seeking support via 988
- Align messaging with Behavioral Health campaign for consistent campaign messaging

Take Note:
You Are
Not Alone

988 SUICIDE & CRISIS
LIFELINE

Call. Text. Chat.



social media | facebook + instagram



display banners



Hope has
three numbers.


988 SUICIDE & CRISIS
LIFELINE

Call. Text. Chat.

SDSP
SOUTH DAKOTA
SUICIDE PREVENTION

helpline
center

[Chat Now >](#)



Take note:
Help is here.

SDSP
SOUTH DAKOTA
SUICIDE PREVENTION

helpline
center

[Chat Now >](#)

SDSP
SOUTH DAKOTA
SUICIDE PREVENTION

988 SUICIDE & CRISIS
LIFELINE

helpline
CENTER
Learn More >

988 LIFELINE: HELP NO MATTER WHERE YOU LIVE

Sponsored Content from SD Behavioral Health, 988 Suicide & Crisis Lifeline, South Dakota Suicide Prevention, and Helpline Center.

f t i

When was the last time you thought about your mental health? It might not be as often as you should. 1 in 6 South Dakotans live with a mental health disorder, making it among the most common health conditions. Fortunately, these disorders are treatable, and finding support is getting easier every day.

The introduction of the 988 Lifeline has created a new and accessible approach toward behavioral health care for all South Dakotans.

What is 988?

The 988 Lifeline is available for any kind of behavioral health support, including depression, thoughts of suicide, anxiety, addiction or any other mental health-related distress. The lifeline offers local resources and support for people in crisis, people who just need to talk and people worried about someone in their life. Anyone can call, text or chat with 988 and connect with a locally based behavioral health professional.



How 988 Can Help

Asking for help is a big first step, but 988 can help by connecting people to behavioral health resources in their area and providing information on nearby treatment and support services. This service allows people access to care and ensures a more streamlined and efficient process. 988 can also help with long-term support or specialized services.

988 LIFELINE
Call. Text. Chat.

SDSP
SOUTH DAKOTA
SUICIDE PREVENTION

helpline
CENTER

Learn More >

988 LIFELINE
Call. Text. Chat.

SDSP
SOUTH DAKOTA
SUICIDE PREVENTION

helpline
CENTER

Learn More >








Hope has three numbers.

Call. Text. Chat.

988 SUICIDE & CRISIS
LIFELINE



Take our mental
health quiz



**:30 radio
“note to the other side”**





media

media overview

TIER 1

Goal:

Awareness of 988

Channels:

Direct Mail

Video

Audio

Out-of-Home

Print

Digital

KPIs:

Reach & Frequency

Impressions

Video Completions

TIER 2

Goal:

Education about use of
988

Channels:

Digital

Sponsored Content

Social Media

KPIs:

Clicks

Engagements

Time Spent on Content

TIER 3

Goal:

Reach people who are actively
seeking help

Channels:

Paid Search

Website Retargeting

KPIs:

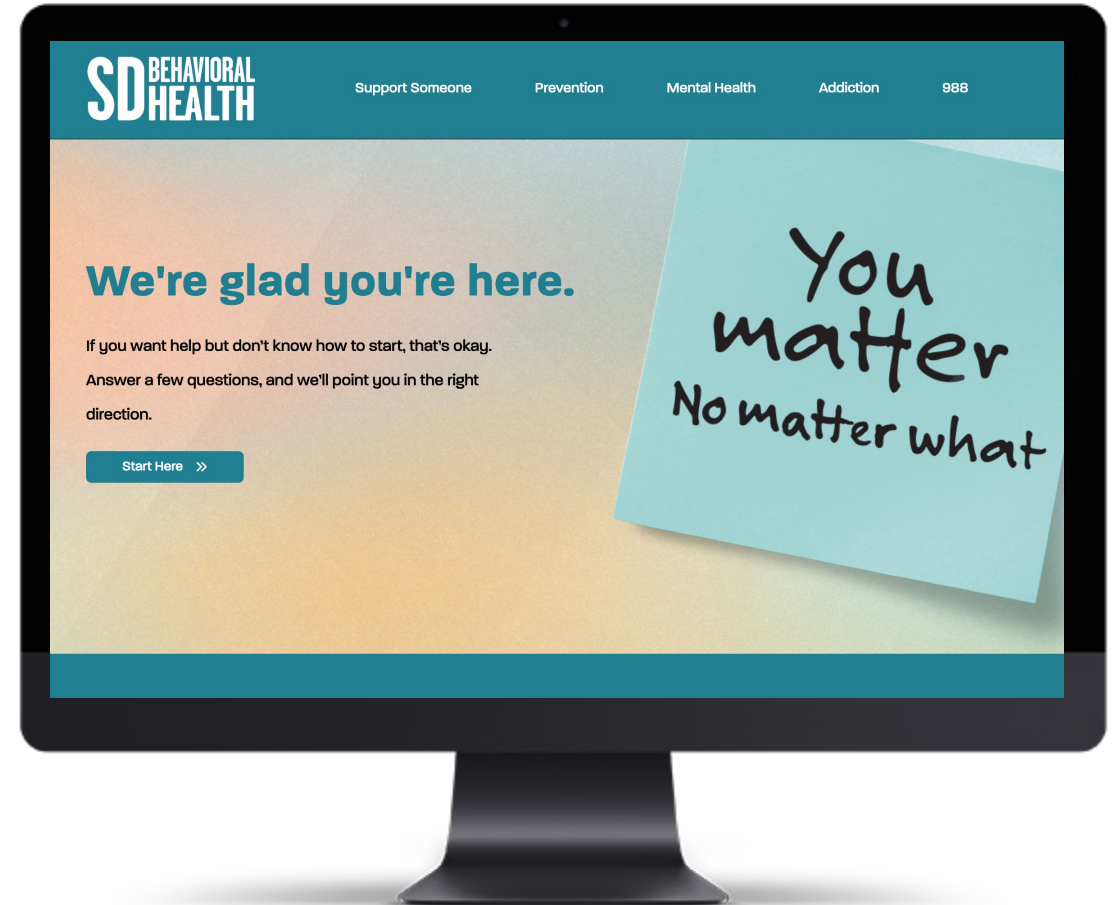
Website Conversions

988 Contacts

campaign landing page

campaign landing page

- Web traffic is directed to Behavioral Health interim campaign landing page until launch of new Behavioral Health website
- Landing page includes content on 988, including misconceptions about 988
- Addresses that 988 is staffed by counselors in South Dakota
- Links to national 988 website for more information and direct access to chat feature



988 research findings



research objectives

1. Measure awareness of the 988 Lifeline with South Dakota residents
2. Measure South Dakotans' understanding of the Lifeline's purpose
3. Identify barriers for South Dakotans using the 988 Lifeline
4. Establish awareness benchmarks for measurement in future research efforts

participants

519 Completed Surveys

helpline awareness

awareness of 988

Have you heard of the 988 Lifeline?



awareness of 988

Have you heard of the 988 Lifeline?

Yes, 42%

Unsure,
10%

No, 48%

purpose of helplines

Enter the number for specific services

- Mental health-related distress, substance use or suicide crises help
- Emergency services – fire, police and ambulance
- Community information and referral services



helping in crisis

What is the number you would call for mental health-related distress, substance use or suicide crises help?

211	11%
911	12%
988	23%
Other number	15%
Unsure	39%



**good awareness of 988 but
low understanding of the
purpose of the lifeline**

emergency services

What is the number you would call for emergency services -
fire, police and ambulance?

96%

ENTERED 911



community information

What is the number you would call for community center information and referral services?

211	35%
411	10%
911	3%
Other number	11%
Unsure	38%



**south dakotans are still
learning about the
purpose of helplines
outside of 911**

knowledge of 988

PURPOSE OF 988

when to use 988

**In what situations should someone consider calling 988?
Select all that apply.**

- Advice for helping a family member or friend faced with a mental health or substance use challenge
- If you are experiencing a mental health challenge (anxiety, depression, etc.)
- If you or someone you know is having suicidal thoughts
- Assistance with relationships or family issues
- Assistance with a substance use challenge
- Information about mental health and substance use resources
- If you need help with grief or a personal loss
- If you are experiencing stress or conflict at work
- If you are in recovery from substance use and need support
- None of the above



A man and a young boy are looking out a window. The man is in the foreground, looking out with his hand on his chin. The boy is behind him, also looking out. The scene is dimly lit, with light coming from the window.

In what situations should someone consider contacting 988?

80% If you or someone you know is having suicidal thoughts

when to use 988

**In what situations should
someone consider calling 988?
Select all that apply.**

If you or someone you know is having suicidal thoughts	80%
--	-----

If you are experiencing a mental health challenge (anxiety, depression, etc.)	68%
---	-----

Information about mental health and substance use resources	54%
---	-----

Advice for helping a family member or friend faced with a mental health or substance use challenge	53%
--	-----

If you are in recovery from substance use and need support	53%
--	-----

Assistance with a substance use challenge	52%
---	-----

If you need help with grief or a personal loss	46%
--	-----

If you are experiencing stress or conflict at work	33%
--	-----

Assistance with relationships or family issues	31%
--	-----

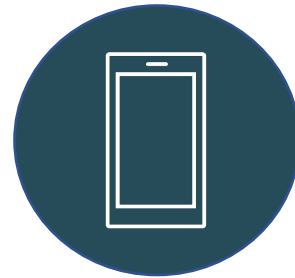
None of the above	6%
-------------------	----

contacting 988

From what you know, how can people in need contact the 988 Lifeline? Select all that apply.



Live chat



Text



Call



Email



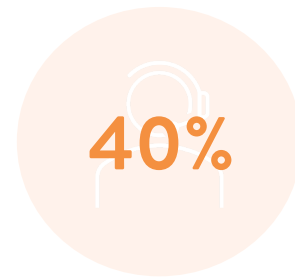
All of the above



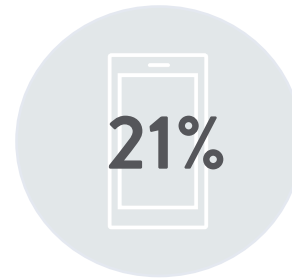
Unsure

contacting 988

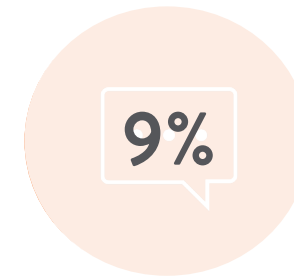
From what you know, how can people in need contact the 988 Lifeline? Select all that apply.



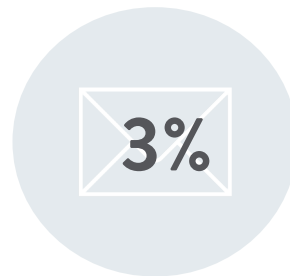
Call



Text



Live chat



Email



All of the above



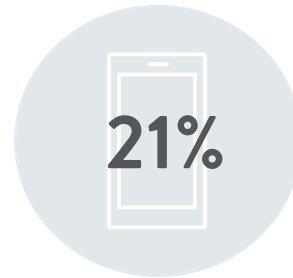
Unsure

messaging opportunity

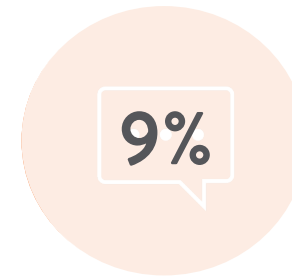
From what you know, how can people in need contact the 988 Lifeline? Select all that apply.



Call



Text



Live chat

Only a small portion of participants knew about call and text options. Continue to promote contact options, especially to younger audiences who are less willing to call.

knowledge of 988

WHAT HAPPENS WHEN YOU CALL 988

988 familiarity

Please select the phrase that you believe correctly completes the following statement:

When someone calls 988, the calls are answered by,

- Lifeline center located in South Dakota
- A national Lifeline center and then redirected
- One of the five regional Lifeline centers
- Unsure



988 familiarity

Please select the phrase that you believe correctly completes the following statement:

When someone calls 988, the calls are answered by,

Lifeline center located in South Dakota	45%
A national Lifeline center and then redirected	12%
One of the five regional Lifeline centers	4%
Unsure	39%



call recipient

Who answers when someone contacts 988?



Mental Health Counselors



Community Advocates



Social Workers



Automated Call System



Healthcare Workers



Police



Unsure



Who answers
when someone
contacts 988?

43%

Unsure

Who answers when someone contacts 988?

39% Mental Health
Counselors



call recipient

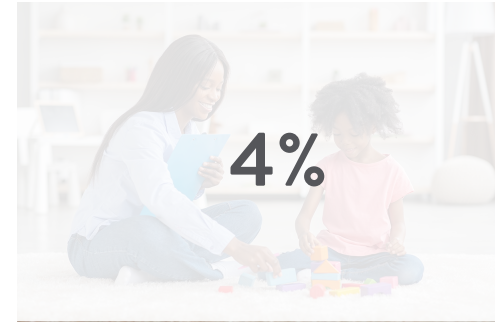
Who answers when someone contacts 988?



Mental health
counselors



Community advocates



Social workers



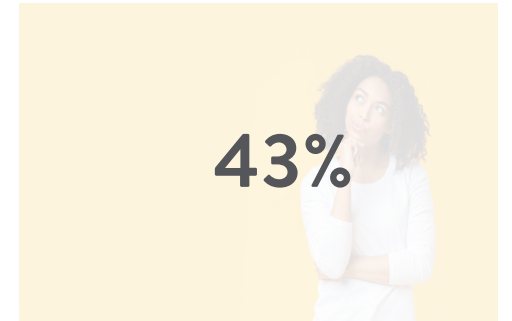
Automated call
system



Healthcare workers



Police



Unsure

988 resources

What resources do you believe 988 offers callers? Please select all that apply.

- Referrals to substance use resources
- Referrals to mental health resources
- A suicide safety plan
- Mental health counseling
- Listening and support
- Notifying the police
- Notifying ambulance and fire services
- Follow-up wellness calls
- Strategies to improve social and family relationships
- Unsure

resource awareness

What resources do you believe 988 offers callers?
 Please select all that apply.

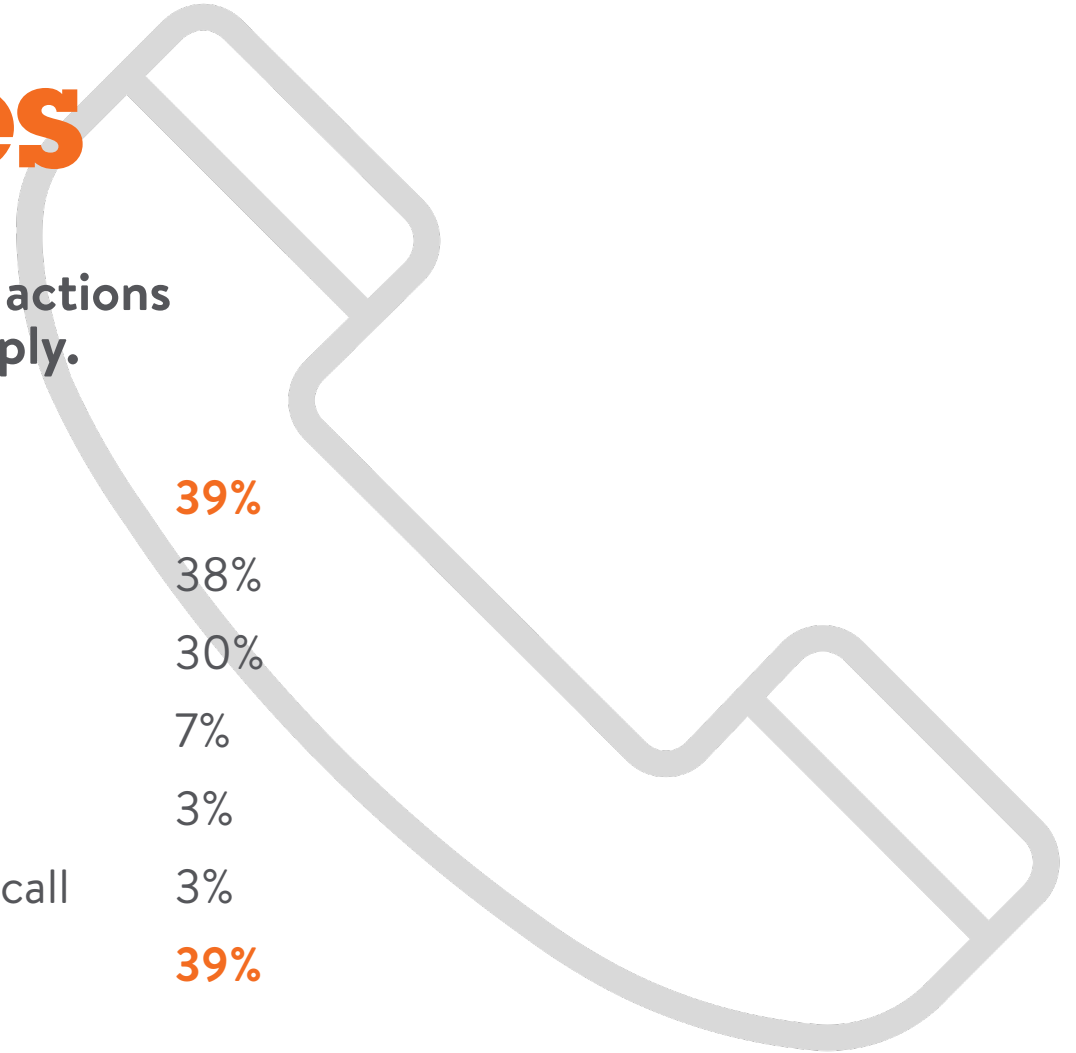
Listening and support	59%
Referrals to mental health resources	57%
A suicide safety plan	55%
A suicide assessment	55%
Mental health counseling	43%
Referrals to substance use resources	42%
Notifying the police	35%
Notifying ambulance and fire services	34%
Follow-up wellness calls	30%
Strategies to improve social and family relationships	26%
Unsure	24%



call outcomes

If you contact 988, which of the following actions occurs after the call? Select all that apply.

A counselor will call you to follow-up	39%
You will receive a referral for additional services	38%
Creation of a suicide safety plan	30%
The police visit your location	7%
You are required to visit the hospital	3%
You will be charged for the services provided on the call	3%
Unsure	39%



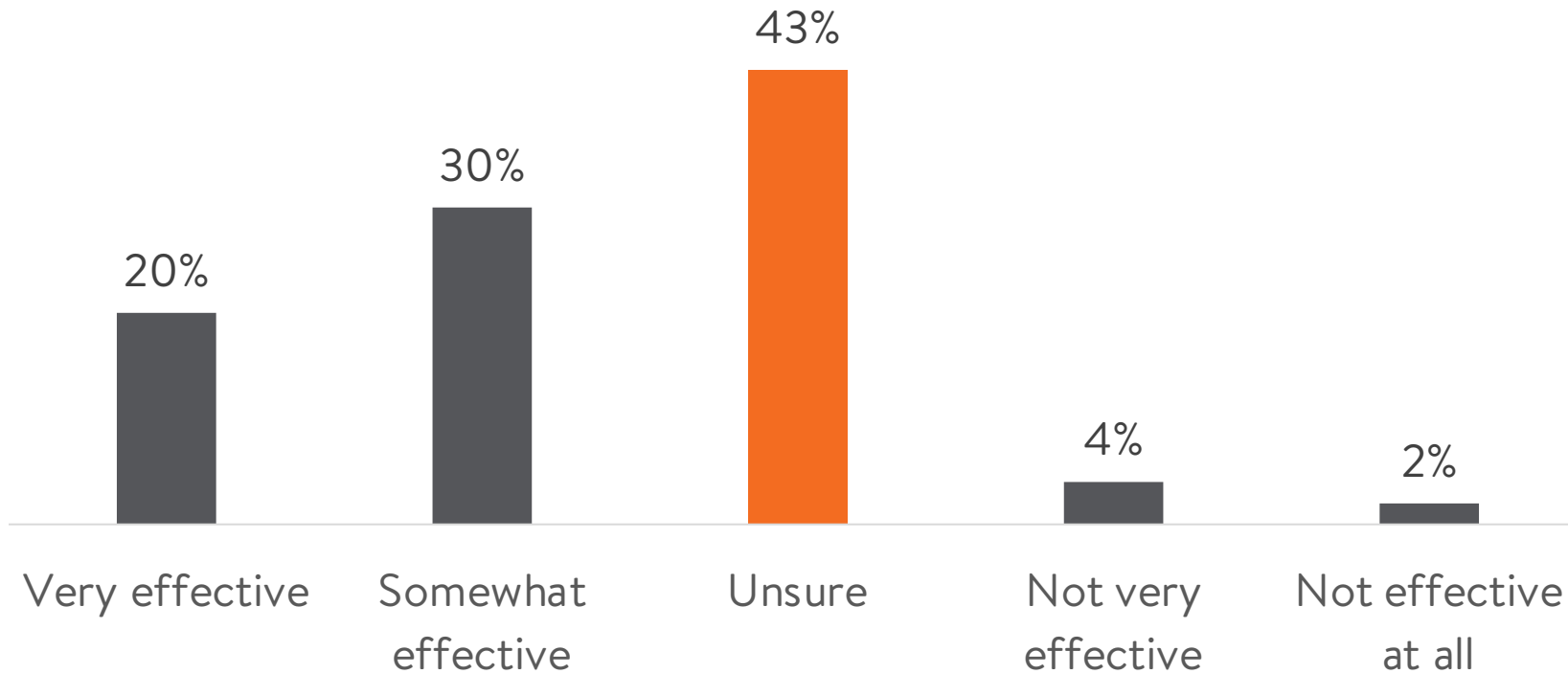
**there is general uncertainty
about what happens when
someone calls 988**

knowledge of 988

EFFECTIVENESS & FUTURE USE

perceived effectiveness

From what you know about 988, how effective do you think 988 calls are in preventing mental health and suicide crises?



personal comfort level

How likely are you to use 988 if **you needed help** during a mental health or substance use crisis?



Very/Somewhat Likely

58%



Unsure

28%

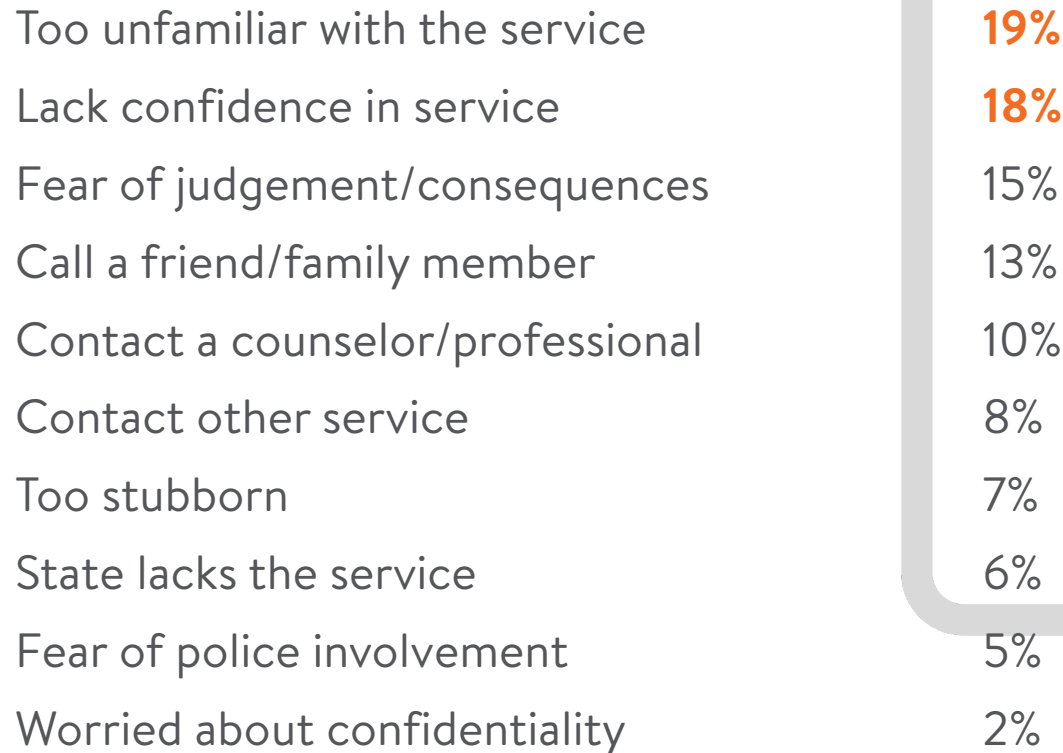


Not very likely/
not likely at all

14%

personal apprehension

You selected that it is unlikely that you would use 988 if you were in a crisis.
Why are you unlikely to call, text or chat with 988?



likelihood of using 988

How likely are you to use 988 if **you know someone in need of help** with a mental health-related stress, suicidal thoughts or substance use challenge?



Very/Somewhat Likely

63%



Unsure

28%

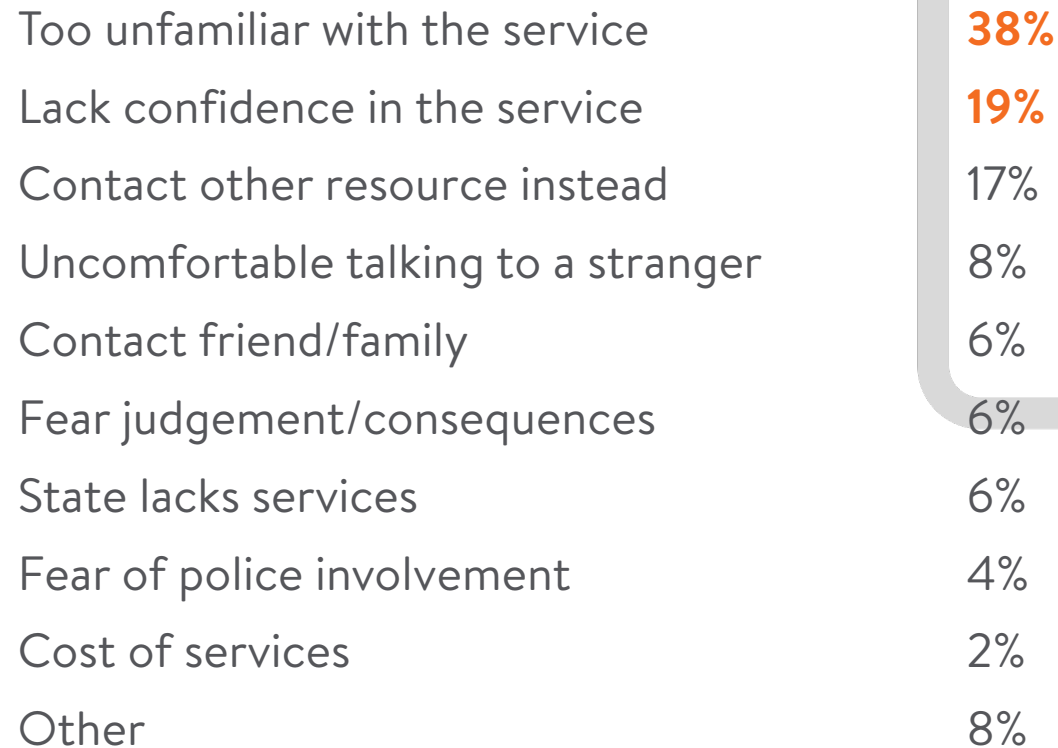


Not very likely/
not likely at all

9%

reason for not using 988

You selected that it is unlikely that you would use 988 if you needed to help someone in a crisis. Why are you unlikely to call, text or chat with 988?



**people report a willingness
to use 988 in times of need**

**there is still a need to
educate about the details of
988 and its services**



messaging opportunity

Promote the good work that 988 is doing in South Dakota – the wins, the successes and the outcomes

application of findings

**there is positive momentum,
but room for growth**

levels of uncertainty

23%

Correctly
entered 988

43%

Unsure who
answers 988

39%

Unsure what
happens after
the call

29%

Unsure how to
contact 988

The simple but (partially) incorrect answer
we need more awareness

**what are people
experiencing when
considering whether
to contact 988?**

people are **at their
most vulnerable** when
contacting 988

**beyond awareness,
we need to build trust**

people may have heard of 988
but we need to fill in the
details of the story

why should people trust 988?

why should people trust 988?

The purpose of 988

The counselors

Services & resources

Outcomes

more awareness
+
details that build trust

takeaways & opportunities

takeaways & opportunities

- Participants reported good levels of awareness of 988, but often they were unable to connect the number to the purpose.
- Some connection between 988 and suicide prevention but lack of awareness of other reasons people could contact the service
 - Opportunity to further promote ways to contact 988 - call, text and chat
 - Opportunity to educate about what happens when someone contacts 988 – who answers, counselor resources and what happens after the call
- Promote the successes of 988 - highlight the work that is being done and the impact
- We need more awareness, but more importantly we need to build trust with South Dakotans
 - Increase understanding to increase trust
 - The purpose of 988, the counselors, services, resources and outcomes

discussion

BEHAVIORAL HEALTH CRISIS SERVICES DEVELOPMENT ACROSS SOUTH DAKOTA

July 2022 – June 2023

Crisis services are an integral component in addressing mental health and substance use disorders. South Dakota's implementation and expansion of behavioral health crisis care is rooted in the Crisis Now model, led by the National Association of State Mental Health Program Directors. Crisis Now and supporting toolkits from SAMHSA provide a best practice approach for design, development, implementation and continuous quality improvement of crisis systems.

In 2021, the South Dakota Department of Social Services, Division of Behavioral Health formed the **Behavioral Health Crisis Response Stakeholder Coalition** to plan for 988's launch and develop crisis response services. Coalition members are key stakeholders working in South Dakota's behavioral health crisis response system.

4 TARGETED IMPACTS FOR EXPANDING CRISIS SERVICES IN SOUTH DAKOTA

Increase awareness
and utilization of 988

Connect individuals to systems and
settings that best match
their care needs closer to home

Increase follow-up services that
connect to community resources for
continued care post-crisis

Reduce suicide attempts and
deaths by suicide

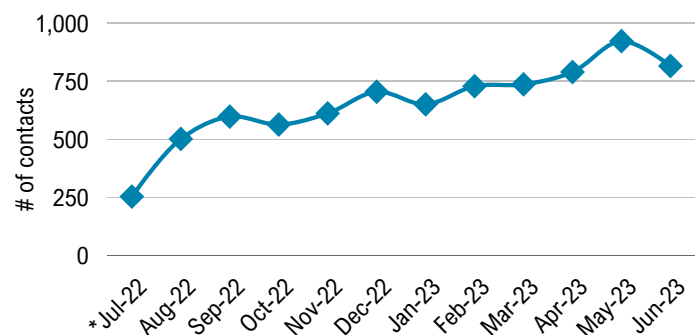
SOMEONE TO TALK TO

Suicide & Crisis Lifeline - 988

Contacts to the Suicide and Crisis Lifeline or 988 (previously 1-800-273-TALK) are answered in South Dakota by the Helpline Center. 988 is available 24/7 through call, text and chat. 988 also provides follow-up contacts to 988 callers. Follow-up contacts must be approved by the caller in the initial call and can include scheduling appointments, internal support or making warm transfers with a provider.

IN THE FIRST YEAR OF 988...

contacts to the 988 Call Center have steadily increased.



7,881 calls, texts or chats received and addressed by the 988 Call Center

110% increase in individual contacts to the 988 Call Center

23% of contacts indicated suicide as their primary reason for reaching out

96% of contacts were de-escalated by 988 Call Center staff, not needing further intervention

*Data reported by the 988 Call Center - July 16, 2022 through June 30, 2023

988 DATA DASHBOARD

For more information and regular updates on presenting concerns of callers, demographics and county-level data visit <https://www.helplinecenter.org/9-8-8/data/>



South Dakota
Department of
Social Services

Strong Families - South Dakota's Foundation and Our Future

There is hope.



Crisis services are for
everyone, everywhere,
every time.

BEHAVIORAL HEALTH CRISIS SERVICES DEVELOPMENT ACROSS SOUTH DAKOTA

July 2022 – June 2023

SOMEONE TO RESPOND

Mobile & Virtual Crisis Response Services

EXISTING SERVICES

Mobile Crisis Response

- Provides in-person and telehealth response to Minnehaha and Lincoln Counties (Southeastern Behavioral Health) and Hughes and Stanley Counties (Capital Area Counseling Services)
- Coordinates with community partners including law enforcement, schools, jails and hospitals to address emergency mental health situations
- Teams are dispatched through 911

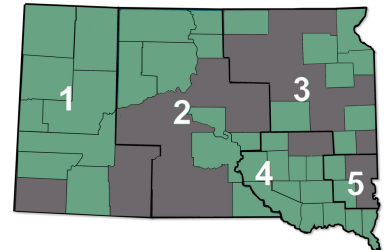
Virtual Crisis Care

- Avel eCare connected mental health professionals to responding law enforcement via telehealth in **38 counties**
- 72% of individuals remained in place following crisis stabilization
- Community Mental Health Centers (CMHCs) provide follow-up services to referred contacts from Avel or law enforcement

Avel eCare Encounters



Fiscal Year (FY), reported June through May



PLANNED SERVICES

Lewis & Clark Behavioral Health Services (pilot efforts in Charles Mix and Union Counties) and Three Rivers Mental Health Center (pilot efforts in Corson, Dewey, Perkins and Ziebach Counties)

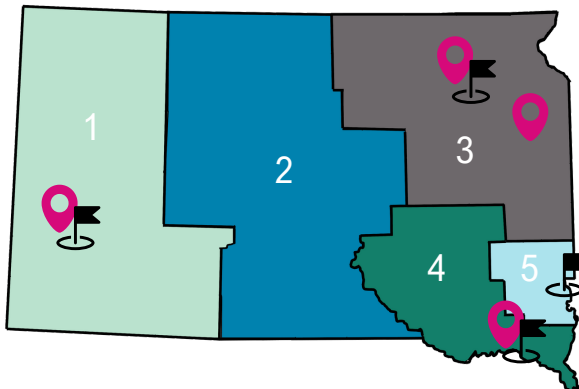
- Developing mobile crisis response models adapted for rural communities, using telehealth where appropriate to bridge connections for follow-up care
- Crisis response case managers will coordinate with responding service units, such as law enforcement, 911 dispatch and the 988 Call Center

SOMEWHERE TO GO

Short-Term Crisis Services



Short-Term Crisis Services, which provide up to five days of crisis care, are being developed across multiple communities.



Short-Term Crisis Services are in addition to the four acute psychiatric mental health hospitals available for crisis stabilization, as well as The Link in Sioux Falls which offers 24-hour stabilization care.



Expanded or New Short-Term Crisis Services

16

beds

Pivot Point - Rapid City

Services available July 2023

Operated by Behavior Management Systems
Eight additional chairs available for 24-hour stabilization care

5

beds

Avera St. Luke's - Aberdeen

Expansion Underway - Opening Fall 2024

Adding 5 dedicated crisis beds to the existing 10-bed inpatient unit

14

beds

C.O.R.E. Center - Yankton

Expansion Underway - Opening Summer 2025

Operated by Lewis & Clark Behavioral Health Services
Adding 6 beds to existing 8-bed facility

4

beds

Human Service Agency - Watertown

Services available July 2023