

Core Area 1

Ensure Statewide 24/7 Coverage for 988 Calls, Chats, and Texts

Gaps

- Current text services are statewide in their reach, but marketed under specific programs (e.g. OPIOID or ONMETH).
- There is no chat function currently implemented at the Lifeline member center, nor is the Helpline Center a member of the Lifeline Crisis Chat network.
- 988 chat/text center back-up services are not yet defined; given that there is only one Lifeline member center in South Dakota and no plans to expand that network with additional state-based call centers, back-up services will need to be established outside of that network.

Proposed Approach

- Continue statewide text service using the NSPL Peer Connections platform until the national platform is launched.
- Implement the national platform for 988 call/chat/text services once available.
- Establish backup services for chat and text services through 211.
- Sustainable funding source will be needed to support the expectations in this area.

Phase 1 Goals and Action Steps

October 1, 2021 – June 30, 2022

1.1 a. By 6/30/2022, primary coverage services for 100% of 9-8-8 calls in South Dakota will be operationalized in partnership with the Helpline Center.

Action Steps

1. Implement staffing plan contingent upon notice of confirmed funding (Goal 2.1 a) and contract issuance for covered services.
2. Staff 988 call center and onboard / train employees; see Goal 3.1 b.
3. Integrate 988 into the existing NSPL platform (iCarol) already utilized for inbound and outbound call.
4. Construct new intake form using Visionlink to support tracking, case management, client intake, and resources and referral connections.
5. Launch Visionlink for 988 and 211 call centers concurrently.

Phase 1 Goals and Action Steps

October 1, 2021 – June 30, 2022

1.1b. By 6/30/2022, primary coverage services for 9-8-8 chat/text will be operationalized in partnership with the Helpline Center, with capacity to handle at least 50% of Y1 988 chat/text projections.

Action Steps

1. Transition to NSPL Peer Connect through Genesys to manage chat/text.

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Phase 1 Goals and Action Steps

October 1, 2021 – June 30, 2022

1.1c. By 6/30/2022, backup coverage services for 988 calls will be operationalized in partnership with 211 (provisional backup coverage provided by FirstLink), with capacity to handle 50% of Y1 988 call projections on a short-term basis.

Action Steps

1. Develop call center protocols for answer / transfer of 988 contacts to 211; cross-train staff.
2. Update existing MOU between South Dakota and North Dakota 211 / Lifeline centers to reflect inclusion of 988 backup coverage services.

Phase 2 Goals and Action Steps

July 1, 2022 – June 30, 2023

1.2a. By 6/30/2023 (TBD subject to availability), 988 services in South Dakota will transition to the Unified Platform.

Action Steps

1. Indicate interest / sign-up for Unified Platform participation.
2. Evaluate Unified Platform for call, text and chat services; determine sub-level action steps needed, as applicable, to ready for go-live.
3. Evaluate intercommunication capabilities between Unified Platform and existing systems utilized by SD-based Public Safety Access Points (PSAPs); identify shared data fields and determine feasibility for intercommunication.
4. Implement beta testing of Unified Platform
5. Go-live with Unified Platform
6. Operate Unified Platform concurrent to existing system to ensure quality / integrity of data export and sharing
7. Full transition to Unified Platform

Phase 2 Goals and Action Steps

July 1, 2022 – June 30, 2023

1.2b. By 6/30/2023, concurrent with the utilization of the Unified Platform, primary coverage services for 9-8-8 chat/text will be operationalized in partnership with the Helpline Center, with capacity to handle 100% of Y1 9-8-8 chat/text projections.

Action Steps

1. Go-live with Unified Platform (see Goal 1.2a)

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Phase 2 Goals and Action Steps

July 1, 2022 – June 30, 2023

1.2c. By 6/30/2023, backup coverage services for 988 chat/text will be operationalized in partnership with the Helpline Center, with capacity to handle 100% of Y2 988 chat/text projections in the event 988 cannot handle those services.

Action Steps

1. Go-live with 211 backup services.

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Core Area 2

Secure Adequate, Diversified, and Sustained Funding Streams for Lifeline Member Centers

Gaps

- Little or no current state-based funding stream specifically for the support of NSPL and Mental Health Crisis call systems

Proposed Approach

- One-time funding to support initial implementation of 988 system
- Review GuideHouse funding recommendations for long-term sustainability options

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Phase 1 Goals and Action Steps

October 1, 2021 – June 30, 2022

2.1a. By 12/31/2021, we will have selected from the proposed options for funding sources from an independent consultant. This was completed as a task in the 988 planning grant process.

Action Steps

1. Present GuideHouse findings to DSS and State leadership
2. Select funding strategy from presented options

Phase 1 Goals and Action Steps

October 1, 2021 – June 30, 2022

2.1b. By 5/31/22, develop recommendations for long-term funding strategies to support 988 services.

Action Steps

1. Finalize funding recommendations for Year 2 and on-going for consideration in the 2023 legislative session.

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Core Area 3

Expand and Sustain Center Capacity to Maintain Target In-State/Territory Answer Rates for Current and Projected Call, Text, and Chat Volume

Gaps

- Staffing for 988 call center
- Confirmed funding for staffing needs (see Core Area 2)
- No current Statewide Chat and Text Activity for Mental Health Crisis (see Core Area 4)

Proposed Approach

- Create staffing plan based on projected call volume needs provided by Vibrant and modified in financial planning report (see Core Area 2)
- Ongoing monitoring of call answer rate through Lifeline contact management systems

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Phase 1 Goals and Action Steps

October 1, 2021 – June 30, 2022

3.1 a. By 6/30/2022, achieve and maintain at least an 80% in-state answer rate for Lifeline calls.

Action Steps

1. Monitor in-state answer rate to ensure goal is met

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Phase 1 Goals and Action Steps

October 1, 2021 – June 30, 2022

3.1b. By 3/30/2022, onboard XX% (#) of the needed staff to support 988 launch in South Dakota.

Action Steps

1. Review call volume projections in context with contracted consultant supporting Core Area 2, and identify FTE needed to support 988 call center services at launch and annually thereafter.
2. Develop and operationalize a staffing plan to support the increased FTE needed to include recruitment, advertising/marketing strategies, minimum qualifications for staffing, and onboarding protocols/training.
3. Launch Phase 1 of the staffing plan.
4. Revisit and realign the staffing plan if and as necessary as call volume data is realized in real-time.

Phase 2 Goals and Action Steps

July 1, 2022 – June 30, 2023

3.2a. By 6/30/2023, achieve and maintain at least a 90% in-state answer rate for Lifeline calls.

Action Steps

1. Monitor in-state answer rate to ensure goal is met.
2. Revisit and realign the staffing plan if and as necessary as call volume data is realized in real-time.

Core Area 4

Support Crisis Centers in Meeting Lifeline's Operational Standards, Requirements, and Performance Metrics

Gaps

- No current Statewide Chat and Text Activity for Mental Health Crisis
- HelpLine Center already meets answer rate requirements for phone calls

Proposed Approach

- The primary plan to overcome this gap is to investigate unified systems to handle chat and text communication. This will include investigating the Unified Platform by Vibrant.
- Ongoing monitoring of key performance metrics through Lifeline contact management systems

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Phase 1 Goals and Action Steps

October 1, 2021 – June 30, 2022

4.1 a. By 6/30/2022, we will have accomplished a staffing ramp up and system development for launching an independent 988 Center under the already established HLC. The continuation of organizational leadership and system supports will assure the continued success at meeting Operational Standards, Requirements, and Performance Metrics.

Action Steps

1. Develop policies, practices, and procedures for independent 988 Center under the operation of the HelpLine Center
2. Staff and training dedicated 988 staff in 988 processes including operational standards, requirements, and performance metrics

Phase 2 Goals and Action Steps

July 1, 2022 – June 30, 2023

4.2a. By 6/30/2023, we will have accomplished an independent 988 call center operating under the HelpLine Center executive leadership.

Action Steps

1. Develop an internal quality/monitoring system to assure the continued successful strategies for meeting all operational standards, requirements, and performance metrics
2. Create a team to review available unified contact systems, including the Unified Platform from Vibrant for implementation.
3. Review available unified contact systems, including the Unified Platform from Vibrant for implementation

Core Area 5

Convene a Coalition of Key Stakeholders to Advise on 988 Planning and Implementation

Gaps

- No gaps or challenges identified; the coalition was eager to engage in the process and remain committed to continuing these conversations into the future.

Proposed Approach

- The approach for continued coalition engagement focuses on regular communication strategies and the creation of an e-brief that can be circulated via email or other electronic means to keep coalition members and other stakeholders, as identified, updated, and informed.

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Phase 1 Goals and Action Steps

October 1, 2021 – June 30, 2022

5.1a. Continue to convene the BHCRSC on a monthly basis through June 2022 to support priority planning and preparation tasks for 988's launch in South Dakota.

Action Steps

1. Schedule meeting series and formulate agendas based on needs from Core Areas 1-8.
2. Evaluate coalition structure and process on a quarterly basis to ensure participation and input from all stakeholder groups continues to be represented.
3. Invite workgroup contributors to join coalition-level discussions moving forward, particularly those that represent marginalized groups.
4. Convene workgroup meetings to discuss targeted marketing concerns, in alignment with Core Area 8.
5. Convene workgroup meetings, as needed, to discuss specific matters related to any one of the following areas: Geographical & Cultural Diversity, 988-911 Intercommunication, Crisis Response, Lived Experience

Phase 1 Goals and Action Steps

October 1, 2021 – June 30, 2022

5.1b. Continue to collaborate with and participate in related conferences, discussions, and planning efforts hosted by partners in South Dakota.

Action Steps

1. Facilitate roundtable conference / update sharing among BHCRSC members on a monthly basis to keep informed of upcoming activities or events; capture in the form of a Crisis Now in SD Brief that can be circulated electronically.
2. Attend / table at / present at partner conferences or events to increase awareness of 988 launch among stakeholders.

Phase 2 Goals and Action Steps

July 1, 2022 – June 30, 2023

5.2a. Continue regular communication with, and convenings as needed, among the original BHCRSC membership through the end of Phase 2 to support continued priority planning and implementation for 988 services as they roll out.

Action Steps

1. Facilitate monthly email updates and/or convene meetings at a similar frequency to maintain dialogue; structure agendas based on planning needs at the time.
2. Continue e-publication of the Crisis Now in SD Brief to archive progress to date and be transparent in steps to come.

Core Area 6

Maintain a Comprehensive, Updated Listing of Resources, Referrals, and Linkages; Plan for Expanded Services

Gaps

- None Identified

Proposed Approach

- Continue utilization of existing Helpline Center resources for information and referral
- Review and add to, as necessary, crisis response resources as they become available
- Evaluate incorporation of resource listings into the new Unified Platform once available, and determine most efficient way to access that information for 988 call center staff moving forward

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Phase 1 Goals and Action Steps

October 1, 2021 – June 30, 2022

6.1a. Continue updates to the existing referral resource directory for people in crisis, ensuring the database is up-to-date by 6/30/2022.

Action Steps

1. Identify and understand resources not currently included in HLC resource database (if any) and define appropriate linkages for the missing resources.
2. [Crisis Now, self assessment findings]???
3. Create rubric with minimum referral resources for 988 launch and compare to existing database resources to ensure complete listing is achieved.

Phase 1 Goals and Action Steps

October 1, 2021 – June 30, 2022

6.1b. Update resource database yearly, at minimum.

Action Steps

1. Solicit information from existing contacts to update / refresh listings
2. Solicit information from new resources / contacts as they are identified

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Phase 1 Goals and Action Steps

October 1, 2021 – June 30, 2022

6.1c. By 6/30/2022, have MOUs in place with at least the two largest PSAPs in South Dakota for communication between 988 and 911 for reciprocal transfer and follow-up protocols.

Action Steps

1. Identify specific EMD protocols existing within the PSAP that could/should be modified to support engagement with 988 resources
2. Collaborate with PSAPs to establish initial protocol for call handling / referral / transfer to 988
3. Connect with and secure appropriate approvals for EMD protocol modifications from county mental health boards and/or other oversight agencies specific to each PSAP
4. Write and establish a Memorandum of Understanding (MOU) between the Lifeline Center and PSAP
5. Integrate within EMD protocols

Phase 1 Goals and Action Steps

October 1, 2021 – June 30, 2022

6.1d. 6/30/2022, conduct outreach to all 33 PSAPs in South Dakota to increase awareness of and value-add of 988 to local crisis response efforts.

Action Steps

1. Initiate MOU process based on indication of interest from partnering PSAP
2. Replicate MOU process outlined in Goal 7.1a for each PSAP with the goal of onboarding 100% of PSAPs by one year post-launch

Phase 2 Goals and Action Steps

July 1, 2022 – June 30, 2023

6.2a. Update resource database yearly, at minimum.

Action Steps

1. Conduct standard information and referral system review in partnership with 211 / Helpline Center staff and update the 988 registry accordingly.
2. Conduct annual formative reviews of utilization and referral connections made using the shared, secured spreadsheet model launched in Phase 1.
3. Determine gaps, if any, and evaluate if transition to a more robust web-based registry system is needed.
4. Depending on need, secure funding for system and deploy.

Core Area 7

Ensure All State/Territory Centers Can Provide Best Practice Follow-Up to 988 Callers/Texters/Chatters

Gaps

- Requirements are currently being met for all NSPL calls currently handled by the Lifeline Center

Proposed Approach

- Continue utilization of existing follow-up protocols

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Phase 1 Goals and Action Steps

October 1, 2021 – June 30, 2022

7.1a. By 6/30/2022, develop and deploy protocols for follow-up services for all 988 contacts.

Action Steps

1. Adopt and adapt follow-up program standard operating procedures, based off existing follow-up efforts managed by 211/Helpline Center, that can be utilized for 988. Review with Division of Behavioral Health for 988 program oversight, and cross-reference with NSPL standards
2. Integrate follow-up program training into new employee onboarding for 988 call center staff

Phase 2 Goals and Action Steps

July 1, 2022 – June 30, 2023

7.2a. By 6/30/2023, conduct a review of active follow-up services to identify any opportunities for enhancement.

Action Steps

1. Develop a plan for reviewing follow-up processes and standards
2. Implement quality review process in partnership with 988 Coalition stakeholders
3. Implement identified enhancement opportunities

Core Area 8

Plan and Implement Marketing for 988 in Your State/Territory

Gaps

- Sparsely populated locations with limited dense population hubs.
- Limited access in remote areas to common modalities of communication like internet
- No current mechanism to support statewide outreach and awareness

Proposed Approach

- Continued engagement with Coalition Workgroups, specifically; Lived Experience & Diversity as well as Geographical Considerations
- Through an RFP process identify a marketing firm to develop and implement diverse communication strategies

Phase 1 Goals and Action Steps

October 1, 2021 – June 30, 2022

8.1a. By 6/30/2022 have developed a statewide messaging strategy to promote 988 and to transition all NSPL users to 988.

Action Steps

1. Identify goals for campaign
2. Develop key messaging
3. Identify state agency contact for Vibrant Communications Team
4. Update all marketing materials in preparation for distribution in conjunction with national campaign
5. Engage an external marketing firm to take lead on marketing efforts specific to 988
6. Identify funding for initial messaging creation efforts

Phase 2 Goals and Action Steps

July 1, 2022 – June 30, 2023

8.2a. By 6/30/2023, have conducted reviews of marketing strategies and completed enhancements for future marketing efforts of 988 in South Dakota.

Action Steps

1. Conduct focus group reviews of marketing campaigns
2. Finalize customization of materials to national message
3. Finalize messaging for how 988 aligns with other state measures
4. Develop a plan for tracking metrics and public messaging campaign impacts
5. Develop long-term funding strategy and sources for ongoing marketing