



# Workforce Issuance

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**100 DCS 05.190**

☐ Policy ☒ Information

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**To:** Chief Elected Officials  
MassHire Workforce Board Chairs  
MassHire Workforce Board Directors  
MassHire Career Center Directors  
MassHire Fiscal Officers  
MassHire DCS Operations Managers

**cc:** WIOA State Partners

**From:** Diane Hurley, Acting Director  
MassHire Department of Career Services

**Date:** November 15, 2023

**Subject:** **New 988 Lifeline Awareness Videos Available**

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**Purpose:** To notify MassHire Workforce Boards, MassHire Career Center Operators, and other workforce partners of new 988 Lifeline Awareness Videos offered through the Substance Abuse and Mental Health Services Administration (SAMHSA).

**Background:** SAMHSA continues to connect more people to care and connecting them faster than ever before. Two new 988 Lifeline Videos are available to use and share:

**Impact of the 988 Lifeline and You Matter PSA**, from the [988 Partner Toolkit](#). Share these videos on social media channels to help raise awareness of the 988 Lifeline and the importance of reaching out. Also available on the SAMHSA 988 Suicide & Crisis Lifeline [homepage](#) are links to:

- 988 & Crisis Systems Response
- 988 Partner Toolkit
- The Data

An equal opportunity employer/program.

Auxiliary aids and services are available upon request to individuals with disabilities.

TDD/TTY 1-800-439-2370 - Voice 1-800-439-0183

- The Lifeline
- 988 Newsroom
- Partners
- SAMHSA 988 Funding
- Suicide Prevention Resources

**Action**

**Requested:** Please share with managers, staff, partners and customers as appropriate.

**Effective:** Immediately.