



Workforce Issuance

100 DCS 05.190

Policy Information

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**

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.