



DEPARTMENT OF
CAREER SERVICES

Workforce Issuance

100 DCS 14.559

☐ Policy ☒ Information

To: 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: March 25, 2024

Subject: **988 Suicide Crisis Lifeline Partner Toolkit Updates & Training Webinars Announced**

Purpose: To remind MassHire Workforce Boards, MassHire Career Center Operators and other local workforce partners of the 988 Suicide Crisis Lifeline resources available through the Substance Abuse and Mental Health Services Administration (SAMHSA). A new video has been released.

Background: The 988 Partner Toolkit is a resource center for social media, video, print, radio, FAQs, messaging, and other marketing materials that can be used to promote the 988 Suicide & Crisis Lifeline. It is designed for states, territories, tribes, crisis centers, communities, emergency service providers, and other partners to speak with one voice so there is a clear understanding about the 988 Lifeline and how it works.

Partners can use or adapt these outreach materials and build upon them with their community coalitions to meet the needs of their specific audiences. Some products, such as videos with no music, are designed to be customizable for what partners may need for various platforms.

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

SAMSHA has posted a new, informational video:

[What is 988 and How Does it Work](#)

Additional resources are also available at:

[Learn more about the 988 Suicide & Crisis Lifeline](#)

[What is 988 and How Does it Work? Video](#)

[Understand 988 Logo and Branding](#)

[Get 988 End Cards for Media](#)

The Crisis Systems Response Training and Technical Assistance Center (CSR-TTAC) provides support to states, territories, tribal organizations, and community partners across the 988 Suicide & Crisis Lifeline network; and offers webinars to support the 988 Lifeline throughout the year.

The CSR-TTAC is currently planning their March crisis community collaboration session that provides an opportunity for clarification, collaboration, and shared learning among partners engaged in 988 and crisis work. These sessions provide an opportunity for information sharing, planning, and problem-solving regarding service and system implementation, sustainability, and improvement.

Register for the upcoming monthly 3C session and get up to speed on the latest webinars from CSR-TTAC by reviewing the resources below.

- **Register Now:** [CSR-TTAC: March Crisis Community Collaboration “3C” Session](#) (March 26, 2 p.m. ET)
- **Webinar Recording:** [Connecting to Serve: Promising Practices for 988 & 911 Collaboration Webinar Series; Session 3: Rural, Urban, and Tribal Communities Approaches to Collaboration](#) (hosted on February 15)
- **Webinar Slides:** [CSR-TTAC: February Crisis Community Collaboration “3C” Session](#) (hosted on February 20)

Action

Required: Please share with managers, staff and partners as appropriate.

Effective: Immediately.