



Workforce Issuance

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☐ Policy ☒ Information

To: MassHire Workforce Board Chairs
MassHire Workforce Board Directors
MassHire Career Center Directors
MassHire Fiscal Officers
MDCS Operations Managers

cc: WIOA State Partners

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

Date: September 4, 2024

Subject: 988 Day & Mental Health Awareness Month – A Call to Action to the Workforce

Purpose: To share with MassHire Workforce Boards, MassHire Career Center Operators, and other local workforce partners that the [Substance Abuse and Mental Health Services Administration \(SAMHSA\)](#) is excited to announce the launch of the first annual [988 Day](#) on Sunday, September 8th, and invites the workforce to join in this important initiative.

Background: SAMHSA is promoting awareness of the 988 Suicide & Crisis Lifeline and the critical mental health support it provides. For 2024, the theme is “No Judgment. Just Help”, emphasizing the importance of providing non-judgmental, accessible support to anyone in need.

September is recognized as [Mental Health Awareness Month](#), a time to raise awareness about mental health issues and reduce the stigma surrounding mental illness. This makes it a perfect time to launch 988 Day and to focus on promoting the 988 Suicide & Crisis Lifeline.

What is 988 Day?

[988 Day](#) is a chance for communities and organizations to creatively and positively promote the 988 Lifeline. It's about creating a supportive environment where people feel comfortable reaching out for help. Whether it's through social media campaigns, community events, or educational programs, 988 Day encourages everyone to get involved in raising awareness about mental health resources.

How Can the Workforce Participate in 988 Day?

Here are a few ways the workforce can support 988 Day and make a difference:

1. [Leverage the 988 Day Digital Toolkit](#): SAMHSA has developed a comprehensive digital toolkit that includes a variety of digital and print materials tailored for 988 Day. Available in both English and Spanish, this toolkit offers ready-made social media graphics and copy to help you easily promote the day.
2. [Plan Your Activities](#): Organizations might host a mental health awareness fair, distribute informational materials at community centers or schools, or encourage employees to create artwork expressing the 988 Day theme. Since September is also Mental Health Awareness Month, consider integrating 988 Day activities with any ongoing initiatives or events planned for the month.
3. Promote Efforts on Social Media: On Sunday, September 8th, use the hashtag #988Day to share your organization's activities and show support for this year's theme, "No Judgment. Just Help." By sharing efforts online, it helps amplify the message and encourage others to participate.
4. [Engage with the 988 Day Social Event Wall](#): Throughout the day, check out the 988 Day Social Event Wall to see a compilation of activities happening across the country. It's a great way to connect with others who are passionate about mental health awareness and to see the collective impact of efforts.

Why Your Participation Matters

By joining, the workforce can help promote mental health awareness and support those in crisis. 988 Day is a call to action to foster a culture of support and understanding. Let's come together on 988 Day to show that there is "No Judgment. Just Help."

Action

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

Effective: Immediately.