

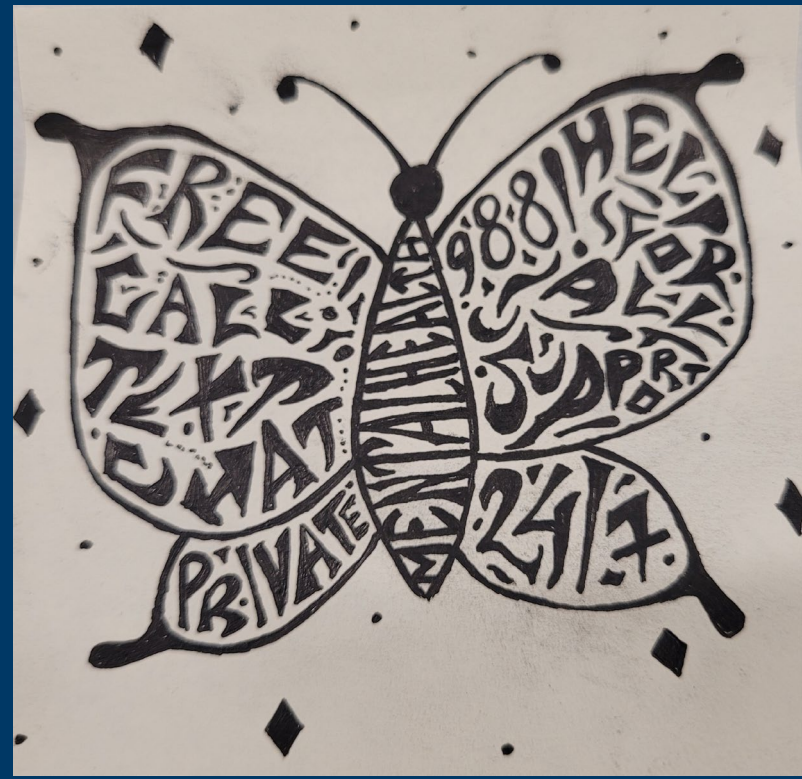
Someone to Talk to: Design and Evaluation of a Peer-to-Peer 988 Lifeline Education Tool Pilot

Wil Sampson-Bernstrom

Minnesota GLS

Suicide Prevention Coordinator

Minnesota Department of Health



Someone to Talk to: Design and Evaluation of a Peer-to-Peer 988 Lifeline Education Tool Pilot

Payton Counts | Tribal Suicide Prevention Coordinator

Wil Sampson-Bernstrom | Suicide Prevention Coordinator

Objectives

- Describe and operationalize robust methods for engaging youth across the full spectrum of engagement in suicide-prevention program development.
- Explain how youth voice was operationalized within a state-administered federal suicide prevention grant.
- Interpret evaluation findings from a peer-to-peer 988 Lifeline awareness tool and identify applications for public health, education, and youth-serving systems.

Take Care of Yourself

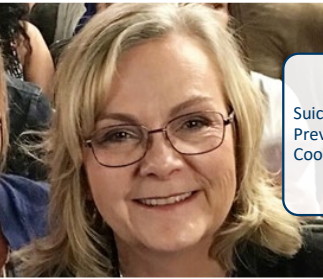
- We have all been touched by struggle at some point in our lives.
- If you are a survivor grieving a suicide, you are not alone.
- If you find that the following information brings up painful emotional memories, take care of yourself and seek support that would be helpful to you.

988

**SUICIDE & CRISIS
LIFELINE**

Mental Health Promotion and Suicide Prevention Team

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Suicide
Prevention
Coordinator

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Suicide
Prevention Unit
Supervisor

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Evaluation
Supervisor

Wendy Huckaby



988
Communications
Specialist

Emily Drago



988 Evaluator

Kelsey Scott



988 Project
Coordinator

Verna Mikkelsen



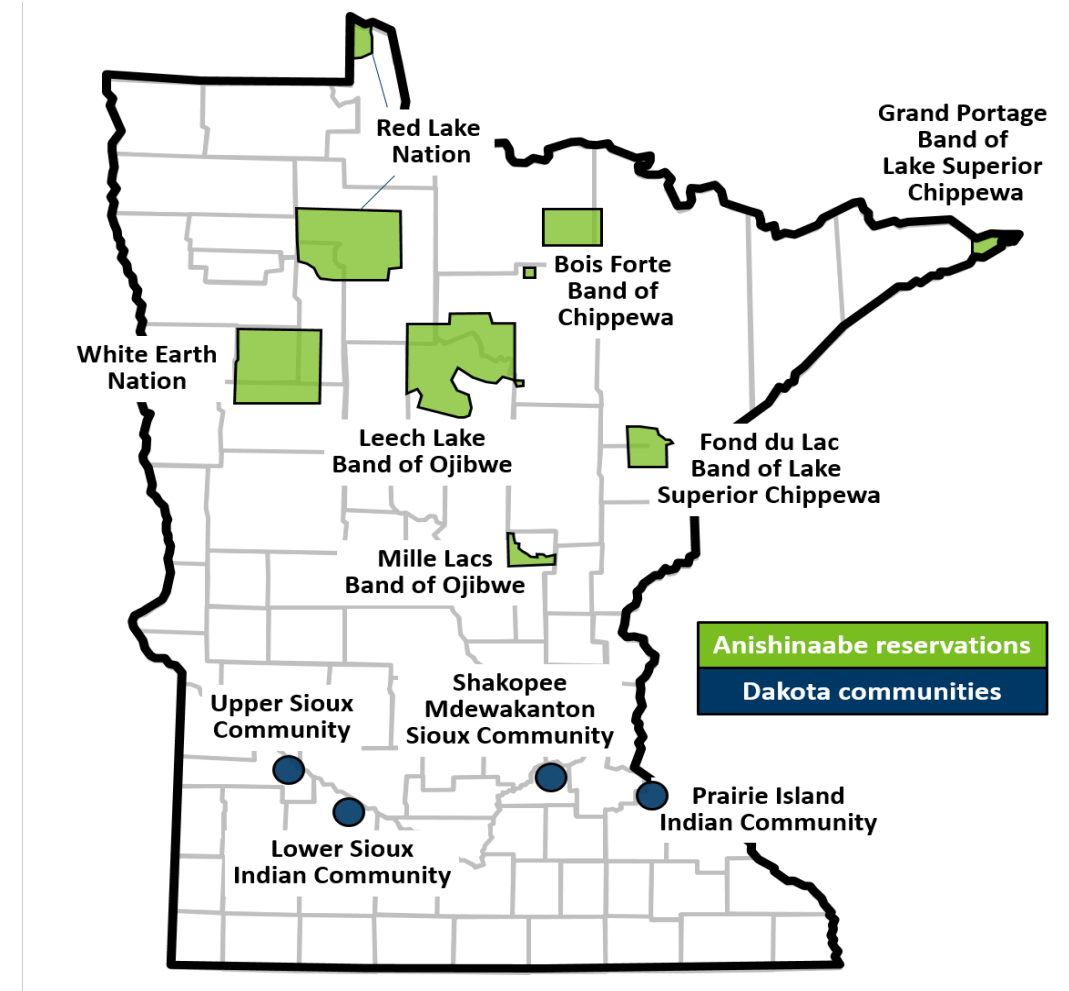
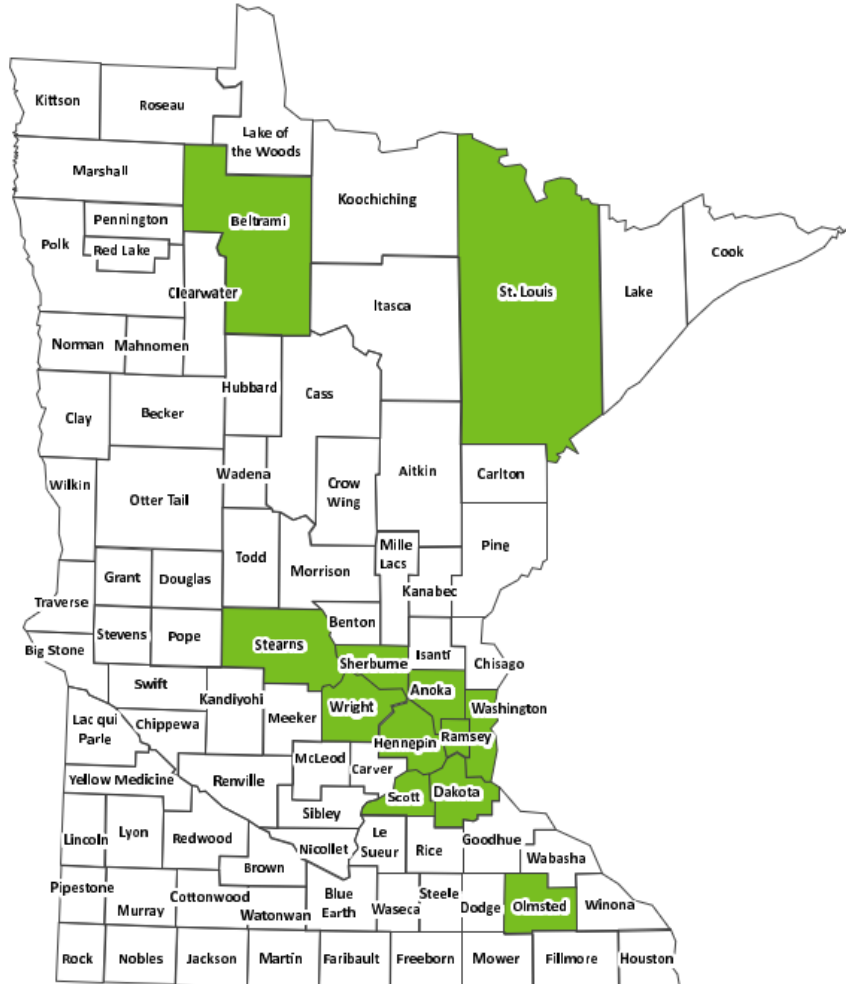
988 Tribal
Suicide
Prevention
Coordinator

Anna Lynn



Mental
Health
Promotion
Coordinator

Garrett Lee Smith State & Tribal Youth Suicide Prevention Grant



Garrett Lee Smith grant goals

1

Goal 1: Build capacity of communities to develop a multi-sector, data-driven plan to **identify and respond** to cultural and community needs to promote mental health and reduce suicidal experiences.

2

Goal 2: Strengthen youth **access and deliver of care** for mental health and suicide.

3

Goal 3: Increase **help seeking behaviors** of youth including **peer to peer** engagement.

4

Goal 4: **Connect, heal and restore hope** to those impacted by suicide.

Original pilot vision

- To ensure the **voice of youth are heard**, we will contract with **two** youth to provide their **input to our evaluation and overall project delivery**. The youth will **assist in planning efforts** and **provide input** for youth trainings and summits.





Lexi Niccum

Young Adult Suicide Prevention Grant Contractors



Lorenzo Morgan



Elliot Breazile

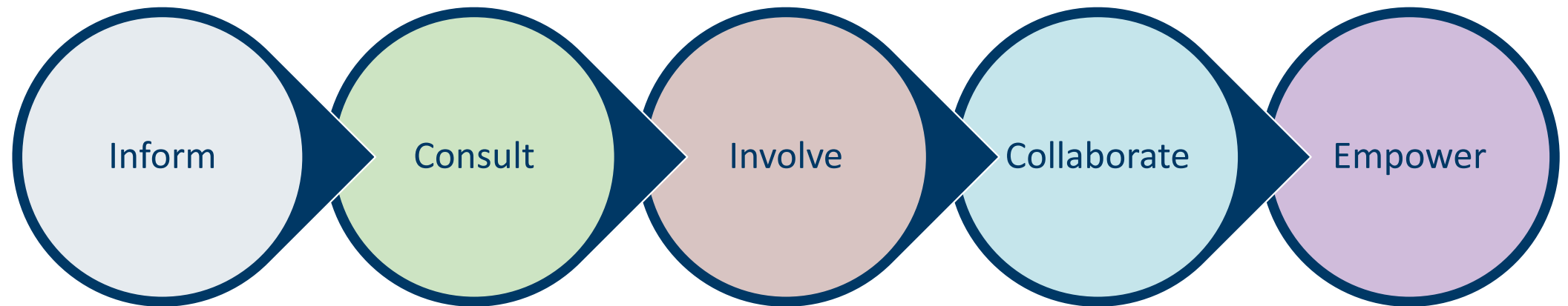


Maria Fatz



Kayla Jacobson

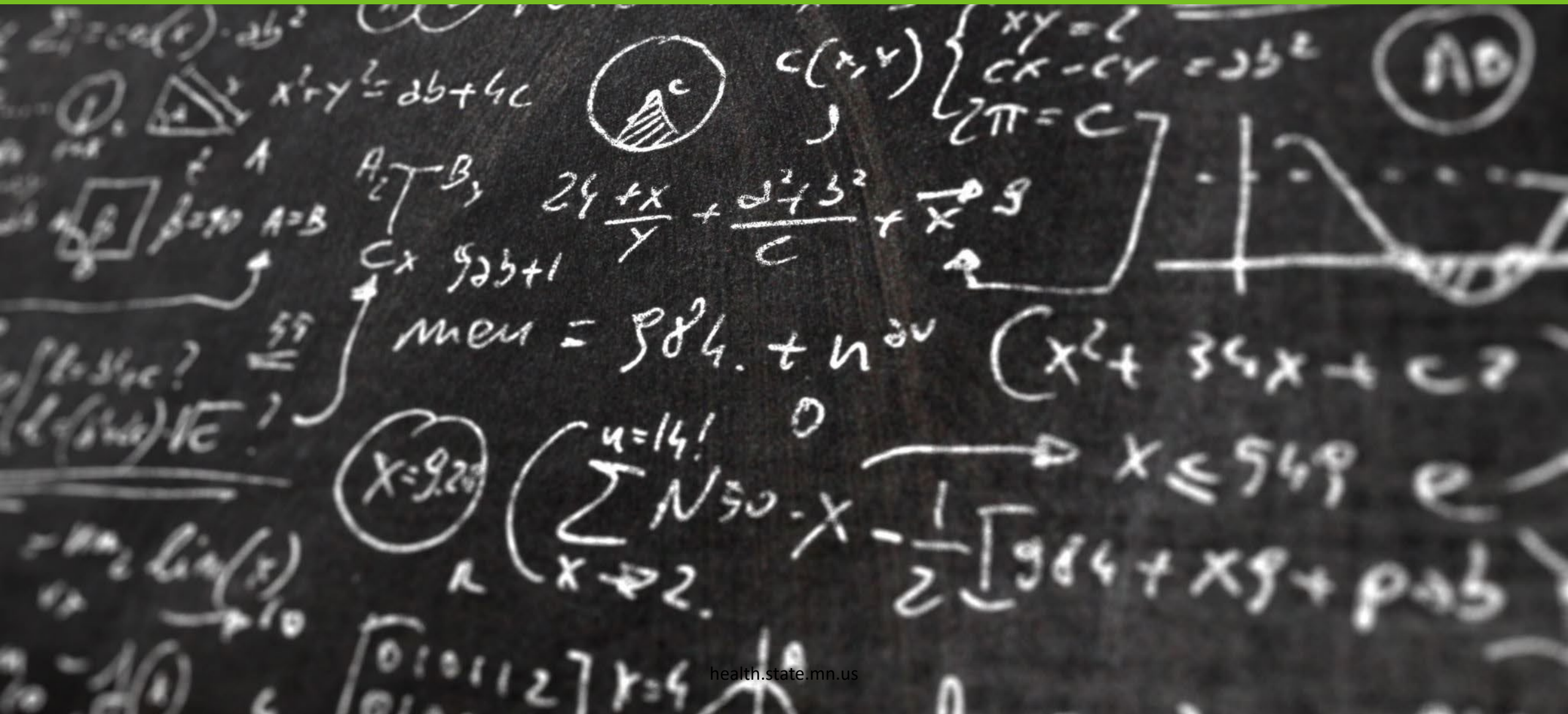
Spectrum of Engagement



Projects

- 4 total focus groups were conducted
 - Two focus groups **with Native youth** in the age range of 10-24. One group was 10-18 and the other was 18-24, with an urban non-profit in the Twin Cities.
 - One was in 18-24 age range with mostly **young-adult urban community** focus
 - One focus group was in a charter school with mostly **East African immigrant youth 14-16** located in Greater Mn
- The youth co-led with evaluation staff, and compiled summaries from the focus groups themselves and presented the information back to the Suicide Prevention Unit.

Findings from Youth Projects



Data disclaimers

- The data collection efforts were youth-driven!
- Convenience samples are effective for engaging 'hard to reach youth' as it relies on personal networks and is better at reaching youth who might not participate in standard research methods.
- Convenience samples tend to reflect the population doing the outreach; in this case, youth who participated in the focus groups for example were predominately Native, African American, and East African immigrant youth.
- The strength of this methodology is it provides localized, context-specific information that can lead to action!
- Data collection was not designed to be representative; our findings are specific to the youth we engaged and cannot be generalized to other communities. However, our findings can be used to generate ideas for future exploration in your unique context and community.

Survey & focus group highlights

- **Lack of awareness of 988** was an issue reported by youth surveyed
 - Only 19% thought their peers were aware of 988.
 - However, of those who were aware, most youth (67%) thought their peers would use it.
- **Young adults talk to peers about mental health.**
 - When asked about who youth would talk to about their mental health, 92% of respondents reported they would talk to ***friends***, followed by ***formal mental health providers*** (75%) and ***parents*** (53%).
- Youth want to see people who look like them and understand their life experiences setting the positive examples and providing the help.

Why do you think your peers would **not** use 988?



Unaware what it is



Other resources they would use first



Called and been put on hold

Why do you think your peers would use 988?



Text feature



Easy to remember



Anonymous resource

What did we build from this?



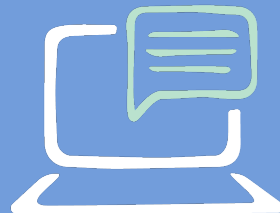
- YAC – Young Adult Contractor
 - 18–24 year-olds
 - Returning from Year 1
 - Main involvement will be at 988 T4T with YALLs and with MDH staff.
- YALL – Youth Are Life Leader
 - 16+ high school students
 - Being recruited by grant partners
 - Heavily involved for cohort and with grant partners.

Cohort Schedule

- Cohort Kickoff – Thursday, January 16, 2025 5:00-6:30pm
- Changing the Narrative – Thursday, January 30, 2025 5:00-6:30pm
- Safe Messaging – Thursday, February 13, 2025 5:00-6:30pm
- Being a Community Helper – Thursday, February 27, 2025 5:00-6:30pm
- 988 Train-the-Trainer – **Saturday, March 15, 2025 10:00am-2:00pm**
- 988 Role Play – Thursday, March 27, 2025 5:00-6:30pm
- 2 Community Presentations – **On their own time between March 16-April 30**
- Evaluation and Celebration – Thursday, May 1, 2025 5:00-6:30pm
- ❖ Open office hours for grantees on off weeks

**988 Minnesota
Lifeline**

Someone To Talk To



Agenda:

- **Group icebreaker**
- **What is 988**
- **Who can use it**
- **Ways to use 988**
- **Quick doodle/988 recap**
- **How to talk about it**
- **Wrap up/feedback**

Group Icebreaker

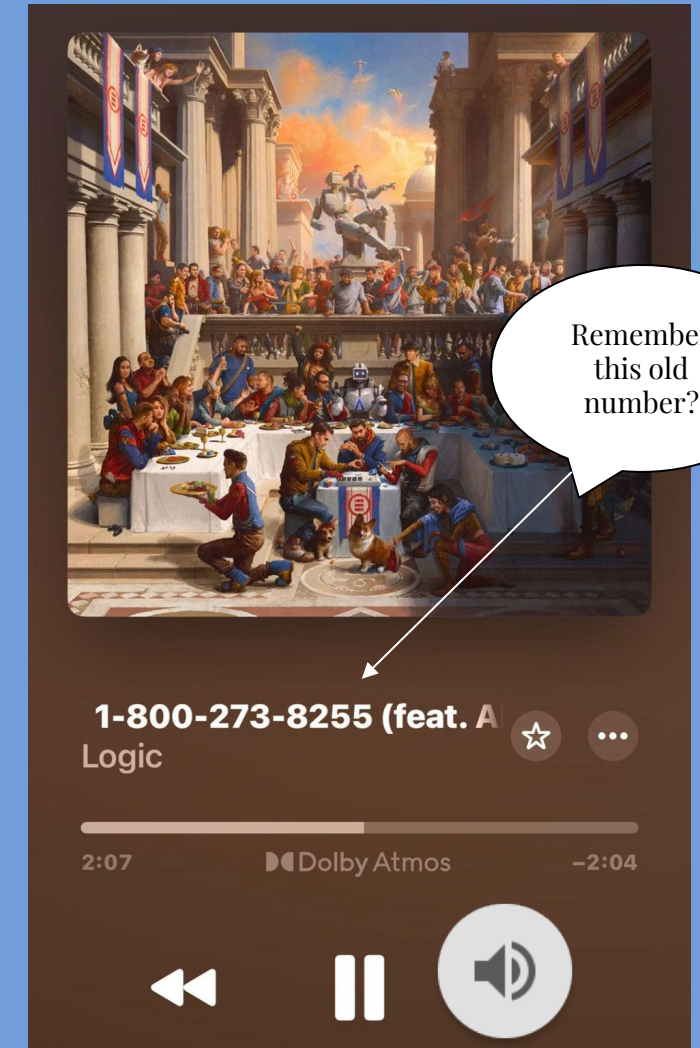
What word do you think of when you hear mental health & 988?



What is 988 Lifeline



- **988** is a free and confidential helpline for people who are experiencing a mental health challenge or emotional distress
- It's available **24/7** and here to help anyone, especially **youth** facing tough times
- **988 is easy to remember** – Just dial or text **988** on your phone and you will be connected to someone who can help



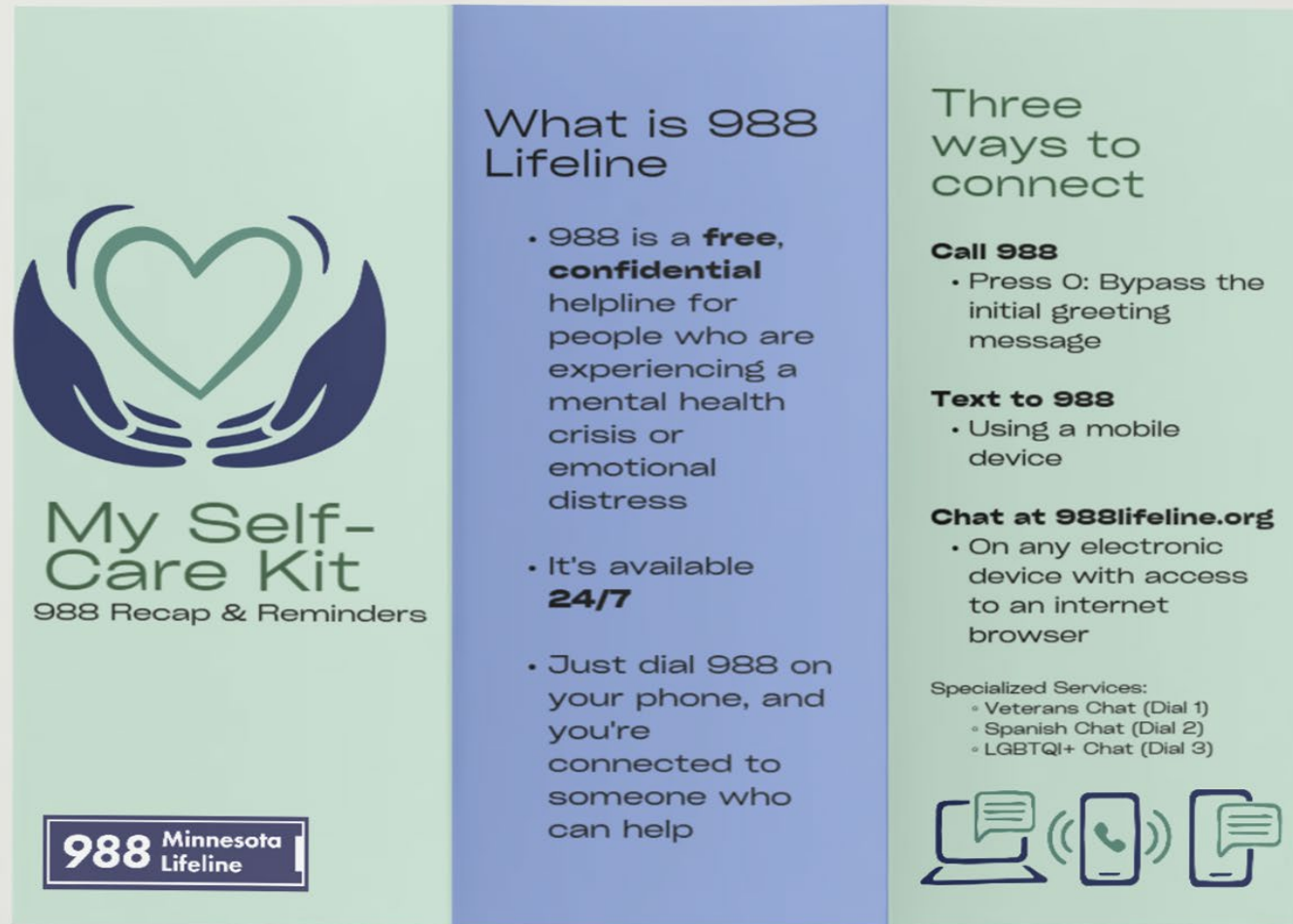
Remember
this old
number?

The Importance of 988

- **Mental health struggles are real**
- **You are not alone:** 1 in 7 adolescents experience a mental illness; 1 in 8 people globally (WHO)
- Whether it is stress, anxiety, depression or feeling overwhelmed, 988 is there to listen
- 988 is a **safe** and **confidential** place to reach out to. It can even be used as part of your self care tool kit



Your Own Self Care Kit



My Self-Care Kit
988 Recap & Reminders

988 Minnesota Lifeline

What is 988 Lifeline

- 988 is a **free, confidential** helpline for people who are experiencing a mental health crisis or emotional distress
- It's available **24/7**
- Just dial 988 on your phone, and you're connected to someone who can help

Three ways to connect

Call 988

- Press 0: Bypass the initial greeting message

Text to 988

- Using a mobile device

Chat at 988lifeline.org

- On any electronic device with access to an internet browser

Specialized Services:

- Veterans Chat (Dial 1)
- Spanish Chat (Dial 2)
- LGBTQI+ Chat (Dial 3)

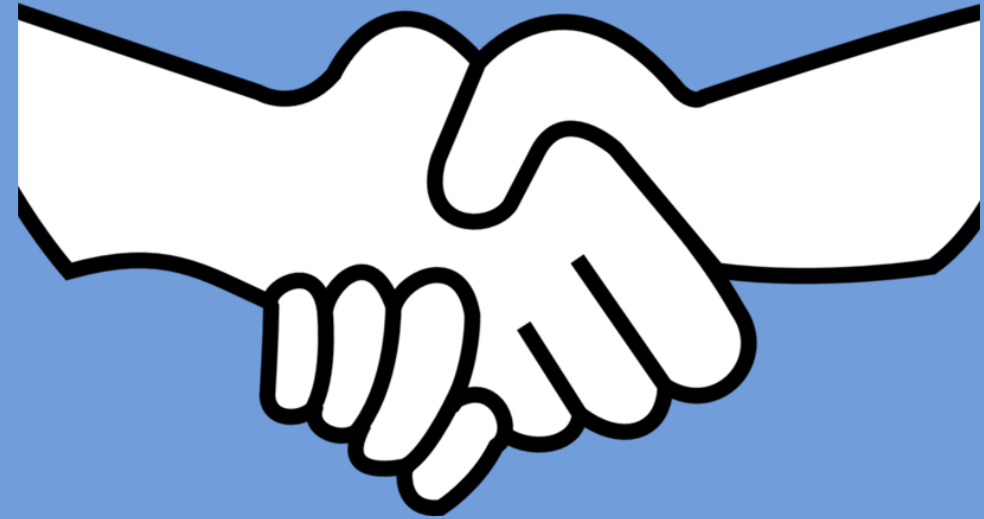


Who can use 988?

- **Everyone!**

988 is not just for people thinking of suicide or actively in crisis; it's for **anyone** struggling with:

- Thoughts of loneliness or isolation
- Feeling anxious or depressed
- Stress from relationships, work, school
- Abuse, or bullying



988 can be used as a resource to equip yourself with information on how to talk about suicide and mental health with your loved ones

Ways to Connect to 988



- Unlike 911, **988 does need service**
- Three Ways to Connect: Call, Text, or Chat
- **Call 988**
 - Press 0: To bypass the initial greeting
- **Text 988**
 - Using a mobile device
- **Chat at 988lifeline.org**
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- Specialized Services:
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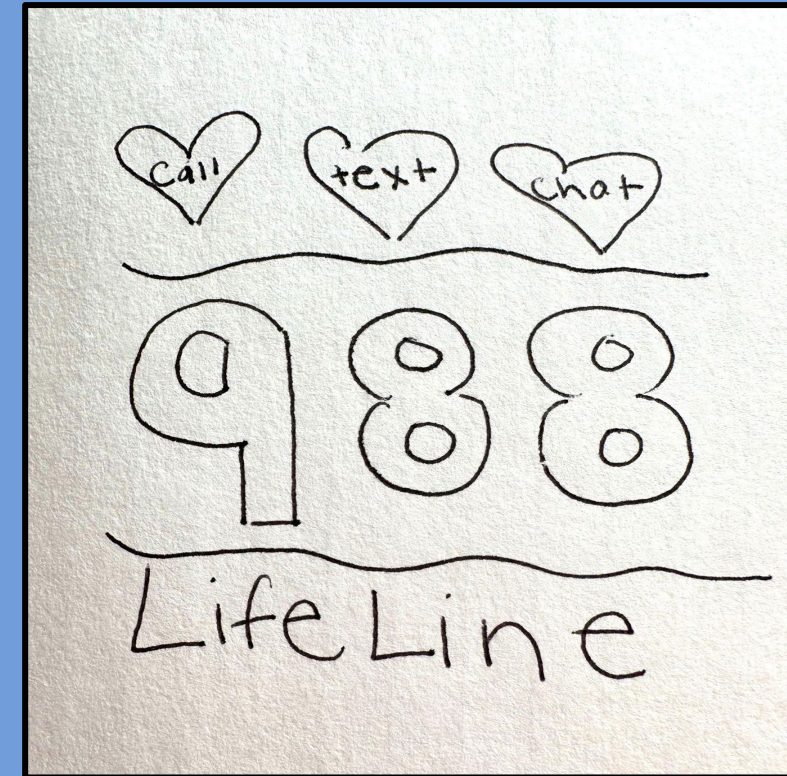
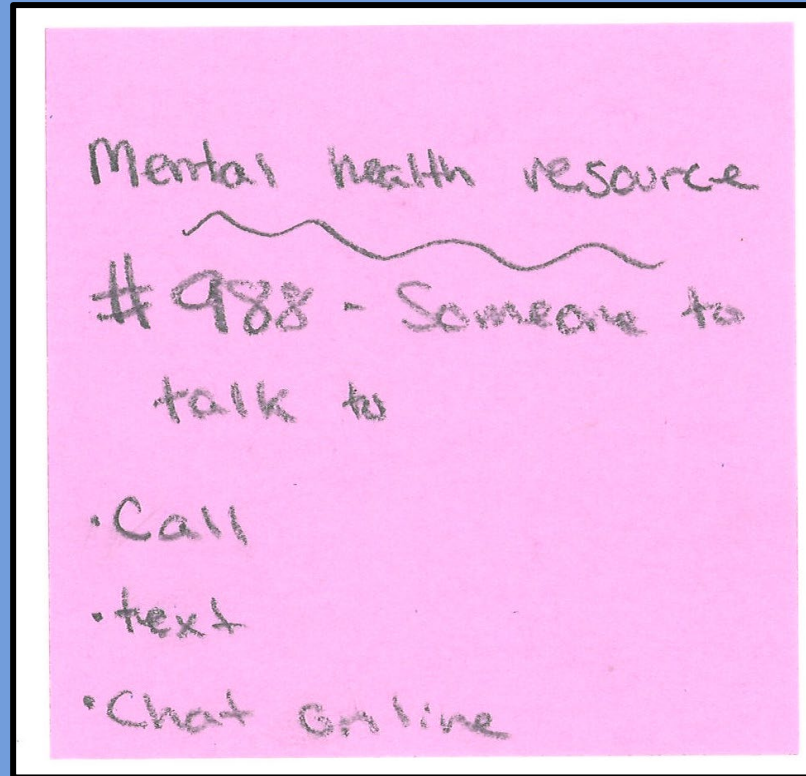
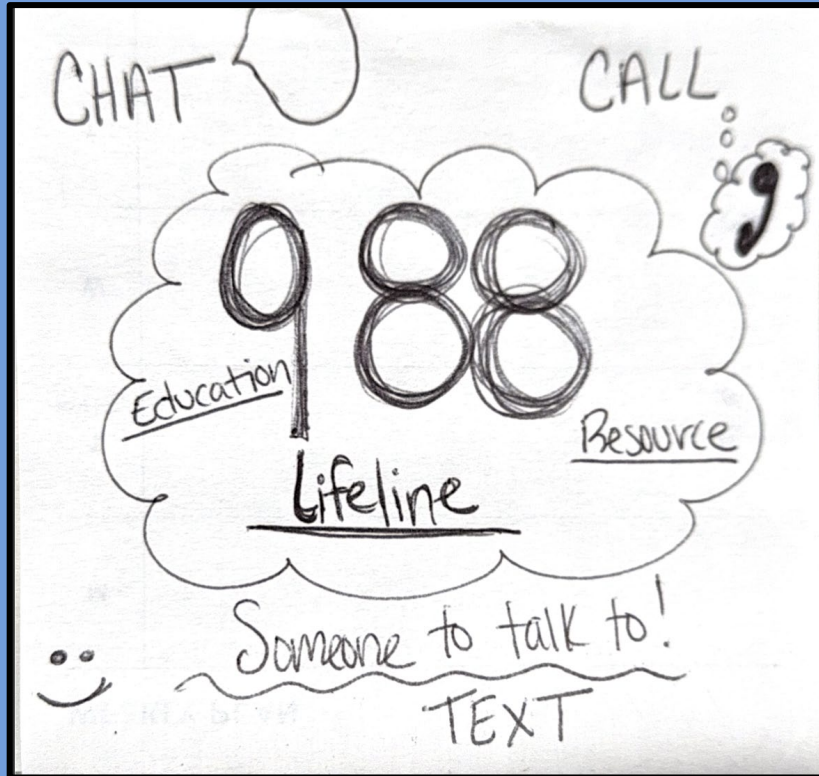
How to talk about 988?

- **No judgement, just help**
- Discussing 988 in a casual and matter of fact way shows that seeking help is a **normal** and **healthy** choice
- Reduce stigma by openly sharing 988 as a resource
 - **“I know you’re feeling overwhelmed, have you tried texting 988?”**
 - **“I called 988 yesterday for my anxiety, they were very helpful”**



Make Your Own 988 Doodle

5 minutes



Sources:

- Links

- 988lifeline.org
- <https://orders.gpo.gov/SAMHSA988/Pubs.aspx>
- [988 Lifeline FAQ - MN Dept. of Health](#)
- [988 Lifeline System Services - MN Dept. of Health](#)
- <https://docs.google.com/forms/d/e/1FAIpQLSe-iILdBRMjo-G-oH2rPYTHdyhyVzJwwzul8Zp3Y-uf7gKT2w/viewform?usp=header>
- <https://www.projecthope.org/news-stories/story/the-global-mental-health-crisis-10-numbers-to-note/>
- <https://www.who.int/news-room/fact-sheets/detail/adolescent-mental-health>

- 988 Printable Resources:

- <https://orders.gpo.gov/SAMHSA988/Pubs.aspx>
- [My Self-Care Kit](#)

Thank you for taking the time to listen and learn about 988!

988 Lifeline - Someone To Talk To presentation survey



Date:
Host site:
Trainer name:

988 Lifeline - Someone To Talk To Presentation Survey

Thank you for taking the time today to listen and learn about 988. We appreciate your willingness to participate in this anonymous survey, we will use this information to improve our 988 work for youth.

As a result of this training: (circle your answer)

1. ...I am more confident in my understanding of the 988 resource.
Not at all A little A lot A great deal
2. ...My confidence in sharing the 988 resource with someone considering suicide or crisis has increased.
Not at all A little A lot A great deal
3. ...My knowledge of knowing how to access crisis/lifeline resources in the community has increased.
Not at all A little A lot A great deal
4. ...I feel more confident educating local youth on the 988 resource.
Not at all A little A lot A great deal
5. How comfortable do you feel comfortable using 988 as a resource?
Not at all A little A lot A great deal

****Optional**

6. Is there anything you would have liked to see changed or any topics you would have liked to see presented?

Please share here:

Students will have an increased knowledge of and confidence in sharing the 988 resource with peers.

Over 72% of students felt more confident talking about 988 to their peers.

89% of students felt either a great deal or a lot more confident in their understanding of the 988 resource.

Where we are now

- 2nd pilot started with an open RFP to fund three community organizations
- MDH provided adult facilitators with training to conduct their own youth cohorts
- Toolkit creation to guide communities through onboarding, training, and implementation

Where we're going



3rd pilot through an open RFP process

Expand to 18–24-year-olds

Release toolkit to the public for community implementation

- Youth want authenticity and connection – not just information.
- The 988 Lifeline becomes real for youth when someone their age normalizes help-seeking.
- The most powerful prevention strategy is empowering young people to do the work, supporting them, and creating a platform to lead.

Thank You!

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