



nh healthy families™

988 and Rapid Response Access Point *Community Education and Awareness Toolkit*



A STRONGER YOU.
A STRONGER NEW HAMPSHIRE.



HOW TO USE THIS TOOLKIT

NH Healthy Families has created this toolkit to share available marketing and educational resources about 988 and the Rapid Response Access Point in New Hampshire. You can use the materials in this toolkit to share information about 988 and the NH Rapid Response Access Point in your communities.

The resources in this toolkit have been created to provide information to the public. With these materials you can help others learn:

- **What is 988**
- **How 988 can help**
- **When to contact 988**
- **How to connect with 988**
- **...and more!**

FOR PROVIDERS

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WHAT IS 988?

The 988 Lifeline is a national network of local crisis centers that provides free and confidential emotional support to people in a suicidal crisis or emotional distress 24 hours a day, 7 days a week in the United States.

What Happens When You Call The 988 Lifeline?

First, you'll hear an automated message featuring additional options while your call is routed to your local 988 Lifeline network crisis center.	We'll play you a little music while we connect you to a skilled, trained crisis worker.
A trained crisis worker at your local center will answer the phone.	This person will listen to you, understand how your problem is affecting you, provide support, and get you the help you need.

988 Lifeline Center calls are free and confidential, and we're available 24/7.








WHAT IS THE NH RAPID RESPONSE ACCESS POINT (NHRRAP)?





The NH Rapid Response Access Point (NHRRAP) is a 24/7 service for any adult, youth, or family in crisis. With one phone call, text, or chat (online) to the NHRRAP, individuals can receive the care and services they need during a mental health or substance use disorder crisis.

What can the New Hampshire Rapid Response Access Point do to help?

Crisis Operators can:

-  Listen to you about any problems
-  Use skills to lower stress
-  Link you with other services, like a Rapid Response Team
-  Make a crisis plan
-  Follow-up with you after a crisis

Rapid Response Teams can:







-  Travel to the place you are or where you choose to meet
-  Meet in person or by telehealth
-  Give follow-up appointments
-  Have therapists and peers to talk to you

WHAT IS THE DIFFERENCE BETWEEN 988 AND NHRRAP?

Rapid Response is **New Hampshire's** crisis response system and includes call, text, chat but also the ability to dispatch mobile crisis response teams throughout New Hampshire communities.

988 is a **nationwide** helpline for emotional, mental or substance use crisis. 988 is a national resource with 200 call centers throughout the United States and includes call, text and chat and the contacts are routed by area code (call/text) and zip code (chat) to the nearest Lifeline. Most of the time you will get a New Hampshire Lifeline if you are calling/texting from a 603 area code. Sometimes you'll be routed to another center throughout the country, but all having trained staff on the other end.

New Hampshire Rapid Response vs. National 988 Suicide & Crisis Lifeline

	 Someone to call, text or chat	 Can deploy mobile crisis teams	 Connection to local resources and appointments when needed	 Services in NH
 New Hampshire Rapid Response Call/Text 833-710-6477 Chat www.nh988.com	✓	✓	✓	✓
 National 988 SUICIDE & CRISIS LIFELINE	✓			

NH Rapid Response and 988 are both available 24/7 and anonymous
 Calls and texts to 988 are routed by area code. A call from an area code outside of New Hampshire will reach a call center in the state with that area code.
For a local response every time, call NH Rapid Response.



HOW TO TALK ABOUT 988 AND THE NH RAPID RESPONSE ACCESS POINT

Email Signature

Use the following text in your or your organization's email signature:

“Are you in crisis, experiencing emotional distress, or worried about someone you know? Call or text 988 or chat at 988lifeline.org/chat 24 hours a day, 7 days a week.”

“Are you in crisis, experiencing emotional distress, or worried about someone you know? Crisis services are available to anyone in New Hampshire. Cal or text 833-710-6477 or chat at <https://www.nh988.com/contact/#> 24 hours a day, 7 days a week.”



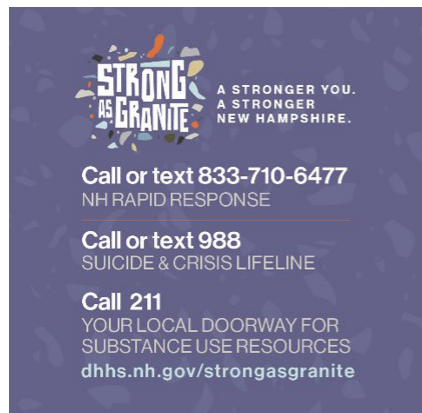
Social Media

Use these examples to share information about 988 on your social media channels:

Option 1: 988 is more than just a number. It is a direct connection to compassionate and accessible care. Find materials to spread the word about 988 here: [988 Suicide and Crisis Lifeline](#)

Option 2: In need of mental health or substance use support in New Hampshire? Find materials to spread the word about NH Rapid Response here: [Strong as Granite Toolkit](#)

Option 3: 988 is the new 3-digit number that connects you to behavioral health crisis counselors. Learn more at www.988Lifeline.org



Conversation Starters

Here are some ways you can begin the conversation about 988 and the NH Rapid Response Access Point with people you know:

Educating Others:	Supporting Others:
“Did you know there’s a new three-digit number for people who are struggling or feeling overwhelmed?”	“Have you heard about 988?”
“I’ve heard that people who call 988 feel really supported.”	“I feel like you might be struggling and want you to know that 988 has someone there to listen.”

HOW TO ASK: Different Ways to Start a Conversation about Mental Wellness

Ask genuinely. There are no special words. Being authentic is more important than what you say.

"Just wanted to check in with you.
How are you doing?"

Ask directly. Letting someone know you want to hear about mental health can help them feel okay about opening up to you.

"Just checking in. You seem a little
down today. How are you doing?"

Share how you are first. Being open about your struggles can help normalize what others are going through.

"I've really been anxious lately with every-
thing that is going on. How have you been?"

Ask about today. It can be overwhelming to think about your overall emotional health if you are struggling. Focusing on the moment can be helpful.

"How are you feeling today?
How are you feeling right now?"

Ask regularly. If you think someone is struggling, make it an expected part of the conversation that you'll ask how they are, even if they don't want to talk that day.

"I just wanted to check in on how you
are doing today. I'm thinking of you."

Talk to them about things other than mental health too. Connect over other aspects of your relationship.

"This meme made me think of you!"

HOW TO ANSWER: Different Ways to Respond to Someone Who is Struggling

Stay calm. If someone lets you know they are having a hard time, it is because they trust you to listen. You don't need any special skills other than being yourself.

"Thanks for sharing that. Tell me
more about what's going on."

Ask follow-up questions. Let them know you are interested by asking for more information.

"How long have you been feeling like this? What
kinds of things have been helpful or not helpful?"

Validate their feelings. Comparing their situation to other people or letting them know why things aren't so bad is not helpful. Acknowledge that they aren't ok.

"That sounds really hard."

Be open about your own struggles without comparing. Normalizing mental health challenges is helpful.

"I've been having a lot of anxiety lately too."

Check back in regularly. Let them know they're on your mind.

"I've been thinking about you since
we talked. How are you doing today?"

Find ways to stay connected. Social connection is critical for mental health.

"I'm thinking of having a virtual watch party
for our favorite series this week. What night
works best for you?"

IDEAS FOR COMMUNITY ENGAGEMENT



Schools

School administrators: Make sure that teachers, parents, and counselors know that the National Suicide Prevention Lifeline is now the 988 Suicide and Crisis Lifeline. School materials should be updated to reflect this change.

Teachers: Share information about 988 with students by using New Hampshire's 988 and Rapid Response Access Point resources when talking about mental health. Hang a 988 poster in your classroom for students to see.

Students: Support your peers by making sure they know 988 is available by text and chat, as well as by phone. Promote 988 and Rapid Response Access Point within your student clubs and organizations.



Caregivers and Families

Normalize talking about mental health in your household. Talk to young people in your family about 988 and the NH Rapid Response Access Point so they know when and how to reach out.



Providers

Make educational materials about 988 and the NH Rapid Response Access Point available in your office. Educate staff about 988 and the NH Rapid Response Access Point during meetings and trainings. Talk to individuals receiving services about 988 and the NH Rapid Response Access Point during [screenings](#). Incorporate routine Behavioral Health Screenings at annual Primary Care Well Visits.



Organizations

Share information about 988 and the NH Rapid Response Access Point in your email blasts, social media, and newsletters. Hang posters in popular locations around your workplace. Consider adding 988 and the NH Rapid Response Access Point to your organization's email signature.



First Responders

Include education about 988 and the NH Rapid Response Access Point in all staff trainings and ensure staff understand how the service fits into their work. Create a culture where staff feel comfortable reaching out to 988 and the NH Rapid Response Access Point. Work with local 988 and the NH Rapid Response Access Point Contact Centers to learn how to best respond to behavioral health crises. Support your peers by sharing information about 988 and the NH Rapid Response Access Point after critical incidents.



Emergency Departments (ED's)

Those admitted to the ED may be among the most high-risk for suicide. The Emergency Department Consensus Guide is designed to assist ED professionals with decisions about the care and discharge of patients with suicide risk. Its main goal is improve patient outcomes after discharge. Download the guide [Here](#)

NH 988 AND RAPID RESPONSE ACCESS POINT MARKETING AND EDUCATIONAL MATERIALS

Use these materials to spread the word about 988 in your communities. You can share these resources electronically or by printing them out.

<https://www.samhsa.gov/resource-search/988>

<https://www.dhhs.nh.gov/programs-services/health-care/behavioral-health/strong-granite/strong-granite-toolkit>

<https://www.dhhs.nh.gov/documents/nh-rapid-response-access-point>

Frequently Asked Questions (FAQ) Infographic

Get the answers to the most common questions about 988.

<https://www.samhsa.gov/find-help/988/faqs>
<https://988lifeline.org/faq/>

Materials such as wallet cards, posters and flyers are available to hand out and place in public spaces.

<https://www.dhhs.nh.gov/programs-services/health-care/behavioral-health/strong-granite/strong-granite-toolkit>

Materials in Other Languages

NH Rapid Response Access Point- Spanish [Wallet Card](#)
 NH Rapid Response Access Point-Spanish [Flyer](#)

SAMHSA RESOURCES

Branding Standards and Logo Downloads

This guide from the Substance Abuse and Mental Health Services Administration (SAMHSA) provides specific information on logo, branding, and guidelines for 988. [SAMHSA Partner Toolkit Logos and Branding Standards](#)

Branding Standards

988 SUICIDE & CRISIS LIFELINE

The 988 brand embodies the 988 Suicide & Crisis Lifeline's ideals and goals.

Built on a concept of connecting with those who are experiencing suicidal or mental health crises, the 988 Suicide & Crisis Lifeline brand primarily seeks to offer a sense of hope. We want that hope to encourage people to call, chat or text 988 if they or a loved one are in a suicidal or mental health-related crisis.

Used as intended, the 988 brand provides a cohesive look and feel across 988 materials

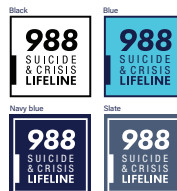
Brand Elements

988 Lockup Mark

The clean geometry and typographic design of the lockup provide *balance, sensitivity, and strength*. The '988' and 'Lifeline' elements are boldest; they advance in space and project an instant message of hope.

In both horizontal and square forms, the lockup is designed to mark 988 communications with the assurance of support. The lockup must be used without modification to maintain brand integrity and consistency. Care should be taken to provide enough contrast for lockup legibility.

SQUARE



HORIZONTAL



Color Palette

The 988 color palette offers complementary colors that speak of *hope, calm, and reassurance*. The interplay between contrasting cool and warm colors hints at natural emotional rhythms. In addition, each hue is presented with two lighter tints for use when a color's full strength is not needed.

NOTE: Text color-contrast ratios should always comply with Section 508 guidelines.

Typography

These typographic options give a fresh and authentic tone to 988 messaging.

- Futura** (and its stylistic variation, Futura PT Heavy) is a classic geometric typeface that delivers an inviting sense of structure for content titles and primary headings.
- Acumin**, an equally modern, narrower sans serif face, provides a clean and consistent feel for body text.
- Daniel Black** is a handwritten-style typeface that conveys sincerity, especially when used for key messaging.

When producing materials, use the typefaces suggested if available to you; if they are not available to you, we suggest **Arial** as a standard default, as it is generally platform-agnostic.

<p>Futura PT Heavy H1 Titles only</p> <p>ACUMIN PRO CONDENSED BLACK H2 FUTURA PT HEAVY H2</p> <p>Acumin Pro Regular body copy, the goal of suicide prevention is to reduce factors that increase risk and increase factors that promote resilience. Quis nostrud exerc tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.</p> <p>Arial Use when Acumin is unavailable</p> <p>Daniel Black Key messages</p>	<p>Futura PT Heavy H1 Titles only</p> <p>ACUMIN PRO CONDENSED BLACK H2 FUTURA PT HEAVY H2</p> <p>Acumin Pro Regular body copy, the goal of suicide prevention is to reduce factors that increase risk and increase factors that promote resilience. Quis nostrud exerc tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.</p> <p>Arial Use when Acumin is unavailable</p> <p>Daniel Black Key messages</p>
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Image and Logo Downloads

Access 988 images and logos by visiting [SAMHSA's 988 Logo and Branding Webpage](#). Use these to create additional 988 materials.

[Talk with Us](#)

[There is Hope](#)

[Be the Lifeline](#)

[988 Square](#)

[988 Rectangle](#)



Safety Plan

Use SAMHSA's safety plan:

- With friends, family, co-workers or individuals receiving services in your office
- At tabling events or in your office
- For yourself

[Download the SAMHSA Safety Plan](#)

Safety Plans Work

There is hope.



1. Write 3 warning signs that a crisis may be developing.

2. Write 3 internal coping strategies that can take your mind off your problems.

3. Who/What are 3 people or places that provide distraction?

(Write name/place and phone numbers)

_____ Phone _____
_____ Phone _____
_____ Phone _____

4. Who can you ask for help? (Write names and phone numbers)

_____ Phone _____
_____ Phone _____
_____ Phone _____

5. Professionals or agencies you can contact during a crisis:

Clinician: _____ Phone _____

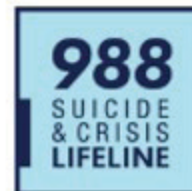
Local Urgent Care or Emergency Department:

Address _____ Phone _____

Call or text 988 or chat 988lifeline.org

6. Write out a plan to make your environment safer.

(Write 2 things)



ADDITIONAL RESOURCES

[988 Community Education and Awareness Toolkit \(ny.gov\)](#)

<https://www.naminh.org/suicide-prevention/>

<https://zerosuicide.edc.org/>

If you or someone you know is struggling emotionally, please reach out and get support:

- [Veterans Crisis Line](#) – Veterans and their loved ones can call 988 and Press 1, [chat online](#), or send a text message to 838255 to receive confidential support 24 hours a day, 7 days a week, 365 days a year. Support for [deaf and hard of hearing](#) individuals is available.
- [Crisis Text Line](#) – Free, 24/7 support for those in crisis. Text 741741 from anywhere in the US to text with a trained Crisis Counselor.
- [The National Maternal Mental Health Hotline](#) provides free 24/7 confidential support, resources and referrals to pregnant and postpartum mothers facing mental health challenges (and their loved ones). Call or text 1-833-TLC-MAMA (1-833-852-6262).
- [Trans Lifeline](#) – Call 1-877-565-8860 for a hotline staffed by transgender people for transgender people. Trans Lifeline volunteers are ready to respond to whatever support needs community members might have.
- [Disaster Distress Helpline](#) – Call 1-800-985-5990 for a 24/7 national hotline dedicated to providing immediate crisis counseling for people who are experiencing emotional distress related to any natural or human-caused disaster.
- [The Trevor Project](#) – A national 24-hour, toll free confidential suicide hotline for LGBTQ youth. If you are a young person in crisis, feeling suicidal, or in need of a safe and judgment-free place to talk, call 1-866-488-7386 to connect with a trained counselor.
- [The LGBT National Help Center](#) – Call 1-888-843-4564. Open to callers of all ages. Provides peer-counseling, information, and local resources.





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