

988 Oregon Partner Toolkit



About this toolkit

988 Oregon provides free, confidential support to anyone in Oregon who's struggling—whether it's with mental health, substance use or just feeling overwhelmed.

This partner toolkit is designed to help you raise awareness of 988 in your community and explain what people can expect when they reach out. The materials included have been shaped by community input and tested through research to ensure they resonate with the people we're trying to reach.

Inside, you'll find videos, graphics and other communication tools to support 988 promotion and outreach.

Technical assistance

We're here to help you share the message of 988 Oregon in ways that truly connect with your community. Coates Kokes (CK) offers free communication support to help you design, adapt and share materials that resonate.

CK can support you with:

- Communication strategies
- Graphic design (social media graphics, posters, co-branded materials)
- Video creation
- Translation and transcreation
- Media and messaging training
- Paid promotion (e.g. social/digital ads, local ads)
- Toolkits and templates for campaigns
- Dissemination strategies and creative development of physical materials like flyers and mailers

CK will work with you to ensure your messaging is tailored, inclusive and effective.

If you are interested in receiving or technical assistance or have questions, reach out to [Dean Carson](#), 988 Communications Officer at Oregon Health Authority, and [Claire Coffey](#), Account Director at Coates Kokes.

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988 Oregon FAQs

What is 988 Oregon?

988 Oregon is a free, direct connection to confidential support for anyone who is struggling. It's available 24/7, every day of the year. This three-digit number was formerly known as the National Suicide Prevention Lifeline. 988 went live in July 2022 in Oregon and nationwide.

What happens when someone reaches out to 988?

When you contact 988, you'll be connected to a trained counselor who will listen and offer support. You may be asked for your name, phone number or location to help provide the best support or reach you if you get disconnected, but sharing this is optional.

Who is 988 for?

988 is for anyone who is experiencing a mental health or substance use crisis, emotional distress or simply needs someone to talk to. It is also for concerned family members, friends or caregivers seeking guidance or support for someone else.

What are some reasons someone might reach out to 988?

988 counselors are here to listen, no matter what you are going through. If it's on your mind, it matters. Here are some reasons people call:

- Stress
- Feeling down or depressed
- Drug or alcohol use
- Grief and loss
- Dealing with thoughts of suicide
- Self-injury
- Bullying
- Parenting concerns
- Financial worries
- Painful memories
- Feeling nervous or afraid
- Domestic violence
- Concerns for a friend or family member
- Recovery support

Who answers 988 calls, texts and chats?

988 Oregon counselors are trained, compassionate professionals who are prepared to handle a wide range of situations. They receive up to 200 hours of initial training, including crisis response, suicide prevention, cultural humility and community-specific approaches. Many counselors also have personal experience with mental health challenges.

Is there an in-person response?

In Oregon, nearly 98% of 988 contacts are resolved or de-escalated over the phone, without the need for any in-person response. 988 call centers follow [Vibrant Emotional Health's national 988 Suicide Safety Policy](#), which calls for emergency services to be engaged only as a last resort. When emergency contact is needed, it typically happens with the caller's consent and cooperation.

How is 988 Oregon funded?

Cell phone users in Oregon support 988 through a \$0.40 monthly telecommunications fee. These fees fund 988 call centers statewide.

988 Oregon creative content

Advertisements

Launched in July 2025, the 988 Oregon: Connect to Hope marketing campaign was created in partnership with communities across the state and informed by local survey data. Its goal is simple: help people understand what 988 is and what to expect when reaching out.

This toolkit is a great starting point for spreading the word about 988 in your community. You can access existing content, explore co-branding opportunities or request customizations to better reflect local needs, including translations and culturally relevant adaptations.

To learn more or request assistance, reach out to [Dean Carson](#), 988 Communications Officer at Oregon Health Authority, and [Claire Coffey](#), Account Director at Coates Kokes.

Co-branding

Many partners ask about adding their logos to ads. This process, known as co-branding, can be done in several ways. We're happy to help you find the best option for your needs.

If you're interested in co-branding, reach out to [Dean Carson](#), 988 Communications Officer at Oregon Health Authority, and [Claire Coffey](#), Account Director at Coates Kokes.

Video advertisements

These videos tell relatable stories with visuals and hopeful messages that aim to reduce stigma, encourage people to reach out and remind them they're not alone. These videos were designed for TV, streaming platforms and social media to meet people where they are. Most are available in both English and Spanish.

Full video ads are available [here](#).

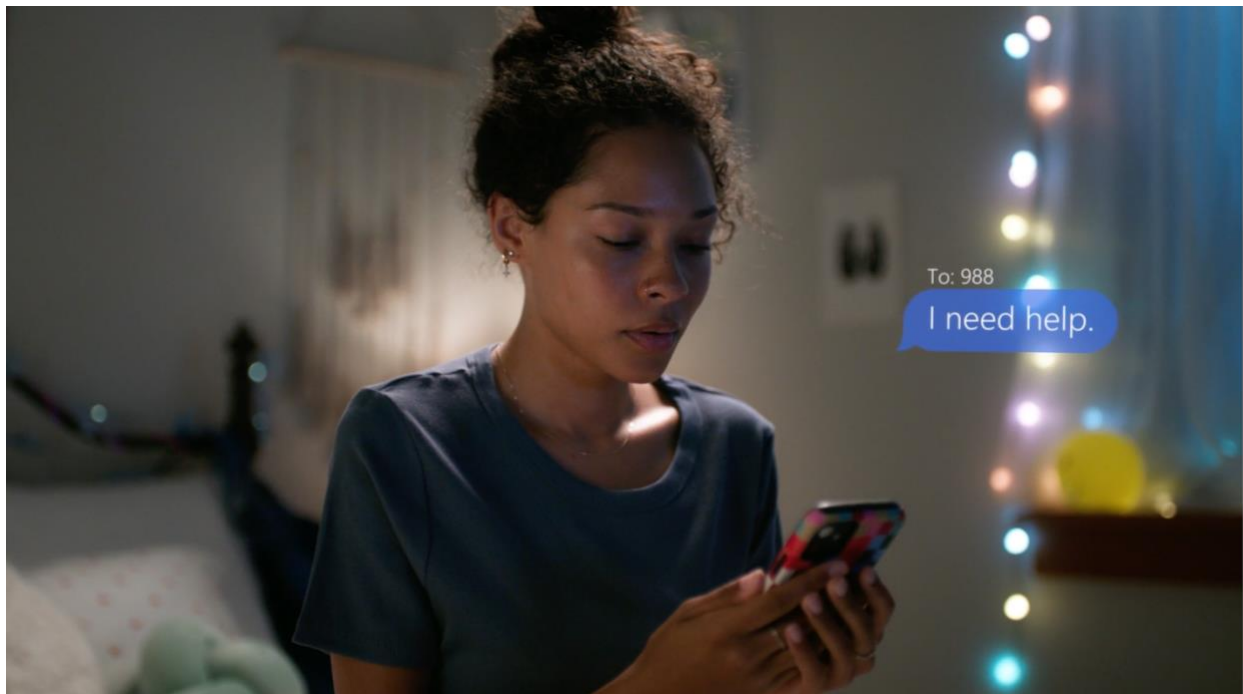
"Sage"



“Blue Sky”



“No Matter What”



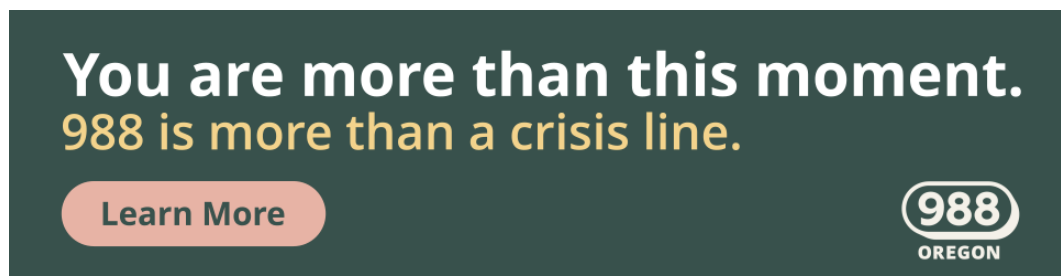
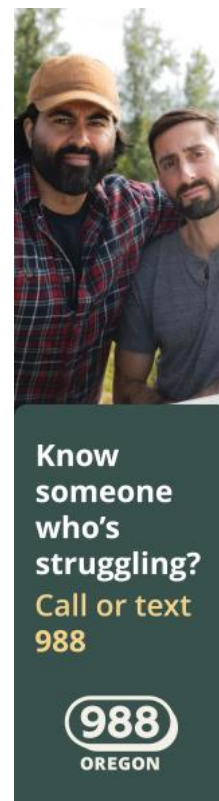
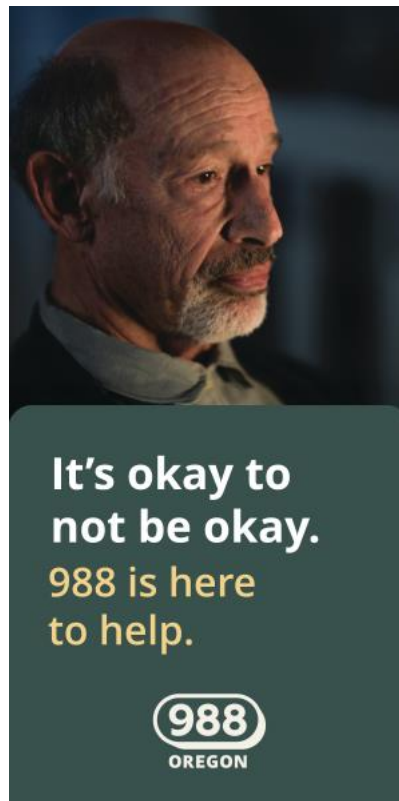
Digital and social media advertisements

We've created a set of ads designed specifically for online and social media use, available in both English and Spanish.

Digital ads

Digital ads are a key part of this campaign. They're flexible—ranging from static images to animated banners—and can appear on various websites and apps to raise awareness and drive traffic. Standard sizes include 300x250, 728x90, 320x50, 160x600, 300x600, and 970x250.

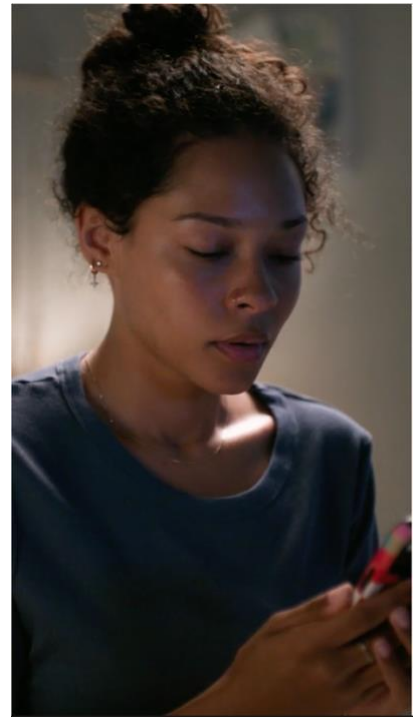
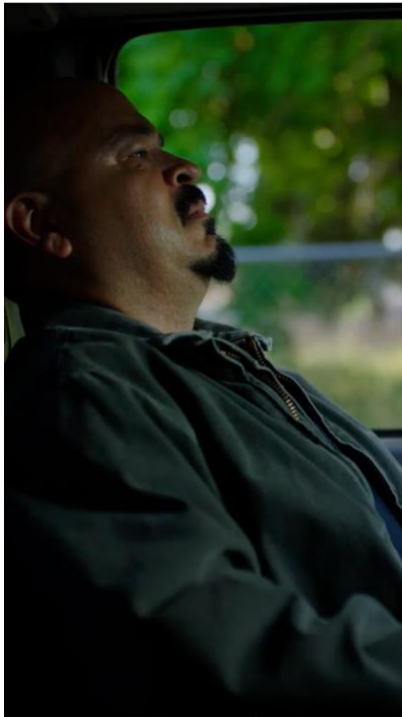
Digital ads are available [here](#).



Social media ads

Social media content includes videos, square graphics for Instagram and Facebook feeds, and vertical 9x16 ads for Stories and Reels.

Social media graphics are available [here](#).



Radio and audio streaming advertisements

Audio ads, including traditional radio and streaming platforms like Spotify and Pandora, are a powerful way to build awareness through repeated exposure. Our 30-second ads balance clarity with brevity to make a lasting impact without losing attention.

Audio ads are available [here](#).

Interpretation graphics and flyers

These ready-to-share graphics are designed to help explain how to request interpretation in a simple, visual way. They're ideal for use on social media, websites, newsletters and printed materials.

Flyers and graphics (in square and vertical formats) are available [here](#). These interpretation graphics are available in Arabic, Korean, Russian, Spanish, Traditional and Simplified Chinese, Ukrainian and Vietnamese. If you are interested in transcreating these graphics into another language, reach out to [Dean Carson](#), 988 Communications Officer at Oregon Health Authority, and [Claire Coffey](#), Account Director at Coates Kokes.

Говорите с 988 на русском языке

Если Вам грустно, Вы боритесь с зависимостью от алкоголя или наркотиков, или Вам просто нужно с кем-то поговорить, Вас готовы выслушать консультанты службы «988» Орегона. Это бесплатно, конфиденциально и доступно круглосуточно и без выходных.

Вы можете разговаривать с консультантом на своём языке через переводчика.

Чтобы получить помощь на русском языке:

1. Наберите 988 на телефоне.
2. Нажмите 0, чтобы пропустить автоматическое сообщение.
3. Назовите человеку, ответившему на звонок, язык, на котором Вы хотите говорить. Вы будете оставаться на линии, пока не присоединится переводчик. Возможно, Вам также нужно будет попросить: «interpreter» (переводчик).

Служба «988» также может помочь семье, друзьям и близким. Ваш звонок – конфиденциален, и все переводчики обучены оказанию помощи. В некоторых центрах «988» в Орегоне могут работать люди, говорящие на Вашем языке.

На связи с надеждой.

使用简体中文联系 988.

无论您感到悲伤、面临酒精或药物使用障碍，还是只是需要向他人倾诉，988 俄勒冈州咨询顾问都会竭诚倾听您的声音。988 为全天候免费提供的保密热线。

您可以使用译员以您所使用的语言与顾问进行交谈。

需要简体中文的帮助：

1. 拨打 988
2. 按 0 跳过录音留言
3. 告知接线员您想要使用的语言名称。接线员会让您稍等片刻，等待译员的加入。您可能还需要去要求获得“译员”服务。

988 还可以帮助家人、朋友或亲人。您的通话将保密，所有译员都经过培训，能够为您提供帮助。俄勒冈州的一些 988 服务中心可能还拥有可讲您所使用语言的工作人员。

希望之桥

Conéctate al 988 en español

Si te sientes triste, luchas por dejar el alcohol o las drogas o si solo necesitas hablar con alguien, los consejeros del 988 de Oregon están listos para escucharte. Es gratis, confidencial y te atiende todos los días, a toda hora.

Puedes hablar con un consejero en tu idioma por medio de un intérprete.

Para hablar con un consejero que hable español o enviar un mensaje de texto en español:

1. Marca 988 en tu teléfono y presiona 2
2. Envía un mensaje de texto al 988 con la palabra "ayuda"

El servicio 988 también puede ayudar a tu familia, amigos y seres queridos. Tu llamada es confidencial y todos los intérpretes están entrenados para ayudarte. Algunos centros del 988 en Oregon pueden tener personal que hable tu idioma.

Un llamado de esperanza.

Kết nối với 988 bằng Tiếng Việt

Cho dù quý vị đang cảm thấy buồn chán, gặp khó khăn với việc sử dụng bia rượu hoặc chất gây nghiện hay chỉ cần một người để trò chuyện, các cố vấn của 988 Oregon luôn sẵn lòng lắng nghe quý vị. Miễn phí, bảo mật và phục vụ 24/7.

Quý vị có thể trò chuyện với cố vấn bằng ngôn ngữ của mình bằng cách sử dụng một thông dịch viên.

Để được trợ giúp bằng Tiếng Việt:

1. Gọi điện thoại đến số 988
2. Nhấn 0 để bỏ qua tin nhắn đã được ghi lại
3. Thông báo cho người trả lời tên ngôn ngữ mà quý vị muốn trò chuyện. Họ sẽ giữ máy trong khi thêm một thông dịch viên. Quý vị cũng có thể cần yêu cầu "thông dịch viên".

988 cũng có thể giúp đỡ gia đình, bạn bè hoặc những người thân. Cuộc gọi của quý vị được bảo mật và tất cả các thông dịch viên đều được đào tạo để trợ giúp quý vị. Một số trung tâm 988 ở Oregon cũng có thể có nhân viên nói ngôn ngữ của quý vị.

Kết nối với Hi vọng (Connect to Hope).

Social media




Below are some sample social media posts with accompanying graphics and videos. This sample language can be adjusted to better suit you and your community's needs. These materials can be used on Facebook, Instagram or other social media platforms.




When posting on social media, here are some best practices and tips to consider:

- Tag organizations whenever relevant (use the @ symbol and then type out their name or Instagram handle)
- If a link is too long or messy, you can shorten it using bit.ly
- You don't have to use the image that is auto-populated from a link you're using. We recommend using one of the photos we've provided.
- It can be tough to keep up with posting throughout the month. It's easier to schedule everything all at once at the start.
- The copy that we've provided is good to post, but also, no one knows your communities better than you. Feel free to tweak things as needed if you think your edits make more sense when speaking to your specific communities.
- People may have questions about the campaign and 988 in general. Try to keep track of what's being said and asked in your comment sections and answer as best as you can. Don't be afraid to reach out to us for additional information and clarification.
- We're dealing with very sensitive subjects in this campaign. You'll want to make sure that your posts are places where people can feel safe communicating in. If there are any comments where people are being rude or using foul language, be sure to hide those.

Sample English social media posts

You'll find a folder of social media graphics [here](#). Feel free to use one of the options below or pick a graphic from the folder that better fits the community you're trying to reach.

Type	Post (copy)	Link	Visual
Video	Life throws some tough challenges our way. Talking about it with a real person can help. Call or text 988 to get free, confidential support - anytime, anywhere.	988Oregon.org	 A person is lying in bed, looking at their phone. The room is dimly lit with a night lamp and string lights. A text overlay on the video says "Hey where r u?" and "Get the link."
Video	It's okay to not be okay. If you need someone to talk to, 988 is here to listen.	988Oregon.org	 A person is lying on their back on a sidewalk, wearing a cap and a hoodie. The scene is outdoors and appears to be a public space.
Video	Whether you're having a tough day, week or year, our trained counselors are here to support you 24/7. Call or text 988 to connect with us.	988Oregon.org	 A person is sitting at a table in a cafe or restaurant, looking down. There are other people in the background, and the setting is indoors with warm lighting.

Graphic	Sometimes we need someone who will hear us out. 988 Oregon connects people to mental health and substance use support, even if they're not in a crisis. Call or text 988.	988Oregon.org	 <p>When you need someone to listen. Call or text 988</p> <p>988 OREGON</p>
Graphic	Life can be hard; sometimes having someone to talk to can make it easier. Even if you're not experiencing a crisis, our trained counselors are here for you any time.	988Oregon.org	 <p>When you need someone to listen. Call or text 988</p> <p>988 OREGON</p>
Graphic	Life has ups and downs. No matter what you're going through, we're here to help. Call or text 988 to get connected with a trained counselor who will listen.	988Oregon.org	 <p>You are more than this moment. 988 is more than a crisis line. Call or text 988</p> <p>988 OREGON</p>



Graphic	Did you know that 988 is available for families and friends? If someone you know needs support, you can call, text or chat for advice and support.	988Oregon.org	<p>It's okay to not be okay. 988 is here to help.</p> <p>Call or text 988</p> 
Graphic	We all need support from time to time. If you know someone who is struggling, but don't know how to help, our counselors can give you guidance. Just call or text 988.	988Oregon.org	<p>Is someone you love struggling? Call or text 988</p> 
Graphic	No matter what life throws at you, you are not alone. We're here to support and listen: call or text 988 anytime.	988Oregon.org	<p>Overwhelmed? Call or text 988</p> 



Graphic*	Need help but not sure who to call?	988Oregon.org	
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* This graphic isn't recommended for general use, but it can be helpful if community members are asking about it directly or if you want to respond to specific concerns

Sample Spanish social media posts

Spanish social media graphics are available [here](#).

Type	Post (copy)	Link	Visual
Video	La vida nos trae desafíos difíciles. Hablar de ello con una persona real puede ayudar. Llama o envía un mensaje de texto al 988 para obtener apoyo gratuito y confidencial, en cualquier momento y en cualquier lugar.	988Oregon.org/es	
Video	Está bien el no estar bien. Si necesitas a alguien con quien hablar, el 988 está aquí para escucharte.	988Oregon.org/es	

Graphic	<p>Si estas enfrentando problemas de salud mental, problemas de consumo de sustancias o simplemente necesitas a alguien con quien desahogarte, nuestros consejeros están aquí para ayudarte. Llama o envía un mensaje de texto al 988 para obtener apoyo gratuito y confidencial.</p>	988Oregon.org/es	
Graphic	<p>A veces simplemente necesitamos a alguien que nos escuche. 988 Oregon conecta a personas con apoyo para la salud mental y el consumo de sustancias, incluso si no están en crisis. Solo llámanos o envía un mensaje de texto al 988.</p>	988Oregon.org/es	

Graphic	La vida tiene altibajos. No importa dónde te encuentres, estamos aquí para ayudarte. Simplemente llama o envía un mensaje de texto al 988 para conectarte con un consejero capacitado que te escuchará.	988Oregon.org/es	 The graphic is a dark teal rectangular box. At the top, the text 'Eres más que este momento.' is written in a large, bold, white sans-serif font. Below this, in a smaller white font, is the text '988 es más que una línea de crisis.' Underneath that is a light pink rounded rectangular button containing the text 'Llama o textea 988' in a dark teal font. At the bottom left of the box is the 988 Oregon logo, which consists of the number '988' in a white circle with the word 'OREGON' in a smaller white font below it.
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