

# **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 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](#).

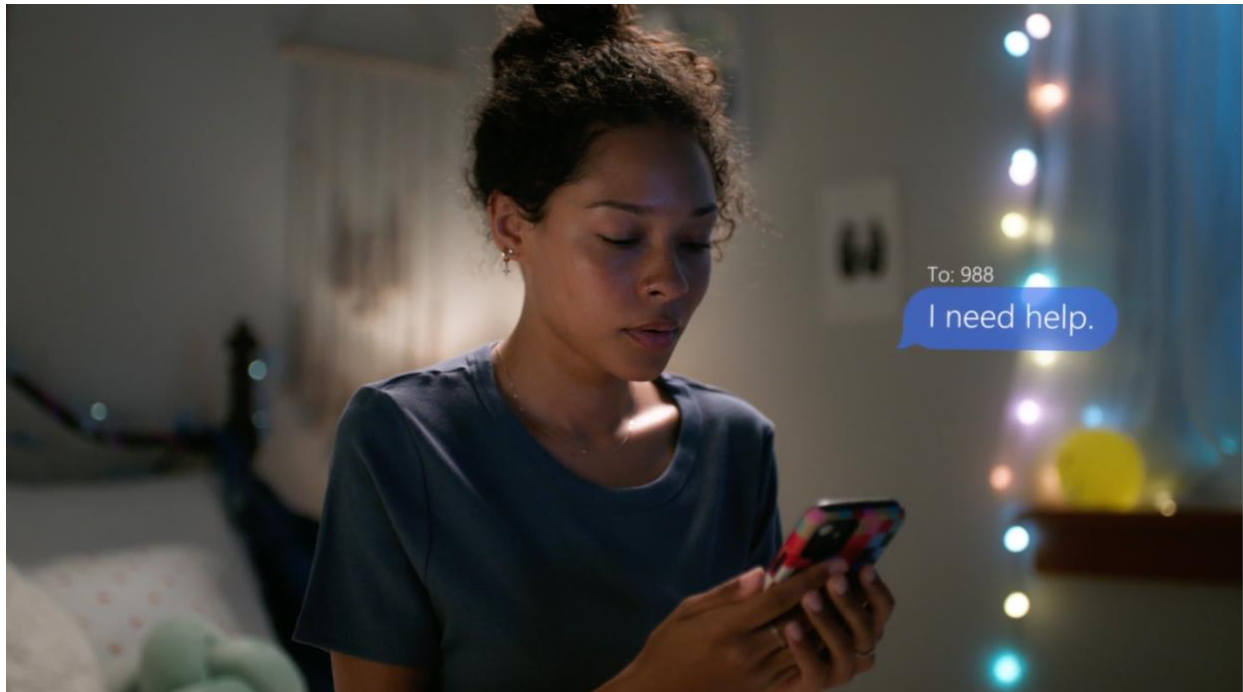
"Sage"



“Blue Sky”



“No Matter What”





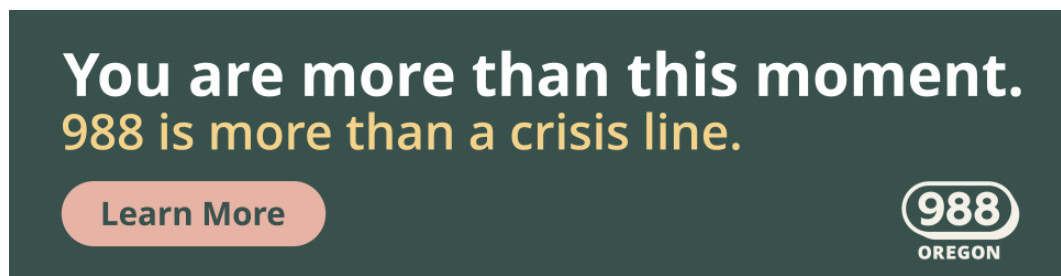
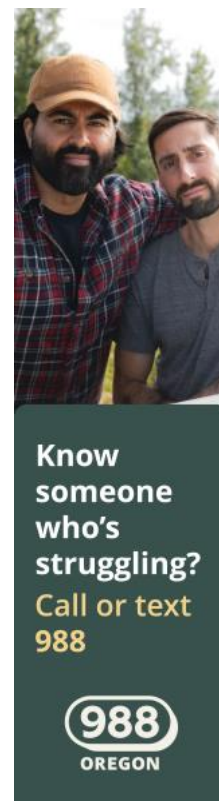
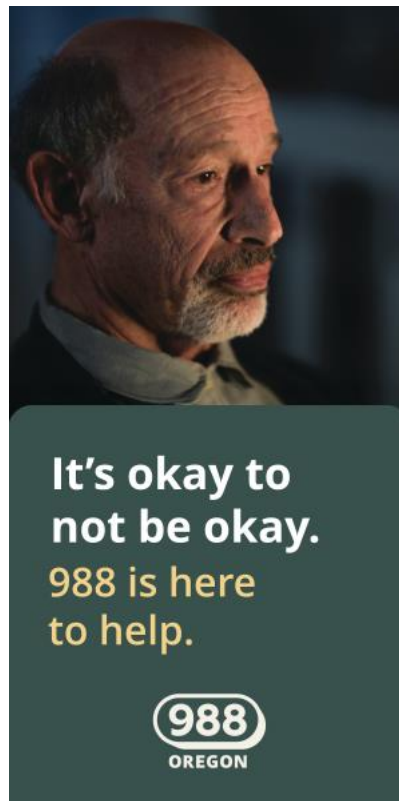
## Digital and social media advertisements

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](#).

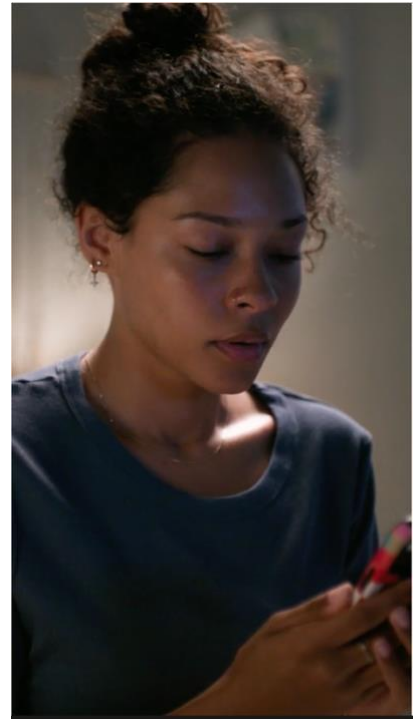




## Social media ads

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	
Video	It's okay to not be okay. If you need someone to talk to, 988 is here to listen.	988Oregon.org	
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	

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><b>When you need someone to listen.</b> Call or text 988</p> <p><b>988</b> 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><b>When you need someone to listen.</b> Call or text 988</p> <p><b>988</b> 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><b>You are more than this moment.</b> 988 is more than a crisis line. Call or text 988</p> <p><b>988</b> OREGON</p>



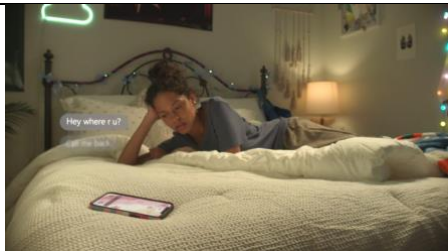

Graphic	Did you know that 988 is available for families and friends? If someone you know needs support, you can call, text or chat for advice and support.	988Oregon.org	
Graphic	We all need support from time to time. If you know someone who is struggling, but don't know how to help, our counselors can give you guidance. Just call or text 988.	988Oregon.org	
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	

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	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.	988Oregon.org/es	
Graphic	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.	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	 A dark teal rectangular graphic with white and orange text. The main headline reads 'Eres más que este momento.' Below it, in smaller white text, is '988 es más que una línea de crisis.' Underneath that is an orange pill-shaped button with the text 'Llama o textea 988' in white. At the bottom left is the '988 OREGON' logo, which consists of the number '988' inside a white circle with the word 'OREGON' below it.
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## Additional 988 Oregon outreach materials

This section includes outreach tools that can help you share information about 988 Oregon with your community. These materials are designed to be flexible and easy to adapt, whether you're raising general awareness, highlighting local services or reaching specific audiences. Statistics featured in the sample newsletters, along with additional options, can be found in the [talking points section](#). If you would like to request specific materials or have questions, please reach out to [Dean Carson](#), 988 Communications Officer at Oregon Health Authority, and [Claire Coffey](#), Account Director at Coates Kokes.

### Sample 988 Oregon newsletters

The following newsletter templates are designed to help you share information about 988 Oregon with your community. These are just a couple of newsletter ideas and some potential language to get you started. You can customize these templates by inserting local data, events and resources.

#### General fill-in-the-blank newsletter for 988 Oregon

**Sample email subject line** – *988 Oregon: Connect to Hope aims to increase awareness and support*

Dear partner,

Oregon Health Authority's (OHA) **988 Oregon: Connect to Hope** campaign aims to increase awareness of the 988 Suicide & Crisis Lifeline and connect more people in Oregon with timely mental health and substance use support.

988 offers **free, confidential support** — whether you're experiencing emotional distress, suicidal thoughts or need help supporting a friend or loved one. Yet as of late 2024, only 21% of Oregonians had heard of 988.

OHA launched this statewide campaign to change that.

In \_\_\_\_\_ community, here are a few local highlights related to mental health needs and 988:

- {Insert local suicide prevention statistics or needs here}
- {Insert details about local 988-related services or outreach}

- {Insert local partner organizations or events}

When someone calls, texts or chats 988 in Oregon, they're connected to trained counselors from local call centers — [Lines for Life](#) or [Northwest Human Services](#) — who are ready to help, no judgement.

To learn more or access help, visit [988Oregon.org](https://988Oregon.org).

## Community-specific newsletter article

**Sample email subject line** – *988 Oregon: Connect to Hope offers critical support for [insert community]*

Dear partner,

988 is an easy-to-remember number where people in Oregon can get free, confidential mental health and substance use support. The new **988 Oregon: Connect to Hope** campaign is helping to raise awareness, especially in [insert community].

- {insert community statistics/information, such as disparate suicide rates or stigma in reaching out about mental health}

When someone calls, texts or chats 988 in Oregon, they're connected to trained counselors from local call centers — [Lines for Life](#) or [Northwest Human Services](#) — who are ready to help, for any reason, with no judgement.

You may have heard misinformation that 988 automatically connects with 911 and law enforcement. In fact, 98% of the time, the call, text or chat to 988 is the entire intervention. 988 call centers follow [Vibrant Emotional Health's national 988 Suicide Safety Policy](#). This policy calls for emergency services to be engaged only as a last resort to save lives. Most of the time, this contact happens with the caller's consent and cooperation. The campaign includes some social media graphics that explain these details in a transparent manner.

People can call, text or chat 988 if you're feeling sad, struggling with alcohol or drug use or just need someone to talk to – not just thoughts of suicide. We hope that by raising awareness of 988, we can encourage more people to reach out for support and combat stigma.

Visit [988Oregon.org](https://988Oregon.org) to learn more.

## Localized Newsletter Article (Example: Southern Oregon)

**Sample email subject line** – *988 Oregon: Connect to Hope offers critical support for Southern Oregon residents*

Dear partner,

988 is an easy-to-remember number where people in Oregon can get free, confidential mental health and substance use support. The 988 Oregon: Connect to Hope campaign is helping to raise awareness, especially in rural and underserved communities.

In 2022, Oregon had the 14<sup>th</sup> highest suicide rate in the U.S. In Jackson, Josephine and Curry counties, mental health challenges remain a significant concern:

- {insert local statistics/information}
- {insert local statistics/information}
- {insert local statistics/information}

988 also supports veterans (press 1), Spanish speakers (press 2 or text “AYUDA”), and [ASL users](#) with specialized options for each.

Visit [988Oregon.org](https://988Oregon.org) to learn more.

## Partner/industry-specific newsletter (example: construction or labor industries)

**Sample email subject line** – *Building hope: Oregon’s construction industry supports mental health through 988*

Dear \_\_\_\_\_,

In Oregon’s construction industry, we’re proud to build strong communities — but we must also work to build a culture where mental health is just as important as jobsite safety.

That’s why the **Construction Suicide Prevention Partnership (CSPP)** and the **988 Oregon: Connect to Hope** campaigns are both working to raise awareness and save lives. These efforts are here to support people in construction, an industry that has one of the **highest suicide rates by occupation** in the U.S.

CSPP, a program of **Lines for Life**, is leading a statewide effort to change this through peer support, industry education, and resource sharing. You can learn more at [www.suicide-stops-here.org](http://www.suicide-stops-here.org).

Now, with the launch of **988 Oregon**, there's a simple way to access help anytime: Call, text or chat **988** to reach trained, local counselors 24/7. It's free, confidential and doesn't require insurance.

Here's what you should know:

- CSPP provides tailored support to Oregon's construction workers, including trainings, toolkits, and peer-led interventions. This includes the [Construction CareLine](#), a “mental muster point” where you can get confidential support for anything you're dealing with.
- 988 is for anyone: whether you're feeling sad, supporting a co-worker or just need someone to talk to
- Call, text or chat — there are options for every comfort level
- Support is local and can provide local resources

Visit [suicide-stops-here.org](http://suicide-stops-here.org) to learn more about suicide prevention in construction, and [988Oregon.org](http://988Oregon.org) to learn about the new statewide campaign.

Together, we can create a safer, stronger construction community — one where asking for help is a sign of strength.

## 988 Oregon earned media

CK prepared the following tips to support you and your organization if you're interested in pitching a news story about 988 Oregon in your region. This document includes a couple sample story pitches, as well as guidance on how to prepare for a news interview if you land a story with a news outlet.

There are several ways to connect with reporters and news outlets about a story idea or information that should be shared with your community. This is referred to as “earned media.” That could include a tailored news story pitch, a local press release, or media advisory to announce an event you're planning:

- **A story pitch is an email tailored to the specific news outlet or reporter** you are approaching with your story idea. The goal is to pique the interest of the reporter. Generally, these are concise emails accompanied by a visual and a couple of data points.
- **Press releases are used to share information more broadly.** These are longer form and meant for important news announcements from an organization. They are typically sent to multiple news outlets.
- **Media advisories are used to announce news events, such as a news conference.** They are brief and mainly cover the 5W's: what, where, when, who, and why.

We want to encourage partners around the state to focus on pitching local news stories about how the 988 Suicide & Crisis Lifeline is supporting your region, who can benefit from it, and stories of hope in your area.

If you'd like additional support in pitching a news story about 988 Oregon, please contact [Dean Carson](#) and [Maggie McEvoy](#).



# News story pitching

## Tips to pitch a news story about 988 Oregon

- Story pitches are short, tailored emails to reporters with a news story idea
- Your story pitch should be concise and compelling; 3-5 paragraphs or 200-300 words
- Share a local success story that others could benefit from hearing
- How/where does the audience you're trying to reach consume news and information?
- Consider what's in the news and awareness days/months that make the pitch timely
- Determine if your story idea works best for a newspaper, TV or radio; maybe it's a local blog
- Research local reporters and who might cover this topic; review their past stories
- Share 2-3 key takeaways or messages that you want the reporter to remember
- Localize it as much as possible
- Offer visuals, infographics or video footage to accompany your story pitch
- Have a local spokesperson prepared to speak
- If it includes a personal story, coordinate to have that person prepared to be interviewed
- Have an eye-catching email subject line; localize it so the reporter knows it's coming from someone in the community
- Data can be helpful to convey your message; when possible, insert 2-3 facts about your community
- Link to resources or data (e.g., 988 Oregon website)
- Include a link to <https://reportingonsuicide.org> in your pitch, reminding journalists that media coverage of suicide can encourage help-seeking rather than spreading harm, and to take care when reporting on suicide as a public health issue
- Provide your contact info
- Follow up! If you don't hear back from a reporter right away, that doesn't necessarily mean they aren't interested. They sometimes get hundreds of emails a day

## Sample 988 news story pitches

The following are two fill-in-the-blank sample story pitches that could be localized to pitch a news story in your community. These are just a couple story ideas for consideration and some potential language to get you started. You can use these “as-is” by inserting local stories or data that make sense for your community. You may have other local ideas specific to your work or the populations you serve. If you’d like additional support in pitching a specific news story to a reporter or news outlet in your region, please contact [Dean Carson](#) and [Maggie McEvoy](#).

### Sample #1: 988 Oregon offers support to anyone who is struggling

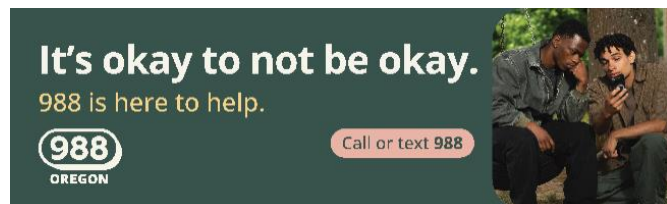
**Sample email subject line** – 988 Oregon offers critical support for people living in [redacted] County

Hi [Reporter],

I’m emailing you with a story idea related to the recent launch of [988 Oregon](#), our state’s Suicide & Crisis Lifeline. You may have seen 988 Oregon billboards, TV commercials or other ads right here in [redacted] County.

988 is a free, direct connection to confidential support for anyone who may be struggling, no matter the issue they may be facing. People can speak with a trained mental health professional based in Oregon by calling or texting 988, or chatting at [988lifeline.org](#).

Letting people know that they are not alone, regardless of what they may be facing in their personal life, can help save a life.



Destigmatizing conversations about mental health, loneliness, anxiety, substance use, physical pain, suicide and other tough topics is one part of the solution.

With the new 988 campaign, we want people to know it's never too early to reach out for support. Whether someone's facing economic uncertainty, struggling with a relationship, dealing with an injury from work, or simply doesn't have a strong support network, they can call 988 and talk with someone. Friends or family members can also call 988 for help if they are worried about a loved one.

[Insert Name] lives in \_\_\_\_\_ County and found the support they needed through 988.  
[Insert 2-3 sentences about local person's story.]

Please let me know if you'd be interested in setting up an interview with \_\_\_\_\_ about their story, or speaking with our team here in \_\_\_\_\_ County about 988. I'd be happy to help coordinate. Thanks, [Reporter].

All the best,  
[Name, Title, Organization]

## **Sample #2: Raising awareness of 988 Oregon for National Suicide Prevention Month**

**Sample email subject line** – *September is National Suicide Prevention Month; story idea about 988 Oregon as a resource in \_\_\_\_\_ County*

Hi [Reporter],

I'm emailing with a story idea (or series of stories for TV) timed for September and National Suicide Prevention Month.

This summer, [988 Oregon](#) launched an advertising campaign to raise awareness about 988 and the support resources available to people living in our state who may be struggling. Whether they've lost a job, feel overwhelmed by the news or environment around them, or simply don't have someone to listen, 988 offers call, text and chat support to anyone who



needs it. That includes mental health problems and substance use, including thoughts of suicide.

Suicide is among the leading causes of death in Oregon. In 2023, [888 people](#) in Oregon died by suicide. That includes [##](#) in [County](#).

I'm suggesting a story [\(or series of stories\)](#) that puts a local face [\(s\)](#) to mental health and suicide, and how it affects all types of people living across Oregon.

The story [\(stories\)](#) could elevate local awareness about the 988 Suicide & Crisis Lifeline as a resource for anyone in need of support. It's also available to people who are seeking help for their friend or loved one.

I've lined up a handful of local people who would be willing to be interviewed about their story and experience with 988, if you're interested in this idea.

Please let me know if you'd like to set up a time to discuss this story idea in more detail.

Thanks for your time and consideration.

[\[Name, Title, Organization\]](#)

## Preparing for a news interview

### Tips to get ready

The following is a set of general tips to help prepare you for news interviews, including for appearances on TV. Reviewing the set of 988 Oregon talking points in this tool kit, including key data, could also be helpful when getting ready for an interview about this topic. If you'd like one-on-one support preparing for a news interview about 988 Oregon, please contact [Dean Carson](#) and [Maggie McEvoy](#).

### General interview tips and things to remember

- You're the expert; feel confident that reporters want to hear from you!
- Have 2-3 key takeaways or messages that you want the reporter to remember
- Share a few data points to help convey your message

- Ahead of time: practice, practice, practice
- Strive for a conversational tone
- Use trauma-informed language when talking about suicide; reinforce this language and framing with reporters
- It's okay to pause, let the question hit you, and then answer
  - Phrases that can help:
    - "That's a great question..."
    - "At \_\_\_\_\_ County, we're focused on..."
- Remember it's OK to put a period on it; try to avoid rambling
- "Off the record" does not exist; assume that anything you say could be included in a story
- Provide helpful resources (e.g., websites, data sources, videos, facts or infographics)
- At the end of any interview, if the reporter asks if there is anything you'd like to add, take the open opportunity to say something you haven't said already, or emphasize one of your key messages again

### **Tips for TV**

- On camera, wear clothes authentic to your personality and that make you feel confident
- Remove change, keys or cell phones from your pockets; silence all devices
- Voice exercises can be helpful to clear your throat ahead of the interview
- Use hand gestures to help show your enthusiasm or express yourself
- Sit forward and be engaged with the host or reporter interviewing you
- Be mindful of the subject matter; tone and facial expressions should match the topic
- If in-person, look at the reporter, not the camera
- If on Zoom, look at the camera and ensure your background is not distracting
- Assume that the microphone or camera is always recording
- Take a deep breath at the beginning of an interview to calm your nerves
- Be concise and paraphrase the interview question in your response
- This is a conversation with the reporter, so try to leave natural openings for them to ask questions
- Slow down. Speaking too quickly can make the interview feel rushed

## 988 Oregon talking points

### What is 988 Oregon?

- 988 Oregon is a free, direct connection to confidential support for anyone in Oregon who is struggling. It's available 24/7, every day of the year.
- Anyone can call 988 for mental health or substance use support for themselves or a loved one in crisis.
  - This three-digit number was formerly known as the National Suicide Prevention Lifeline. 988 went live in July 2022 in Oregon and nationwide.
- Oregon Senators Jeff Merkley and Ron Wyden secured \$3 million in federal funding for a statewide campaign to raise awareness of the 988 Suicide & Crisis Lifeline. OHA is using the funding to promote 988 and its ability to help people no matter the issue, including broader mental health and substance use concerns.
- OHA developed the “988 Oregon: Connect to Hope” campaign using a listening-based approach with significant community input. Portland-based firm Coates Kokes led the research and creative development.
- By centering community voices and solutions, the campaign’s goal is to reach and resonate with people disproportionately affected by suicide and behavioral health crises<sup>1</sup>.
- The campaign will focus on two key goals:
  - Increasing general awareness of 988 across the state. (*As of fall 2024, a random sample poll showed familiarity of 988 among Oregonians may be as low as 21%.*)
  - Educating communities on what to expect when reaching out to 988 for themselves, a friend or a loved one.
- The campaign was developed with significant community input including on-going feedback from disproportionately affected communities, an initial statewide survey and community focus groups.
- The campaign launched July 16, 2025, and includes billboards, TV/cable, radio online, and newspaper ads. People may also see ads at their local theater, while using public transit or in retail settings.
- More information about 988 Oregon is available at [988Oregon.org](https://988Oregon.org).

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<sup>1</sup> Priority audiences (in no order, and recognizing intersectionality) include: people who live in remote (frontier) and rural areas; veterans, and individuals and families who have served in the military; communities of color; Tribal communities; people who identify as LGBTQIA2S+; older adults; youth, teens, young adults and their families; people living with depression, anxiety or other mental health conditions; people with substance use disorders; people with disabilities; people employed in the farming, fishing, forestry and construction industries; and people who identify as male.

## What people can expect when they call 988

- People calling in Oregon are connected with trained crisis counselors at Oregon's two 988 call centers: [Lines for Life](#), which serves people statewide, and [Northwest Human Services](#), which serves Marion and Polk Counties.
- 988 call center staff are required to either have a bachelor's degree in a related behavioral health field or a combination of education, training and experience that meets the requirements for a [Qualified Mental Health Associate](#).
- All newly hired 988 crisis center staff receive five to six weeks (200+ hours) of training.
  - Training includes clinical skill building, learning the crisis intervention model, procedural information, technological learning, skills assessments and direct observation.
- Oregon call centers answer 90% of calls in 20 seconds or less.
- 988 counselors can offer in-person help if a caller needs or asks for it. In Oregon, 988 resolves or de-escalates nearly 98% of calls over the phone.
  - 988 counselors do request support from emergency services when:
    - There is clear risk of harm to the caller or others, and
    - It is the only way to ensure the caller's safety.
    - In most calls that need emergency services, the person in crisis has asked for this support. To learn more, read the [988 Suicide & Crisis Lifeline Suicide Safety Policy](#).
- Cell phone users in Oregon support 988 through a \$0.40 monthly telecommunications fee. These fees fund 988 call centers.

## What services are available through 988?

- 988 answers calls, texts and chats in English and Spanish, with interpretation services in more than 250 languages.
  - People who speak Spanish can connect directly to Spanish-speaking crisis counselors by calling 988 and pressing option 2, texting "AYUDA" to 988 or chatting online at [988lineadevida.org](#) or [988Lifeline.org](#).
- There's also specific support available for veterans and service members. Callers can **press 1** or text **838255** to connect with the **Veterans Crisis Line**.
- While the **press 3/text PRIDE** option that connected LGBTQ+ youth to the [Trevor Project](#) and other affirming counselors will no longer be available as of July 17, 2025 due to [federal decisions](#), Oregon remains committed to providing inclusive support to anyone who reaches out to 988.
- People who are Deaf, Hard of Hearing or prefer using American Sign Language can [connect directly with a trained 988 counselor in ASL](#).
- Follow-up calls and referrals to community resources are offered and available for callers who are interested.



## **Oregon suicide statistics and why 988 is so critical in this moment**

The most recent data from the Centers for Disease Control and Prevention and Oregon Health Authority show:

- In 2023, Oregon had the 13th highest rate of suicide in the United States, with a total of 888 deaths. The Oregon rate of suicide has stayed well above the national rate since 2000.
- In 2023, 868 Oregonians ages 18 years and older lost their lives to suicide.

### ***Oregon youth and suicide:***

- In Oregon, [suicide is the second-leading cause of death](#) among people ages 5 to 24.
- OHA's 2024 Youth Suicide Intervention and Prevention Plan (YSIPP) [Annual Report](#) showed:
  - A decrease in age 24 and younger youth suicides in Oregon in 2023. This continues an overall decreasing trend in youth suicide in Oregon since a peak in 2018.
  - Suicide among youth identified as white has declined since 2018, but the number for youth of other races/ethnicities has remained the same or increased. National data shows that American Indian and Alaska Native youth continue to have the highest rates of youth suicide. Also, Black, African, and African American youth suicide rates are increasing faster than any other race or ethnicity.

### ***Oregon adults and suicide:***

- A 23-year trend shows that the age-adjusted rate for suicide in Oregon (19.4 per 100,000) is significantly higher than the United States rate (14.1 per 100,000).
- The suicide death rate is highest among males throughout the lifespan. The highest is among older men, reaching a rate of 93.7 per 100,00 for men ages 85+.
- The suicide death rate for females increases with age until age 59. The highest rate for women is between ages 55-59 (17.07 per 100,000). But it declines with age thereafter.
- Veteran suicide rates continue to be significantly higher than non-veteran rates.
- There are racial disparities in the data. Between 2019 and 2023, non-Hispanic American Indian and Alaska Native persons had the highest rate of suicide (24.1 per 100,000). When looking at non-Hispanic American Indian and Alaska Native

males, the suicide rate jumps to 31.6 per 100,000. These were followed by non-Hispanic white persons (21.7 per 100,000). Non-Hispanic Native Hawaiian and Pacific Islander followed by non-Hispanic persons with more than one race have the next highest rates (15.9 and 14.7 per 100,000, respectively). These are followed by Non-Hispanic Black (14.3 per 100,000), Hispanic (9.1 per 100,000) and Non-Hispanic Asian (7.9 per 100,000). Non-Hispanic white males had the highest rate of suicide at 34.5 per 100,000.

OHA provides several public-facing data dashboards that include suicide-related data, including county-level and demographic-related data. Learn more about how to access this data by reviewing the [Injury and Violence Prevention Program Dashboard Overview](#) (refer to the suicide topic section).

If you have questions about suicide data or need more specific data points in your county or for specific demographics, reach out to the OHA Suicide Prevention team at [IVPP.General@oha.oregon.gov](mailto:IVPP.General@oha.oregon.gov) or visit OHA's [Suicide Prevention webpage](#).