

Expanding Public Awareness & Understanding of the 988 Suicide & Crisis Lifeline

As awareness of the 988 Suicide & Crisis Lifeline increases nationwide, continued efforts are needed to expand understanding of this critical service.

988

**SUICIDE & CRISIS
LIFELINE**

someone to talk to. In July 2022, the new three-digit code 988 was launched, making it easier to reach help via voice, text, and chat.

The 988 Suicide & Crisis Lifeline, originally launched in 2005 as the National Suicide Prevention Lifeline, provides 24/7 support for people experiencing mental health struggles, emotional distress, alcohol or drug use concerns, or who just need

someone to talk to. In July 2022, the new three-digit code 988 was launched, making it easier to reach help via voice, text, and chat.

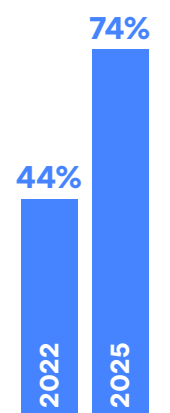
THE ISSUE

While public awareness of the 988 Suicide & Crisis Lifeline has increased significantly since its launch, important opportunities remain to strengthen understanding of what 988 is, the types of support it provides, and when and how to use it.

A 2025 NAMI-Ipsos poll found that overall awareness of 988 has grown from 44% in 2022 to 74% in 2025; however, only 30% of Americans report being familiar with the service. *National Alliance on Mental Illness (NAMI). Poll of Public Perspectives on 988 & Crisis Response (2025).*

Many individuals experiencing a mental health or substance use crisis still face barriers to reaching out for help, including ongoing stigma and fear of judgment surrounding mental health and help-seeking behaviors.

**Overall
Awareness
of 988**



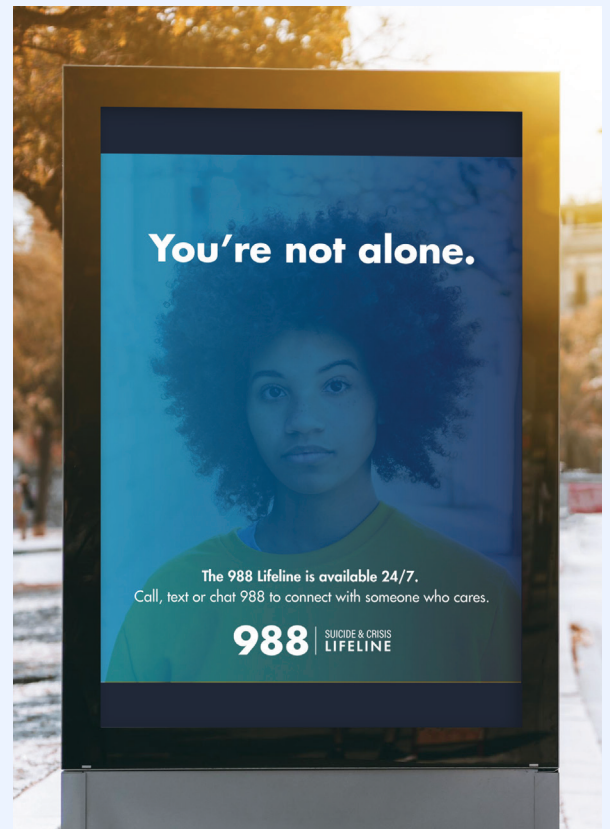
Source:
2025 NAMI-
Ipsos poll

State Awareness Initiatives

Greater awareness can help ensure that people know when and how to reach out.

States can:

- Fund traditional and social media campaigns targeting youth, Spanish speakers, American Indian and Alaska Natives (AI/AN), rural residents, older adults, or the public at large.
- Include the 988 Lifeline on student and staff identification cards for K-12 and post-secondary students.
- Promote 988 in public spaces such as transit hubs, parks, and bridges, and ensure that social service facilities prominently display 988 information and materials.
- Establish “Suicide Prevention Day” or “Suicide Awareness Day” during Mental Health Awareness Month in May or Suicide Prevention Week in September.



WHY IT MATTERS

As youth and young adults are at higher risk of suicide, equipping them with information about the 988 Suicide & Crisis Lifeline is essential.

Every 10.7 minutes one life is lost to suicide

- In 2023, suicide rates reached their highest recorded level—**14.7 deaths per 100,000 people**

336 For every death, 336 others seriously consider suicide but do not attempt.¹



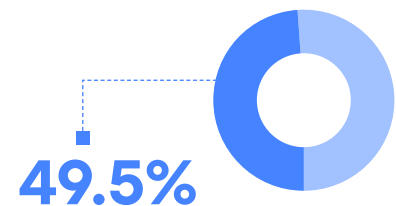
Sources: 1. Centers for Disease Control and Prevention. *Suicide data and statistics*. U.S. Department of Health and Human Services. Retrieved from CDC Suicide Data and Statistics

2. National Institute of Mental Health. *Mental illness statistics*. U.S. Department of Health and Human Services, National Institutes of Health. Retrieved from National Institute of Mental Health

Mental health disorders impact youth at a disproportionate rate

2nd / 11th

- Suicide is the second leading cause of death among youth and young adults aged 15-24 and the eleventh overall cause of death nationwide.



- Estimate of adolescents aged 13-18 who have a mental disorder²

