



Supporting a Better Tomorrow...One Person at a Time

988 Implementation Plan for Mississippi

988 Planning Grant

Submitted to Vibrant on

Thursday, September 30, 2021

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Grantee Agency, Contacts, and Lifeline Centers

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Grantee: Mississippi Department of Mental Health

988 Grant Primary Contact Name: Katie Storr

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Backup 988 Grant Contact Name: Veronica Vaughn

Email: veronica.vaughn@dmh.ms.gov

List the Key Grant Staff

- Katie Storr, Chief of Staff, Mississippi Department of Mental Health
- Veronica Vaughn, Director, Branch of Coordinated Care, Mississippi Department of Mental Health
- Falisha Stewart, Program Coordinator, Office of Consumer Supports, Mississippi Department of Mental Health

Number of Current Lifeline Centers in the State/Territory

- Active: Two —CONTACT the Crisis Line (CONTACT TCL) and CONTACT Helpline
- Onboarding (in the application process): No additional centers

Any changes in Lifeline centers? No

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Overall Background and Context

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Summary of Background Information and Context

The state of Mississippi through the leadership of the Mississippi Department of Mental Health and in collaboration with other state agencies has been on a multi-year journey to expand crisis services throughout the state and remains committed to continuing to advance the development of an integrated coordinated crisis system of care that engages with system partners. The ultimate goal is to work tirelessly to find ways to build the crisis system so that all children/youth, adults, and families have access to crisis care when needed – a place to call, someone to respond, and a place to go.

Current Crisis Resources and Opportunities

Mississippi has 24/7 primary and backup coverage for every county in the state through its two Lifeline centers, *CONTACT The Crisis Line* and *CONTACT Helpline*. According to the Mississippi State Report (June 2021) provided by *Vibrant*, Mississippi routed 18,079 Lifeline calls between June 2020 and June 2021. Mississippi also has mobile teams and crisis centers throughout the state. There are opportunities to continue to expand these services over time and to develop ways to facilitate seamless and efficient connectivity between crisis services and crisis system partners (e.g., 911, law enforcement, emergency departments, etc.).

Moving Forward

The goals and action steps outlined in this 988 Implementation Plan will support Mississippi in continuing to develop an integrated coordinated crisis system of care that is available to all children/youth, adults, and families throughout Mississippi.

Following are **some highlights** of action steps outlined in this plan intended to develop crisis services and develop a coordinated crisis system within Mississippi:

- Explore additional resources to close the service and funding gaps, including the use of federal and state opportunities
- Add additional staff to the Lifeline centers to meet the anticipated demand, as funding is available
- Expand technology to utilize the most efficient approaches and enhance the data collection and monitoring approaches
- Support Lifeline centers in meeting the 988 operational, clinical, and training standards
- Monitor crisis metrics to determine the responsiveness of the 988 call centers and other crisis services, so that the *experience of crisis care* is measured and reported on
- Facilitate the engagement of stakeholders to implement the 988 Implementation Plan and ensures that the voices of those with lived experience are front and center
- Work with 911 and law enforcement and other first responders to build out the coordinated crisis system
- Develop a centralized up-to-date referral approach and advance the approach to use technology over time, addressing the unique needs of diverse populations
- Develop crisis care work processes/flows across and between crisis services that facilitates timely, effective, and efficient services, utilizing technology where applicable
- Develop and mobilize a marketing and communication plan to inform Mississippians and crisis system partners about the 988 crisis line

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Top State Priorities

The following represents the top state/territory priorities for change in preparation for the 988 roll-out in July 2022.

Priority #1:

Mississippi's top priority is to re-structure the overall crisis system to create a coordinated and integrated system that provides effective crisis care. The overall re-structure includes integration within crisis services and across the larger community system including effective coordination with 911, law enforcement, emergency departments, and other system partners.

Priority #2:

Mississippi will also prioritize identifying and obtaining necessary capital to fund the full continuum of crisis care, including adequate resources to sustain Lifeline centers.

Priority #3:

Mississippi supports the advancement of the Lifeline centers by providing resources (e.g., for staffing) and technical support to meet the anticipated increased demand for calls/text/chat as well as to operate in a manner that is highly professional and utilizes best and promising practices.

Priority #4:

Mississippi supports the continued development of mobile crisis teams and crisis stabilization services.

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Core Area 1: Ensure Statewide 24/7 Coverage for 988 Calls, Chats, and Texts

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Background

Current Situation, Gaps, Progress, and Proposed Approach: Statewide Coverage for 988 Contacts

988 Calls

Current Situation

Mississippi has **24/7 primary and backup coverage for every county in the state** through its two Lifeline centers, *CONTACT The Crisis Line* and *CONTACT Helpline*. According to the Mississippi State Report (June 2021) provided by *Vibrant*, Mississippi routed 18,079 Lifeline calls between June 2020 and June 2021. Both centers have the capacity to meet this volume, as evidenced by the fact that both call centers show an answer rate of 81%-95% each month during the same year. Plans are underway to support both *CONTACT* centers so they will have the capacity to handle increased Lifeline/ 988 volume with additional staffing and technology improvements (Detailed in Core Area 3 of this plan).

The table below shows the coverage areas for both *CONTACT* centers. There are no gaps in coverage within any Mississippi county.

Center	Primary	Backup
CONTACT Helpline	Oktibbeha, Lowndes, Webster, Winston, Clay, Noxubee, Choctaw, Monroe	Rankin, Franklin, Lafayette, Hinds, Pontotoc, Claiborne, Jasper, Lawrence, Walthall, Stone, Harrison, Union, Scott, Covington, Panola, Tishomingo, Tippah, Coahoma, Bolivar, Lee, Newton, Alcorn, Pearl River, Adams, Hancock, Clarke, Neshoba, Copiah, Yazoo, Tunica, Attala, Holmes, Perry, George, Lauderdale, Chickasaw, Prentiss, Jackson, Yalobusha, Leflore, Desoto, Smith, Forrest, Amite, Marion, Washington, Greene, Grenada, Sharkey, Simpson, Leake, Pike, Jones, Kemper, Warren, Jefferson, Benton, Lamar, Calhoun, Marshall, Tate, Quitman, Sunflower, Tallahatchie, Wayne, Carroll, Lincoln, Madison, Itawamba, Humphreys, Wilkinson
CONTACT The Crisis Line	Rankin, Franklin, Lafayette, Hinds, Pontotoc, Claiborne, Jasper, Lawrence, Walthall, Stone, Harrison, Union, Scott, Covington, Panola, Tishomingo, Tippah, Coahoma, Bolivar, Lee, Newton, Alcorn, Pearl River, Adams, Hancock, Clarke, Neshoba, Copiah, Yazoo,	Oktibbeha, Lowndes , Webster , Winston , Clay , Noxubee , Choctaw , Monroe

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Center	Primary	Backup
	Tunica, Attala, Holmes, Perry, George, Lauderdale, Chickasaw, Prentiss, Jackson, Yalobusha, Leflore, Desoto, Smith, Forrest, Amite, Marion, Washington, Greene, Grenada, Sharkey, Simpson, Leake, Pike, Jones, Kemper, Warren, Jefferson, Benton, Lamar, Calhoun, Marshall, Tate, Quitman, Sunflower, Tallahatchie, Wayne, Carroll, Lincoln, Madison, Itawamba, Humphreys, Wilkinson	

Challenges

While both call centers have adequate staffing and capacity to meet the demand of the current call volume, additional staffing will be needed to meet increased demand. *CONTACT Helpline* is a faith-based nonprofit organization with four FTE-paid staff and four FTE-volunteer staff while *CONTACT The Crisis Line* has 10 FTE-paid staff and 45 FTE-volunteers. All paid staff are either part-time or contractual. Paid staff shifts are typically seven-to-eight hours long and volunteer shifts are typically four hours in duration.

Mississippi anticipates a call volume of 25,578 to 30,693 within the first year after implementing 988.

The anticipated call volume range resulted from the following calculations. Projections assume some calls to other lines will now call 988 and then there will be additional increase in calls for other reasons.

	Baseline 202	Year 1	Notes
Mississippi Actual - Baseline CALL VOLUME 2020			
DMH - day	6,562	1,641	assumes 25% may use 988 over DMH#
DMH - afterhours - weekends	2,390	598	
CONTACT - <i>Helpline</i> (Lifeline calls)	2,460	2,460	
CONTACT - <i>Crisis Line</i> (Lifeline calls)	6,772	6,772	
CONTACT - <i>Crisis Line</i> (Local 3457)	8,417	2,104	assumes 25% may use 988 over 0200#
CMHCs	35,450	8,863	assumes 25% may use 988 over CMHC#
Total Baseline calls	62,051	22,437	
% Growth Model - (assume 7% overall growth)		1,571	Vibrant assumptions - 7% moderate growth year over year
Diverted from 911 volume (assume 5% from 911)		1,122	Vibrant assumptions (e.g. from 911) - 5% year one increase to 20%
New volume (assume 2%)		449	Vibrant assumptions due to marketing etc. (2% to 15 %)
Anticipated increase		3,141	

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Anticipated volume	Low	25,578
	Med (10%)	28136
	High (20%)	30693

Given the projected increase in call volume, we anticipate a need for additional paid staff for both CONTACT centers. As call volume expands, both centers will need the appropriate technology, including additional software and equipment, to handle the increased demand. Additional phone systems, VPN capability, and computers will be needed, as well as funding to support the expansion required to maintain 24/7 primary and backup coverage statewide.

Opportunities

In addition to addressing the implementation of the 988-call line, the Mississippi Department of Mental Health has been developing and will continue to advance the continuum of crisis services with which the CONTACT centers can coordinate.

Progress

Steps Taken/Progress to Date on planning for 24/7 statewide primary and backup coverage and Proposed Approach

In preparation for the implementation of 988, CONTACT The Crisis Line (CONTACT TCL) and CONTACT Helpline have been working together to explore approaches to address the anticipated call volume increase as well as build out financial modeling to predict cost for additional staff and other costs so the call line is answered in a timely fashion and to hire staff with sufficient professional crisis expertise to respond to calls.

Additionally, CONTACT Helpline has taken the following steps to advance efforts in professionalizing their call center operations for 988:

- Expanded their partnership with Mississippi State University Department of Psychology to assist with training, text, chat, and suicide line.
- Installed a new iCloud phone system in May 2021.
- Established conversations to explore a partnership with Mississippi University for Women Department of Psychology and Family Science to assist with training, text, chat, and suicide line.
- Has been actively pursuing text and chat certification.

Proposed Approach

Mississippi plans to maintain its provision of 24/7 primary and backup coverage to all 82 counties of the state. In order to retain coverage at the current rate, Mississippi will identify resources to support hiring additional Lifeline center staff for both call centers.

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Chat/Text

The following information was collected for the initial 988 Lifeline landscape developed in early 2021.

Center Name	Q30. Lifeline Chat?	Q31. 24/7 Lifeline Chat?	Q32. Days/Hours of Lifeline Chat	Q33. Non-Lifeline Chat?	Q34. Non-Lifeline Text?
CONTACT Helpline	No	N/A	N/A	No	No
CONTACT TCL	Yes	No	Mondays and Wednesdays from 1:00 pm to 3:00 pm, and when trained student chat specialists would like to sign in.	No	No

Gaps

The CONTACT TCL currently responds to text and chat on a very limited basis (see above current hours of availability) and most of the text and chat are from out of state per Vibrant’s current routing approach. CONTACT TCL reports that responding to text and chat exceeds the time for responding to calls and is staff intensive. CONTACT Helpline is in the process of being certified to provide text and chat. Neither center can engage in additional text and chat without the expansion of staff.

According to the Mississippi State Report (June 2021) provided by *Vibrant*, there were 1,418 chats and 527 texts initiated in Mississippi (although not answered in Mississippi). Our volume and cost for chat/texts in Year 1 of 988 implementations are between 2,127 and 2,552 based on the following projections.

	Baseline	Year 1	Notes
Mississippi Actual - Baseline TEXT and CHAT volume 2020			
Contact - TCL - actual volume - chats	1,418	1,418	
Contact - TCL - actual volume - texts	527	527	
Total Baseline calls	1,418	1,418	
% Growth Model -		709	(assumes a 50% overall growth - messaging for text and chat will not be live on 7-1-22)
Anticipated increase		2,127	
Anticipated volume	Low	2,127	
	Med (10%)	2340	
	High (20%)	2552	

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Proposed Approach

Both CONTACT The Crisis Line and CONTACT Helpline have the technological capacity, through Lifeline using PureConnect, needed to receive chat/text. As such, there is a great opportunity to make chat/text available 24/7 statewide over time. Efforts will be made to identify funding to both Lifeline centers to increase staffing to handle at least 80% of Year 1 988 chat/text projected volume by July 1, 2023.

Implementation Plan

Core Area 1: Statewide Coverage for 988 Contacts

Phase 1 Goals and Action Steps: Pre-Launch (Oct 1, 2021 – June 30, 2022)

Goal 1.1a

By June 30, 2022, Mississippi will have statewide 24/7 primary coverage by all in-state Lifeline crisis centers for Lifeline/988 calls, including the anticipated increased call volume, based on availability of funding.

Personnel/Partners

- » Brenda Patterson, CONTACT The Crisis Line
- » Katrina Sunivelle, CONTACT Helpline
- » Katie Storr, Mississippi Department of Mental Health

Goal 1.1a Action Steps

Action Steps	Start Date	Due Date	Lead and Partners
DMH will contract with CONTACT TCL and CONTACT Helpline for the anticipated call volume, based on available funding	11/1/21	01/01/22	Lead: Veronica Vaughn Partners: Lifeline centers
Lifeline centers will increase staffing and technology supports to provide call coverage, based on available funding	01/01/22	6/30/22	Lead: Brenda Patterson, Katrina Sunivelle Partners: Lifeline centers, Department of Mental Health
Monitor call volume tso calls are being addressed within the average speed of answer (ASA) and abandonment rates	9/1/21	03/31/22	Lead: Falisha Stewart Partners: Lifeline centers
Monitor call volume to identity the number of calls that are answered in-state vs out-of-state.	9/1/21	03/21/22	Lead: Falisha Stewart Partners: Lifeline centers

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Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.

Not at all certain Somewhat certain Moderately certain Very certain Completely certain

Goal 1.1b

By June 30, 2022, Mississippi will have responded to at least 50% of the Lifeline/988 chat/text provided by Mississippi Lifeline center(s), even if it is not 24/7.

Personnel/Partners

- » Brenda Patterson, CONTACT TCL
- » Katrina Sunivelle, CONTACT Helpline
Veronica Vaughn, DMH
Falisha Stewart, DMH
- » Katie Storr, DMH

Goal 1.1b Action Steps

Action Steps	Start Date	Due Date	Lead and Partners
DMH will contract with CONTACT TCL and CONTACT Helpline for the anticipated chat/text volume, based on available funding	11/1/21	01/01/22	Lead: Veronica Vaughn Partners: Lifeline centers
Lifeline centers will increase staffing to receive and handle chat/text, based on available funding	01/01/22	6/30/22	Lead: Brenda Patterson, Katrina Sunivelle, Katie Storr Partners: Lifeline centers
Monitor chat/text data on in-state vs. out-of-state chat/text to help determine staffing needed to be able to address at least 50% of all 988 contact chat/texts in-state.	9/1/21	03/31/22	Lead: Brenda Patterson, Katrina Sunivelle, Katie Storr Partners: Lifeline centers, Department of Mental Health

Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.

Not at all certain Somewhat certain Moderately certain Very certain Completely certain

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Core Area 1: Statewide Coverage for 988 Contacts Phase 2 Goals and Action Steps: One Year Post-Launch (July 1, 2022 – June 30, 2023)

Goal 1.2a

By June 30, 2023, Mississippi will have statewide- 24/7 primary and backup coverage for every county by in-state Lifeline member crisis contact centers for 988 calls.

Personnel/Partners

- » Brenda Patterson, CONTACT TCL
- » Katrina Sunivelle, CONTACT Helpline
- » Katie Storr, DMH
- » Veronica Vaughn, DMH

Goal 1.2a Action Steps

Action Steps	Start Date	Due Date	Lead and Partners
DMH will contract with CONTACT TCL and CONTACT Helpline for the anticipated call volume, including <i>anticipated increased</i> call volume based on available funding	11/1/21	01/01/22	Lead: Veronica Vaughn Partners: Lifeline centers
Lifeline centers will increase staffing and technology supports to ensure call coverage, including anticipated increased call volume, based on available funding	07/01/22	05/31/23	Lead: Katie Storr, Brenda Patterson, Katrina Sunivelle Partners: Lifeline centers, Department of Mental Health

Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.

Not at all certain

Somewhat certain

Moderately certain

Very certain

Completely certain

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Goal 1.2b

By 6/30/23, Mississippi will have provided 24/7 coverage for 988 crisis chat/text provided by in-state Lifeline center(s)

Personnel/Partners

- » Brenda Patterson, CONTACT The Crisis Line
- » Katrina Sunivelle, CONTACT Helpline
- » Katie Storr, DMH
- » Veronica Vaughn, DMH

Goal 1.2b Action Steps

Action Steps	Start Date	Due Date	Lead and Partners
DMH will contract with CONTACT TCL and CONTACT Helpline for the anticipated chat/text volume, based on available funding	07/01/22	06/30/23	Lead: Veronica Vaughn Partners: Lifeline Centers
Lifeline centers will increase staffing to receive and handle chat/text, based on available funding	07/01/22	05/31/23	Lead: Katie Storr, Brenda Patterson, Katrina Sunivelle Partners: Lifeline Centers

Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.

Not at all certain

Somewhat certain

Moderately certain

Very certain

Completely certain

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Core Area 2: Secure Adequate, Diversified, and Sustained Funding Streams for Lifeline Member Centers

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Background

Current Situation, Gaps, Progress, and Proposed Approach: Adequate and Diversified Funding for Lifeline Centers

Funding

Current Situation - Crisis Call Lines

Following is a summary of the funding that is *specific to Lifeline* centers for **calls, chats, and texts** (funding information obtained through Landscape analysis questions 40).

July 1, 2020, through July 30, 2021	Call volume	Follow-up call volume	Medicaid funding	Other federal	State	Other sources	\$ Call	\$ Text	\$ Chat	\$ F/U
CONTACT TCL (Lifeline center)	7,753		\$0		\$125,000		Yes	No	No	No
CONTACT Helpline (Lifeline center)	2,460		\$0	\$8000	\$0	\$2,000 United way	Yes	No	No	No

Current Situation - Crisis Services

Following is a summary of the funding for crisis mobile teams and crisis stabilization services that can be accessed by the Lifeline centers for callers who have need.

	Medicaid funding	State funding
Community Crisis Enhancement		\$ 1,893,640
Crisis Diversion Home for Youth		\$ 296,380
Crisis Services Center		\$ 150,000
Mobile Crisis	\$ 677,755	\$ 5,260,528

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	Medicaid funding	State funding
Crisis Stabilization Unit	\$ 4,494,633	\$ 16,669,001
Crisis Stabilization Unit Child/Youth		\$ 500,000
Total	\$ 5,172,388	24,769,549

The following is a high-level overview of the technology available to the Lifeline centers at present to support call, text, chat, and to perform as a HUB for the crisis system. Included in the table is the approximate cost estimates for adding the technology.

Technology HUB capabilities	Mississippi Current Technology	Cost estimates to add
Telecom	Avaya phone systems	
Caller ID	Avaya phone systems	
Call routing	Avaya phone systems	
Text and chat	PureConnect - Vibrant	
Call Center Documentation System	iCarol	
Mobile Team Dispatch	None	\$ 300,000
GPS technology	None	
Electronic Dispatch	None	
Sharing of clinical info	None	
Electronic scheduling follow-up services with outpatient	None	\$ 100,000
Electronic Crisis System Services Access Dashboard	None	\$ 200,000
Crisis walk-in availability – Bed board	Only exists for hospitals and is limited by its ability to be updated with real-time information	\$ 200,000
Connectivity and hardware	Limited	\$ 75,000
Bandwidth		
Hardware for call takers	Limited	\$ 25,000
Analytics software	None that integrates all data	\$ 25,000
Total		\$ 925,000

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Projections

Within Core area 1 – projects were identified as follows:

	Low volume	High volume
Calls	25,578	30,693
Follow-up calls	6,250	7,500
Text and chat	2,127	2,552

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Cost Projections: The following cost models were prepared for Mississippi by Vibrant in March of 2021.

Mississippi 988 First Year Cost Model

			Independent	Centralized
Annual offered contacts			67,700	67,700
Number of centers			2	2
Annual handled contacts			50,000	50,000
Occupancy			45.1%	52.0%
Number of centers			2	2
Counselor FTEs			30.0	26.0
Supervisor FTEs			8.0	6.0
Quality Assurance FTEs			1.0	1.0
Program Manager FTEs			2.0	2.0
Workforce Manager FTEs			2.0	-
Resource Specialist FTEs			2.0	2.0
Staffing & Scheduling FTEs			2.0	-
Non-dedicated FTEs*			7.5	7.0
Total FTEs			54.5	44.0
Average annual salary per counselor FTE			\$ 42,100	\$ 42,100
	Volume	AHT (sec)	Cost per Contact	Cost per Contact
Estimated cost per contact	50,000	1193	\$ 83.04	\$ 66.94
Inbound calls	28,400	960	\$ 66.82	\$ 53.87
Outbound calls	1,400	600	\$ 41.76	\$ 33.67
Chat	19,100	1600	\$ 111.37	\$ 89.78
Text (dedicated labor time)	1,100	900	\$ 62.65	\$ 50.50
Total projected costs			\$ 4,151,879	\$ 3,346,814
Shared capital			\$ 103,517	\$ 102,475
Shared management			\$ 740,221	\$ 703,018
Shared expense			\$ 131,655	\$ 119,116
Dedicated capital			\$ 12,651	\$ 11,074
Dedicated expense			\$ 202,804	\$ 201,541
Dedicated personnel			\$ 2,961,031	\$ 2,209,590

Mississippi population: 2,976,149 0.90% of US population

Non-dedicated FTEs are apportioned at 50% of the following positions: Contact Center Director, Contact Center Manager, HR Manager, Accountant, Recruiter, Trainer, and IT Support

S&S reduced to 1 per center due to size

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The following is a summary of additional projections shared by Vibrant for implementing 988:

- Calls offered by a year 67,000

Expense	Amount
Shared* capital	\$ 102,475
Shared* management	\$ 703,018
Shared* expenses	\$ 119,116
Dedicated capital	\$ 11,074
Dedicated expenses	\$ 201,541
Dedicated personnel	\$ 2,209,590
Total annual costs	\$ 3,346,814

* Assumes Lifeline centers have other lines of business in which some costs can be shared

The Lifeline centers developed cost projects for addressing the anticipated call volume of 25,574,6,250 follow-up calls, and 3,191 text and chats.. Their combined projected annual operating costs are \$2,991,541. These costs include adding staff and other staff such as a trainer to comply with the current and future national training standards.

Potential New Funding

The following funding has been requested:

- MHBG FY 2021 – 9/1/21 – 9/30/25 - \$2,305,228 for Crisis Services overall including technology
- MHBG Covid-19 Relief Supplement Funding - \$377,829.15 (5% set aside)
- SABG-19 Supplemental Funding Plan for FY 2021 -\$141,440
- SABG Covid-19 Supplemental Proposal – 9/1/21 – 9/30/25 – \$1,565

Funding Gap

Based on the *Vibrant* estimates, there will be a funding gap of \$3,126,814. This gap is comprised of \$3,346,814 (*Vibrant* estimates) minus \$220,000 (current call center funding).

Based on the Mississippi Lifeline centers prepared cost estimates to address the anticipated call, follow-up, and text/chat volumes there will be a gap of \$2,771,541. This gap is comprised of \$2,991,541 (Mississippi Lifeline center estimates) minus \$220,000 (current call center funding).

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Implementation Plan

Core Area 2: Adequate and Diversified Funding for Lifeline Centers
Phase 1 Goals and Action Steps: Pre-Launch (Oct 1, 2021 – June 30, 2022)

Goal 2.1a

By the end of Phase 1 (6/30/22), we will have dedicated funding in place to support our Lifeline centers in handling 988 crisis calls that is sufficient to support them in meeting the increased volume/costs in the early months of 988 – at an 80% call answer rate.

Personnel/Partners

Katie Storr, DMH; Kelly Breland, DMH; Dr. Mallory Malkin, DMH; Division of Medicaid; Lifeline centers

Goal 2.1a Action Steps

Action Steps	Start Date	Due Date	Lead and Partners
Identify one-time funding sources to shore up the needs for year one through: <ul style="list-style-type: none"> • Covid grants • Other opportunities 	09/01/21	01/31/22	Lead: Katie Storr, Kelly Breland Partners: Lifeline Centers, Community Mental Health Centers
Explore how Medicaid can support Lifeline centers – short term	09/01/21	01/31/22	Lead: Katie Storr, Kelly Breland Partners: Division of Medicaid
Explore how federal block grant funding can support Lifeline centers – short term	09/01/22	01/31/22	Lead: Katie Storr, Dr. Mallory Malkin, Kelly Breland Partners: Lifeline Centers
Explore how state grant funding can support Lifeline centers – short term	09/01/22	01/31/22	Lead: Katie Storr, Kelly Breland Partners: Lifeline Centers

Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.

Not at all certain

 Somewhat certain

 Moderately certain

 Very certain

 Completely certain

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Goal 2.1b

By the end of Phase 1 (6/30/22), Mississippi will implement plans to support the full projected costs to Lifeline centers of answering 988/Lifeline contacts and providing follow-up.

Personnel/Partners

Katie Storr, DMH; Kelly Breland, DMH; Telecom providers, Mississippi Legislature; Lifeline centers

Goal 2.1b Action Steps

Action Steps	Start Date	Due Date	Lead and Partners
Explore how Medicaid can support Lifeline centers – long term	01/01/22	06/30/22	Lead: Katie Storr, Kelly Breland Partners: Division of Medicaid
Explore how federal block grant funding can support Lifeline centers – long term	01/01/22	06/30/22	Lead: Katie Storr, Kelly Breland Partners: Lifeline Centers
Explore how state grant funding can support Lifeline centers – long term	01/01/22	06/30/22	Lead: Katie Storr, Kelly Breland Partners: Lifeline Centers
Explore telecom taxation approaches – short term and long term – look to other state legislation for ideas	01/01/22	06/30/22	Lead: Katie Storr, Kelly Breland Partners: Mississippi Legislature, Telecom providers

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Very certain

Completely certain

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Core Area 2: Adequate and Diversified Funding for Lifeline Centers
Phase 2 Goals and Action Steps: One Year Post-Launch (July 1, 2022 – June 30, 2023)

Goal 2.2a

By the end of Phase 2 (6/30/23), Mississippi will have secured sustainable funding from diversified sources sufficient to support the Lifeline centers for the dedicated answering of 988 crisis contacts and follow-up calls, including expected annual volume increases.

Personnel/Partners

DMH and Lifeline Centers

Goal 2.2a Actions Steps

Action Steps	Start Date	Due Date	Lead and Partners
Explore how Medicaid can support Lifeline centers –long term	07/01/22	06/30/23	Lead: Katie Storr, Kelly Breland Partners: Division of Medicaid
Explore how federal block grant funding can support Lifeline centers –and long term	07/01/22	06/30/23	Lead: Katie Storr, Kelly Breland Partners: Lifeline Centers
Explore how state grant funding can support Lifeline centers –long term	07/01/22	06/30/23	Lead: Katie Storr, Kelly Breland Partners: Lifeline Centers
Explore telecom taxation approaches – short term and long term – look to other state legislation for ideas	07/01/22	06/30/23	Lead: Katie Storr, Kelly Breland Partners: Mississippi legislature, Telecom providers

Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.

Not at all certain
 Somewhat certain
 Moderately certain
 Very certain
 Completely certain

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Core Area 3: Expand and Sustain Center Capacity to Maintain Target In-State/Territory Answer Rates for Current and Projected Call, Text, and Chat Volume

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Background

Current Situation, Gaps, Progress, and Proposed Approach: Capacity for Target In-State/Territory Answer Rates

Calls

Current Situation

Over the past few years Mississippi continuously improved its capacity to handle Lifeline calls statewide. Over the past several years, the state has increased its answer rate percentage from 46% to now 90%. Mississippi's in-state answer rate for Lifeline calls in the January - March 2021 quarter was 88%. The statewide call volume during this same quarter was 2,886 calls. Given the fact that Mississippi is exceeding Vibrant's recommended 80% in-state answer rate, the state does not anticipate any challenges maintaining this rate prior to June 30, 2022. Both Lifeline centers have the technology required to manage the current call volume rate.

Based on the Mississippi County Level Call Volume from Vibrant's January - March 2021 report, the five counties with the highest numbers of calls answered out-of-state are Hinds, Harrison, Lauderdale, Forrest, and Washington. However, all of these counties have in-state answer rates of 89% or higher. Mississippi does not anticipate any challenges maintaining at least an 80% in-state answer rate for these counties during this phase.

Gaps

It is anticipated that the call volume will be 25,578 in the first year of implementing 988. To meet this increased demand and maintain an in-state answer rate of 90%, both Lifeline centers will need additional staff, software, equipment, and physical space to handle the increased contacts. More specifically, additional phone systems, VPN capability, and computers will be required.

Based on the Mississippi County Level Call Volume from January - March 2021 report, the five counties with the highest numbers of calls answered out-of-state are Hinds, Harrison, Lauderdale, Forrest, Washington. However, all of these counties have in-state answer

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rates of 89% or higher. During this phase, Mississippi will continue to monitor rates for these counties, specifically Hinds County which is the only county to have an in-state answer rate that is under 90%, at 89%.

Progress

Steps Taken/ Progress to Date (Calls)

In preparation for the implementation of 988, CONTACT Helpline has taken the following steps:

- Expanded their partnership with Mississippi State University Department of Psychology to assist with training, text, chat, and suicide line.
- Installed a new iCloud phone system in May 2021.
- Began conversations about a potential for partnership with Mississippi University for Women Department of Psychology and Family Science to assist with training, text, chat, and suicide line.

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Core Area 3: Capacity for Target In-State/Territory Answer Rates

Phase 1 Goals and Action Steps: Pre-Launch (Oct 1, 2021 – June 30, 2022)

Goal 3.1a

By 6/30/22, Mississippi will achieve and maintain an 80% or higher in-state answer rate for Lifeline calls, contingent upon funding.

Personnel/Partners

Katie Storr, DMH; Falisha Stewart, DMH; Lifeline centers

Goal 3.1a Action Steps

Action Steps	Start Date	Due Date	Lead and Partners
See Core area #2 for funding strategies			
Add staffing per available funding	01/01/22	06/30/22	Lead: Brenda Patterson, Katrina Sunivelle Partners: Department of Mental Health
Continue to monitor data on in-state answer rates so the rate does not drop below 80%.	10/1/21	06/30/22	Lead: Falisha Stewart, Brenda Patterson, Katrina Sunivelle Partners: Lifeline Centers

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Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.

Not at all certain
 Somewhat certain
 Moderately certain
 Very certain
 Completely certain

Goal 3.1b

By 6/30/22, Mississippi will have sufficient capacity to receive and handle at least 50% of the 988 Year 1 projected chat/text volume.

Personnel/Partners

DMH and Lifeline centers

Goal 3.1b Action Steps

Action Steps	Start Date	Due Date	Lead and Partners
See Core area #2 for funding strategies			
Add staffing per available funding	01/01/22	06/30/22	Lead: Brenda Patterson, Katrina Sunivelle Partners: Department of Mental Health
Monitor response rate to text and chat	10/1/21	06/30/22	Lead: Falisha Stewart, Brenda Patterson, Katrina Sunivelle Partners: Lifeline Centers

Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.

Not at all certain
 Somewhat certain
 Moderately certain
 Very certain
 Completely certain

Core Area 3: Capacity for Target In-State/Territory Answer Rates

Phase 2 Goals and Action Steps: One Year Post-Launch (July 1, 2022 – June 30, 2023)

Goal 3.2a

By 6/30/23, Mississippi will have achieved and maintain a 90% or higher in- state answer rate for Lifeline/988 calls.

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Personnel/Partners

DMH and Lifeline centers

Goal 3.2a Action Steps

Action Steps	Start Date	Due Date	Lead and Partners
See Core area #2 for funding strategies			
Add staffing per available funding to meet increased 988 volume	07/1/22	05/31/23	Lead: Brenda Patterson, Katrina Sunivelle Partners: Department of Mental Health

Goal 3.2b

By 6/30/23, Mississippi will have sufficient capacity to receive and handle at least 80% of the 988 Year 1 projected chat/text volume.

Personnel/Partners

DMH and Lifeline centers

Goal 3.2b Action Steps

Action Steps	Start Date	Due Date	Lead and Partners
See Core area #2 for funding strategies			
Add staffing per available funding to meet text and chat demand	07/01/22	05/31/23	Lead: Brenda Patterson, Katrina Sunivelle Partners: Department of Mental Health

Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.

Not at all certain

Somewhat certain

Moderately certain

Very certain

Completely certain

Core Area 4: Support Crisis Centers in Meeting Lifeline's Operational Standards, Requirements, and Performance Metrics

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Background

Current Situation, Gaps, Progress, and Proposed Approach: Lifeline Standards and Requirements

Lifeline Standards and Requirements

Current Situation

CONTACT The Crisis Line is currently accredited by the International Council for Helplines (ICH). As such they meet the requirements of the operational standards and metrics set forth in the Lifeline Standards and Requirements. CONTACT Helpline is in the process of being accredited by the ICH.

Both CONTACT The Crisis Line and CONTACT Helpline employ the following Lifeline standards:

Lifeline Suicide Risk Assessment Standards (SRAS) (2007)

Require three prompt questions:

- Are you thinking of suicide?
- Have you thought about suicide in the last two months?
- Have you ever attempted to kill yourself?

Full suicide risk assessment:

- Suicidal Desire - psychological pain, intolerably alone, trapped, burden, hopelessness
- Suicidal Intent - attempt in progress, imminent plan, preparatory behaviors, intent to die
- Suicidal Capability - fearlessness, availability of means, specificity of plan, and preparation
- Buffers/Connectedness - immediate supports, future planning, engagement, core values

Lifeline Imminent Risk Standards (IR) (2011)

- Active Engagement
- Active Rescue
- Collaboration

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The Mississippi Lifeline centers will also adhere to the following future Lifeline center requirements:

Minimum policy requirements

- Safety Assessment/Imminent Risk Policy

Clinical Training Requirements (TBD)

- Complete and pass Lifeline Core Clinical Training in suicide assessment/intervention
- Complete 5-10 live role plays facilitated by center Complete 10-20 hours observing an experienced crisis counselor
- Complete 2 online simulated trainings on direct caller and third party caller

Ongoing Center Training Options

- Complete 8 hours of additional Lifeline training per year

The Mississippi Lifeline centers will participate in all the Lifeline required training including the following:

Training Supports

- Lifeline Online Clinical Training (in progress)
 - Phase One: Core Clinical Training [Suicide Prevention]
 - Fundamentals of (Telephonic/Chat based) Crisis Counseling
 - Caller Engagement/Interviewing Skills
 - Safety Assessment and Intervention
 - Phase Two: Additional mental health issues and/or populations
- Lifeline Simulation Training V2
 - Videos of callers (can also use audio only)
 - Updated educational and support materials
 - Alignment with the Safety Assessment model
- Network Resource Center (NRC)

Technology

Telecom systems:

CONTACT Helpline and CONTACT The Crisis Line use Ayava phone systems for caller ID and call routing capabilities. CONTACT Helpline recently completed their new VOIP System phone system installation.

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Call documentation systems:

Both Lifeline centers use iCarol for their call center documentation which also has some data analytics capabilities.

Text and chat:

Both Lifeline centers use the PureConnect system for chat/text which is provided by the Lifeline.

Other technology:

Both centers have computers and Wi-Fi technology but this will need to be expanded as additional staff are hired.

Gaps

Technology Integration

Currently, the platforms that are used by the Lifeline centers do not integrate with the platforms used for other crisis services across the state. This is a limitation and something Mississippi hopes can be addressed as Vibrant rolls out its new uniformed platform. This will also be beneficial to the state as we continue to plan for how it will integrate 988 into its larger crisis system more effectively.

Progress and Proposed Approach

Steps Taken/Progress to Date on planning for Core Area 4 and Proposed Approach

- DMH will continue to remain involved in Vibrant’s COP
- DMH will work with the Lifeline Centers to identify any funding needed to support the transition to the unified platform

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Core Area 4: Lifeline Standards and Requirements

Phase 1 Goals and Action Steps: Pre-Launch (Oct 1, 2021 – June 30, 2022)

Goal 4.1a

By October 2021, the Lifeline centers will continue to use the currently required Lifeline clinical standards and the future clinical and training requirements that will be published by the Lifeline.

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Personnel/Partners

- Brenda Patterson, CONTACT TCL; Katrina Sunivelle, CONTACT Helpline; Falisha Stewart, DMH; Veronica Vaughn, DMH; Katie Storr, DMH

Goal 4.1a Action Steps

Action Steps	Start Date	Due Date	Lead and Partners
Continue to utilize existing standards	10/01/21	06/30/22	Lead: Brenda Patterson, Katrina Sunivelle Partners: Department of Mental Health
Implement new standards that are published	10/01/21	06/30/22	Lead: Brenda Patterson, Katrina Sunivelle Partners: Department of Mental Health
Explore adding training staff	01/01/22	06/30/22	Lead: Brenda Patterson, Katrina Sunivelle Partners: Department of Mental Health
Lifeline center staff to fulfill all of the training requirements	10/01/21	06/30/22	Lead: Brenda Patterson, Katrina Sunivelle Partners: Department of Mental Health
Explore expanding the current technology and integrating with other crisis services	10/01/21	06/30/22	Lead: Brenda Patterson, Katrina Sunivelle, Katie Storr Partners: Department of Mental Health, Community Mental Health Centers

Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.

Not at all certain

Somewhat certain

Moderately certain

Very certain

Completely certain

Goal 4.1b

By October 2022, Mississippi will create a team to explore adopting the unified platform that Vibrant will roll out in the future and map out a transition plan as applicable.

Personnel/Partner

- Brenda Patterson, CONTACT TCL; Katrina Sunivelle; CONTACT Helpline; Denise Jones, DMH; Veronica Vaughn, DMH; Falisha Stewart, DMH; Katie Storr, DMH

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Goal 4.1b Action Steps

Action Steps	Start Date	Due Date	Lead and Partners
Continue to track updates and guidance from Vibrant related to the Unified Platform	10/1/21	10/31/22	Lead: Brenda Patterson, Katrina Sunivelle, Denise Jones Partners: Lifeline Centers, Department of Mental Health
Identify individuals to serve on a team to explore the process to adopt the unified platform	01/01/22	10/31/22	Lead: Veronica Vaughn, Falisha Stewart, Denise Jones Partners: Lifeline Centers

Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.

- Not at all certain
 Somewhat certain
 Moderately certain
 Very certain
 Completely certain

Core Area 4: Lifeline Standards and Requirements
Phase 2 Goals and Action Steps: One Year Post-Launch (July 1, 2022 – June 30, 2023)

Goal 4.2a

By January 2023, Mississippi will have analyzed the following factors related to adopting the unified platform:

- barriers,
- state/territory-specific needs, and
- adoption timeline.

Personnel/Partners

- Brenda Patterson, CONTACT TCL; Katrina Sunivelle, CONTACT Helpline, Denise Jones, DMH; Falisha Stewart, DMH; Veronica Vaughn, DMH; Katie Storr, DMH

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Goal 4.2a Action Steps

Action Steps	Start Date	Due Date	Lead and Partners
Analyze the factors related to the adoption of the uniform platform.	08/1/22	01/31/23	Lead: Brenda Patterson, Katrina Sunivelle, Denise Jones, Veronica Vaughn Partners: Department of Mental Health
Make determinations regarding feasibility for Mississippi to use the Vibrant uniform platform.	08/01/22	02/28/23	Lead: Denise Jones, Brenda Patterson, Katrina Sunivelle, Veronica Vaughn Partners: Department of Mental Health

Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.

Not at all certain

Somewhat certain

Moderately certain

Very certain

Completely certain

Goal 4.2b

By January 2023 Mississippi will have a process in place to monitor quality statewide, provide support for maintaining high standards, and increase quality for specific populations.

Personnel/Partners

DMH

Goal 4.2a Action Steps

Action Steps	Start Date	Due Date	Lead and Partners
Determine which metrics will be used to monitor implementation of the 988, such as: <ul style="list-style-type: none"> In-state answer rate of 90% or higher Centers answer 90% of calls in 30 seconds 18% or less of calls routed to centers roll to the National Backup 	08/01/22	01/31/23	Lead: Falisha Stewart, Brenda Patterson, Katrina Sunivelle Partners: Department of Mental Health, Planning Coalition

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Action Steps	Start Date	Due Date	Lead and Partners
Provide support if centers have an answer rate of less than 80% for two consecutive quarters, and works with Lifeline to explore quality improvement plans	08/01/22	01/31/23	Lead: Falisha Stewart Partners: Lifeline Centers, Department of Mental Health
Collaborate with centers to engage members of specific populations served by crisis centers to identify ways to improve services to better meet their needs.	08/01/22	01/31/23	Lead: Veronica Vaughn Partners: Lifeline Centers, Department of Mental Health, Community Mental Health Centers

Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.

Not at all certain

Somewhat certain

Moderately certain

Very certain

Completely certain

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Core Area 5: Convene a Coalition of Key Stakeholders to Advise on 988 Planning and Implementation

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Background

Current Situation, Gaps, Progress, and Proposed Approach: 988 Stakeholder Coalition

988 Stakeholder Coalition

Current Situation

Mississippi's 988 Coalition included the following stakeholders.

First Name	Last Name	Title	Organization
Wendy	Bailey	Executive Director	Department of Mental Health
Katie	Storr	Chief of Staff	Department of Mental Health
Ja'Quila	Newsome	Director of Suicide Prevention	Department of Mental Health
Veronica	Vaughn	Director of Branch of Coordinated Care	Department of Mental Health
Falisha	Stewart	Program Coordinator of Office of Consumer Supports	Department of Mental Health
Molly	Taylor	Director of Outreach and Training	Department of Mental Health
Brenda	Patterson	Executive Director of Contact the Crisis Line	CONTACT the CRISIS LINE
Nicole	Bedsole	Housing Case Manager of Mental Health Association	Mental Health Association
Teresa	Mosley	Psychometrist/Adjunct Instructor of Mississippi College	Mississippi College
Sitaniel	Wimbley	Executive Director of Nami of Mississippi	NAMI
Meghan	Goldbeck	Area Director of American Foundation for Suicide Prevention	American Foundation for Suicide Prevention
Melody	Madaris	Assistant Director of Communicare	Communicare - CMHC
Staci	Waites	Region 2 Crisis Coordinator of Communicare	Region 2 - CMHC

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Marissa	Nooner	Region 4 Mobile Crisis Team	Region 4 - CMHC
Jonathan	Grantham	Region 6 Clinical Director of LifeHelp	Region 6 - CMHC
Karen	Frye	Region 7 Chief Operations Officer of Community Counseling Services	Region 7 - CMHC
Ann	Rodio	Region 8 Director of Alcohol and Drug Services	Region 8 - CMHC
Tiffany	Anderson	Region 9 Mobile Crisis Response Team	Region 9 - CMHC
Amy	Mosley	Region 10 Director of Crisis Services	Region 10 - CMHC
Katrina	Sunivelle	Executive Director of Contact Helpline	Contact Helpline
Connie	Bienvenue	Region 12/13 MCERT Coordinator of Pine Belt Mental Health Services	Region 12 - CMHC
Andrew	Day	Medicaid	Division of Medicaid
Wade	Johnson	Mississippi	Lauderdale County Sheriff
Vickie	Winslett	President	Mississippi Alliance to End Suicide
Jeremy	Ashley	Community member	Community Member
Pamela	Smith	Board Member	Mississippi Chapter of the American Foundation for Suicide Prevention
Marsha	Jenson	Board Member	Mississippi Chapter of the American Foundation for Suicide Prevention
Jan	Ulrich	988 Grant Manager	Senior Project Associate of Education Development Center
April	McNair	Special Projects Officer, IV	Department of Mental Health
Kristi	Kindrex	Special Projects Officer, IV	Department of Mental Health
Molly	Taylor	Director of Outreach and Planning	Department of Mental Health
Kelly	Breland	DMH Chief Financial Officer	Department of Mental Health
Linda	Ducksworth	Community Support Specialist	Pine Belt Mental HealthCare
Adam	Moore	Director of Planning and Communications	Department of Mental Health
Amelia	Hayes	Contact Crisis Line	Contact Crisis Line
Monica	Wolters	Peer Support Specialist	PEER Support Specialist
Jeff	McCutchen	Chief	Oxford Police Department

The Mississippi Coalition includes a very diverse group of stakeholders, such as advocacy organizations, community members with lived experience, community mental health providers, law enforcement, Lifeline call center, and state agency representation.

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However, we did not have participation from any 911 representatives. DMH made extensive outreach attempts to representatives from this groups, however due to scheduling conflicts, they were not able to attend the meetings. DMH will continue to engage the planning coalition and reach out to our partners in 911. The Planning Coalition will also develop a process to get more input from individuals and families with lived experience.

The Mississippi 988 Coalition met at least monthly and occasionally twice a month from March-September 2021. Meeting topics are as follows:

Date of Meeting	Topics Discussed
March 30, 2021	Vibrant Emotional Health grant that will be utilized for the planning of implementation of 988.
April 27, 2021	Eight Core 988 Planning Grant topics, 988 Model, and Landscape Analysis.
May 25, 2021	Funding structure for Lifeline Contact Centers.
June 08, 2021	Providing statewide coverage for 9-8-8 calls, chats, and texts: Capacity building for current and projected 9-8-8 volume for calls, texts, chats, and follow-up services.
June 29, 2021	State/Territory support of Lifeline’s operational, clinical and performance standards for centers answering 9-8-8. Technology considerations State and territory agencies shall ensure all centers in their region are able to provide follow-up services to 9-8-8 users according to Lifeline best practices.
July 13, 2021	In partnership with the Lifeline, State and territory agencies shall ensure Lifeline member centers in their region have systems in place to maintain local resource and referral listings. Alignment with national initiatives around public messaging for 9-8-8 (scope).
July 27, 2021	Alignment with national initiatives around public messaging for 988 Crisis call flow and connection to crisis services and other supports
August 31, 2021	Review of the draft 988 Implementation Plan.
September 14, 2021	Review of an edited draft 988 Implementation Plan.

The Planning Coalition will continue to meet quarterly, or monthly as needed. This coalition membership and content topics may evolve to meet the changing needs of the broader crisis system.

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Core Area 5: 988 Stakeholder Coalition

Phase 1 Goals and Action Steps: Pre-Launch (Oct 1, 2021 – June 30, 2022)

Goal 5.1a

By the end of Phase 1 (10/1/21 – 6/30/22) the 988 Planning Grant coalition will have continued to meet at least monthly through June 2022 and will accomplish priority planning and preparation tasks for our state in Phase 1.

Personnel/Partners

Katie Storr, DMH; Veronica Vaughn, DMH; Falisha Stewart, DMH; Planning Coalition

Goal 5.1a Action Steps

Action Steps	Start Date	Due Date	Lead and Partners
Facilitate 988 Planning Coalition	10/1/21	06/30/22	Lead: Katie Storr, Veronica Vaughn Partners: Planning Coalition
Maintain communications with the 988 planning committee on status of the implementation plan and progress on both action steps and goals	10/1/21	06/30/22	Lead: Falisha Stewart Partners: Planning Coalition
Outreach to focused stakeholder --- 911, law enforcement, lived experience	11/1/21	06/30/22	Lead: Katie Storr, Planning Coalition, Advocacy Organizations Partners: Department of Mental Health

Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.

Not at all certain

Somewhat certain

Moderately certain

Very certain

Completely certain

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Core Area 5: 988 Stakeholder Coalition

Phase 2 Goals and Action Steps: One Year Post-Launch (July 1, 2022 – June 30, 2023)

Goal 5.2a

Mississippi will have sustained and formalized the 988 Planning Grant Coalition or incorporated core activities into another planning/implementation group or set of work groups that are able to maintain a significant focus on 988 readiness through the end of Phase 2.

Personnel/Partners

DMH

Goal 5.2a Action Steps

Action Steps	Start Date	Due Date	Lead and Partners
Continue to meet regularly with the Planning Coalition and/or in other forums.	07/01/22	06/30/23	Lead: Katie Storr Partners: Planning Coalition, Community members with lived experience and/or expertise in needed sub-group areas
Continue outreach to stakeholders to promote participation by system partners such as 911 and law enforcement. DMH in collaboration with other stakeholders will meet with 911 and law enforcement as invited to their natural gatherings and meetings.	07/01/22	06/30/23	Lead: Katie Storr Partners: Planning Coalition

Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.

Not at all certain

Somewhat certain

Moderately certain

Very certain

Completely certain

Core Area 6: Maintain a Comprehensive, Updated Listing of Resources, Referrals, and Linkages; Plan for Expanded Services

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Background

Current Situation, Gaps, Progress, and Proposed Approach: Comprehensive Resource Listings; Plan for Expanded Services

Comprehensive Resource Listings

Current Situation

Following is a summary of the resources that are collected

- Lifeline Centers – Each Lifeline Center currently compiles lists of resources for their crisis line staff to use with callers.
- Community Mental Health Centers: compile their own resource lists.
- Department of Mental Health: maintains an online resource list that is available for the community resources for adult and children’s mental health services (mentalhealthms.com).
- DMH call center uses a national database designed for DMH for use by its call center, which is called “Refer”.

Gaps and challenges:

- The separate compiling of resources leads to ineffective use of personnel compiling lists that become outdated very quickly.
- There is limited tracking of the resources provided to individuals who call into Lifeline Centers, nor tracking if the person accessed the resource.

Opportunities:

- The 988 Coalition meetings have shed light on the need to increase the amount of collaboration between the Lifeline Centers and the Community Mental Health Centers across the state. Working together to develop shared resource listings is one place to start working together.

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- There is opportunity to enhance tracking of resources provided and tracking of gaps in resources so that the community understands the resources that need to be developed. The shared resource listing will address at least the following:
 - Substance use disorder treatment and support groups
 - Alcohol recovery programs and support groups
 - Suicide loss survivor support groups
 - Suicide attempt survivor support groups
 - LGBTQ specialized services, including dedicated lines for LGBTQ in your State or Territory
 - Culturally relevant support services including services that support racial justice for Black, Indigenous, and People of Color (BIPOC)
 - Compulsive gambling support services
 - Social service information and referral
 - Crisis receiving and stabilization units
 - Inpatient psychiatric unit services
 - Domestic violence support services
 - Sexual assault prevention and survivor services

Progress

Steps Taken/Progress to Date:

The Coalition has reviewed the current approach to having resources lists and agrees that there should be focused efforts to create an efficient and effective approach to developing and maintaining a statewide list of resources that can be utilized by the Lifeline centers as well as other organizations such as the CMHCs. The actions steps outlined below address the consolidation of efforts to create a statewide resource list.

Potential for Expanded Crisis Linkages and Services

Current situation

- *Centers being able to dispatch mobile crisis teams* – currently, Lifeline Centers can call the local Community Mental Health Center (CMHC) crisis lines and request to have a mobile team sent to an individual in the community. There is no tracking to identify the number or outcome of any mobile teams dispatched by the Lifeline centers.
- *Warm transfer/divert to and from 911* – Currently the tracking of 911 transfers to Lifeline centers does not allow for an accurate accounting of the extent of 911 transfers.
- *Access a real-time bed registry* – There is a bed registry in Mississippi. However, it is only updated once a day rendering the information to often be outdated and inaccurate.
- *Linkages between the crisis centers* – The crisis centers operate separately.
- *Linkages with other services in the crisis continuum* – The Lifeline centers provide warm transfer calls to the Community

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Mental Health Center crisis lines that also have Mobile Crisis Response Teams. The process is not consistent across the state and the level of response differs. Also, there is not tracking of transfers and connections to mobile teams, therefore, the number of mobile teams accessed by a Lifeline caller is unknown.

Gaps and challenges

- Siloed crisis service operations.

Opportunities

- The 988 Coalition meetings have shed light on the need to increase the amount of collaboration between the Lifeline Centers and the Community Mental Health Centers across the state. Working together to develop shared resources listings is one place to begin.
- There is opportunity to continue to develop ways to create a system of crisis care rather than siloed operations.

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Core Area 6: Comprehensive Resource Listings; Plan for Expanded Services Phase 1 Goals and Action Steps: Pre-Launch (Oct 1, 2021 – June 30, 2022)

Goal 6.1a

By the end of Phase 1, June 30, 2022, Mississippi will have up-to-date referral resources for people in crisis that include the minimum required resources, referrals and linkages listed below.

Personnel/Partners

Katie Storr, DMH; Veronica Vaughn, DMH; Dr. Mallory Malkin, DMH; Molly Taylor, DMH; Ja’Quila Newsome; Brent Hurley, DMH; Lifeline Centers; Planning Coalition; Community Mental Health Centers;

Goal 6.1a Action Steps

Action Steps	Start Date	Due Date	Lead and Partners
Coalition Subgroup will work to develop an approach for statewide comprehensive community resources (including the	10/1/21	05/31/22	Lead: Molly Taylor, Ja’Quila Newsome Partners: Planning Coalition, Community Mental Health Centers, Advocacy Organizations

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Action Steps	Start Date	Due Date	Lead and Partners
development, maintenance, and distribution of the list).			
Coalition Subgroup will continue to develop the processes for Lifeline Centers to access the full continuum of crisis care services.	01/01/22	06/30/22	Lead: Katie Storr, Veronica Vaughn, Brent Hurley, Dr. Mallory Malkin Partners: Community Mental Health Centers, Planning Coalition, Department of Mental Health,

Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.

Not at all certain
 Somewhat certain
 Moderately certain
 Very certain
 Completely certain

Goal 6.1b

By end of Phase 1, June 30, 2022, enhanced processes will be developed and implemented for the Lifeline centers to access the continuum of crisis services and bi-directional collaboration with 911 and law enforcement. The processes will also address data collection and reporting.

Personnel/Partners

DMH

Goal 6.1b Action Steps

Action Steps	Start Date	Due Date	Lead and Partners
Develop bi-directional collaborative protocols between the Lifeline centers and 911 and law enforcement.	12/1/21	06/30/22	Lead: Katie Storr, Brent Hurley, Brenda Patterson, Katrina Sunivelle Partners: PSAP & Law Enforcement Coalition Members
Develop written protocols to streamline the process for Lifeline centers to access mobile teams and crisis stabilization beds to serve callers.	11/1/21	06/30/22	Lead: Veronica Vaughn, Brent Hurley Partners: Lifeline Centers, Planning Coalition, Department of Mental Health, Community Mental Health Centers

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Action Steps	Start Date	Due Date	Lead and Partners
Develop enhanced processes for Lifeline centers to access urgent and routine community-based support and treatment services for callers.	11/1/21	06/30/22	Lead: Veronica Vaughn, Dr. Mallory Malkin Partners: Lifeline Centers, Community Mental Health Centers, Planning Coalition

Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.

Not at all certain
 Somewhat certain
 Moderately certain
 Very certain
 Completely certain

Core Area 6: Comprehensive Resource Listings; Plan for Expanded Services
Phase 2 Goals and Action Steps: One Year Post-Launch (July 1, 2022 – June 30, 2023)

Goal 6.2a

By end of Phase 2, June 30, 2023, Lifeline centers in Mississippi will have access to and utilize a shared, comprehensive statewide electronic tool for accessing resources, referrals, and linkages.

Personnel/Partners

DMH

Goal 6.2a Action Steps

Action Steps	Start Date	Due Date	Lead and Partners
Research options for a shared electronic tool including working with Vibrant to explore tools being developed through the universal platform	01/01/23	06/30/23	Lead: Brenda Patterson, Katrina Sunivelle Partners: Denise Jones, DMH; Katie Storr, DMH; Veronica Vaughn, DMH
Identify funding sources for a shared electronic tool	07/01/22	05/02/23	Lead: Brenda Patterson, Katrina Sunivelle, Katie Storr

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Action Steps	Start Date	Due Date	Lead and Partners
			Partners: Department of Mental Health, Planning Coalition
Implement a shared electronic tool in alignment with funding	01/01/23	06/30/23	Lead: Brenda Patterson, Katrina Sunivelle, Denise Jones Partners: Department of Mental Health

Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.

Not at all certain
 Somewhat certain
 Moderately certain
 Very certain
 Completely certain

Goal 6.2b

By end of Phase 2, June 30, 2023, Mississippi will implement the use of enhanced electronic tools to manage the coordination of crisis services including mobile teams and crisis centers.

Personnel/Partners

Katie Storr, DMH; Denise Jones, DMH; Lifeline Centers; Planning Coalition; Community Mental Health Centers

Goal 6.2b Action Steps

Action Steps	Start Date	Due Date	Lead and Partners
Research electronic tools for managing the continuum of crisis services and assess the current tools (bed registry).	03/01/22	06/30/23	Lead: Katie Storr, Denise Jones Partners: Lifeline Centers, Planning Coalition, Community Mental Health Centers
Identify funding sources for electronic tools for managing the continuum of crisis services and having metrics available.	03/01/22	06/30/23	Lead: Katie Storr Partners: Lifeline Centers, Community Mental Health Centers, Planning Coalition
Implement electronic tools that are supported by funding.	01/01/23	06/30/23	Lead: Denise Jones, Katie Storr Partners: Lifeline Centers, Community Mental Health Centers

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Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.

Not at all certain

Somewhat certain

Moderately certain

Very certain

Completely certain

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Core Area 7: Ensure All State/Territory Centers Can Provide Best Practice Follow-Up to 988 Callers/Texters/Chatters

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Background

Current Situation, Gaps, Progress, and Proposed Approach: Provide Follow-Up Services

Provide Follow-Up Services

Current Situation

In Mississippi, both Lifeline call centers provide follow up services to callers that have consented to additional engagement from the centers. While all follow-up is telephonic, the nature and timeframe vary. Specific types of follow-up are explained below.

Any Follow-Up Services and Follow-Up to Lifeline Contacts

Center Name	Q46. Provide Any Follow-up?	Q47. Lifeline Contacts Follow-up?	Q48. Describe Follow-Up to Lifeline Contacts
CONTACT Helpline	Yes	Yes	When emergency personnel is not contacted to intervene, we offer the caller a telephonic follow-up for the next day. This includes third-party calls and survivors of suicide callers. Clients who are at least 18 years old and who have reported suicidal feelings, intent, or attempts during the time of the call or shortly before, can be offered the suicide follow-up call. This will allow us to call them and help to further connect them with services they need and to serve as a support system.
CONTACT TCL	Yes	Yes	A follow-up call is offered for the next day or as agreed upon by the crisis counselor and caller. An additional follow-up may be offered if deemed necessary.

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Follow-Up Services to Contacts on Other Lines

Center Name	Q49. Other Lines Follow-Up?	Q50. Describe Follow-Up to Contacts on Other Lines
CONTACT Helpline	Yes	We offer all callers a follow-up for the next day if additional resource information is needed. This includes reassurance calls, crisis calls, third-party calls, and survivors of suicide caller.
CONTACT TCL	No	N/A

Q51. Follow-Up for Other Crisis Services

Center Name	MCTs/Mobile Treatment Programs	Emergency Departments	Crisis Receiving or Stabilization Facilities	Inpatient Psychiatric Units	Other
CONTACT Helpline	No	Yes	No	No	Did not answer
CONTACT TCL	No	No	No	No	Did not answer

Other Organizations that Provide Mental Health or Crisis Follow-Up Services

Center	Q52. Other Orgs Provide MH/Crisis Follow-up?	Q53. Name / Description of Others' Follow-up Services
CONTACT Helpline	Don't know	N/A
CONTACT TCL	Don't know	N/A

Center Name	Q54. Additional Info: Follow-Up Services
CONTACT Helpline	In the planning stages of partnering with the Mississippi State University (MSU) Department of Psychology's student council. The goal is to allow the students to become crisis line specialists and earn school credit by volunteering for our center. The MSU advanced students and staff members will serve on the follow-up team.
CONTACT TCL	Did not answer

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Follow-up call volume is anticipated to be at between 6,250 and 7,500 calls per year.

Gaps

The Lifeline centers do not currently have the capacity to address this many follow-up calls.

Implementation Plan

Core Area 7: Provide Follow-Up Services

Phase 1 Goals and Action Steps: Pre-Launch (Oct 1, 2021 – June 30, 2022)

Goal 7.1a

By June 30, 2022, Mississippi will have specified which center(s) will collectively be ready to handle a minimum of 50% or higher follow-up / outbound call volume projected in their 988 Year 1 Cost and Volume Projections report.

Personnel/Partners

Brenda Patterson, CONTACT TCL; Katrina Sunivelle, CONTACT Helpline; Dr. Mallory Malkin, DMH

Goal 7.1a Action Steps

Action Steps	Start Date	Due Date	Lead and Partners
Develop process for identifying which calls require follow-up.	11/1/21	05/31/22	Lead: Brenda Patterson, Katrina Sunivelle, Mallory Malkin Partners: Department of Mental Health
Develop/revise processes for conducting follow-up.	12/1/21	05/31/22	Lead: Brenda Patterson, Katrina Sunivelle, Mallory Malkin Partners: Department of Mental Health
Ensure staffing is adequate to address follow-up calls.	02/01/22	06/30/22	Lead: Brenda Patterson, Katrina Sunivelle, Katie Storr Partners: Department of Mental Health

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Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.

Not at all certain
 Somewhat certain
 Moderately certain
 Very certain
 Completely certain

Core Area 7: Provide Follow-Up Services
Phase 2 Goals and Action Steps: One Year Post-Launch (July 1, 2022 – June 30, 2023)

Goal 7.2a

By June 30, 2023, Mississippi Lifeline centers will collectively be ready to handle a minimum of 100% or higher follow-up / outbound call volume projected in their 988 Year 1 Cost and Volume Projections report.

Personnel/Partners

Katie Storr, DMH; Brenda Patterson, CONTACT TCL; Katrina Sunivelle, CONTACT Helpline

Goal 7.2a Action Steps

Action Steps	Start Date	Due Date	Lead and Partners
See core area #2 funding strategies			
Increase staffing to address follow-up calls, per available funding	07/01/22	05/31/23	Lead: Brenda Patterson, Katrina Sunivelle Partners: Department of Mental Health

Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.

Not at all certain
 Somewhat certain
 Moderately certain
 Very certain
 Completely certain

Core Area 8: Plan and Implement Marketing for 988 in Your State/Territory

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Background

Current Situation, Gaps, Progress, and Proposed Approach: Marketing and Communications Plan for 988

Marketing and Communication

Current Situation

Mississippi currently manages a very successful public awareness campaign for its existing statewide crisis system that is consistent with the described national approach. The state will market 9-8-8 while considering the existing state crisis system awareness campaign. Other considerations will focus on reaching marginalized populations, differentiating 9-8-8 from 9-1-1, collaborating with schools for messaging to youth, and setting statewide expectations around the state's crisis system

Mississippi is considering changes to the state's multiple Mobile Crisis Response lines and will discuss changes to Crisis Line numbers after implementation to promote these changes in addition to 988. The state plans to rely on federal 988 promotion for the marketing and messaging of 988 in Year 1 of 988 Implementation. During that time, Mississippi will closely monitor increases in call volume. The state also wants to be careful that its promotion of 988 does not cause an increase in call volume that the system cannot handle in the first year of 988. Based on the recommendation of our 988 Implementation Planning Committee, Mississippi has decided to continue to engage the committee in developing consistent statewide messaging on what 988 is and when Mississippi residents should (and should not) call in. The Community Mental Health Centers (CMHCs) will also be included in the planning process. Additionally, DMH will identify and contract with a marketing company to help the Committee develop a marketing strategy beginning in July 2022. Additionally, the coalition will also closely monitor progress and the status of geolocation technology in the state. Currently, calls initiated in Mississippi coming from area codes outside of Mississippi are routed to call centers in their respective states. Mississippi will market resources available through its Lifeline Centers that may not be available to those Mississippians with non-Mississippi area codes.

The Planning Committee identified the following groups to target/ engage as we develop a targeted education campaign:

- Community Mental Health Centers
- Law Enforcement

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- School systems
- Local Education Departments
- 911

Strategies for educating these groups will be a mix between virtual recorded sessions and some face-to-face training sessions.

Implementation Plan

**Core Area 8: Marketing and Communications Plan for 988
Phase 1 Goals and Action Steps: Pre-Launch (Oct 1, 2021 – June 30, 2022)**

Goal 8.1a

By the end of Phase 1 (6/30/22) Mississippi will have identified the following:

- Key goals of a statewide 988 messaging campaign
- Key messaging audiences within their state
- Key public messaging channels for 988 messaging dissemination AND a proposed budget for each channel (examples include: Print, Video, Radio, Social Media, Television, Stakeholder Groups, Events, etc.)
- A state agency 988 public relations point of contact to work with Vibrant Communications Team

Personnel/Partners

- Adam Moore, DMH; Molly Taylor, DMH; Katie Storr, DMH; Planning Coalition

Goal 8.1a: Action Steps

Action Steps	Start Date	Due Date	Lead and Partners
Identify a company/ firm to help develop a marketing/ messaging campaign. This will include Print, Video, Radio, Social Media, Television, Stakeholder Groups, Events, etc.	12/1/21	06/30/22	Lead: Adam Moore, Molly Taylor, Katie Storr Partners: Planning Coalition

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Action Steps	Start Date	Due Date	Lead and Partners
Secure funding to support marketing/campaign efforts	11/1/21	06/30/22	Lead: Katie Storr Partners: Planning Coalition
Engage with key stakeholders to inform about 988	01/01/22	06/30/22	Lead: Katie Storr, Adam Moore, Molly Taylor Partners: Planning Coalition

Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.

Not at all certain
 Somewhat certain
 Moderately certain
 Very certain
 Completely certain

Goal 8.1b

By the end of Phase 1 (6/30/22) Mississippi will have develop a plan to transition all uses of the 1-800-273-8255 phone number in existing promotional materials to 988 by the end of December 2022

Personnel/Partners

Adam Moore, DMH; Molly Taylor, DMH; Katie Storr, DMH; Brenda Patterson, CONTACT TCL; Katrina Sunivelle, CONTACT Helpline; Ja'Quila Newsome, DMH

Goal 8.1b Action Steps

Action Steps	Start Date	Due Date	Lead and Partners
Work with all crisis centers and other partners to convert messaging and material with 1-800 number to 988	03/01/22	06/01/22	Lead: Adam Moore, Molly Taylor, Ja'Quila Newsome Partners: Lifeline Centers

Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.

Not at all certain
 Somewhat certain
 Moderately certain
 Very certain
 Completely certain

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Core Area 8: Marketing and Communications Plan for 988

Phase 2 Goals and Action Steps: One Year Post-Launch (July 1, 2022 – June 30, 2023)

Goal 8.2a

By the end of Phase 2 (6/30/23) Mississippi will have:

- Engaged target audience focus groups within the state or embarked on other strategies for securing feedback and input on message effectiveness for target audiences.
- Finalized customization of national level messaging materials
- Secured state level funding for public messaging asset creation, asset update, and dissemination for each of the dissemination channels identified in Phase 1.
- Finalized messaging for how 988 aligns/embeds with Mississippi’s resources (e.g. state crisis lines not affiliated with 988).
- Developed a plan for tracking metrics and public messaging campaign impacts.

Personnel/Partners

Adam Moore, DMH; Molly Taylor, DMH; Katie Storr, DMH; Planning Coalition; Brenda Patterson, CONTACT TCL; Katrina Sunivelle, CONTACT Helpline

Goal 8.2a Action Steps

Action Steps	Start Date	Due Date	Lead and Partners
Implement marketing/ messaging strategy developed by firm.	07/01/22	06/30/23	Lead: Adam Moore, Molly Taylor, Katie Storr Partners: Planning Coalition
Develop plan for tracking metrics and public messaging campaign impacts.	08/01/22	06/30/23	Lead: Molly Taylor, Adam Moore, Katie Storr Partners: Planning Coalition
Monitor status of geolocation technology availability in Mississippi	07/01/22	06/30/23	Lead: Denise Jones, Katie Storr Partners: Lifeline Centers

Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.

Not at all certain

Somewhat certain

Moderately certain

Very certain

Completely certain

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Appendix A

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Lifeline/988 Calls - Coverage

Primary Coverage - Calls

County	CONTACT The Crisis Line	CONTACT Helpline	Gaps in 24/7 Primary Coverage	Describe Gaps in 24/7 Primary Coverage
Any Primary Coverage	Y	Y		
Example County	all (countywide); 8am-8pm 7 days		Y	999 area code; 8pm-8am 7 days
Hinds	All (Countywide) 24/7 M-F		N	
Harrison	All (Countywide) 24/7 M-F		N	
Lauderdale	All (Countywide) 24/7 M-F		N	
Forrest	All (Countywide) 24/7 M-F		N	
Washington	All (Countywide) 24/7 M-F		N	
Desoto	All (Countywide) 24/7 M-F		N	
Hancock	All (Countywide) 24/7 M-F		N	
Pearl River	All (Countywide) 24/7 M-F		N	
Warren	All (Countywide) 24/7 M-F		N	
Adams	All (Countywide) 24/7 M-F		N	
Jackson	All (Countywide) 24/7 M-F		N	
Jones	All (Countywide) 24/7 M-F		N	
Lafayette	All (Countywide) 24/7 M-F		N	
Bolivar	All (Countywide) 24/7 M-F		N	
Coahoma	All (Countywide) 24/7 M-F		N	
Lincoln	All (Countywide) 24/7 M-F		N	
Lowndes		All (Countywide) 24/7 M-F	N	
Oktibbeha		All (Countywide) 24/7 M-F	N	
Rankin	All (Countywide) 24/7 M-F		N	
Stone	All (Countywide) 24/7 M-F		N	
Tishomingo	All (Countywide) 24/7 M-F		N	
Union	All (Countywide) 24/7 M-F		N	
Wayne	All (Countywide) 24/7 M-F		N	
Alcorn	All (Countywide) 24/7 M-F		N	
Covington	All (Countywide) 24/7 M-F		N	
George	All (Countywide) 24/7 M-F		N	
Lamar	All (Countywide) 24/7 M-F		N	

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Lee	All (Countywide) 24/7 M-F		N	
Marion	All (Countywide) 24/7 M-F		N	
Monroe		All (Countywide) 24/7 M-F	N	
Pike	All (Countywide) 24/7 M-F		N	
Prentiss	All (Countywide) 24/7 M-F		N	
Scott	All (Countywide) 24/7 M-F		N	
Sunflower	All (Countywide) 24/7 M-F		N	
Attala	All (Countywide) 24/7 M-F		N	
Grenada	All (Countywide) 24/7 M-F		N	
Leflore	All (Countywide) 24/7 M-F		N	
Neshoba	All (Countywide) 24/7 M-F		N	
Panola	All (Countywide) 24/7 M-F		N	
Simpson	All (Countywide) 24/7 M-F		N	
Tate	All (Countywide) 24/7 M-F		N	
Tippah	All (Countywide) 24/7 M-F		N	
Benton	All (Countywide) 24/7 M-F		N	
Carroll	All (Countywide) 24/7 M-F		N	
Chickasaw	All (Countywide) 24/7 M-F		N	
Choctaw		All (Countywide) 24/7 M-F	N	
Claiborne	All (Countywide) 24/7 M-F		N	
Clarke	All (Countywide) 24/7 M-F		N	
Clay		All (Countywide) 24/7 M-F	N	
Copiah	All (Countywide) 24/7 M-F		N	
Franklin	All (Countywide) 24/7 M-F		N	
Greene	All (Countywide) 24/7 M-F		N	
Holmes	All (Countywide) 24/7 M-F		N	
Humphreys	All (Countywide) 24/7 M-F		N	
Itawamba	All (Countywide) 24/7 M-F		N	
Jasper	All (Countywide) 24/7 M-F		N	
Jefferson	All (Countywide) 24/7 M-F		N	
Kemper	All (Countywide) 24/7 M-F		N	
Lawrence	All (Countywide) 24/7 M-F		N	
Leake	All (Countywide) 24/7 M-F		N	
Madison	All (Countywide) 24/7 M-F		N	
Marshall	All (Countywide) 24/7 M-F		N	
Newton	All (Countywide) 24/7 M-F		N	
Noxubee		All (Countywide) 24/7 M-F	N	
Perry	All (Countywide) 24/7 M-F		N	
Pontotoc	All (Countywide) 24/7 M-F		N	
Sharkey	All (Countywide) 24/7 M-F		N	
Smith	All (Countywide) 24/7 M-F		N	
Tallahatchie	All (Countywide) 24/7 M-F		N	

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Tunica	All (Countywide) 24/7 M-F		N	
Walthall	All (Countywide) 24/7 M-F		N	
Webster		All (Countywide) 24/7 M-F	N	
Wilkinson	All (Countywide) 24/7 M-F		N	
Winston		All (Countywide) 24/7 M-F	N	
Yalobusha	All (Countywide) 24/7 M-F		N	
Yazoo	All (Countywide) 24/7 M-F		N	
Comments				

In the gray-shaded blocks, describe each center's primary coverage area for Lifeline calls by county, including geographic area(s) and days/hours.

Backup Coverage - Calls				
County	CONTACT The Crisis Line	CONTACT Helpline	Gaps in 24/7 Backup Coverage	Describe Gaps in 24/7 Backup Coverage
Any Backup Coverage	Y	Y		
Hinds		All (Countywide) 24/7 M-F	N	
Harrison		All (Countywide) 24/7 M-F	N	
Lauderdale		All (Countywide) 24/7 M-F	N	
Forrest		All (Countywide) 24/7 M-F	N	
Washington		All (Countywide) 24/7 M-F	N	
Desoto		All (Countywide) 24/7 M-F	N	
Hancock		All (Countywide) 24/7 M-F	N	
Pearl River		All (Countywide) 24/7 M-F	N	
Warren		All (Countywide) 24/7 M-F	N	
Adams		All (Countywide) 24/7 M-F	N	
Jackson		All (Countywide) 24/7 M-F	N	
Jones		All (Countywide) 24/7 M-F	N	
Lafayette		All (Countywide) 24/7 M-F	N	
Bolivar		All (Countywide) 24/7 M-F	N	
Coahoma		All (Countywide) 24/7 M-F	N	
Lincoln		All (Countywide) 24/7 M-F	N	
Lowndes	All (Countywide) 24/7 M-F		N	
Oktibbeha	All (Countywide) 24/7 M-F		N	
Rankin		All (Countywide) 24/7 M-F	N	
Stone		All (Countywide) 24/7 M-F	N	
Tishomingo		All (Countywide) 24/7 M-F	N	
Union		All (Countywide) 24/7 M-F	N	
Wayne		All (Countywide) 24/7 M-F	N	
Alcorn		All (Countywide) 24/7 M-F	N	
Covington		All (Countywide) 24/7 M-F	N	

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George	All (Countywide) 24/7 M-F	N	
Lamar	All (Countywide) 24/7 M-F	N	
Lee	All (Countywide) 24/7 M-F	N	
Marion	All (Countywide) 24/7 M-F	N	
Monroe	All (Countywide) 24/7 M-F	N	
Pike	All (Countywide) 24/7 M-F	N	
Prentiss	All (Countywide) 24/7 M-F	N	
Scott	All (Countywide) 24/7 M-F	N	
Sunflower	All (Countywide) 24/7 M-F	N	
Attala	All (Countywide) 24/7 M-F	N	
Grenada	All (Countywide) 24/7 M-F	N	
Leflore	All (Countywide) 24/7 M-F	N	
Neshoba	All (Countywide) 24/7 M-F	N	
Panola	All (Countywide) 24/7 M-F	N	
Simpson	All (Countywide) 24/7 M-F	N	
Tate	All (Countywide) 24/7 M-F	N	
Tippah	All (Countywide) 24/7 M-F	N	
Benton	All (Countywide) 24/7 M-F	N	
Carroll	All (Countywide) 24/7 M-F	N	
Chickasaw	All (Countywide) 24/7 M-F	N	
Choctaw	All (Countywide) 24/7 M-F	N	
Claiborne	All (Countywide) 24/7 M-F	N	
Clarke	All (Countywide) 24/7 M-F	N	
Clay	All (Countywide) 24/7 M-F	N	
Copiah	All (Countywide) 24/7 M-F	N	
Franklin	All (Countywide) 24/7 M-F	N	
Greene	All (Countywide) 24/7 M-F	N	
Holmes	All (Countywide) 24/7 M-F	N	
Humphreys	All (Countywide) 24/7 M-F	N	
Itawamba	All (Countywide) 24/7 M-F	N	
Jasper	All (Countywide) 24/7 M-F	N	
Jefferson	All (Countywide) 24/7 M-F	N	
Kemper	All (Countywide) 24/7 M-F	N	
Lawrence	All (Countywide) 24/7 M-F	N	
Leake	All (Countywide) 24/7 M-F	N	
Madison	All (Countywide) 24/7 M-F	N	
Marshall	All (Countywide) 24/7 M-F	N	
Newton	All (Countywide) 24/7 M-F	N	
Noxubee	All (Countywide) 24/7 M-F	N	
Perry	All (Countywide) 24/7 M-F	N	
Pontotoc	All (Countywide) 24/7 M-F	N	
Sharkey	All (Countywide) 24/7 M-F	N	
Smith	All (Countywide) 24/7 M-F	N	

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Tallahatchie		All (Countywide) 24/7 M-F	N	
Tunica		All (Countywide) 24/7 M-F	N	
Walthall		All (Countywide) 24/7 M-F	N	
Webster	All (Countywide) 24/7 M-F		N	
Wilkinson		All (Countywide) 24/7 M-F	N	
Winston	All (Countywide) 24/7 M-F		N	
Yalobusha		All (Countywide) 24/7 M-F	N	
Yazoo		All (Countywide) 24/7 M-F	N	
Comments	Although not reflected in the monthly Mississippi State Report from Vibrant, CONTACT Helpline provides backup coverage to every county that receives primary coverage through CONTACT The Crisis Line. As such, there is 24/7 Primary and Backup Coverage for every county.			