



988 Implementation Plan for Mississippi

988 Planning Grant

Submitted to Vibrant on

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Grantee Agency, Contacts, and Lifeline Centers

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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 system partners 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 state will continue exploring all opportunities 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

In 2021, Mississippi provided 24/7 primary coverage for every county in the state and backup coverage for eight counties through its two Lifeline centers, CONTACT The Crisis Line and CONTACT Helpline. An email was sent to Vibrant on January 10, 2022, requesting that CONTACT Helpline serve as the backup Lifeline Center to the primary counties covered by CONTACT The Crisis Line. As of January 14, 2022, Mississippi has 24/7 primary and backup coverage for every county in the state. According to the Mississippi State Report (June 2021) provided by *Vibrant*, Mississippi routed 18,079 Lifeline calls between June 2020 and June 2021. From July 2021 through December 2021, Mississippi routed an additional 6,567 Lifeline calls and maintained an average in-state answer rate of 90%.

Mississippi also has mobile teams and crisis centers that provide coverage throughout the state. There are opportunities to continue expanding these services to meet potential demand and to facilitate seamless and efficient connectivity between crisis services and crisis system partners (e.g., 911, law enforcement, emergency departments, etc.).

Mobile Crisis Response Teams and Crisis Stabilization Units, operated by the Community Mental Health Centers, serve Mississippians in every county of the state. Of the 34,483 calls to Mobile Crisis Response Teams in Fiscal Year 2021, 34.6% involved a face-to-face response with 65.4% being resolved over the phone. In Fiscal Year 2021, 3,022 people were served at a CSU with 89% not needing to go on to a state hospital. During the past year, an additional four beds were added by Region 9's Community Mental Health Center in Jackson and Region 11 opened a CSU in Natchez. There are now 184 CSU beds available in the state.

Moving Forward

The goals and action steps outlined in this 988 Implementation Plan support the state's Lifeline centers to meet the needs of 988 and promotes the continued development of 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 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

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- 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

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 integrate the overall crisis system to create a coordinated system that provides effective crisis care. This 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. From July 2021 through December 2021, Mississippi routed an additional 6,567 Lifeline calls and maintained an average in-state answer rate of 90%. 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,	Oktibbeha, Lowndes, Webster, Winston, Clay, Noxubee, Choctaw, Monroe

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Center	Primary	Backup
	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	

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 an additional increase in calls for other reasons.

	Baseline 2020	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 - (assumes 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 %)

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Anticipated increase		3,141	
Anticipated volume	Low	25,578	
	Med (10%)	28,136	
	High (20%)	30,693	

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.

DMH feels confident that funds to support the first year of implementation will be secured and the agency will distribute the funds needed to increase staff and technology to the Lifeline centers. It is not anticipated that new taxes or fees will be proposed at this time; however, State leadership is supportive of this initiative and have discussed funding 988 through a direct appropriation to DMH. Securing sustainable and ongoing funding streams for the state will continue to be a priority for DMH leadership. Although initial funding has been secured and we are confident that ongoing funding will be secured, the action steps listed below can be achieved with moderate certainty since they are contingent upon funding that has not been secured at the time of this plan’s submission.

Initial Projected Funding Needs according to MS Lifeline Centers

	CONTACT the Crisis Line	CONTACT Helpline	TOTAL
Staffing	\$1,718,680	\$912,808	
Insurance	\$200,802	\$103,416.80	
Rent	\$6,900	\$3,600	
iCarol Software, Phone, & Internet Service	\$12,930	\$12,930	
Equipment Service Contracts	\$2,500	\$2,500	
Professional Fees	\$3,500	\$3,500	
Supplies/Janitorial	\$4,775	\$2,700	
TOTAL	\$1,950,087	\$1,041,454.80	\$2,991,541.80
One Time Purchases			
Equipment/Phones	\$5,766	\$2,883	
Equipment/Computers	\$4,000	\$2,000	
Office Furniture/Phone Room	\$37,178.97	\$21,738.98	
Education/Training	\$5,400	\$2,700	
TOTAL			\$81,666.95
GRAND TOTALS	\$2,002,431.97	\$1,070,776.78	\$3,073,208.75

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Opportunities

Mississippi will utilize funds from the Mental Health Block Grant and the SAMHSA Cooperative Agreements for States and Territories to Build Local 988 Capacity grant to provide initial funding to the Lifeline Centers to increase staff and technology to meet the projected year 1 demands. 988 legislation, HB 732, was introduced in the state on January 17, 2022, that creates a study commission to review funding opportunities for sustainability and further explores opportunities to connect 988 with 911 and other emergency systems. The bill states the Legislature's intent to appropriate the funds needed for the first year of 988 implementation and to make additional investments to enhance the crisis response system. Additional funding opportunities may be achieved through the state's potential Medical Cannabis program, created by SB 2095. The Mississippi legislative session ends April 3, 2022, so it is not known whether these bills will pass at this time. The Planning Coalition and DMH leadership will closely monitor potential funding opportunities throughout the session.

DMH will provide funding to the Lifeline Centers in the spring of 2022 to purchase technology and hire additional staff. CONTACT The Crisis Line has been successful in the past in hiring interns who have participated in their internship program. The Center usually has four to five interns through three local universities each year. CONTACT The Crisis Line will initially recruit current interns and volunteers and then move on to traditional recruitment methods. CONTACT Helpline will also recruit from local universities and current volunteers. If unsuccessful, the Center will employ traditional recruitment methods, including posting positions on various job boards and websites. DMH will assist with any technical assistance the Lifeline Centers may need in implementing recruitment efforts.

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

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 costs 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.

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- 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.
- Actively pursuing text and chat certification.
- The Center is currently working to complete the guidelines for certification
- The Center predicts that certification will be complete prior to implementation of 988

As of January 14, 2022, Mississippi has 24/7 primary and backup coverage throughout the state.

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 continue to identify and secure resources to support hiring additional Lifeline center staff for both call centers. DMH will provide funding to the Lifeline Centers prior to 988 going live to support the initial hiring of staff, based on available funding, while exploring sustainable funding mechanisms.

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

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.

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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	

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 and secure 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.

Both Centers will provide text/chat services, pending certification of CONTACT Helpline, to meet the increased volume. Lifeline centers will utilize a rotating schedule of staff who will dedicate their specific shift (s) to answering chat and text. Chat and text volume will be monitored throughout the planning process and the first year to determine if Lifeline Centers are meeting the goals for Phase 1 and Phase 2, and if budgets and action steps should be revised.

Implementation Plan

Core Area 1: Statewide Coverage for 988 Contacts
Phase 1 Goals and Action Steps: Pre-Launch (Oct 1, 2021 – June 30, 2022)

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Goal 1.1a

By June 30, 2022, 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 1.1a Action Steps

Action Steps	Start Date	Due Date	Lead and Partners
DMH and CONTACT Helpline will send request to Vibrant for CONTACT Helpline to provide backup coverage for CONTACT TCL's primary counties	01/01/22	01/30/22	Lead: CONTACT Helpline Partners: Falisha Stewart, CONTACT TCL
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	02/01/22	04/30/22	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	04/01/22	06/30/22	Lead: 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 1.1b

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	02/01/22	06/30/22	Lead: Veronica Vaughn Partners: Lifeline centers
Lifeline centers will increase staffing to receive and handle chat/text, based on available funding	04/01/22	06/30/22	Lead: Brenda Patterson, Katrina Sunivelle 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.	09/01/21	06/30/22	Lead: Brenda Patterson, Katrina Sunivelle, Katie Storr Partners: Lifeline centers, Department of Mental Health
CONTACT Helpline will complete onboarding process for chat/text	02/01/22	06/30/22	Lead: Katrina Sunivelle Partners: Vibrant, Falisha Stewart

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 provide support to maintain 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 1.2a 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	07/01/22	06/30/23	Lead: Veronica Vaughn Partners: Lifeline centers
Lifeline centers will continue to increase staffing and technology supports to provide call coverage, based on available funding	07/01/22	06/30/23	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	07/01/22	06/30/23	Lead: Falisha Stewart Partners: Lifeline centers
Monitor call volume to identify the number of calls that are answered in-state vs out-of- state.	07/01/22	06/30/23	Lead: Falisha Stewart 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 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	07/01/22	06/30/23	Lead: Veronica Vaughn Partners: Lifeline Centers
Lifeline centers will continue to increase staffing and technology 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	\$ 5,291,510.98
Crisis Stabilization Unit	\$ 4,494,633	\$ 16,669,001

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	Medicaid funding	State funding
Crisis Stabilization Unit Child/Youth		\$ 500,000
Total	\$ 5,172,388	24,800,532

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

Call, text and chat projections were based upon baseline data and assumed a 7% growth; however, Mississippi is mindful of Vibrant’s projections when making funding and staffing decisions. According to Vibrant, because texting has not been a promoted service, current chat/text volume is likely to be an underestimate of future volume. Mississippi will monitor text and chat usage during the first year to modify any staffing and budget requests to support a large increase in chat and text. Although Mississippi is utilizing the Lifeline Centers’ budgets that are broken down by need based on the Coalition’s projections, the state is using Vibrant’s estimated costs when identifying and securing funding.

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
<i>*Mississippi is taking Vibrant’s text and chat projections into consideration.</i>		

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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 projections 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 with an additional \$81,666.95 needed for one-time purchases. These costs include adding staff and other staff such as a trainer to comply with the current and future national training standards.

Initial Projected Funding Needs according to MS Lifeline Centers to support Increased Calls, Texts, Chats, and Follow-ups

	CONTACT the Crisis Line	CONTACT Helpline	TOTAL
Staffing	\$1,718,680	\$912,808	
Insurance	\$200,802	\$103,416.80	
Rent	\$6,900	\$3,600	
iCarol Software, Phone, & Internet Service	\$12,930	\$12,930	
Equipment Service Contracts	\$2,500	\$2,500	
Professional Fees	\$3,500	\$3,500	
Supplies/Janitorial	\$4,775	\$2,700	
TOTAL	\$1,950,087	\$1,041,454.80	\$2,991,541.80
One Time Purchases			
Equipment/Phones	\$5,766	\$2,883	
Equipment/Computers	\$4,000	\$2,000	
Office Furniture/Phone Room	\$37,178.97	\$21,738.98	
Education/Training	\$5,400	\$2,700	

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TOTAL			\$81,666.95
GRAND TOTALS	\$2,002,431.97	\$1,070,776.78	\$3,073,208.75

Dedicated Funding

The following funding has been secured:

- MHBG FY 2021 – 9/1/21 – 9/30/25 -10% Set aside for 988 and Mobile Crisis Response \$1,305,228 for Crisis Services overall including technology (\$794,644.88 for technology)
- MHBG Covid-19 Relief Supplement Funding - \$377,829.15 (5% set aside)
- SABG-19 Supplemental Funding Plan for FY 2021 -\$141,440 – used to hire additional Helpline Staff
- *SABG Covid-19 Supplemental Proposal – 9/1/21 – 9/30/25 and MHBG FY2021 – 9/1/21 – 9/30/25 - \$2,000,000 for Behavioral Health Public Awareness and Outreach Campaign to include 988 outreach*

Potential New Funding

- ARPA Covid-19 Funding proposal to the Legislature for 988 – 12/6/21 - \$10,000,000
- ARPA Covid-19 Funding proposal to the Legislature for Expansion of Crisis Stabilization Unit beds – 12/6/21 – \$29,250,000
- ARPA Covid-19 Funding proposal to the Legislature for Increased Funding for Mobile Crisis Response Teams – 12/6/21 - \$6,300,000
- Direct appropriation to DMH’s budget
- SAMHSA grant to Build Local 988 Capacity - \$693,227
- Possible collection of a percentage of revenue from a proposed Medical Cannabis Program in the state

DMH is meeting with legislative leadership to request and propose ongoing funding streams. The agency recently requested, yet not received approval for as of this date, \$3,000,000 in ARPA funds in Fiscal Year 2023 for 988 implementation and \$2,000,000 per year for each subsequent year through Fiscal Year 2027. Additionally, the agency requested, yet not received approval for as of this date, \$6,300,000 for Mobile Crisis and \$29,250,000 for the expansion of Crisis Stabilization Units from the State’s ARPA funds. If approved, this funding mechanism, along with grant funding, will assist the state in implementing and maintaining 988 while long-term and ongoing funding is achieved. On January 20, 2022, DMH became aware of state legislation, SB 2865, that makes an appropriation of \$104,619,500, with \$18,550,000 of these funds earmarked for Community Mental Health Center technology, from the Coronavirus State Fiscal Recovery Fund to the Department of Mental Health for the current fiscal year. If this legislation passes, a portion of these funds will be used to support 988. On January 17, 2022, 988 legislation, HB 732, was introduced that requires a study and recommendations to provide ongoing, sustainable funding to support 988. DMH will continue to utilize grant opportunities and any funding resources available to support the Lifeline centers and crisis system.

It is not anticipated that new taxes or fees will be proposed at this time; however, State leadership is supportive of this initiative and have discussed funding 988 through a direct appropriation to DMH. Securing sustainable and ongoing funding streams for the state will continue to be a

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priority for DMH leadership. Upon passage of HB 732, the study commission will continue exploring all possible funding mechanisms, including potential partnerships with other stakeholders, such as private insurers.

Funding Gap

Based on the *Vibrant* estimates, there will be a funding gap of \$2,528,984 for Phase 1. This gap is comprised of \$3,346,814 (*Vibrant* estimates) minus \$220,000 (current call center funding), minus \$377,829,15 from the MHBG, and minus another \$220,000 from the MHBG to be sent to Lifeline Centers to support technology needs. This funding gap has been calculated based on secured funding as of this plan’s submission and is only considering funding being sent directly to the Lifeline Centers. There has been funding secured from the block grants that will be used for crisis system linkage and technology which will also support 988, but that is not included in this funding gap calculation.

There are many potential funding sources that will be secured prior to 988 going live, but those sources will not be included in this calculation until formally secured. The MHBG will provide ongoing funds for Phase 2 and the agency is confident, based on the two recent bills have that been introduced, that funds will be secured to bridge the funding gaps during Phase 1 and Phase 2; however, until the funding is secured, the same funding gap is projected for Phase 2.

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), Mississippi 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 85% 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	04/01/22	Lead: Katie Storr, Kelly Breland Partners: Lifeline Centers, Community Mental Health Centers

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Action Steps	Start Date	Due Date	Lead and Partners
Explore how Medicaid can support Lifeline centers – short term	09/01/21	06/30/22	Lead: Katie Storr, Kelly Breland Partners: Division of Medicaid
Explore how federal block grant funding can support Lifeline centers – short term	09/01/21	06/30/22	Lead: Katie Storr, Dr. Mallory Malkin, Kelly Breland Partners: Lifeline Centers
Explore how state grant funding can support Lifeline centers – short term	09/01/21	06/30/22	Lead: Katie Storr, Kelly Breland Partners: Lifeline Centers
Educate state leaders on 988 and the funding needs	10/1/21	06/30/22	Lead: Wendy Bailey, Katie Storr Partners: Lifeline Centers, MS Legislature
Request State ARPA funds to assist with Lifeline Center costs	11/1/21	01/31/22	Lead: Wendy Bailey Partners: MS Legislature

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 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 center

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
Upon passage of HB 732, the study commission will study and make	06/01/22	06/30/22	Lead: 988 Study Commission Partners: Planning Coalition, DMH

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Action Steps	Start Date	Due Date	Lead and Partners
recommendations to provide necessary, sustainable funding to support 988			

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 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 plans to secure 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 – 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
Upon passage of HB 732, the study commission will study and make recommendations to provide necessary, sustainable funding to support 988	07/01/22	06/30/23	Lead: 988 Study Commission Partners: Planning Coalition, DMH
Continue pursuing all available funding opportunities after initial implementation	07/01/22	6/30/23	Lead: Katie Storr, Wendy Bailey Partners: Division of Medicaid, MS Legislature

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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 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

Mississippi has 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%. In 2021, Mississippi maintained an average rate of 88%. 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. The majority of all calls received by CONTACT The Crisis Line are from Hinds and Harrison counties. These counties have the highest populations in the state with Hinds County having a reported population of 227,742 and Harrison County with a population of 208,621 according to 2020 census data. Lauderdale and Forrest County also rank in the top 10 largest counties by population. These counties are covered primarily by CONTACT The Crisis Line without having an in-state backup call center prior to January 2022. Now that Mississippi has 24/7 in-state primary and backup call coverage, this should decrease the out-of-state answer rate. 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.

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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 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.
- Sent a request to Vibrant to serve as the back-up call center for CONTACT The Crisis Line and is serving as such as of January 2022

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

- Increased broadband
- Purchased four VPB phones
- Purchased a new tower

Proposed Approach

Both Lifeline Centers plan to recruit additional staff through their local universities and communities. CONTACT The Crisis Line is engaged in an internship program with three local universities – Jackson State University, Mississippi College, and Belhaven University. Four to five interns work at the Lifeline Center each year and recruiting prior interns has been an effective recruitment method in the past. CONTACT Helpline also has ties and partnerships with universities in their area. Both Centers are prepared to utilize a schedule that allows for some staff to work from home and some to work in the office on a rotating basis to attract new staff members as well as effectively utilize space and office equipment.

Implementation Plan

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 90% or higher in-state answer rate for Lifeline calls.

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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			
Prioritize staffing needs based on available funding	02/01/22	03/31/22	Lead: Brenda Patterson, Katrina Sunivelle Partners: Department of Mental Health
Recruit staff through current internship programs and utilize traditional recruitment methods	03/01/22	06/30/22	Lead: Brenda Patterson, Katrina Sunivelle Partners: Department of Mental Health
Add staffing per available funding	03/01/22	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 90%.	10/1/21	06/30/22	Lead: Falisha Stewart, Brenda Patterson, Katrina Sunivelle Partners: Lifeline Centers
Continue to monitor data on in-state answer rates so the rate does not drop below 90%.	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

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

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Goal 3.1b Action Steps

Action Steps	Start Date	Due Date	Lead and Partners
See Core area #2 for funding strategies			
Prioritize staffing needs based on available funding	02/01/22	03/31/22	Lead: Brenda Patterson, Katrina Sunivelle Partners: Department of Mental Health
Recruit staff through current internship programs and utilize traditional recruitment methods, such as positing on job sites	03/01/22	06/30/22	Lead: Brenda Patterson, Katrina Sunivelle Partners: Department of Mental Health
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 maintain a 90% or higher in- state answer rate for Lifeline/988 calls.

Personnel/Partners

DMH and Lifeline centers

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Goal 3.2a Action Steps

Action Steps	Start Date	Due Date	Lead and Partners
See Core area #2 for funding strategies			
Monitor call volume and adjust staffing and schedules to maintain a 90% answer rate as calls increase	07/01/22	06/30/23	Lead: Brenda Patterson, Katrina Sunivelle Partners: Department of Mental Health
Add staffing per available funding to meet increased 988 volume	07/01/22	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. CONTACT Helpline met with ICH January 17-18, 2022, to conduct individual interviews with the organization. The Center has submitted all required paperwork and these interviews are the last step in the accreditation process. The Center should be completed with the process and receive accreditation in early 2022.

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.

Call documentation systems:

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

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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.

Current data collected at the State level:

DMH currently contracts with CONTACT the Crisis Line to answer Helpline calls after hours. The data collected is: Number of calls; Nature of calls; and Disposition of calls. DMH can request additional reports of various data as needed for grievances, reporting requirements, etc. DMH also receives monthly reports from the National Suicide Prevention Lifeline that provides data on Offered Calls, Answered Calls, ASA, Answer Rate, and Calls per County.

DMH utilizes Web Infrastructure for Treatment Services (WITS) as a web-based application that captures service data and a Data Warehouse that collects client level service data from DMH certified providers. Mobile Crisis data is currently entered into the Data Warehouse to capture crisis contacts and Mobile Crisis metrics are captured on paper. A WITS Crisis Module has been developed for electronic entry of Mobile Crisis data and will go live in April 2022.

Desired data to be collected:

In addition to call metrics, DMH will need to collect data on the number of referrals from Lifeline centers to Mobile Crisis Teams and the dispositions of those referrals; follow up referrals made; and the number of calls made to 988 from 911.

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. Mississippi recognizes the need to move toward an integrated system for collecting and distributing crisis data. DMH personnel have been researching current systems available to meet this need. Mississippi is also exploring technology to capture Mobile Crisis data and also allows the Lifeline Centers to dispatch Teams in real-time.

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
- The Planning Coalition has created sub-committees that include Crisis Care Coordination and Technology subcommittees. These

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subcommittees will continue to meet and research solutions for integrating systems and care coordination.

Implementation Plan

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.

Personnel/Partners

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

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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 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

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

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- adoption timeline.

Personnel/Partners

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

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.	11/1/22	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.	11/1/22	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 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 	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
<ul style="list-style-type: none"> 18% or less of calls routed to centers roll to the National Backup 			
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	East MS CIT Coordinator	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 The Crisis Line	CONTACT The Crisis Line
Monica	Wolters	Peer Support Specialist	PEER Support Specialist
Jeff	McCutchen	Chief	Oxford Police Department
Hillary	Nelms	Certified Peer Support Specialist	CPSS
John	Poulos	Major, Office Health & Wellness Program; D.R.I.V.E Program	MS Department of Public Safety

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The Mississippi Planning 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 centers, and state agency representation. Although not specifically indicated on the chart above, many members have lived experience and their feedback has been sought throughout the planning process. The Planning Coalition has expressed a desire to have a member with lived experience serve on every sub-committee to ensure that their voices are heard in all aspects of planning. DMH made extensive outreach attempts to representatives from PSAP organizations, however due to scheduling conflicts, they were not able to attend the meetings. Outreach to PSAP Coordinators is ongoing. A letter to E-911 coordinators is currently being drafted that provides information about 988 and invites members to participate in the Coalition. This letter will be sent prior to January 31, 2022. The Planning Coalition and subcommittees will continue to seek input from communities of color and groups that have been historically marginalized. Outreach efforts to continue adding members to seek this input is ongoing.

During the early months of meeting, the Planning Coalition developed and agreed upon a charter outlining the goals and expectations. The agreed upon purpose of the Coalition is to provide input and ensure the eight core planning elements are considered in the development of a plan for 988. The Coalition agreed to attend monthly meetings and committed to upholding the DMH values.

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

Date of Meeting	Topics Discussed
February 23, 2021	988 Introduction
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

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Date of Meeting	Topics Discussed
September 14, 2021	Review of an edited draft 988 Implementation Plan
November 9, 2021	Draft Implementation Plan submission Introduction of New Topic – Coalition Member Corner National Crisis Jam Re-cap and Discussion Creation of sub-committees
November 19, 2021	Crisis Care Coordination Subcommittee – Purpose Lived Experience Subcommittee – Purpose
November 30, 2021	Crisis Services Funding Subcommittee – Purpose First Responders Subcommittee – Purpose Technology Subcommittee - Purpose
December 3, 2021	Crisis Care Coordination Subcommittee – Reviewed ideas for a revised call flow process for calls into 988 and ideas to collect referral information
December 14, 2021	Report Out from 1 st sub-committee meetings National Crisis Jam Re-cap and Discussion Feedback from Vibrant on Draft 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.

Implementation Plan

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

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Goal 5.1a Action Steps

Action Steps	Start Date	Due Date	Lead and Partners
Facilitate 988 Planning Coalition meetings on a monthly basis	10/1/21	06/30/22	Lead: Katie Storr, Veronica Vaughn Partners: Planning Coalition
Maintain communication with the 988 Planning Coalition 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 stakeholders --- 911, law enforcement, lived experience –through written communication to sheriffs, police, and E-911 coordinators and via Law Enforcement & Lived Experience Subcommittee Planning Coalition members	11/1/21	06/30/22	Lead: Katie Storr, Planning Coalition, Advocacy Organizations Partners: Planning Coalition, Department of Mental Health
Develop plan on interoperability with 911 and other related systems and ensure efforts are aligned with other parts of Mississippi’s crisis services system.	01/01/22	06/30/22	Lead: Katie Storr, Veronica Vaughn Partners: Crisis Care Coordination Subcommittee, First Responders Subcommittee

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 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
Continue work to ensure that the 988 Planning Committee and 988 subcommittees are engaged in post-implementation decision-making and feedback	06/01/22	06/30/23	Lead: Katie Storr, Veronica Vaughn Partners: Planning Coalition
Continue work on interoperability with 911 and other related systems and ensure efforts are aligned with other parts of Mississippi's crisis services system.	06/01/22	06/30/23	Lead: Katie Storr, Veronica Vaughn Partners: Crisis Care Coordination Subcommittee, First Responders Subcommittee

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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 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

Extensive resource listings are maintained by multiple system partners throughout the state that include resources and linkages to the minimum required resources as outlined in the RFA. The Lifeline Centers compile information from multiple resources to create and maintain resource, linkage, and referral information for their Centers. An example of one of their Quick Reference Guides is attached as **APPENDIX B**. This is not the only resource guide available to the Lifeline Centers as they also maintain resources electronically and broken down by county. They utilize online resource listings maintained by other system partners as well.

Following is a summary of some of the resources that are available and utilized by the Lifeline Centers:

- Lifeline Centers – Each Lifeline Center currently compiles lists of resources for their crisis line staff that can connect callers with an array of providers, services, and information
- Community Mental Health Centers - compile their own resource lists.
- Department of Mental Health - maintains an online resource list that is available for the community. It provides resources for adult and children’s mental health services (mentalhealthms.com).
 - DMH maintains a resource listing of all certified providers and bed registry
 - DMH maintains a CSU listing and bed registry
 - DMH maintains Mobile Crisis Response Teams listings
 - DMH maintains substance use disorder treatment resource listing
 - DMH maintains the bed registry for inpatient psychiatric unit services
- DMH call center uses a national database designed for DMH for use by its call center, which is called “Refer”.
- Mississippi Council on Problem and Compulsive Gambling – maintains resources for compulsive gambling support

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- The Mississippi Department of Health maintains the AIDS Hotline, a listing for domestic violence shelters, and the area agencies on aging throughout the state.
- The University of Mississippi Medical Center has a Center for Gender and Sexual Minority Health that maintains an updated LGBTQ Resource Guide
- United Way – maintains 2-1-1
- Department of Public Safety – oversees the Bureau of Investigation Human Trafficking
 - National Human Trafficking Hotline
 - Maintains a Mississippi-specific human trafficking reporting phone line
- Social service resources are maintained by multiple state agencies and organizations, but Lifeline Centers have combined information into their own resource guides

As of January 2022, DMH is in the process of hiring a Crisis System Services Coordinator who will compile, combine, and maintain referral resources and linkages as outlined in the RFA into an easy to access, up-to-date resource for the Lifeline Centers.

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.
- 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

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- Crisis receiving and stabilization units
- Inpatient psychiatric unit services
- Domestic violence support services
- Sexual assault prevention and survivor services

Mississippi is currently exploring technology options to host a web-based statewide resource directory. Prior to 988 implementation, the Coalition is focused on collecting current resources and referral information that is maintained by all system partners to combine and provide to Community Mental Health Centers, Lifeline Centers, and relevant stakeholders. Mississippi is interested in learning what capability the Unified Platform will offer for resource solutions and will incorporate the platform into the State's strategy for maintaining a resource and referral system. After implementation of 988, further consideration will be given to investing in the development of an online resource system or determining if the unified platform can be utilized as a statewide resource and referral directory.

Progress

Steps Taken/Progress to Date:

The Coalition has reviewed the current approach to having resource 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.
- *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 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.

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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. Mississippi understands the importance of integrating and sharing resources statewide. We are considering the Unified Platform when it becomes available. Until that time, DMH will continue moving forward in gathering resources and compiling them for all to access.
- There is opportunity to continue to develop ways to create a system of crisis care rather than siloed operations. Mississippi understands the need to streamline the current crisis system to ensure all areas of the state have the same access to the mental health services they need. We are working with the thirteen Community Mental Health Centers and the two Lifeline centers to come up with the best way to achieve this endeavor. DMH is dedicated to continuing efforts to move this project to fruition.
- Partnerships have been developed through the Planning Coalition between the Lifeline Centers, first responders, and the Mobile Crisis Response Teams.
- The State is researching and exploring technology platforms to connect Lifeline Centers to Mobile Crisis Response Teams electronically to streamline the dispatching process.

Proposed Approach

- *Centers being able to dispatch mobile crisis teams* – Mississippi will develop a process to track the number of Lifeline Center calls to the Mobile Crisis Response teams. DMH and the Planning Coalition are exploring technology options to provide real-time dispatch of mobile crisis response teams. Additionally, quarterly meetings beginning in February 2022 will be held between the Lifeline Centers and Mobile Crisis Response Teams to continue developing those relationships.
- *Warm transfer/divert to and from 911* – DMH and the Planning Coalition will continue outreach to 911. In January 2022, a letter was sent by the Executive Director of DMH to all E911 administrators inviting them to join the First Responders subcommittee and educating them on 988. Training will be developed for 911 operators.
- *Access a real-time bed registry* – Mississippi will continue to make investments in the bed registry to assist in linking Lifeline Centers and first responders to available resources.
- *Linkages between the crisis centers* – The crisis centers operate separately, but continue to meet often and have developed a collaborative relationship.
- *Linkages with other services in the crisis continuum* – Relationships are continuing to be cultivated and technology options are being explored to link the Lifeline Centers with crisis system partners.

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Implementation Plan

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, comprehensive 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 development, maintenance, and distribution of the list).	10/01/21	03/01/22	Lead: DMH Crisis System Coordinator, Molly Taylor, Ja’Quila Newsome Partners: Planning Coalition, Community Mental Health Centers, Advocacy Organizations
Review all current resource and referral listings maintained by separate providers, seek input from stakeholders and service providers throughout the state, and provide a comprehensive resource listing for Lifeline Centers	10/01/21	05/01/22	Lead: DMH Crisis System Coordinator, Lifeline Centers, CMHCs Partners: Planning Coalition
Explore options for a statewide resource directory/electronic tool that will best serve Lifeline providers	02/01/22	06/30/22	Lead: Planning Coalition, DMH Partners: Crisis Care Coordination Subcommittee, Technology Subcommittee, Lifeline Centers

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Action Steps	Start Date	Due Date	Lead and Partners
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.	01/01/22	06/30/22	Lead: Katie Storr, Brent Hurley, Brenda Patterson, Katrina Sunivelle Partners: PSAP & Law Enforcement Coalition Members
Provide training to 911 providers regarding crisis services and 988	03/01/22	05/01/22	Lead: Veronica Vaughn, Lifeline Centers, CMHCs Partners: Planning Coalition, First Responders Subcommittee
Develop written protocols and standards to streamline the process for Lifeline centers to access mobile teams and crisis stabilization beds to serve callers.	11/01/21	06/30/22	Lead: Veronica Vaughn, Brent Hurley Partners: Lifeline Centers, Planning Coalition, Department of Mental Health, Community Mental Health Centers
Facilitate consistent meetings and technical assistance opportunities between Lifeline Centers and Mobile Crisis Response Teams	02/01/22	06/30/22	Lead: Veronica Vaughn, CMHCs, Lifeline Centers Partners: Crisis Care Coordination Subcommittee

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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
Explore possibilities for technology/systems integration to facilitate linkage between Lifeline Centers and the dispatch Mobile Crisis Response Teams	02/01/22	06/30/22	Lead: Katie Storr, Lifeline Centers, Mobile Crisis Response Teams Partners: Crisis Care Coordination Subcommittee

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
Continue researching options for a shared electronic tool, including working with Vibrant to explore tools being developed through the universal platform	11/01/22	06/30/23	Lead: Brenda Patterson, Katrina Sunivelle Partners: Denise Jones, DMH; Katie Storr, DMH; Veronica Vaughn, DMH

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Action Steps	Start Date	Due Date	Lead and Partners
Identify funding sources for a shared electronic tool	07/01/22	05/02/23	Lead: Brenda Patterson, Katrina Sunivelle, Katie Storr 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 currently 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.

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CONTACT TCL	Did not answer
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Both Centers currently offer telephonic follow-up to callers who consent within 24 hours. The Centers' follow up practices assess the individuals' well-being and suicide risk and refer callers to other providers. CONTACT The Crisis Line uses the information contained in the Lifeline sample consent form to seek consent from callers. They have incorporated the form in their iCarol protocol. This is attached as **APPENDIX C**.

The Centers refer individuals to their local Community Mental Health Centers when needed, but data on the follow up provided by the Community Mental Health Centers is not currently designated as a Lifeline Center referral for tracking purposes and information is not shared with the Lifeline Centers.

Follow-up call volume is anticipated to be at between 6,250 and 7,500 calls per year based on 2020 baseline data.

Gaps

The Lifeline centers do not currently have the capacity to address a possible increase in follow-up calls.

Follow-up and disposition data is lacking after a referral has been made to a crisis system provider (Mobile Crisis Team, CMHC).

Lifeline Centers do not currently have data easily accessible to provide % of Lifeline contacts that would presently be eligible for 988 Follow Up Services based on Lifeline minimum criteria for follow up eligibility.

Proposed Approach

The Planning Coalition will review data, make recommendations for data tracking, and develop protocols for follow-up services. Lifeline Centers will need additional staff to provide additional follow-up. Limited funding has been secured to provide an initial increase of staff to the Lifeline Centers. Although the Centers have incorporated Lifeline's best practices into their follow up services, protocols will be formalized.

CONTACT TCL has a current internship program with four interns who work 300 hours each. The Center will explore whether additional interns are needed and can be utilized to assist in increased staffing needs and follow up services. CONTACT Helpline will train supervisors in follow-up call protocols to provide back-up for those initiating the calls.

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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
Obtain and review call disposition data for Lifeline contacts to understand follow-up needs, volume, and dispositions	03/01/22	06/30/22	Lead: Lifeline Centers, Falisha Stewart Partners: Planning Coalition
Estimate and understand costs of aligning follow-up protocols with Lifeline best practices and costs	03/01/22	05/01/22	Lead: Brenda Patterson, Katrina Sunivelle, Falisha Stewart Partners: Planning Coalition
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
Identify and secure funding for providing increased staff to address follow-up calls	02/01/22	06/30/22	Lead: Katie Storr Partners: Lifeline Centers, Crisis System Funding Subcommittee
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
Explore if internship program(s) can be expanded to offer additional staffing resources to handle increased follow-up calls	04/01/22	06/30/22	Lead: Brenda Patterson, Katrina Sunivelle Partners: Planning Coalition

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Action Steps	Start Date	Due Date	Lead and Partners
Ensure onboarding training of Lifeline staff and regular professional development opportunities regarding follow-up calls.	04/01/22	06/30/22	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 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
Continue monitoring follow-up call data and services on a monthly basis.	07/01/22	06/30/23	Lead: Brenda Patterson, Katrina Sunivelle Partners: Planning Coalition, Department of Mental Health
Monitor call volume and staffing to determine if adequate staffing and protocols have been implemented	07/01/22	06/30/23	Lead: Brenda Patterson, Katrina Sunivelle Partners: Planning Coalition, Department of Mental Health

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Action Steps	Start Date	Due Date	Lead and Partners
Address any challenges with follow-up and develop strategies to address issues	07/01/22	06/30/23	Lead: Brenda Patterson, Katrina Sunivelle 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 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

In the last twelve years, the Department of Mental Health has led the development and outreach of several comprehensive, multi-objective awareness campaigns in Mississippi including Shatter the Silence, a suicide prevention campaign, Stand Up, Mississippi, an opioid awareness campaign, and Behind the Mask, a campaign focusing on the effects of COVID-19 on mental health. The main objectives of each campaign are to reduce stigma around mental health and substance use problems and normalize help seeking behaviors through the campaign’s website and/or app and other resources such as the states around the clock, toll-free, Helpline and the National Suicide Prevention Lifeline. Mississippi’s experience with managing these marketing campaigns is aligned with what will be needed for marketing 988 across the state and illustrates the ability to ensure that the objectives set forth in the state’s 988 Implementation Plan are successfully met. Mississippi will continue to leverage our experience with reaching even the most rural areas of the state by including 988 in all forms of outreach including presentations, educational materials, targeted and organic social media outreach, paid advertising through local television, radio, newspaper, and streaming media. The state will target school districts, colleges, universities, local hospitals, physician’s offices, community advocacy organizations, faith-based communities, peer groups, and special populations of focus such as Hispanic, Black, American Indian and Alaska Native, and LGBTQ+ communities with the public outreach campaign. DMH currently provides funding to the Community Mental Health Centers to market its existing statewide crisis system that is consistent with the described national approach. The state will market 988 while considering the existing state crisis system awareness campaign. Other considerations will focus on differentiating 988 from 911, 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 promotion of the multiple Mobile Crisis Response lines and will promote these changes in addition to 988. The final plan for Mobile Crisis Response lines has not been decided, but the State is leaning towards promoting 988 as the contact number to access Mobile Crisis Response Teams, while allowing the Mobile Crisis Response Team lines to remain for those who are familiar with the current contact method. Another option being considered is to create one phone number to access all Mobile Crisis Teams that works in conjunction with the Lifeline Centers. After implementation of one of these plans, an education campaign will be developed and disseminated statewide.

988 Implementation Plan for Mississippi

Funding has been secured for an overall public awareness and education campaign for behavioral health services in the state. Mississippi received \$2,000,000 in funds from the MHBG and SABG to educate Mississippians on available behavioral health services. As part of this campaign, Mississippi will market 988. In December 2021, DMH selected a marketing firm to develop the public awareness and education campaign through an Invitation for Bids process. The selected firm must receive final approval from the State's contract and procurement board and the State Board of Mental Health in February 2022. Once final approval has been granted, the marketing firm will be in place to develop a strategy for 988 outreach and education. The firm's outreach efforts will initially focus on promotion of overall behavioral health services, however, in collaboration with Coalition members will begin developing a strategy and materials for a broad dissemination of 988 information after the first year of implementation.

Proposed Approach

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 Planning Coalition, Mississippi has decided to continue to engage the coalition 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. During the first year of implementation, the State will focus marketing efforts on educating key stakeholders and groups about the change of the 1-800 number to 988.

During the second year of 988 implementation, funds from the block grants will be used to market 988 using guidelines and recommendations from SAMHSA and Vibrant. The coalition will also closely monitor progress and the status of geolocation technology in the state after implementation. 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 Coalition identified the following groups to initially engage as we develop a targeted education campaign:

- Community Mental Health Centers
- Law Enforcement
- School systems
- Local Education Departments
- 911

Strategies for educating these groups will be a mix between virtual recorded sessions, mail-outs with printed materials, and some face-to-face training sessions. These are key groups who are likely to currently promote the 1-800 National Suicide Lifeline phone number. DMH, Coalition members, and Lifeline Center employees will communicate the 1-800 changeover and intent of 988 to these groups prior to July 2022. Prior to Phase 2, the State will have a plan in place for Mobile Crisis Response Teams crisis lines and 988, and will develop additional trainings to include updated information. The training and materials will be developed in-kind by employees of the Department of Mental Health.

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DMH secured funds from the MHBG to hire a Crisis System Coordinator, which is on recruitment as of January 2022. This employee will develop the trainings and conduct the outreach in-kind as part of their job duties. Phase 1 outreach will be handled primarily by this employee, the Director of Outreach and Training, and the Director of Communications and Planning, all employed by the Department of Mental Health.

Formal and informal outreach to stakeholders will continue throughout both phases of implementation. In January 2022, the Executive Director of the Department of Mental Health sent letters to all sheriffs, police chiefs, chancery court judges, and chancery court clerks informing these groups about behavioral health services available in the state and provided information on 988. Additionally, a 988 white paper has been developed for members of the State Legislature, which convened on January 4, 2022.

During the second year of implementation, a marketing plan will have been developed with the firm to disseminate information statewide, giving particular focus to key groups. Based on data provided by the National Vital Statistics Rapid Release (NASS), Mississippi will seek input from Black communities, American Indians, Hispanic communities, LGBTQ+ population, and faith-based communities. Input will be sought from groups to assist with developing tailored messaging for groups with racial equity concerns, who have been historically marginalized. Based on Mississippi Statistically Automated Health Resources (MSTAHRS), counties with higher rates of death by suicide include Rankin, Hinds Madison, DeSoto, Harrison, Jackson, and Lee. These areas will be prioritized for targeted outreach. Prior to implementation and throughout implementation, DMH will promote 988 through its social media and website.

Outreach Budget

Activity	Responsible Party	Budget
Development of 988 trainings	DMH Crisis System Coordinator	Salary paid for by the MHBG
Updating and development of 988 materials	DMH Director of Communications & Planning Marketing Firm	In-Kind Approx. \$10,000 – funding secured
Promotion of 988 through Social Media	DMH Director of Communications & Planning	In-Kind
Development of Marketing Strategy	Marketing Firm to be hired	Approx. \$35,000 – funding secured
Education of 988 to stakeholders in the community	988 Planning Coalition Members DMH Executive Director DMH Chief of Staff	In-Kind
Development and dissemination of press releases	DMH Director of Communications & Planning	In-Kind
Coordination of 988 focus groups and sub-committees for 988 marketing / research and analysis of data / make recommendations to Coalition members regarding marketing decisions to reach key groups	Planning Consultant	\$65,000 per year

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Execution of 988 outreach campaign that includes media buys	Marketing Firm	To be developed with the Marketing Firm, but funding is secured
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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
Hire 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	03/01/22	Lead: Adam Moore, Molly Taylor, Katie Storr Partners: Board of DMH
Continue regular meetings of 988 Planning Coalition and Marketing Subcommittee.	02/01/22	06/30/22	Lead: Katie Storr Partners: Planning Coalition
Engage with key stakeholders to inform on 988	01/01/22	06/30/22	Lead: Katie Storr, Adam Moore, Molly Taylor Partners: Planning Coalition

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Action Steps	Start Date	Due Date	Lead and Partners
Identify key goals of a statewide messaging campaign around 988.	04/01/22	06/30/22	Lead: Adam Moore, Molly Taylor, Katie Storr Partners: Marketing Subcommittee
Identify key groups for 988 messaging, with a special priority on groups most at risk for suicide and mental health crisis.	03/01/22	06/30/22	Lead: Katie Storr, Adam Moore, Molly Taylor Partners: Planning Coalition, Lived Experience Subcommittee
Identify and conduct focus groups with partners to address racial equity concerns and groups who have been historically marginalized and utilize feedback to develop media plan for 988	04/01/22	06/30/22	Lead: Crisis System Coordinator Partners: Planning Coalition
Develop messaging and media plan for 988 implementation, ensuring that messaging and material development aligns with Vibrant and SAMHSA guidance	04/01/22	06/30/22	Lead: Adam Moore, Molly Taylor, Marketing Firm Partners: Marketing Subcommittee
Develop budget for 988 messaging campaign	4/1/22	6/30/33	Lead: Adam Moore, Molly Taylor, Katie Storr, Marketing Firm Partners: DMH Leadership
Disseminate information regarding 988 to identified key groups	01/01/22	06/30/22	Lead: Adam Moore, Molly Taylor, Crisis Services Coordinator Partners: Planning Coalition, Lifeline Centers, DMH Leadership
Develop trainings targeting key groups initially identified	05/01/22	06/30/22	Lead: Crisis Services Coordinator, Molly Taylor, Ja'Quila Newsome Partners: Marketing Subcommittee, 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

Goal 8.1b

By the end of Phase 1 (6/30/22) Mississippi will have developed 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.

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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
Review existing materials and identify needed changes to transition messaging from 800- based number to 988.	02/01/22	06/30/22	Lead: Adam Moore, Molly Taylor Partners: Marketing Subcommittee, Lifeline Centers
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

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
- Implemented a marketing/media communications campaign for 988
- 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.

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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
Conduct trainings targeting key groups initially identified	08/01/22	06/30/23	Lead: Crisis Services Coordinator, Molly Taylor Partners: Marketing Subcommittee, Planning Coalition, Katie Storr
Execute marketing/messaging strategy developed by firm	01/01/23	06/30/23	Lead: Adam Moore, Molly Taylor, Katie Storr Partners: Planning Coalition
Develop plan for tracking metrics and public messaging campaign impact	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 7 days		N	
Harrison	All (Countywide) 24/7 7 days		N	
Lauderdale	All (Countywide) 24/7 7 days		N	
Forrest	All (Countywide) 24/7 7 days		N	
Washington	All (Countywide) 24/7 7 days		N	
Desoto	All (Countywide) 24/7 7 days		N	
Hancock	All (Countywide) 24/7 7 days		N	
Pearl River	All (Countywide) 24/7 7 days		N	
Warren	All (Countywide) 24/7 7 days		N	
Adams	All (Countywide) 24/7 7 days		N	
Jackson	All (Countywide) 24/7 7 days		N	
Jones	All (Countywide) 24/7 7 days		N	
Lafayette	All (Countywide) 24/7 7 days		N	
Bolivar	All (Countywide) 24/7 7 days		N	
Coahoma	All (Countywide) 24/7 7 days		N	
Lincoln	All (Countywide) 24/7 7 days		N	
Lowndes		All (Countywide) 24/7 7 days	N	
Oktibbeha		All (Countywide) 24/7 7 days	N	
Rankin	All (Countywide) 24/7 7 days		N	
Stone	All (Countywide) 24/7 7 days		N	
Tishomingo	All (Countywide) 24/7 7 days		N	
Union	All (Countywide) 24/7 7 days		N	
Wayne	All (Countywide) 24/7 7 days		N	
Alcorn	All (Countywide) 24/7 7 days		N	
Covington	All (Countywide) 24/7 7 days		N	
George	All (Countywide) 24/7 7 days		N	
Lamar	All (Countywide) 24/7 7 days		N	

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

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Walthall	All (Countywide) 24/7 7 days		N	
Webster		All (Countywide) 24/7 7 days	N	
Wilkinson	All (Countywide) 24/7 7 days		N	
Winston		All (Countywide) 24/7 7 days	N	
Yalobusha	All (Countywide) 24/7 7 days		N	
Yazoo	All (Countywide) 24/7 7 days		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 7 days	N	
Harrison		All (Countywide) 24/7 7 days	N	
Lauderdale		All (Countywide) 24/7 7 days	N	
Forrest		All (Countywide) 24/7 7 days	N	
Washington		All (Countywide) 24/7 7 days	N	
Desoto		All (Countywide) 24/7 7 days	N	
Hancock		All (Countywide) 24/7 7 days	N	
Pearl River		All (Countywide) 24/7 7 days	N	
Warren		All (Countywide) 24/7 7 days	N	
Adams		All (Countywide) 24/7 7 days	N	
Jackson		All (Countywide) 24/7 7 days	N	
Jones		All (Countywide) 24/7 7 days	N	
Lafayette		All (Countywide) 24/7 7 days	N	
Bolivar		All (Countywide) 24/7 7 days	N	
Coahoma		All (Countywide) 24/7 7 days	N	
Lincoln		All (Countywide) 24/7 7 days	N	
Lowndes	All (Countywide) 24/7 7 days		N	
Oktribbeha	All (Countywide) 24/7 7 days		N	
Rankin		All (Countywide) 24/7 7 days	N	
Stone		All (Countywide) 24/7 7 days	N	
Tishomingo		All (Countywide) 24/7 7 days	N	
Union		All (Countywide) 24/7 7 days	N	
Wayne		All (Countywide) 24/7 7 days	N	
Alcorn		All (Countywide) 24/7 7 days	N	
Covington		All (Countywide) 24/7 7 days	N	
George		All (Countywide) 24/7 7 days	N	

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

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Tunica		All (Countywide) 24/7 7 days	N	
Walthall		All (Countywide) 24/7 7 days	N	
Webster	All (Countywide) 24/7 7 days		N	
Wilkinson		All (Countywide) 24/7 7 days	N	
Winston	All (Countywide) 24/7 7 days		N	
Yalobusha		All (Countywide) 24/7 7 days	N	
Yazoo		All (Countywide) 24/7 7 days	N	

Appendix B

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Example of One Referral/Resource Listing

Property of CONTACT® the Crisis Line 601-713-HELP (4357)

REFERRALS

Please also refer to iCarol Computer Program

ABUSE SHELTERS—See also “Shelter” section of this manual

- Center for Violence Prevention601-932-4198 / 800-266-4198 (formerly Rankin County Network, also Resource Center Network: shelter for abused families)
Shelter for Battered Families.....601-366-0222 (See also “Shelter” section in this manual)

AGING SERVICES (AREA AGENCY ON AGING)

- Central Mississippi AAA (Jackson)601-981-1511 (Hinds, Madison, Rankin, Copiah, Simpson, Warren, and Yazoo Counties)
Southwest Mississippi AAA (Natchez) 601-446-6044 (Adams, Amite, Claiborne, Franklin, Jefferson, Lawrence, Lincoln, Pike, Walthall, and Wilkinson Counties)

ALCOHOL & DRUG INFORMATION & GUIDANCE

- AA 24 hour Crisis Line (answer machine at night) 601-982-0081
AA night: YANA Club (555 Hartfield Street) 601-982-9279
Al-Anon & Alateen.....800-723-1116
Alcohol Services Center.....601-948-6220
National Council on Alcoholism601-899-5880

ALCOHOL & DRUG TREATMENT CENTERS

There are numerous other listings, including out-of-town resources, in the Yellow Pages under “Alcoholism”

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Ark, The (<i>for teens</i>).....	601-355-0077
Brentwood Behavioral Health.....	601-936-2024 / 800-863-4004
Gateway Rescue Mission Alcohol & Drug Treatment Program	601-353-5864
Listing continued next page →→→	
Home of Grace.....	338-826-5283
Marian Hill (<i>Vicksburg</i>).....	800-843-2131
New Roads Alcohol & Drug Services	601-591-5553
Pine Grove Behavioral Health & Addiction Ctr.....	601-853-0503 / 888-574-4673
St. Dominic Behavioral Health Services	601-200-3090 / 800-632-5907
VA Medical Center Chemical Dependence Treatment Program	601-362-4471

Please also see Alcohol and Drug Treatment referrals in the blue Department of Mental Health Manual.

BASIC NECESSITIES (Clothing; Food; Furniture; Rent; Shelter--Overnight; Shelter-Transitional; Shelter-Day; Utilities)

A. BASIC NECESSITIES: CLOTHING

Many local churches keep a clothing closet for the community: suggest to callers that they contact a nearby church to see if help is available there.

Crestwood Baptist Center	601-353-7683
Clinton Christian Community Corp (<i>Clinton only</i>)	601-924-9436
Cornerstone Church (<i>Tues. & Thurs.</i>)	601-371-3323
Gateway Rescue Mission.....	601-932-1668
Good Samaritan Center.....	601-355-6276
MadCAAP (<i>Madison County</i>).....	601-407-1404
Stewpot Clothing Closet	601-353-2759

B. BASIC NECESSITIES: FOOD

Many local churches keep a food pantry for the community: suggest to callers that they contact a nearby church to see if help is available there.

Crestwood Baptist Center	601-353-7683
Clinton Christian Community Corp (<i>Clinton only</i>)	601-924-9436
Cornerstone Church (<i>Friday 3:30 -4:45 P.M.</i>).....	601-371-3323
County Welfare Emergency Assistance:	

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Hinds	601-362-9892
Madison.....	601-859-4813
Rankin	601-825-7210
Food Pantry at Stewpot.....	601-353-2759

Listing continued next page →→→

Gateway Rescue Mission.....	601-932-1668
Good Samaritan.....	601-355-6276
<i>(after-hours food--when other sources unavailable)</i>	
Hinds County Human Resources	601-923-3950
MadCAAP (<i>Madison County</i>).....	601-407-1404
Meals on Wheels (over age 60)	
City of Jackson Aging Services	601-960-4428
Rural Hinds Co. Human Resources	601-923-3950
Madison County Human Resources	601-859-5703
Rankin County Human Resources	601-825-1309
New Dimensions (Wed and Sat).....	601-969-9856
Operation Shoestring (<i>Bailey Ave area only</i>)	601-353-6336
Rankin County Human Resource Agency	601-825-1309
Stewpot Food Pantry & Soup Kitchen.....	601-353-2759

C. BASIC NECESSITIES: FURNITURE

Good Samaritan Center.....	601-355-6276
Rankin County Human Resource Agency	601-825-1309

D. BASIC NECESSITIES: RENT

Many local churches will donate a small amount toward rent: suggest to callers that they contact nearby church to see if help is available there.

Good Samaritan.....	601-355-6276
Hinds County Human Resources	601-923-3950
Jackson Urban League	601-714-4600
Operation Shoestring (<i>Bailey Ave area only</i>)	601-353-6336
Rankin County Human Resource Agency	601-825-1309
Salvation Army—Hinds County.....	601-982-4881
Salvation Army—Rankin County.....	601-939-1250
Shady Grove Neighborhood Center.....	601-362-5116
Stewpot Community Services.....	601-353-2759
Voice of Calvary Mission	601-969-3088

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(Rent to own- low income housing)

E.1 BASIC NECESSITIES: SHELTER--OVERNIGHT

In all cases, your caller should call ahead to be certain of space and any special requirements.

- Billy Brumfield Men’s Shelter..... 601-948-2864 *(Men only)*
1244 South Gallatin, Jackson
- Gateway Rescue Mission..... 601-353-5864 *(Men only)*
328 South Gallatin, Jackson
- Hinds Co. Human Resource Agency 601-923-3950
Not a shelter. Transitioning from homelessness: assists with rent & deposits.
- Jimmy Stubbs House..... 601-351-8523
(Whitfield Community Services) for mentally ill homeless; day program, medications, psychotherapy, counseling; will help find shelter.
- Matt’s House Shelter for Women 601-948-2873 *(Women & children)*
343 Adelle Street, Jackson. Two meals; overnight; supposed to be in by 6 p.m.; especially if late, advise caller to call first or you may call for her.
- Our House (for runaway teens)..... 601-355-0161 *(Male/Female)*
- Salvation Army (men & women)..... 601-982-4881 (Ext. 120)
North State and Presto Lane
- Signs & Wonders (Wingard House) 601-355-9589
Families--prefer not just overnight but will take overnights in emergency
- Southern Christian Services (ages 14-21)..... 601-354-0983
- Wingard House (Signs & Wonders) 601-355-9589

E.2 BASIC NECESSITIES: SHELTER--TRANSITIONAL

- Center for Independent Learning 601- 373-1533
aka Friendship Connection For women leaving prison
- Hinds County Human Resource Agency 601-923-3950
Transitioning from homelessness. Assists with deposits for rent, utilities.
- Sims House 601-948-2785
Shelter for women (and their children) in transition: just out of primary treatment for mental problems or substance abuse, just out of prison, etc.

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E.3 BASIC NECESSITIES: SHELTER--DAY TIME

Stewpot Opportunity Center 601-949-3540
(Daytime place for homeless; counseling; place to shower & wash clothes)

F. BASIC NECESSITIES: UTILITIES

Bolton Neighborhood Service Center 601-866-2831 (Low income, elderly)
Catholic Charities 601-355-8634
Clinton Christian Community Corporation 601-924-9436 (Clinton only)
Deliver Me Senior Support Services 601-354-4646 (62 & older)
Edwards Neighborhood Service Center 601-852-8052 (Low income, elderly)
Energy Assistance (L.I.H.E.A.P.) 800-421-0762
Fannie Jackson Neighborhood Service Center 601-878-5056 (Low income, elderly)
Human Resource Agency (only help for deposits on utilities)
 Hinds Co (outside Jackson). 601-923-3950
 Madison Co. 601-859-5703
 Rankin Co. 601-825-1309
Operation Shoestring 601-353-6336 (Bailey Ave. area only)
Salvation Army-Hinds County 601-982-4881
Salvation Army-Rankin County 601-825-1309
Utica-Little Mount Neighborhood Service Center .. 601-885-6030 (Low income, elderly)

CHILD SUPPORT

Mississippi Dept. of Human Services, Division of Child Support Enforcement
Customer Service and Case Information 1-877-882-4916

COUNSELING

See also Financial Counseling and Medical Care: Psychiatry.

Baptist Medical Center
 Samaritan Counseling Center 601-973-1697
Baptist Medical Center
 Senior Behavioral Health Services Program 601-968-1051
Canopy Children's Services 601-352-7784
Family Crisis Intervention Service 601-355-8634

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Hinds Behavioral Health..... 601-321-2400 (*sliding scale fee*)
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Merit Health Central (formerly CMMC)

Behavioral Health Services..... 601-376-2600.
Northeast Counseling Associates..... 601-605-4084 (*sliding scale fee*)
Pathways (group/individual for elderly/disabled) ... 601-362-1469 (*Medicare B*)
Reformed Theological Seminary Counseling Ctr.... 601-923-1645 (*sliding scale fee*)
Region VIII Mental Health 601-825-8800
(*Madison, Rankin Simpson*)
Region XV Mental Health 601-638-0031
(*Warren, Yazoo*)
Saint Dominic’s Hospital
Counseling Center..... 601-200-3110
Shepherds Staff 601-664-0455 (*sliding scale fee*)
University Medical Center
Child & Family Psychology Clinic..... 601-984-5831
Child Psychiatry Clinic 601-984-5831
Headache Clinic 601-984-5831
Psychiatric Clinic (*Jackson Medical Mall*)..... 601-984-5831
Sleep Disorder..... 601-984-5831
VA Medical Center
Mental Health Outpatient Clinic..... 601-364-1242
Mental Health Service..... 601-368-4152
Trauma Recovery Program..... 601-364-1289

For private therapists, refer to online yellow pages:

- Marriage counselors
- Psychiatrists
- Psychologists
- Psychotherapists

EATING DISORDER TREATMENT CENTERS

UMC..... 601-984-5804
Turning Point 601-362-1985
Overeaters Anonymous..... 601-957-0321

EDUCATION & LITERACY

Clinton Program for Adult Learners 601-924-0247
Governor’s Office of Literacy 601-982-6591

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Rankin County Program for Adult Literacy 601-825-5040
Tutoring for Children-Stewpot 601-948-2941

FINANCIAL COUNSELING

Consumer Credit Counseling Service..... 601-352-7784 / 800-251-2227
(help solve debt problems)
Hinds County Human Resource Agency 601-923-3950
(Default on Mortgages)
Free Financial Counseling 601-987-3973
(State agency-leave name, phone number for free information)

FUNERAL (FINANCIAL ASSISTANCE)

None available: Unless the need is for victims of crime, then see Victim of Crime Compensation.

GAMBLERS

Gamblers Anonymous..... 800-GAMBLER
(for local groups see Support Group Manual)

INFORMATION & REFERRAL (GENERAL)

ACTION Line (*City of Jackson*)..... 601-960-1111
AIDS Hotline 800-826-2961
Council on Aging 601-359-4625
Governor's Service Line 601-359-3150

LEGAL

Central Mississippi Legal Services 601-948-6752 / 800-959-6752
Child Support Payments 601-359-4861 / 800-434-5437
East Mississippi Legal Services..... 601-693-5470
Legal Line 601-960-9572 / 800-682-6423
(see if you have a case or not—12 noon-2 pm Mon.-Fri.)
North Mississippi Rural Legal Services 800-898-8731
Southeast Mississippi Legal Services 601-545-2950
Southwest Mississippi Legal Services 607-684-0578
Stewpot Legal Clinic (*noon, call for dates*)..... 601-353-2759

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MEDICAL

See also: Poison

A. MEDICAL: DENTURES

Deliver Me Senior Support Services 601-354-4646 (age 62+)
Donated Dental Services (*Disabled or 65+*) 800-366-3640
Jackson/Hinds Comprehensive Health Center..... 601-362-5321

B. MEDICAL: GLASSES

Deliver Me Senior Support Services 601-354-4646 (age 62+)
Jackson/Hinds Comprehensive Health Center..... 601-362-5321

C. MEDICAL: MEDICAL CARE

See also the online Yellow Pages for Hospitals and Physicians

Cornerstone Church 601-371-3323
on Wednesdays and Fridays 8:00-12:00 noon
Hinds County Department of Health 601-364-2666
Jackson/Hinds Comprehensive Health Center..... 601-362-5321
*Medical & Social Services for homeless/shelter residents;
night clinic; RN all day; MD 3:00-5:00 pm*
Madison County Health Department 601-859-3316
Rankin County Health Department..... 601-825-2217
Warren County Health Department 601-636-4356
Voice of Calvary Health Center..... 601-353-1635 / 601-944-9912

D. MEDICAL: PRESCRIPTIONS

See Also “Prescription Drug Assistance Program” booklet on Carousel.

Good Samaritan Center 601-355-6276
Hinds County Human Resources 601-923-3950
Jackson/Hinds Comprehensive Health Center..... 601-362-5321
Shady Grove Neighborhood Center..... 601-362-5116
Stewpot Community Services..... 601-353-2759

E. MEDICAL: SEXUALLY TRANSMITTED DISEASES

Building Bridges 601-922-0100

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State Department of Health (*Free testing and info*) 601-576-7723
Hinds County (*Free testing and info*) 601-364-2666
Madison County (*Free testing and info*)..... 601-859-3316
Rankin County (*Free testing and info*) 601-825-2141

F. MEDICAL: SUPPLIES

Good Samaritan Center..... 601-355-6276

G. MEDICAL: TRANSPORTATION

Deliver Me Senior Support Services 601-354-4646
(*Will pick up prescriptions for Senior Citizens*)

POISON

University Medical Center
Poison Control Unit 601-354-7660

PREGNANCY: CONTRACEPTION, PREGNANCY TESTING & COUNSELING

Bethany Christian..... 601-362-1999
National Hotline..... 800-238-4269
Birthright..... 601-371-7711
Catholic Charities..... 601-960-8649
Health Departments
Hinds 601-364-2666
Madison..... 601-859-3316
Rankin 601-825-2141
Mississippi Family Health Services..... 601-914-0163
Jackson Women’s Health Organization..... 601-366-2261

RUNAWAYS

Center for Missing Children 800-843-5678
Our House (local shelter for runaways)..... 601-355-0161
National Runaway Hotline Switchboard 800-621-4000 /
800-RUNAWAY (786-2929)
Nineline (Covenant House)..... 800-999-9999

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SEXUALITY (See also: *SEX ADDICTS ANON--Support Groups Manual*)

National Council on Sexual Addiction 770-541-9912
Psychiatric Outpatient 601-984-5836
Summit Counseling 601-949-1949

SCHOOL SUPPLIES

Good Samaritan Center 601-355-6276
Operation Shoestring 601-353-6336

SLEEP DISORDER

Sleep Disorder Clinics

Baptist Medical Center 601-968-1157
Merit Health Central (formerly CMMC) 1-866-520-5646
Rankin Medical Center 800-989-1015
River Oaks Hospital 601-933-5521
St. Dominic’s Hospital 601-362-3599
University Medical Center 601-984-4820

SMOKING CESSATION CLINICS

ACT – Jackson Medical Mall 601-815-1180

TRAVELERS IN CRISIS

Good Samaritan 601-355-6276

TEENAGERS

Adolescent Crisis Center (*Hope Haven*) 601-376-0500
Ark, The (*Alcohol\Drug Treatment for teens*) 601-355-0077
Crestwood Baptist Center 601-353-7683
Family Development (Youth) Services 601-355-8634
Canopy Children’s Services (*counseling*) 601-352-7784
Operation Shoestring (*After-school/summer programs, ACT college prep classes, art, dance, martial arts, sports, playground*) 601-353-6336

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Our House (*Runaway Shelter*) 601-355-0161
Southern Christian Services 601-354-0983

TUTORING

Operation Shoestring..... 601-353-6336
Stewpot Community Services
(*Children--after school*)..... 601-353-2759/601-948-2941

VICTIMS OF CRIME

Crime Victim Compensation Program 601-359-6766
Outside of Jackson 800-829-6766
(*Assistance for medical expenses, loss of wages, mental health counseling, funeral expenses when any of these were a direct result of a criminal act. Loss of property, payment for pain and suffering, and expenses paid by an insurance plan are not covered.*)

VETERANS IN CRISIS

VA Medical Center
Chemical Dependence Treatment Program 601-364-1254
Mental Health Outpatient Clinic 601-364-1242
Mental Health Service..... 601-368-4152
Telephone Advice Nurse..... 601-368-4492
Trauma Recovery Program 601-364-1289

WORK

Christian Women's Job Corp..... 601-353-9946
Mississippi Employment Service..... 601-321-7940 / 601-939-0786
W.I.N. Job Center 601-368-2900 / 601-321-7931

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Appendix C

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Appendix B: Lifeline Sample Consent Form

We are concerned about you and we want to help you stay safe. Would it be okay for someone from our crisis center (Crisis Center Name) to call you and see how you are doing? Making these follow-up calls is an important part of our services. We have found that these follow-up contacts can help keep people safe and feel supported until they are feeling better (and/or linked to treatment services). Would it be okay for us to contact you in (time period to be decided by the crisis worker completing this form)?

YES NO

1. Name of client: _____
2. Name of crisis counselor completing this form: _____
3. Date of Referral: . / . / .

Safety plan is complete and in the caller's record. (If not, fill the below information)

4. Telephone #: _____
Phone for? (circle): Home# _____ Cell# _____ Office# _____
5. Best day(s) and times to call: _____
6. Preferred language for follow-up call: _____
7. Do you have an answering machine or voicemail on this telephone? YES NO
If "Yes:"
If you are not able to answer when we call, is it okay for us to leave a message?
 Do NOT Leave a Message
 Leave a Hotline Message
 Leave a Different Message (Details): _____
8. If someone else answers when (Crisis Center Name) calls, is it okay for them to leave a message with the person who answers the phone? YES NO No one else will answer
If "Yes:"
 Do NOT Leave a Message
 Leave a Hotline Message
 Leave a Different Message (Details): _____

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The information you have provided here and any other information exchanged between you and the (Crisis Center Name) staff is strictly confidential. If the (Crisis Center Name) wishes to share your information with others that can assist in your care, we must obtain your permission to do so. The only exception to this rule is if your life (or the life of others) is in danger. In this case, the (Crisis Center Name) may only share information about you with individuals or agencies that they believe can assure your immediate safety.

When a staff member from the (Crisis Center Name) calls you, they will ask you questions about how you are doing, how safe you are feeling at the time, and what actions you are taking to keep yourself safe. They will see what kind of help you may still need at the time, and do whatever they can do to help you.

You are also free to contact the (Crisis Center Name) directly at any time during or after your involvement in this follow up program to obtain more help.

Signed: _____

Date: _____

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- Physical Health
 - Addictions, Alcohol
 - Addictions, Drug
 - Addictions, Other
 - Health problems
 - HIV or AIDS
 - Pregnancy
- Abuse or Violence
 - Abuse, Child or Vulnerable Adult
 - Abuse, Spousal
 - Crime or Violence
 - Rape or Sexual Abuse
- Basic Necessities
 - Employment or Financial
 - Food
 - Utilities
 - Medical
 - Other (shelter, occupancy, homelessness, clothing, furniture)
- Sexual
 - Manipulative or Obscene
 - Sexual Problems
- Other
 - Miscellaneous (faith, values, personal growth, societal concerns, anything that does not fit another category)
 - Crisis line related

Referrals made in this report
(None currently selected)

Previous referrals made to this caller

Refresh this list

Schedule a Follow-up activity

Contact method	Phone call	Assigned To	Brenda Patterson
Status *	(select one)	Due On	11/20/2022 at 12:00:00
Phone		Phone calls - It is OK to leave a message:	(not specified)
Name to ask for		OK to use caller's info with third parties:	(not specified)
Try to contact	(select one)	Follow-up is with	The original caller
Contact attempts made so far	none yet	Email	
Subject *			minutes spent on this activity
Instructions and Notes	<div style="border: 1px solid #ccc; height: 100px;"></div>		

Add New Follow Up Clear Follow Up

Scheduled Follow-ups

- Legal Hold - No editing can be done (Admins only)
- Report has been reviewed for accuracy (Admins only)

Submit Cancel Delete Save as draft Print
History of changes to this Contact Record

