



**CABINET FOR HEALTH AND FAMILY SERVICES**  
**Department for Community Based Services**  
**Division of Protection and Permanency**

**Andy Beshear**  
Governor

275 East Main Street, 3E-A  
Frankfort, KY 40621  
502-564-6852  
[www.chfs.ky.gov/agencies/dpbs](http://www.chfs.ky.gov/agencies/dpbs)

**Eric C. Friedlander**  
Secretary

**Marta Miranda-Straub**  
Commissioner

**PROTECTION AND PERMANENCY INFORMATION MEMORANDUM, 22-09**

**TO:** Service Region Administrators  
Service Region Administrator Associates  
Service Region Clinical Associates  
Regional Program Specialists  
Family Services Office Supervisors

**FROM:** Tracy DeSimone, Assistant Director  
Division of Protection and Permanency

**DATE:** July 8, 2022

**SUBJECT:** 988 Implementation in Kentucky

The purpose of this information memorandum is to notify staff of the 988 Suicide & Crisis Lifeline. Effective July 16, 2022, the United States will transition to 988 – the easy-to-remember number to reach the existing National Suicide Prevention Lifeline. This transition is an important step to strengthening and transforming the crisis care continuum in the United States.

Below are some facts regarding 988 implementation in Kentucky:

- 988 is to behavioral health crises what 911 is to other emergencies. Currently, an individual in crisis can call the National Suicide Prevention Lifeline (NSPL) at 1-800-273-TALK(8255). This ten-digit number will remain active when the easier to remember 988 number goes live on July 16.
- A 988 Coalition of approximately 70 individuals from various backgrounds, lived experiences, and agencies has been working on the 988 implementation for more than a year.
- There are six (6) workgroups that meet monthly to ensure quality standards are met, sustainable funding sources are identified, culturally sensitive and appropriate services

are available, NSPL call centers in Kentucky are supported, partnerships with 911 are developed, and appropriate marketing plans for 2023 are developed.

- Nationally, marketing for 988 has not been initiated. Materials are available, but a marketing push is being delayed. Kentucky is working on a targeted marketing campaign for the most at-risk populations for suicide, lesbian, gay, bisexual, and transgender (LGBTQ), and Black, Indigenous, and people of color (BIPOC). This marketing campaign will begin in 2023.
- Kentucky is developing a 988 landing page for information on 988 in Kentucky. The anticipated launch date is July 18.
- The [Kentucky 988 implementation progress report shows data as of May 2022](#).

Tip sheets and other resources can be found in the [988 Partner Tool Kit](#) from the Substance Abuse and Mental Health Service Administration (SAMHSA).

If you have any questions concerning this information memorandum, please contact:

Clarissa Allen, Social Service Specialist  
Clinical Services Branch  
[clarissa.allen@ky.gov](mailto:clarissa.allen@ky.gov)