

The National Suicide Prevention Lifeline and New Jersey



Semi-annual Call Volume and Center Status Report

(January-June 2020)

WHO ARE WE?

The Lifeline is the nation's public safety net for all American residents in emotional distress or suicidal crisis.

The Lifeline was established in 2005 by SAMHSA.

Through its toll-free number (800-273-TALK), the Lifeline is a national service designed to seamlessly connect persons in each state to **locally financed and operated** crisis centers, so they are able to get the best care, **nearest to them**.

This year, the Lifeline's network of over 160 local centers will answer over 2 million calls.

WE BELIEVE

1. Healing, hope, and help can happen.

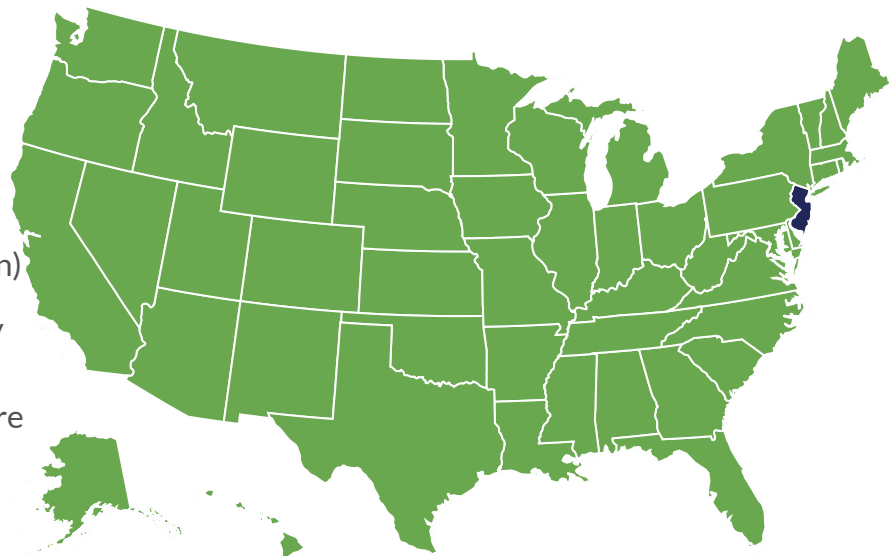
2. We can all take action to prevent suicide.

3. Local crisis centers are critical partners in all community suicide prevention.

NEW JERSEY MEMBERS

In New Jersey, there are **5** crisis centers which are members of the Lifeline...

- 📍 CONTACT We Care (Westfield)
- 📍 CONTACT of Burlington County (Moorestown)
- 📍 CONTACT of Mercer County (Pennington)
- 📍 Mental Health Association of New Jersey (Verona)
- 📍 Rutgers University Behavioral Health Care (Piscataway)



NEW JERSEY HIGHLIGHTS

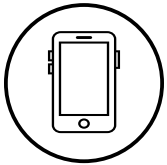
The Lifeline is a local and national safety net for people in crisis, with one easily recognizable national toll free hotline.



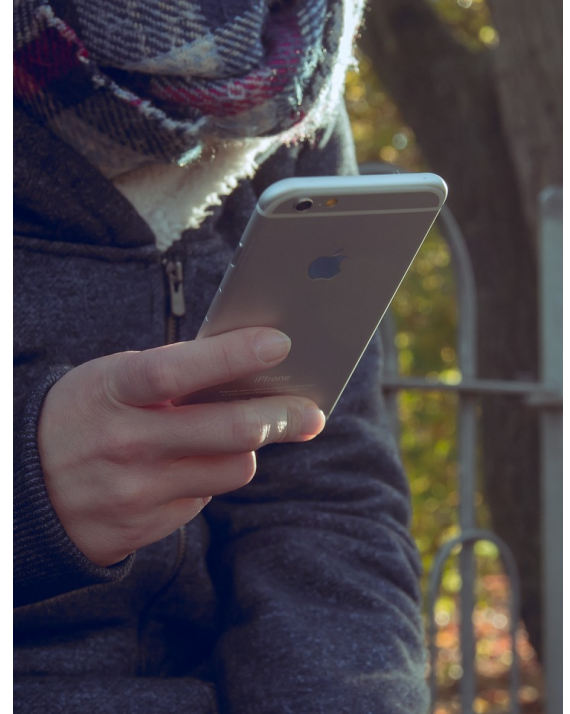
In the first six months of 2020, there were **20,961** callers from New Jersey to the Lifeline.



Of those 20,961 callers, **84%** were able to receive help in New Jersey.

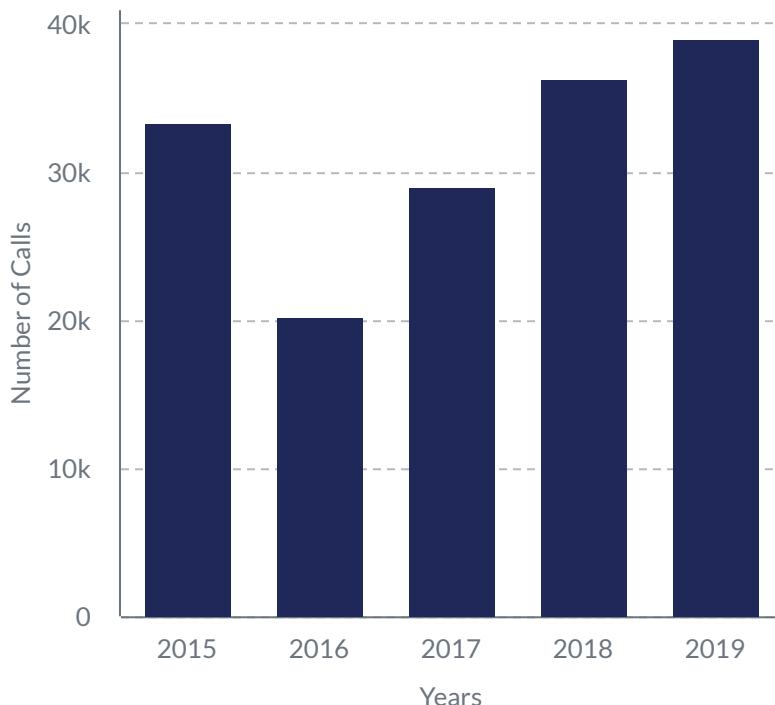


Which means that 3,383 callers from New Jersey, were unable to be answered by a local center in New Jersey.

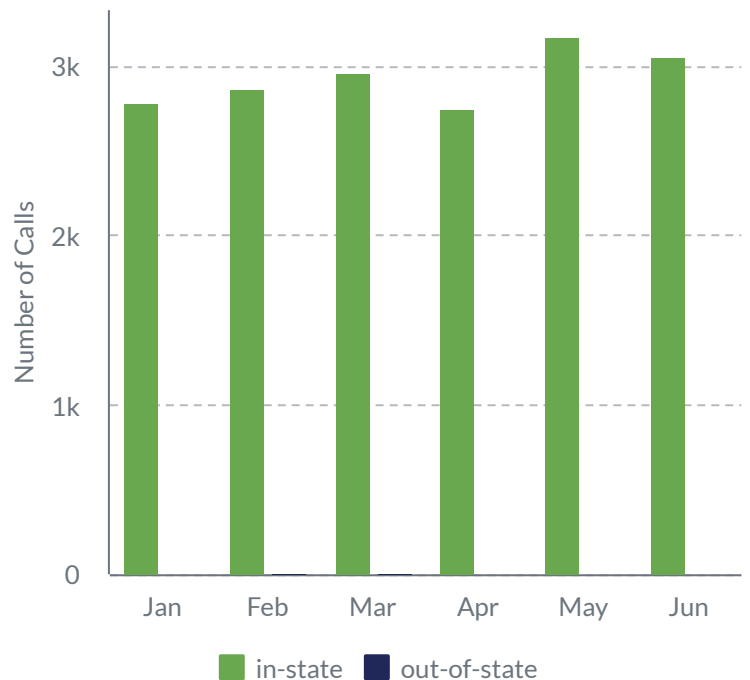


Where are the callers from New Jersey being answered?

Callers from New Jersey are better served by their local crisis centers. However, if the nearest center to the caller is busy, Lifeline network backup centers in other regions across the United States make their best efforts to answer these calls.



This chart shows total annual call volume from New Jersey for the last five years.



This chart shows where the callers from New Jersey were answered between January and June of 2020.

OUR GOALS

Why is it important that your state support local Lifeline crisis centers?



Best Practices in Crisis Care

The clinical care task force for the National Action Alliance finds that best practices in suicide care have not been implemented in all crisis settings*.

Being a member of the Lifeline ensures that your state is meeting standards established by SAMHSA funded evaluation of crisis centers*. These evaluations show Lifeline centers significantly reduce emotional distress and suicidality in callers.

All Lifeline centers are required to be accredited and adopt industry standard practices based on research and national expert consensus. Recent research by Rand* shows that Lifeline centers do a better job of assessing risk and reducing distress in callers than non-Lifeline crisis centers.



Cost Effective Means to Fill in Gaps of Care

Aside from research showing that Lifeline centers reduce suicidal and emotional distress in callers, Lifeline centers in your state can better ensure that New Jersey callers "go through the right door" for local care.

Local Lifeline crisis centers reduce the burden on your emergency rooms, police, and emergency responders, as well as your behavioral healthcare providers, who often must step in when emotional crises escalate. The centers also provide a safety net in the absence of other affordable community resources.

People in crisis can easily use hotlines to access help when other mental health, substance abuse, and social services have eligibility restrictions, are unavailable in rural areas, are inaccessible during late-night hours, or no longer operate because of budget cuts.

Source: goo.gl/yCSuGz

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PUBLIC RECOGNITION

To efficiently connect callers with your local crisis and behavioral health services, the crisis centers in New Jersey need to be part of the Lifeline.

The phone number and brand of the National Suicide Prevention Lifeline can be associated with many state and national public health efforts to prevent suicide. Millions of suicide prevention stakeholders across this country are promoting the Lifeline offline and online, but 75% of Lifeline callers first learn of the service from online resources.



Any search that is suicide related... **results in a prominently displayed "one box" through our partnership with Google.**



Our partnerships with social media companies... **reach up to 7 million people annually.**



The Joint Commission now requires... **all accredited facilities to give the Lifeline number to all suicidal persons they are serving.**



When people in the U.S. mention suicide to Apple iPhone's Siri... **she refers them to the Lifeline.**

"Studies indicate that crisis hotlines play a critical role in ... the mental health system. Crisis hotlines could also be utilized to provide monitoring or tracking of patients after hospital treatment for a suicide attempt. Crisis hotlines deserve the active support of the SMHA to ensure high quality, cost-effective services are consistently available to all residents of the state."

- NASMHPD 2007 Suicide Prevention Efforts for Individuals with Serious Mental Illness: Roles for the State Mental Health Authority (SMHA)

QUESTIONS?



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Your callers in crisis deserve the best help they can receive - and they deserve to receive it in their own state, from providers who know where the best care is to support their local needs.

Support your local crisis centers .

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