



# LOUISIANA CRISIS RESPONSE SYSTEM - IMPLEMENTATION PLAN UPDATE



February 24, 2022

# AGENDA

- Louisiana Crisis Response System
  - Implementation Update
  - Soft Launch
- Implementation Updates
  - LSU Workforce Development Update
- 988
- Next Steps

# FOUR MAIN CRISIS SERVICES

All services are time-limited and offered to individuals experiencing psychiatric crisis until the crisis is resolved and/or the person returns to existing services or is linked to other behavioral health supports as needed.

\*pending budget approval

**This schedule reflects a soft launch of services as aspects of the system are still being built**

**Mobile Crisis  
Response  
(MCR)**

**March 2022**

**Community  
Brief Crisis  
Support  
(CBCS)**

**March 2022**

**Behavioral  
Health Crisis  
Care (BHCC)  
Centers**

**April 2022**

**Crisis  
Stabilization  
(CS)**

**SFY 2023**

# OBH CRISIS RESPONSE SYSTEM – UPDATE

- Continuing to work with providers on READINESS for implementation.
  - This occurs through weekly meetings with providers and MCOs as programs prepare for go live.
- Implementation will occur via a soft launch of services with some programs initially operating 40 hours a week.
  - OBH is allowing 12 – 18 months for this soft launch, as services become established within their local areas and a centralized crisis hub for triage/dispatch is operationalized and implemented. Note: this Crisis HUB is separate from 988 implementation
- Work underway to establish services statewide and ensuring coverage in those areas without identified providers.

# OBH CRISIS RESPONSE SYSTEM – FIRST COHORT

APPLICANT	REGION	MCR	CBCS	BHCC	CS
Target Implementation Timelines		March 2022	March 2022	April 2022	SFY 23
Merakey Pennsylvania	1	n/a	n/a	√	RFA – published TBD
Resources for Human Development, Inc.	1	√	√	n/a	RFA – published TBD
Recovery Innovations DBA RI International	2	√	√	√	√
Start Corporation	3	√	√	√	√
Ness Healthcare	4	√	√	√	RFA – published TBD
Merakey Pennsylvania	7	√	√	√	RFA – published TBD
Ness Healthcare	9	√	√	√	n/a
Start Corporation	9	n/a	n/a	n/a	√
Jefferson Parish Human Services Authority	10	n/a	√	√	RFA –
Resources for Human Development, Inc.	10	√	n/a	n/a	published TBD

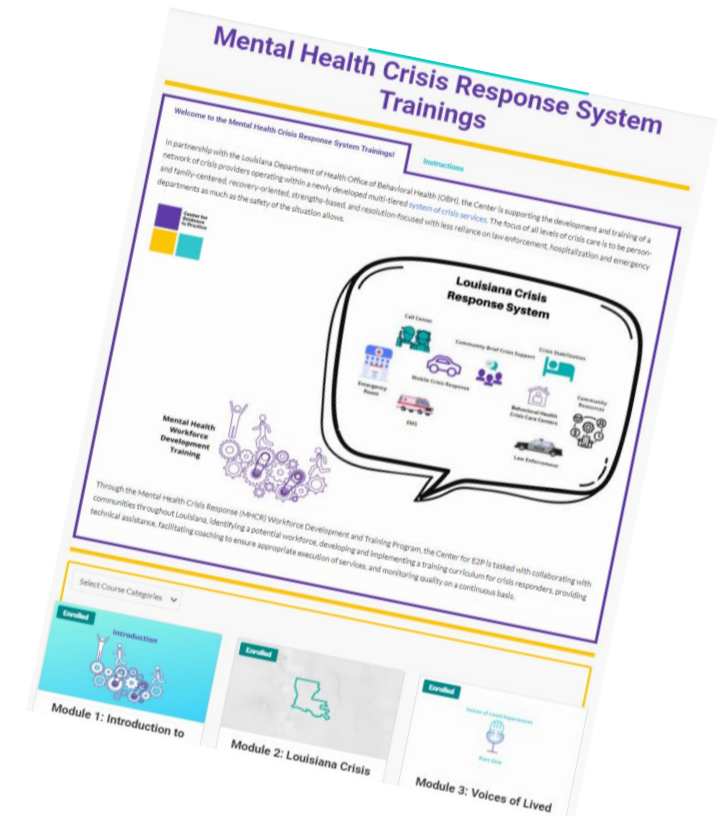
# OBH CRISIS RESPONSE SYSTEM – SECOND COHORT

APPLICANT	REGIONS	MCR	CBCS	BHCC	CS
Target Implementation Timelines		June 2022	June 2022	June 2022	SFY 23
NO APPLICANTS	5	RFA – published 2/21	RFA – published 2/21	RFA – published 2/21	RFA – published TBD
NO APPLICANTS	6	RFA – published 2/21	RFA – published 2/21	RFA – published 2/21	RFA – published TBD
NO APPLICANTS	8	RFA – published 2/21	RFA – published 2/21	RFA – published 2/21	RFA – published TBD

# COLLABORATION WITH LSU & THE CENTER FOR EVIDENCE TO PRACTICE

LSU continues to conduct training to MCOs and providers with approximately **160 individuals trained to date** in topics such as:

- Modern Crisis Systems
- Crisis Response Teams
- How Brains Respond to Stress
- Person-Centered Response
- Crisis Response Process & Triage
- Adult Mental Health Conditions
- Safety
- Crisis De-escalation & Follow-up
- Self-Care
- Tools for Crisis Recovery

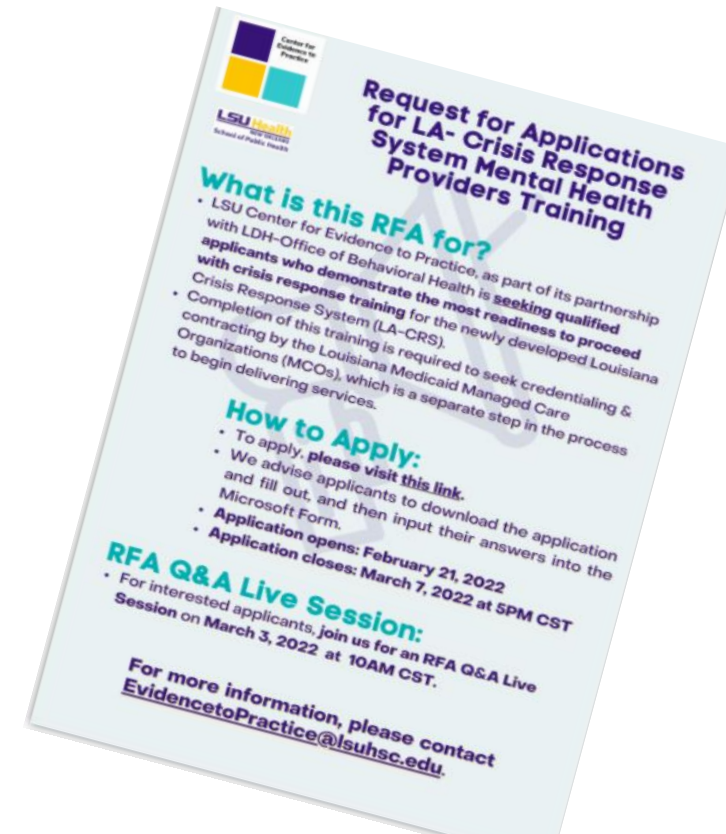


# TRAINING APPLICATION

LSU has issued the latest Applications for Training (RFA) in an effort to establish **MCR, CBCS**, and **BHCC** services further in the state. The timeline is:

- |                          |                   |
|--------------------------|-------------------|
| ▪ Training RFA Published | February 21, 2022 |
| ▪ RFA Q&A                | March 3, 2022     |
| ▪ RFA Due                | March 7, 2022     |
| ▪ RFA Final Selection    | March 18, 2022    |
| ▪ Training starts        | Early May         |
| ▪ Service Implementation | June 2022         |

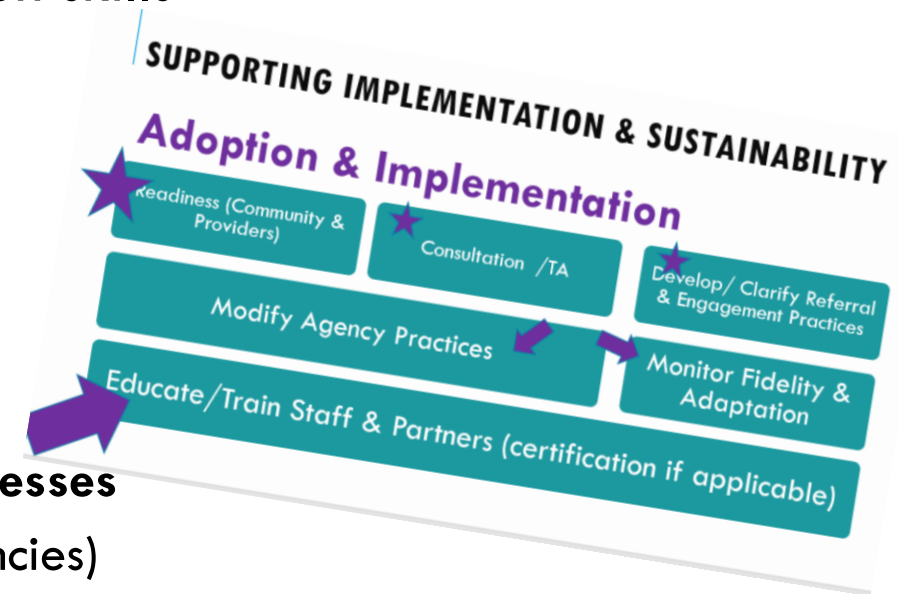
RFA available at [laevidencetopractice.com](https://laevidencetopractice.com)





# WORKFORCE DEVELOPMENT UPDATE

- Training is done in a **modern workforce approach** focused on skills and follow-up support.
- Continue exploring **coverage, gaps** and helping **areas/organizations become ready**
- Next steps...
  - Forming **third training cohort** (March 2022)
  - Continue outreach with key **collaborators, develop, and improve processes**
  - **Coaching** (begins in March for a period of six months for trained agencies)
  - **CS training** (Summer/Fall pending)
  - Establish **ongoing revolving schedule of training** for new staff, organizations, etc.
  - Collect **information on training and service delivery** to adjust processes as needed





**IMPLEMENTING 988**  
**JULY 16, 2022**

# OBJECTIVES

1. What is 988?
2. Overview of the National Suicide Prevention Lifeline
3. How Lifeline Calls are Routed
4. Planning and Implementing 988 in Louisiana

# THE NATIONAL SUICIDE PREVENTION PHONE NUMBER IS CHANGING FROM A.....



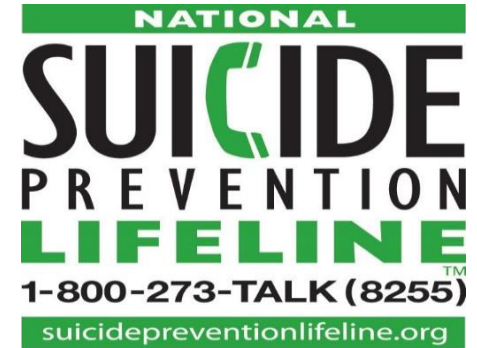
# AS SAMHSA EXPLAINS...

- If a family member experiences severe chest pains in the company of another family member, both the patient and the family member, despite their heightened anxiety, would remember the number 911.
- The concern is that people experiencing a suicidal crisis or their family members at a similar moment of suicidal crisis **might not remember** 1-800-273-8255 (TALK).
- A “3-digit access” would make it easier to connect people in need with “help” and “deliver” timely and effective crisis intervention services to millions of Americans.

# ACCORDING TO THE FCC, THE USE OF A DEDICATED 3-DIGIT DIALING CODE IS A WAY TO.....

- Increase the effectiveness of suicide prevention efforts
- Increase access to crisis services
- Reduce the stigma surrounding suicide and mental health conditions
- Increase access to a national suicide prevention and mental health crisis hotline system

# IMPACT OF IMPLEMENTING 988?



A 988 crisis line that is effectively resourced and promoted will:

- **Connect** a person in a mental health crisis **to a trained counselor** who can **address** their **immediate needs** and help **connect** them **to** ongoing **care**
- **Reduce healthcare spending** with more cost-effective early intervention
- **Reduce use of law enforcement, public health, and other safety resources**
- **Meet the growing need for crisis intervention** at scale
- **Help end stigma** toward those seeking or accessing mental healthcare

**When you've got a police, fire or rescue emergency, you call 911**

**When you have an urgent mental health need, you'll call 988 (after 7/16/2022)**

# 988 —THE BEGINNING

- ❖ Mental health and suicide prevention advocates seeking a national, easy to remember 3 digit number for individuals in crisis took their idea to their state leaders and Members of Congress.
- ❖ The National Suicide Hotline Improvement Act, sponsored by U.S. Representative Chris Stewart (R-Utah) and signed into law on August 14, 2018, directed the U.S. Federal Communications Commission (FCC) in conjunction with other agencies to study these issues.
- ❖ July 2020, FCC Finalized Rule and Order designating 988 with a July 2022 deadline for telecom providers to make 988 operational.
- ❖ On July 16, 2022 a **direct three-digit line to trained National Suicide Prevention Lifeline counselors** will open the door for millions of Americans to seek help they need, while sending the message to the country that **healing, hope, and help are happening every day.**



**30**  
**Percent**

The percent the suicide rate  
has climbed since 1999

**1 in 5**  


people above the age of 12  
has a mental health condition

**316**

For every one person that  
dies by suicide annually,  
316 people seriously  
consider suicide

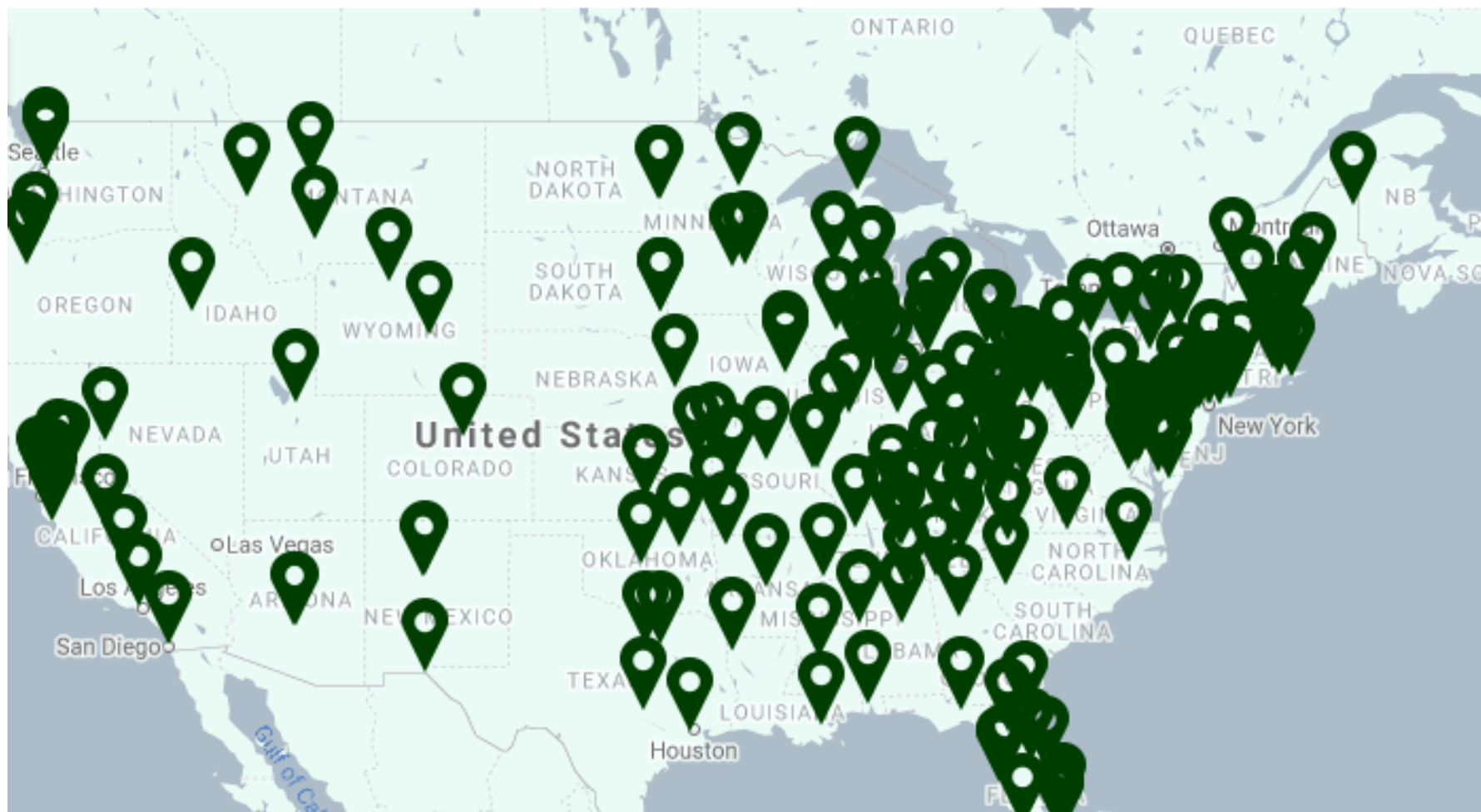
## The Lifeline Mission

To effectively reach and serve all  
persons who could be at risk of  
suicide in the United States through  
a national network of crisis call  
centers.

# ABOUT THE LIFELINE



- The Lifeline is a network of independently operated, independently funded local and state call centers (180+) across all 50 states.
- All Lifeline centers must be accredited. The call centers may choose among a list of accrediting organizations including the Commission on the Accreditation of Rehabilitation Facilities (CARF), Council on Accreditation (COA), Joint Commission, the International Council for Helplines, the Alliance of Information and Referral Systems (AIRS) and the American Association of Suicidology. There are additional accreditation options detailed in the standards established by Vibrant.
- All provide extensive training in crisis intervention and suicide prevention, and must apply Lifeline's best practices on calls.
- Local crisis centers resolve 80-90% of crises via phone or chat, without the need of other high-cost interventions such as: active rescue or dispatching a mobile crisis response team.





The Lifeline is administered by the nonprofit Vibrant Emotional Health and funded by the Substance Abuse and Mental Health Services Administration (SAMHSA).

Vibrant Emotional Health currently provides the following support to the national network for local crisis call centers:

- ❖ Routes calls through the network to a local crisis center or national backup center and pays for incoming call charges.
- ❖ Sets clinical standards and sector-wide best practices, and provides constant quality assurance, training, assessments, and guidelines to ensure quality, effective help for people in crisis.

# WHAT'S A CRISIS CALL CENTER?

A crisis center is **a resource for individuals going through mental health crises**. They provide mental health services and emotional support for their state or local communities. Most crisis centers are **non-profit** and many utilize trained volunteers as well as mental health professionals.

**Crisis centers answer calls for the Lifeline**, as well as local helplines, and offer other resources such as texts and chats, or mobile services.

Crisis centers also provide **training and educational resources** on suicide prevention and mental wellness. They are a resource for mental health professionals seeking advice on best practices.

# WHAT'S A CRISIS CALL CENTER?

Although the Lifeline is a national program, the funds that sustain the network's crisis centers come from state and local contributors. Many of the crisis centers in the network require more funding and resources in order to continue operating and growing.

## Why Local Crisis Centers?

Suicide prevention actions rooted in communities

Linkages to local resources (including crisis and emergency services)

# LIFELINE IS ONE OF SEVERAL CRISIS CALL LINES

- **National Suicide Prevention Lifeline: 1-800-273-8255 (TALK)**

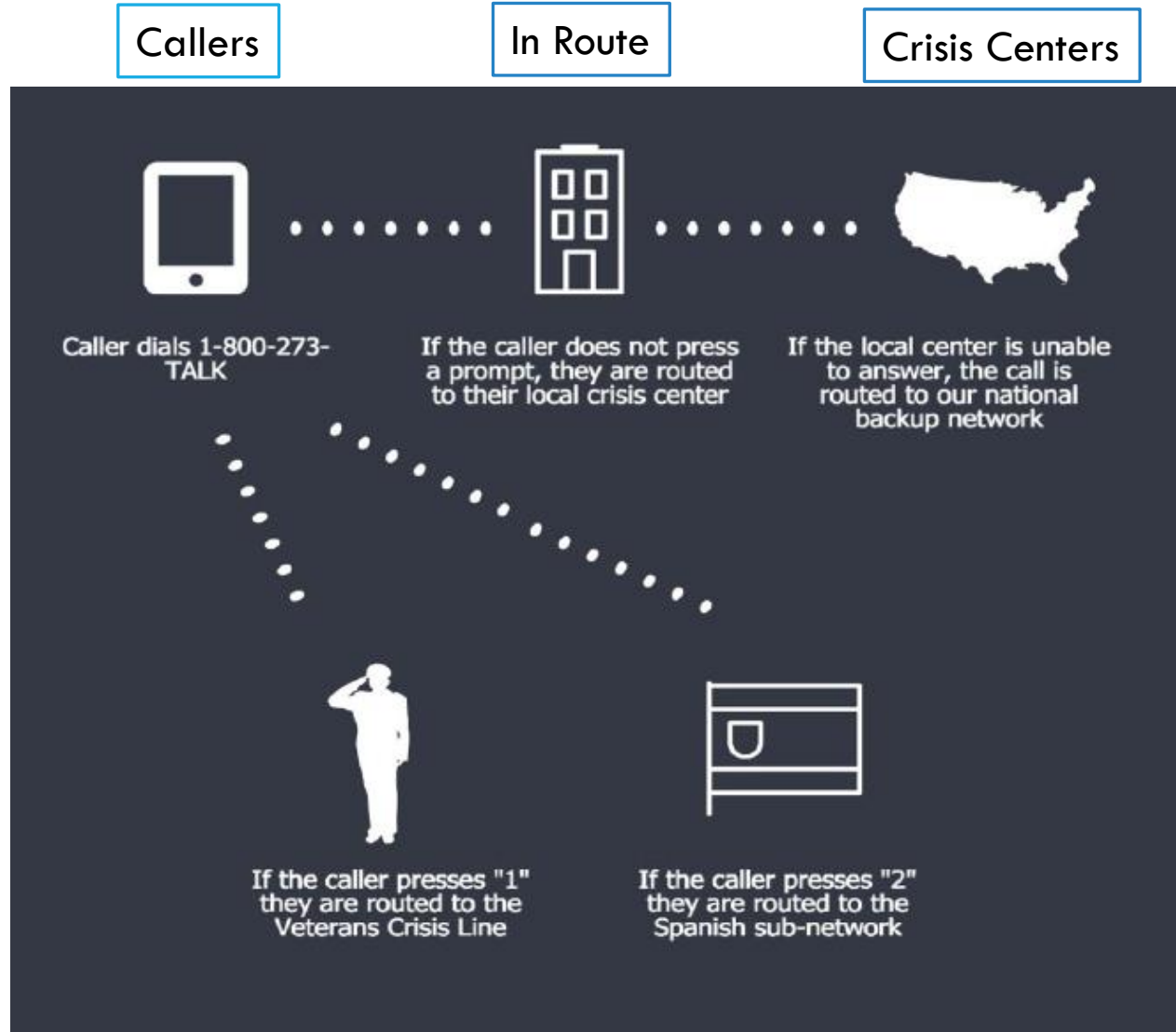
988 will replace  
1-800-273-8255 (TALK)

- Crisis Text Line: Text HOME to 741741 (24/7)
- Office of Behavioral Health:
  - Keep Calm Line: 1-866-310-7977 (24/7)
  - Help Line: 1-877-664-2248 (24/7)
- SAMHSA Disaster Distress Helpline:
  - Call 1-800-985-5990
  - Text TALKWITHUS to 66746



# How Lifeline calls are routed.....





Callers who press #1 are routed to Veterans Crisis Line.




Callers who press #2 are routed into Lifeline's Spanish language network.

All other calls are routed to the nearest center, local center or into the national backup network if the local contact center can't answer.

Source: [Suicideprevention.org](https://suicideprevention.org)

# How will 988 impact contact volume?

There are 3 potential sources of volume under 988 that, together, will increase contact volume.

Volume type	Definition
Baseline volume	Volume of <b>potential future Lifeline calls that may be serviced by 988</b> based on historical Lifeline patterns across call, chat, and text.
	
Diverted volume	Volume of <b>non-Lifeline crisis center volume that may be serviced by 988</b> (instead of regional/local numbers) based on historical patterns and assumptions on individuals choosing to use 3-digit 988 number over local numbers.  Volume of <b>future 911 volume that may be serviced by 988</b> (instead of 911) based on historical 911 data, academic literature, and potential considerations around systems change related to 911 diversion.
	
New volume	<b>New potential volume to 988</b> based on the estimated <b>share of the potential serviceable population</b> that has not been historically serviced by the Lifeline, local/regional centers, or 911, but may use 988 in the future (primarily driven by an assumption on potential effect of marketing and awareness of 988 in the general population).
	
Total potential volume to 988	Total volume reflects demand and will vary by design choices and over time.

# LOUISIANA LIFELINE VOLUME

	2020 Actual	First Year of 988 Projections*
Number of contacts (calls, chats, texts) From Louisiana	29,254 calls with 8,555 answered in-state	78,200 Contacts Includes: <ul style="list-style-type: none"><li>- 44,300 Inbound calls</li><li>- 2,200 Outbound calls</li><li>- 29,800 Chats</li><li>- 1,900 Texts</li></ul>
<b>Louisiana 988 State Volume</b>		

# 988 MARKETING AND OUTREACH

- On a national level, Vibrant is developing consistent marketing and outreach plans and content to be rolled out in 2023.
- In Louisiana, the focus for the next 3-6 months will be on expanding in-state capacity to respond to the projected increase in the calls, chats, and text volume.
- OBH will develop a more formal plan to begin outreach and marketing efforts to align with Vibrant's plan.
- OBH plans to meet with individuals and conduct focus groups to determine any needs to tailor messages to local groups including BIPOC, the LGBTQ+ community, high risk groups including people who are homeless, service members, veterans, and their families (SMVF), and other racial and ethnic minorities.
- After July 16, 2022, providers and other stakeholders can update their website, brochures and other materials with the new 3-digit number. (note: The 10-digit number will continue to connect callers to Lifeline).



988

## HOW IS LOUISIANA PREPARING FOR 988 IMPLEMENTATION?

- The Louisiana Department of Health/Office of Behavioral Health (OBH) was awarded a planning grant in February 2021.
- OBH assembled a coalition of stakeholders to draft an implementation plan. The planning process began in April 2021.
- Through a series of workgroups comprised of the two certified crisis call centers, suicide experts, providers, and advocates, **OBH submitted the final plan to Vibrant on January 21, 2022.**

# THE 8 CORE AREAS OF THE PLAN

- Core Area 1 –** Ensure Statewide **24/7** Coverage for 988 Calls, Chats, and Texts
- Core Area 2 –** Secure Adequate, Diversified, and Sustained **Funding Streams** for Lifeline Member Centers
- Core Area 3 –** Expand and **Sustain Center Capacity** to Maintain Target In-State Answer Rates for Current and Projected Call, Text, and Chat Volume
- Core Area 4 –** Support Crisis Centers in Meeting **Lifeline's Operational Standards**
- Core Area 5 –** Convene A Coalition of **Key Stakeholders**
- Core Area 6 –** Maintain a Comprehensive, Updated **Listing of Resources**
- Core Area 7 –** Ensure All State Centers Can Provide **Best Practice Follow-Up** to 988 Callers/Texters/Chatters
- Core Area 8 –** Plan and Implement **Marketing** for 988

## PROPOSED GOALS OF 988 IMPLEMENTATION FOR 2022

(TAKEN FROM THE IMPLEMENTATION PLAN)

- By June 30, 2022, call centers will expand their capacity and maintain an **80%** or higher in-state answer rate for Lifeline calls and will have sufficient capacity to receive and handle 988 Lifeline chats and texts with an in-statewide response rate of **50%** or higher.
- By June 30, 2022, the call centers will implement best practices in delivering follow-up services based on Vibrant's recommendations.



## PROPOSED GOALS OF 988 IMPLEMENTATION FOR 2023

(TAKEN FROM THE IMPLEMENTATION PLAN)

- By June 30, 2023, contact centers will expand and maintain a **90%** or higher in-state answer rate for Lifeline calls and will have sufficient capacity to receive and handle 988 Lifeline chats and texts with an in-statewide response rate of **80%** or higher.
- By June 30, 2023, the call centers will have access to a **statewide** up to date resource database that includes referral and linkage information for callers in a crisis.

## LOUISIANA'S TOP THREE ACCOMPLISHMENTS TO DATE

Louisiana has made significant progress during the development of the implementation plan.

Here are the top three accomplishments:

1. Developed and facilitated a coalition of diverse key stakeholders.
2. Developed a plan to ensure 24/7 statewide coverage for Lifeline calls, chats, and texts.
3. Developed a plan to expand and sustain crisis center capacity to increase the in-state answer rate for primary and back-up coverage.

## 1. DEVELOPED AND FACILITATED A COALITION OF DIVERSE KEY STAKEHOLDERS

- Through a series of full coalition meetings and smaller workgroups, key stakeholders built sustainable relationships, contributed to the development of Louisiana's 988 implementation plan and offered training and support to each other.
- The coalition includes the following:
  - A member with lived experience of suicide thoughts/attempts, two in-state certified Lifeline contact centers, mental health providers, law enforcement, 911 administrators, advocates, and other stakeholders.

# PLAN TO CONTINUE WORK WITH STAKEHOLDERS

- OBH will continue working closely with stakeholders as we prepare for 988 implementation in July 2022.
- OBH will **expand the scope of the coalition** to include offering support and feedback on the expansion of 4 new Medicaid crisis services scheduled for implementation in the spring and summer of 2022.
- This collaborative approach with stakeholders **will help to ensure effective planning** and communication between OBH, crisis centers, 911 PSAPS, mental health providers, advocates, and persons with lived experience.
- The **mission of the new Crisis Coalition** will be to plan and implement processes, procedures, and points of integration between call centers and crisis supports and services.

## PLANS TO CONTINUE STAKEHOLDER FEEDBACK

- OBH and the coalition members will continue efforts to add diversity to the coalition and workgroups.
- Strategies will include, reaching out directly to advocates and community leaders, using social media to reach new members for the coalition, and to participate in social/civic events, trainings, and other community opportunities to discuss 988 and the coalition. OBH plans to form a 988 coalition subcommittee to identify specific needs and explore additional methodologies for gaining diverse input in the planning process.

## 2. DEVELOPED A PLAN TO ENSURE 24/7 STATEWIDE COVERAGE FOR LIFELINE CALLS, CHATS, AND TEXTS

- OBH intends to contract with both certified Lifeline crisis centers, Louisiana Association on Compulsive Gambling (LACG) and VIA LINK to operate in their geographic areas to respond to calls, chats and texts while ensuring in-state primary and back-up coverage.
- OBH, in collaboration with VIA LINK, LACG and coalition members, plans to ensure that Louisiana residents **have access to in-state 24/7 coverage** for mental health and suicide calls, chats and texts to meet their needs.
- The contracts will ensure primary coverage to area code 318 which is currently not in routing and will establish statewide back-up coverage for the first time since April 2020.

## PROPOSED PRIMARY AND BACK-UP COVERAGE PLAN

**VIA LINK** has offices in Orleans and St. Tammany Parishes.

OBH has proposed to Vibrant that VIA LINK will provide primary coverage for the following area codes/parishes:

**225 area code:** Ascension, East Baton Rouge, East Feliciana, Iberville, Livingston, Pointe Coupee, St. Helena, St. James, West Baton Rouge, West Feliciana

**504 area code:** Jefferson, Orleans, Plaquemines, St. Bernard

**985 area code:** Assumption, Lafourche, St. Charles, St. John the Baptist, St. Tammany, Tangipahoa, Terrebonne, Washington

- Provide backup coverage to LACG

**LACG** has an office in Bossier Parish.

OBH has proposed to Vibrant that LACG will provide primary coverage for the following area codes/parishes:

**318 area code:** Avoyelles, Bienville, Bossier, Caddo, Caldwell, Catahoula, Claiborne, Concordia, DeSoto, East Carroll, Franklin, Grant, Jackson, LaSalle, Lincoln, Madison, Morehouse, Natchitoches, Ouachita, Rapides, Red River, Richland, Sabine, Tensas, Union, Webster, West Carroll, and Winn

**337 area code:** Acadia, Allen, Beauregard, Calcasieu, Cameron, Evangeline, Iberia, Jefferson Davis, Lafayette, St. Landry, St. Martin, St. Mary, Vermilion, Vernon

- Provide backup coverage to VIA LINK

### 3. DEVELOPED A PLAN TO EXPAND AND SUSTAIN CONTACT CENTER CAPACITY TO INCREASE THE IN-STATE ANSWER RATE FOR PRIMARY AND BACK-UP COVERAGE

- VIA LINK and LACG will work with OBH to expand and sustain their capacity to maintain a 90% or higher in-state answer rate for calls and an 80% or higher in-state response rate for chats and texts by July 1, 2023.
- The operational expansion plan for Lifeline calls will require the crisis centers to conduct an internal assessment and develop a plan to ensure there is a sufficient number of staff, all necessary technology resources, and data integration between VIA LINK and LACG.



## STATE FUNDING FOR CAPACITY BUILDING FOR STATE FISCAL YEAR 2022 AND FISCAL YEAR 2023

The funding for both contracts will be from the Mental Health Block Grant.

### Additional Funds Requested:

OBH submitted an application to SAMHSA in response to the Notice of Funding Opportunity, 988 State and Territory Cooperative Agreement, for additional funds for the contact centers to build capacity. If the grant is awarded to Louisiana, the project start date will be April 30, 2022.



# 988 AND THE NEW ADULT CRISIS SERVICES

# CORE ELEMENTS OF A CRISIS SYSTEM

- ❖ Crisis Center

(Someone to talk to)

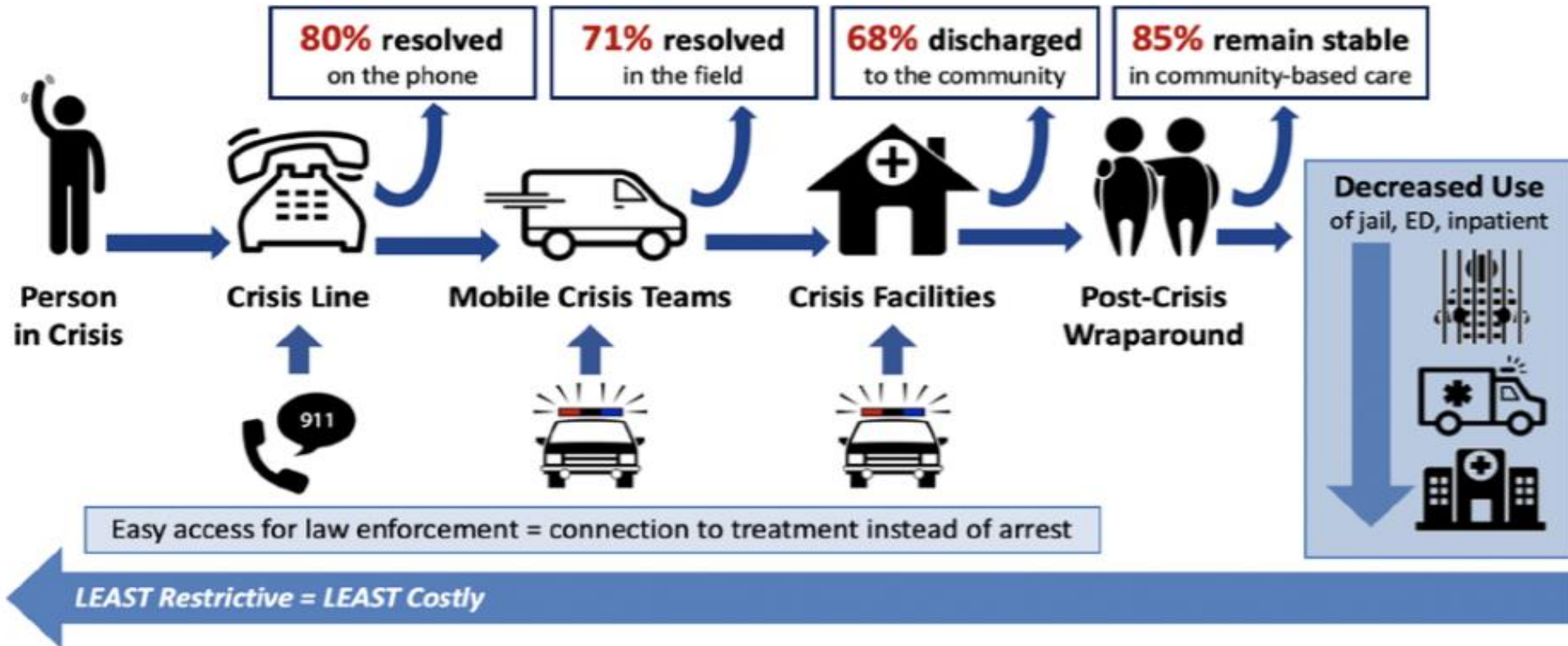
- ❖ Crisis Mobile Team Response

(Someone to respond)

- ❖ Crisis Receiving and Stabilization Services

(Somewhere to go)

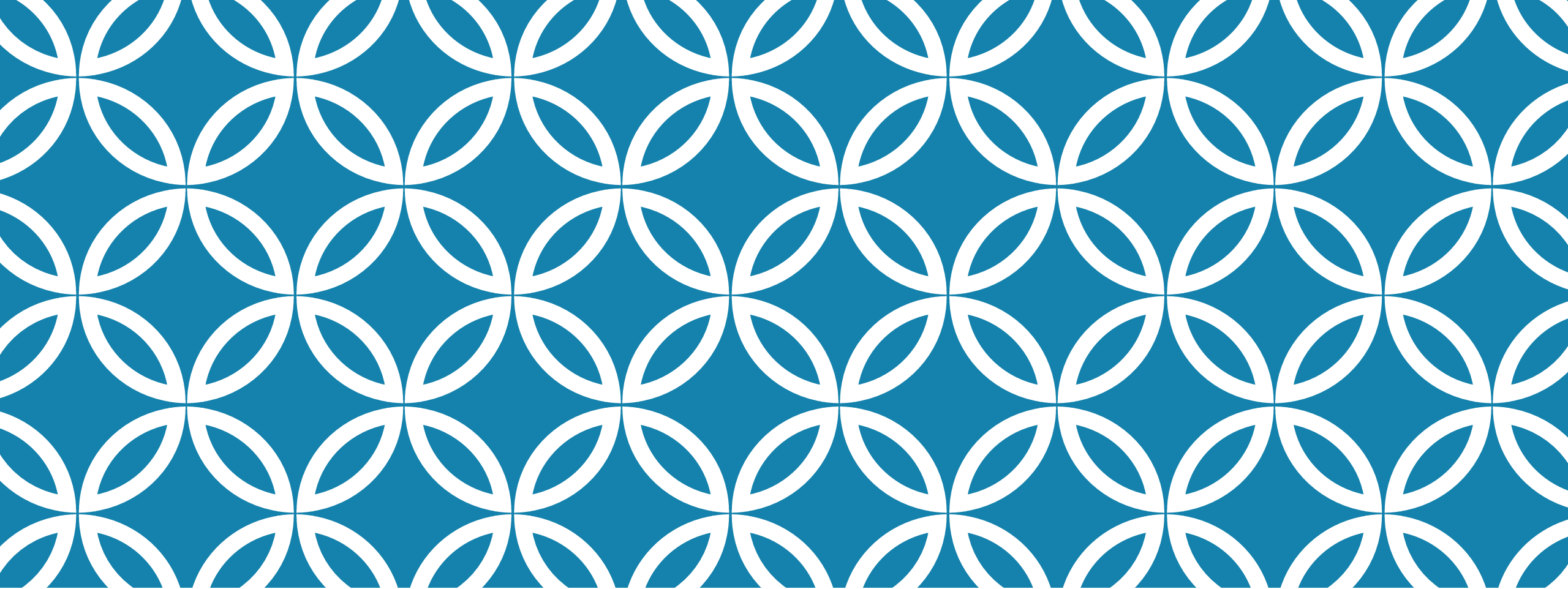
# ALIGNMENT OF CRISIS SERVICES FOR CRISIS SYSTEM



Source: : Balfour, M.E., Hahn Stephenson, A., Winsky, J., & Goldman, M.L. (2020). Cops, Clinicians, or Both? Collaborative Approaches to Responding to Behavioral Health Emergencies. Alexandria, VA: National Association of State Mental Health Program Directors. Figure 1: Alignment of crisis services toward a common goal. Pg. 10

# COLLABORATION BETWEEN 988 AND THE NEW ADULT CRISIS SERVICES

- OBH recognizes that the crisis lines and the crisis response services should be part of a crisis continuum.
- Recognizing the scope and similarities in the development of the Louisiana Crisis Response System and the 988 initiative, Louisiana has ensured collaboration amongst its workgroups.
- Regular meetings have been held since the inception of the 988 grant, with the intention of ensuring the close collaboration between the implementation of 988 and the new crisis services.
- The main goal at this point is to develop/improve processes within the respective services while seeking opportunities for collaboration as these systems mature.



# 911 AND 988

# 988 AND 911

- Louisiana's 988 Coalition brought representatives of 911 Public Safety Answering Points (PSAPs) and the contact centers together to learn about their respective organizations and to discuss the potential for warm transfers.
- Communications Districts are organized to provide 911 services to their communities in a variety of ways. The predominant method is for a Communications District to use its own personnel to process 911 calls, and often provide dispatch services to Fire, Police and EMS services within their parish.
- There are seventy-eight 911 PSAPs in Louisiana. State legislation provides a wide-range of methods by which the Communications District can operate to tailor the 911 system for each parish. Each PSAP has their own leadership, rules and processes to handle 911 calls.
- Establishing and implementing collaboration between 988 crisis centers and PSAPs will require work on the local/parish level rather than a statewide plan.

## PLANS TO CONTINUE THE PARTNERSHIP BETWEEN 988 AND 911 CENTERS

- OBH intends to continue the collaboration with the Louisiana Chapters of the National Emergency Number Association (NENA) and the Association of Public-Safety Communications Officials (APCO).
- The 911 representatives on the 988 implementation coalition continue to share resources with OBH, the contact centers, and other coalition members. OBH intends to expand outreach to other PSAPs statewide through presentations including at a symposium in April 2022.



# PLANS TO CONTINUE THE PARTNERSHIP BETWEEN 988 AND 911 CENTERS

OBH will .....

- continue to develop relationships between 911 dispatch centers and the crisis call centers in Louisiana
- develop a common terminology guide to improve mutual understanding
- develop and implement cross training regarding the functions of 911 PSAPS and 988 call centers

Implement other new opportunities detailed in the 988 implementation plan

## CURRENT PRIORITIES

1. Increase funding to VIA LINK and LACG so that both crisis centers can expand and “ramp up” their operations to increase and maintain Louisiana’s in-state answer rate for primary and back-up services.
2. Continue collaboration with 911 and with the rollout of the new Medicaid Services.
3. Develop and implement our outreach and marketing plan.

# OBH 988 TEAM

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# NEXT STEPS:

- LSU-HSC Crisis Trainings (selected providers): March and ongoing
- Crisis Training RFA accepting applications until March 7<sup>th</sup> 5PM CST
- MCR/CBCS Go Live: March 2022
- BHCC Go Live: April 2022
- SECOND COHORT SERVICES Go Live: June 2022
- Budget Request for CS: 2022 Legislative Session
- CS Go Live: SFY 23 (pending approval of funding)
- Development of Statewide and Regional Crisis Coalitions for ongoing readiness and implementation updates

\* Dates subject to change



**QUESTIONS?**



The presentation will be available at the My  
Choice Louisiana website located at:

<https://ldh.la.gov/Crisis>