



Education Development Center and Nation's Public-Private Partnership for Suicide Prevention to Hold Press Call Addressing Questions About 988

Key mental health and suicide prevention experts to convene and respond to questions ahead of nationwide transition this July

On July 16, our country will enter a new era of more equitable and accessible crisis services, marked by the adoption of 988 as the easy to remember three-digit dialing, texting, and chat code for anyone experiencing a suicidal or mental health related crisis. As the U.S.-based universal dialing code connecting those in crisis to the existing National Suicide Prevention Lifeline (Lifeline)—a network of 200+ local crisis centers throughout the country—988 will increase the accessibility and use of life-saving interventions and resources by providing a simple number available to all individuals, regardless of communications needs.

Given the life-saving nature of 988 and the important role news media will play in educating the public about it, it is essential that all reporting is accurate, effective, and safe. With an increase in news media coverage about the transition, [Education Development Center](#) and its [National Action Alliance for Suicide Prevention](#) will jointly host a 30-minute, media-only call for reporters that will:

- Connect reporters with subject matter experts around the development and activation of 988;
- Clarify and ground expectations for 988 as a tool for help-seeking and prevention;
- Share guidance about best practices for reporting on suicide and mental health, especially in the context of 988.

WHO:

- **Ms. Colleen Carr**, Director, National Action Alliance for Suicide Prevention, Education Development Center (*moderator*)
- **Dr. John Palmieri**, Acting Director of 988, Substance Abuse and Mental Health Services Administration (SAMHSA)
- **Dr. John Draper**, Executive Director, National Suicide Prevention Lifeline and Executive Vice President, National Networks, Vibrant Emotional Health
- **Ms. Taun Hall**, Founder, The Miles Hall Foundation

WHEN:

- Tuesday, May 17, 2022, at 2:00 p.m. EDT
- Online via Zoom

RSVP: To receive dial-in information for the call, please email Spencer Turney (sturney@edc.org), Media Relations Manager at Education Development Center.

The media call series reflects and is informed by the guidelines found in Action Alliance's [988 Messaging Framework](#) and the [988 Media Toolkit](#). For more information about best practices for reporting on suicide and suicide prevention, visit ReportingonSuicide.org.