

26,196

Louisianans
have reached
out to 988 as
of July 2023

98%

of Louisianians
who reach out
988 feel
immediate
relief in the
moment

1

death

by suicide
happens
every 11
minutes

What is 988 in Louisiana?

The 988 helpline provides emergency emotional support to Louisiana residents. Anyone who reaches out to 988 in Louisiana can expect immediate, safe and supportive counseling 24 hours a day. The helpline is free and confidential and offers call, text and online chat services.

The 988 helpline is a commitment to ensuring everyone has access to quality emotional and mental health services - whether you're experiencing issues around anxiety, depression, alcohol or drugs, thoughts of suicide or anything in between. Every Louisianan deserves that.

- The 988 service is available in English and Spanish, with translation services in more than 250 languages. Text and chat are currently available in English.
- Individuals who are hard of hearing or blind can use their preferred TTY relay service or dial 711 then 1-800-273-8255.
- The chat feature is available through 988's website: Louisiana988.org. People are also encouraged to reach out to 988 if they are worried about a loved one who may need emergency support.

How does 988 work?

- The Louisiana Department of Health (LDH) launched 988 in July 2022. LDH's Office of Behavioral Health (OBH) has contracted with two certified call centers to answer 988 calls 24/7 throughout the state.
 - The call center in New Orleans answers calls for area codes 504, 225 and 985.
 - The call center in Bossier City answers calls from area codes 318 and 337.
- The two call centers provide backup to each other to help ensure calls, chats and texts are answered by an in-state 988 center with access to local resources.

1 in 5

adults live with
a mental
health
condition

689

suicides in
Louisiana in
2021

Resources

988 Helpline:

Louisiana988.org

988 Dashboard:

ldh.la.gov/988

What to expect when you call 988

- When you call, text or chat you will quickly be connected to a counselor.
- Your counselor will listen to you without judgment and help you reduce the intense feelings you may be dealing with.
- Your counselor may connect you to local resources and longer-term support (like therapists or drug or alcohol recovery services).

Who can call 988?

The Lifeline offers support for everyone and has specialized call, text and chat services for:

- Veterans, service members and their families (press 1)
- Spanish speakers (press 2)
- LGBTQ+ youth and people under the age of 25 (press 3)
- Deaf and hard of hearing (preferred TTY service or dial 711 then 988)

How is 988 being promoted?

LDH has launched an integrated marketing campaign to raise awareness of 988 and reduce stigma related to behavioral health, suicide and substance use.

- Key components of the campaign include an aggressive paid media campaign starting with social media advertising, a new website – Louisiana988.org – for people to learn more and a tool for community partners, advocates and local influencers to generate their own 988 promotional materials.
- LDH will work with community partners, advocates and local influencers to help amplify messaging and awareness while promoting the 988 helpline.
- In May 2023, LDH launched the 988 dashboard that will provide transparent access to key in-state metrics including the volume of contacts by parish, overall broad demographics and the type of assistance individuals are requesting. The dashboard is updated monthly.