



988 Campaign Overview

The Washington State Department of Health (DOH) launched a statewide suicide prevention campaign on May 13, 2024, in order to increase awareness, understanding and usage of the 988 Suicide & Crisis Lifeline in Washington.

The campaign's main message for the audience is: **A compassionate counselor is ready to listen.** Call, text, or chat 988 to connect with someone in a caring environment, if you're thinking about suicide, concerned about substance use, are worried about a loved one, or need emotional support.

The campaign websites are WA988.org (English) and WA988.org/es (Spanish). Included on the website will be a [Partner Toolkit](#) with downloadable resources and promotion materials like videos, social media graphics, a safety plan tip sheet and template, and printable materials such as coasters, window clings and wallet cards.

The campaign was informed by primary quantitative research and qualitative message testing conducted January–March 2024 with priority audiences.

Priority Audiences

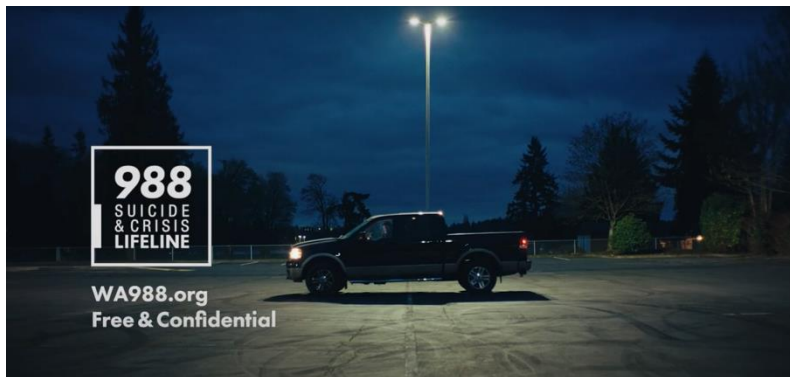
- People who are experiencing emotional pain or distress, feel a lack of connection, feelings of isolation, and/or are experiencing mental health or substance use challenges.
 - Where possible, the campaign media and outreach materials place extra emphasis on reaching the following groups who are disproportionately impacted by suicide:
 - Males 25-64
 - Veterans
 - Hispanic/Latino communities
 - Black/African American communities
 - Asian/Native Hawaiian communities
 - People who are part of agricultural communities
- Support systems/care networks (i.e. people who know of someone who might need support)
- In addition, the campaign is placing extra emphasis in specific Washington counties with higher rates of suicide and lower call rates to 988, including Clallam, Jefferson, Grays Harbor, Mason, Pacific, Cowlitz, Lewis, Okanogan, Ferry, Pend Oreille, and Asotin counties.

Campaign Media

The campaign will run for 12 weeks through the week of July 29, 2024 on the following media channels:

- Video: Digital (streaming) TV and traditional TV
 - Languages: English, Cantonese, Hindi, Korean, Mandarin, Spanish, Tagalog and Vietnamese
- Digital audio (e.g. Spotify, Pandora)
 - Languages: Spanish and English
- Digital display banners
 - Languages: Spanish and English
- Radio: Broadcast radio and traffic/weather sponsorships
 - Languages: Spanish and English
- Social media: Facebook and Instagram
 - Languages: English, Cantonese, Hindi, Khmer/Cambodian, Korean, Mandarin, Punjabi, Russian, Somali, Spanish, Tagalog, Ukrainian, and Vietnamese
- Community-owned media (digital, radio, print, TV)

Samples:



:30 Video [English](#) | [Spanish](#)

Social media graphics:

