

Dept. of Health and Services: New multimedia campaign focuses on 988 suicide & crisis lifeline

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Following Gov. Evers' declaration that 2023 is the [Year of Mental Health](#), the Wisconsin Department of Health Services (DHS) announced today that the implementation of the 988 Suicide & Crisis Lifeline in Wisconsin is moving to its next phase—a year-long multimedia campaign to ensure all state residents know this free and confidential service is here to support people experiencing a suicidal, mental health, or substance use crisis.

In the State of the State address last month, Gov. Evers announced that he will include about \$3 million in state funds for staffing and other needs of the 988 Suicide & Crisis Lifeline in his 2023-2025 Executive Budget. The funding is [part of a \\$500 million package of investments](#) in all parts of Wisconsin's system of care for mental health and substance use concerns.

“The message of this campaign is simple: no matter where you are in the state, if you're experiencing a mental health emergency or substance use concern, help is available,” said DHS Deputy Secretary Deb Standridge. “The 988 Suicide & Crisis Lifeline is here and ready to help. Call, text, or chat 24/7 to reach a trained counselor. You can also contact this service if you're concerned about someone you know.”

View the entire [news release](#).