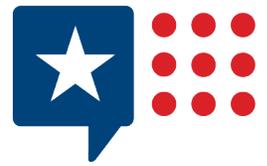


**Veterans  
Crisis Line**



**DIAL 988** then  
**PRESS 1**

**DIAL 988 THEN PRESS 1**

# **Outreach Toolkit**

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U.S. Department of Veterans Affairs  
Office of Mental Health and Suicide Prevention

## Overview

Signed into law in 2020, the National Suicide Hotline Designation Act authorized 988 as the new three-digit number for the National Suicide Prevention Lifeline (Lifeline). Because the U.S. Department of Veterans Affairs (VA) administers the Veterans Crisis Line through the Lifeline's national network, the Veterans Crisis Line was affected by this transition.

VA is leading the comprehensive communications initiative to inform stakeholders about [Dial 988 then Press 1](#). The resources throughout this toolkit will help guide you in starting to clearly communicate about the 988 transition to your audiences.

Although there is a new number, Veterans will still be able to call [1-800-273-8255](tel:1-800-273-8255) and [Press 1](#) to connect with responders. The Veterans Crisis Line will also still be available by chat ([VeteransCrisisLine.net/Chat](https://VeteransCrisisLine.net/Chat)) and text ([838255](tel:838255)).

Thank you for helping to spread the word that everyone has a role to play in preventing Veteran suicide.

## Checklist of Actions

*Spread the word about Dial 988 then Press 1 by taking these actions. All shareable items can be found on [VeteransCrisisLine.net](https://VeteransCrisisLine.net) after July 16, 2022.*

- Update your websites and digital assets with the new logo
- Share the new number and the included sample posts (shown below) on your social media accounts
- Use a Dial 988 then Press 1 email signature image and video conference background (shown below)
- Share the included newsletter, blog, and email content (shown below) with your organization

*When speaking with partners, Veterans, or their supporters, encourage them to do the following upon launch:*

- Save the new number in their phones.
- Refresh their materials and websites to include the new number.
- Utilize the included newsletter content and talking points when applicable.
- Use a Dial 988 then Press 1 email signature image and video conference background.

## Talking Points About Dial 988 then Press 1

*Use these talking points to guide discussions about Dial 988 then Press 1.*

### Dial 988 then Press 1 Background

- On July 16, 2022, the Veterans Crisis Line will have a new number: **Dial 988 then Press 1**.
- This change is the result of the National Suicide Hotline Designation Act of 2020, which requires all telephone service providers in the U.S. to activate 988 by July 16, 2022, for the National Suicide Prevention Lifeline (Lifeline).

- Because VA administers the Veterans Crisis Line through the Lifeline’s national network, the Veterans Crisis Line is affected by this transition.

**Dial 988 then Press 1 and the Veterans Crisis Line**

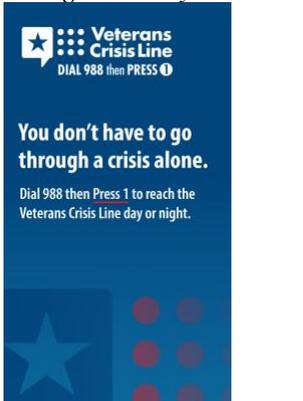
- The new, shorter number directly addresses the need for ease of access and clarity in times of crisis, both for Veterans and non-Veterans alike.
- Though the number is changing, the Veterans Crisis Line dedicated service is still the same.
- To reach the Veterans Crisis Line, Veterans will still Press 1 after dialing 988 to connect with qualified, caring responders.
- To help Veterans access support, VA has been preparing for this change since the inception of the legislation.
- The Veterans Crisis Line is available 24/7, 365 days a year to provide confidential crisis support to Veterans and their loved ones.
- The Veterans Crisis Line text number is not changing. Veterans can text [838255](tel:838255) to reach responders.
- For Veterans overseas, the 800 number will still remain active after the 988 launch. They may also contact responders via chat at [VeteransCrisisLine.net/Chat](https://VeteransCrisisLine.net/Chat). If the Veteran prefers a phone call, they can request this within the chat venue. A Veterans Crisis Line responder will call them at the number they provide at no charge to the Veteran.
- After activation, Veterans will still be able to call [1-800-273-8255](tel:1-800-273-8255) and [Press 1](tel:988), chat at [VeteransCrisisLine.net/Chat](https://VeteransCrisisLine.net/Chat), and text [838255](tel:838255) to reach responders.

**What to Post on Social Media**

*The social media posts and graphics listed below promote Dial 988 then Press 1, as well as the Veterans Crisis Line as a whole. Additional social media posts and accompanying high-resolution graphics will become available at [VeteransCrisisLine.net](https://VeteransCrisisLine.net) for download on July 16, 2022.*

*Thank you for sharing these encouraging messages. Your participation is key to engaging community members nationwide in suicide prevention efforts.*

Facebook Copy	Twitter Copy	Instagram Copy	Media Asset
<p>New number, same support. Save the new Veterans Crisis Line number in your phone—Dial 988 then Press 1.</p> <p>Learn more: <a href="https://VeteransCrisisLine.net">VeteransCrisisLine.net</a></p>	<p>New number, same support. Save the new #VeteransCrisisLine number in your phone—Dial 988 then Press 1.</p> <p>Learn more: <a href="https://VeteransCrisisLine.net">VeteransCrisisLine.net</a></p>	<p>New number, same support. Save the new #VeteransCrisisLine number in your phone—Dial 988 then Press 1.</p> <p>Learn more: <a href="https://VeteransCrisisLine.net">VeteransCrisisLine.net</a></p> <p>#SuicidePrevention #SuicideAwareness</p>	<p><i>Facebook/Twitter</i></p>  <p><i>Instagram</i></p> 

<p>If you or a Veteran you know is in crisis, call the Veterans Crisis Line’s new number now: Dial 988 then Press 1.</p> <p><a href="https://www.VeteransCrisisLine.net">VeteransCrisisLine.net</a></p>	<p>If you or a #Veteran you know is in crisis, call the #VeteransCrisisLine’s new number now: Dial 988 then Press 1.</p> <p><a href="https://www.VeteransCrisisLine.net">VeteransCrisisLine.net</a></p>	<p>If you or a #Veteran you know is in crisis, call the #VeteransCrisisLine’s new number now: Dial 988 then Press 1.</p> <p><a href="https://www.VeteransCrisisLine.net">VeteransCrisisLine.net</a></p> <p>#SuicidePrevention #SuicideAwareness</p>	<p><i>Facebook/Twitter</i></p> <p>Call the Veterans Crisis Line <b>now</b> if you’re in crisis.</p>  <p><i>Instagram</i></p> <p>Call the Veterans Crisis Line now if you’re in crisis.</p> 
<p>You don’t have to go through a crisis alone. Dial 988 then Press 1 to reach the Veterans Crisis Line day or night.</p> <p>Visit <a href="https://www.VeteransCrisisLine.net">VeteransCrisisLine.net</a></p>	<p>You don’t have to go through a crisis alone. Dial 988 then Press 1 to reach the #VeteransCrisisLine day or night.</p> <p>Visit <a href="https://www.VeteransCrisisLine.net">VeteransCrisisLine.net</a></p>	<p><i>See Instagram Story in next column</i></p>	<p><i>Facebook/Twitter</i></p>  <p><i>Instagram Story</i></p> 

Check out VA’s [Facebook](#), [Twitter](#), and [Instagram](#) accounts to find more posts to repost, retweet, or share on your feeds. In addition, consider using #SuicidePrevention, #SuicideAwareness, #VeteransCrisisLine, and #Veteran in relevant posts.

## Newsletter, Blog, and Email Content

Use this section as a foundation for communications to your audiences. These messages will be available for download from [VeteransCrisisLine.net](https://www.VeteransCrisisLine.net) on July 16, 2022.

### Message 1

There’s a new, easy-to-remember way to reach the Veterans Crisis Line—**Dial 988 then Press 1**. Millions of Veterans have called when they needed crisis support. We’re here if you need us.

For more information, visit [VeteransCrisisLine.net](https://www.VeteransCrisisLine.net). After activation, you can still call the original Veterans Crisis Line number—**1-800-273-8255 and Press 1**—to reach responders.

**Message 2**

No Veteran should go through a crisis alone. Save the new Veterans Crisis Line number—**Dial 988 then Press 1**—in your phone in case you or a Veteran loved one needs support.

Learn more at [VeteransCrisisLine.net](https://VeteransCrisisLine.net). After activation, you can still call the original Veterans Crisis Line number—**1-800-273-8255 and Press 1**—to reach responders.

**Message 3**

Your life is worth it. Keep fighting and never give up. Every day, responders at the Veterans Crisis Line help people going through a crisis. Call the new number—**Dial 988 then Press 1**—to reach qualified, caring responders who are ready to listen.

Learn more at [VeteransCrisisLine.net](https://VeteransCrisisLine.net). After activation, you can still call the original Veterans Crisis Line number—**1-800-273-8255 and Press 1**—to reach responders.

## Digital Design Assets

There are many downloadable digital assets available from [VeteransCrisisLine.net](https://VeteransCrisisLine.net) on July 16, 2022. Below are just a few examples for reference only.

**Flyer**



The flyer features the text: "24/7, confidential crisis support for Veterans and their loved ones". It lists benefits such as "trained responders 24 hours a day, 7 days a week" and provides contact information: "Dial 988 then Press 1", "Chat online at VeteransCrisisLine.net/Chat", and "Text 838255". It also includes a QR code to download resources and the U.S. Department of Veterans Affairs logo.

**Web Banner**



The web banner displays the text: "NEW NUMBER, SAME SUPPORT Dial 988 then Press 1" alongside the Veterans Crisis Line logo and a small image of a responder.

**Digital Billboard**



The digital billboard features a woman on a phone call and the text: "If you're in crisis, call the new Veterans Crisis Line number: Dial 988 then Press 1." It includes the Veterans Crisis Line logo.

**Email Signature**



The email signature contains the text: "New number, same support. Dial 988 then Press 1." and the Veterans Crisis Line logo.

## Resources to Share with Veterans and Their Supporters

- [KeepItSecure.net](https://KeepItSecure.net): Practice safe storage of firearms, medication, and other lethal means and learn how to identify and handle a suicidal crisis.

- **Make the Connection**: VA’s premier mental health literacy and anti-stigma website highlights Veterans’ real, inspiring stories of recovery and connects Veterans and their family members and friends with local resources.
- **Reach Out**: Get support designed specifically for you. Family members or friends can find resources that are designed for the Veterans in your life.
- **Safety Planning**: Information on safety planning and a template for developing a safety plan. A safety plan is a written list of coping strategies and sources of support that at-risk Veterans can use before or during a suicidal crisis.
- **VA Mental Health**: VA’s repository of mental health resources, information, and data materials.
- **VA S.A.V.E. Training**: Training designed to teach anyone who interacts with Veterans how to recognize warning signs of crisis and what to do to help a Veteran who may be at risk.
- **VA Suicide Prevention**: Explore suicide prevention resources to build networks of support among community-based organizations, Veterans Service Organizations, health care providers, and other members of your community that strengthen protective factors for Veterans.
- **VA Resource Locator**: This tool can help Veterans find local mental health and suicide prevention resources, including their local suicide prevention coordinator.
- **Veterans Crisis Line**: A free, anonymous, confidential resource available to Veterans in crisis, as well as concerned family members and friends. **Dial 988 then Press 1**, chat at [VeteransCrisisLine.net/Chat](https://VeteransCrisisLine.net/Chat), or text to **838255**.