



Vibrant Emotional Health Provides Provident Behavioral Health with 988 State Planning Grant

*Grant Monies Will Be Used to Prepare Missouri for
National Suicide Prevention Lifeline's 988 Dialing Code, Effective July 2022*

ST. LOUIS, MO (February, 11, 2021) – Provident Behavioral Health is pleased to announce it has received the National Suicide Prevention Lifeline's 988 State Planning Grant through Vibrant Emotional Health, the nonprofit administrator of the National Suicide Prevention Lifeline (Lifeline). Through the grant, Provident will participate in the development of strategic plans for Missouri in preparation for the projected infrastructure needs, volume growth, and access to the Lifeline's new 988 number. Vibrant has awarded grants to 49 states and territories.

In July 2022, 988 will become the national three-digit dialing code for the National Suicide Prevention Lifeline, replacing the current phone number of 1-800-273-TALK (8255). Americans needing support should continue to call 1-800-273-TALK (8255) until then.

"Access to mental health and crisis support has never been more critical for Americans," said Kimberly Williams, President and CEO of Vibrant Emotional Health. "Vibrant is committed to providing the states and territories with some of the resources they'll need to plan for the implementation of 988 and to support their local crisis centers. By working together, we will increase access to care, reduce the stigma around mental health and, ultimately, save lives."

Provident will develop clear roadmaps to address coordination, capacity, funding, and communications surrounding the launch of 988. Provident will collaborate with state leadership, suicide prevention experts, people with lived experience, and others to create a 988 implementation plan and support the Lifeline's operational, clinical, and performance standards that allow access to care.

"The Missouri Department of Mental Health reports that an estimated 192,000 adults in our state were living with serious mental illness in the past year. This includes 36,000 young adults and 155,000 adults older than 25," said Kevin Drollinger, executive director of Provident Behavioral Health. "Provident has been a leader in meeting the needs of people in crisis. We are pleased to be leading the effort to offer this valuable new community resources – the 988 number – to our community."

Vibrant believes the new 988 number, once implemented, will ensure the Lifeline will continue to be America's mental health safety net by providing emotional support for people in distress, reducing suicides and mental health crises, and providing a pathway to well-being for all.

About Provident Behavioral Health

Serving the St. Louis area since 1860, Provident Behavioral Health is an accredited, nonprofit United Way member agency that builds brighter futures through exceptional behavioral health services, especially for those with the greatest need. They are projected to serve over 90,000 individuals this year in the St. Louis region, throughout Missouri, and across the United States.

About the National Suicide Prevention Lifeline

Funded by the U.S. Substance Abuse and Mental Health Services Administration (SAMHSA) and administered by Vibrant Emotional Health, the National Suicide Prevention Lifeline is a leader in suicide prevention and mental health crisis care. The National Suicide Prevention Lifeline provides free and confidential emotional support and crisis counseling to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week, across the United States. The Lifeline is comprised of a national network of over 180 local crisis centers, uniting local resources with national best practices. Since its inception in 2005, the Lifeline has engaged in innovative public messaging, development of best practices in mental health, creative partnerships, and more to improve crisis services and advance suicide prevention for all. suicidepreventionlifeline.org

About Vibrant Emotional Health

Vibrant Emotional Health is a non-profit organization that helps individuals and families achieve emotional wellbeing. For over 50 years, our groundbreaking solutions have delivered high-quality services and support, when, where and how people need it. We offer confidential emotional support through our state-of-the-art contact center and crisis hotline services that use leading edge telephone, text and web-based technologies and include the National Suicide Prevention Lifeline, NFL Life Line and NYC Well. Through our community wellness programs individuals and families obtain supports and skills they need to thrive. Our advocacy and education initiatives promote mental wellbeing as a social responsibility. Each year we help more than 2.5 million people live healthier and more vibrant lives. We're advancing access, dignity and respect for all and revolutionizing the system for good. Visit vibrant.org. And follow Vibrant on [Twitter](https://twitter.com/vibrantorg), [Facebook](https://www.facebook.com/vibrantorg) and [Instagram](https://www.instagram.com/vibrantorg).

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