



**CALL
OR
TEXT**

988

**MENTAL
HEALTH
LIFELINE**

GENERAL TOOLKIT

Managing our mental health isn't a solo job. It's time to shift from stigma.

988 is a three-digit mental health lifeline that connects Oklahomans with free mental health resources. With each call or text, we are starting conversations that could save a life — and giving Oklahomans permission to talk openly about their own mental health. Many for the first time.

This toolkit will give you the resources to share 988 in your community and get talking about mental health with your family, your friends, your neighbors, and even yourself.

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#ShiftFromStigma

WHAT IS 988?

988 is a direct, three-digit lifeline that connects you with trained behavioral health professionals that can get all Oklahomans the help they need.

**GETTING HELP CAN BE HARD.
SO WE MADE IT EASIER.**

The mental health professionals on the other end of the line are here to help guide you.



CALL THE LIFELINE

It all starts when you call 988. You'll be connected to a mental health professional to talk you through what's going on and get the resources you need for either yourself or your loved one. About 80% of the time, things can get sorted out with just a phone call. But if you need more help, we got you.



IF NEEDED

CONNECT WITH A MOBILE CRISIS TEAM

If you or your loved one need more help after your initial phone call, the 988 call center will send a mobile crisis team to assess things and intervene if necessary. About 7 in 10 crises can be resolved at this touchpoint.



IF EVEN MORE
HELP IS NEEDED

GET TRANSPORTATION

Some people need more in-depth care. If this is the case, transportation will be provided to help Oklahomans in need safely arrive at an Urgent Care and Crisis Center. In metro areas, transportation will be provided by law enforcement. If the closest center is more than 30 miles away, we'll connect you with a private transportation service to get you the help you need.



CHECK IN AT AN URGENT CARE AND CRISIS CENTER

For those of us that need higher touch help, an Urgent Care and Crisis Center has your back. These centers are staffed 24/7/365 with licensed local medical professionals, nurses, and peers who have been through it themselves. Every center accepts both drop-offs from first responders and walk-ins.

To learn more about how 988 works, visit

988oklahoma.com

@988OKLA



THE STATE OF OKLAHOMA'S MENTAL HEALTH

1 IN 5 OKLAHOMANS
EXPERIENCE
A MENTAL ILLNESS
EVERY YEAR THAT'S AROUND **789,800** folks.

4.1% OF ADULTS
IN OKLAHOMA
SERIOUSLY
CONSIDERED SUICIDE
IN THE PAST YEAR.

EACH WEEK
300 OKLAHOMANS
ARE ADMITTED FOR
URGENT CARE OR CRISIS
MENTAL HEALTH SERVICES.

5.6%
OF ADULTS IN OKLAHOMA
EXPERIENCE A SEVERE
MENTAL ILLNESS
(SMI)

54,000+
OKLAHOMA KIDS
LIVE WITH MAJOR DEPRESSION.

80% OF SUICIDES
BETWEEN
THE AGES OF 10-24
ARE **MALE** ♂

1 IN 10
OKLAHOMA STUDENTS
REPORTED ATTEMPTING SUICIDE
IN THE PAST **12** MONTHS.

988
MENTAL
HEALTH
LIFELINE

SOURCES: OKLAHOMA DEPARTMENT OF MENTAL HEALTH AND SUBSTANCE ABUSE SERVICES, CENTERS FOR DISEASE CONTROL AND PREVENTION, MENTAL HEALTH ASSOCIATION, SAMHSA, HOPEFUL FUTURES CAMPAIGN

LET'S START

CALL
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THE CONVERSATION

As Oklahomans, talking about feelings isn't always our default. But one talk could be all a friend or loved one needs — even if it's a bit uncomfortable.

Here are a few ways you can start the conversation about mental health.

"You know if you ever need someone to talk to that I'm here, right?"

"I know you're going through a lot right now. Anything I can do to help?"

"You doing alright? You haven't been acting like yourself lately."

"Let me know if I'm overstepping, but are you doing okay?"

**I've noticed
(you've been down,
you haven't been sleeping,
you've been drinking
more, etc.)"**

"It's been a minute. How are you doing, really?"

"It's fine if you're not ready. But is there anything you want to talk about?"

KNOW THE SIGNS OF MENTAL ILLNESS

Everyone feels down or stressed out from time to time. But when symptoms won't go away or make daily life feel impossible, it might be time to reach out.

While no two Oklahomans are on the same mental health journey, many of us experience similar symptoms.

- Feeling excessively sad or hopeless
- Excessive worrying, fear, or irritability
- Concentration problems
- Extreme changes in mood
- Avoiding friends and social activities
- Sleeping too much, or not enough
- Eating too much, or not enough
- Abuse of substances like alcohol or drugs
- Inability to manage stress
- Headaches or stomach pain without cause
- Sudden changes in appearance
- Suicidal thoughts
- Self-harm

If you or a loved one are showing signs that you could use a hand, **988** is just a call or text away.

PRIMARY STACKED LOGO



The stacked logo is the primary 988 logo. Use this logo in most scenarios.

CONDENSED LOGO



HORIZONTAL LOGO VERSIONS



Retains the original character of the primary logo. To be used on an as-needed basis when the primary logo doesn't fit the situation. Includes both color and one color options.

TYPOGRAPHY

BEBAS NEUE PRO REGULAR & BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MONUMENT EXTENDED REGULAR & BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

COLOR PALETTE



CMYK
1•12•97•0
#FDD814



CMYK
29•76•0•0
#B55EA5



CMYK
65•0•36•0
#49C0B5



CMYK
50•0•100•0
#8CC63F



BLACK

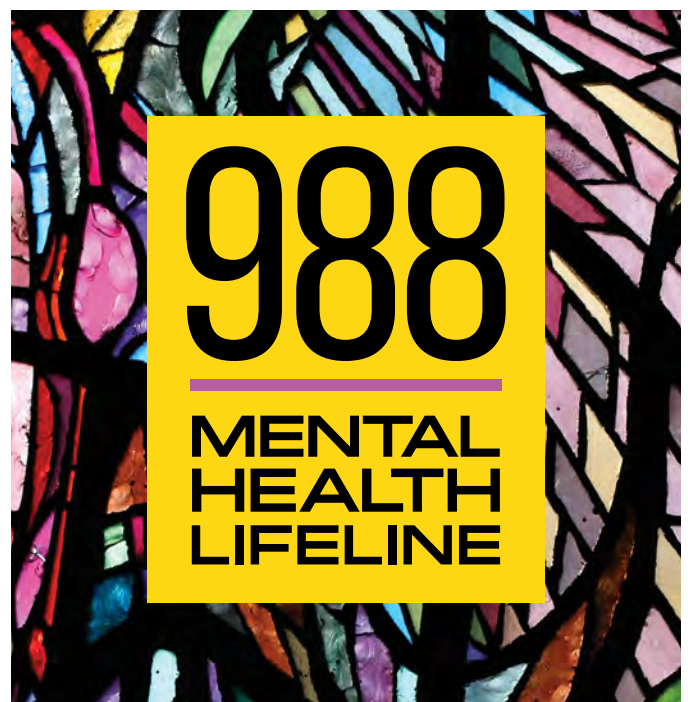
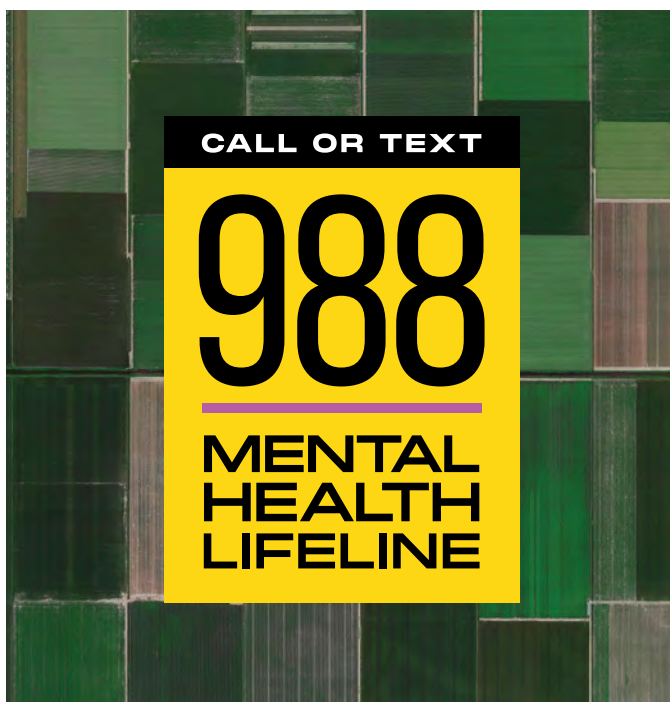
URBAN BACKGROUND EXAMPLES

Hyper close up photography. Inspired by street art and abstract architecture.



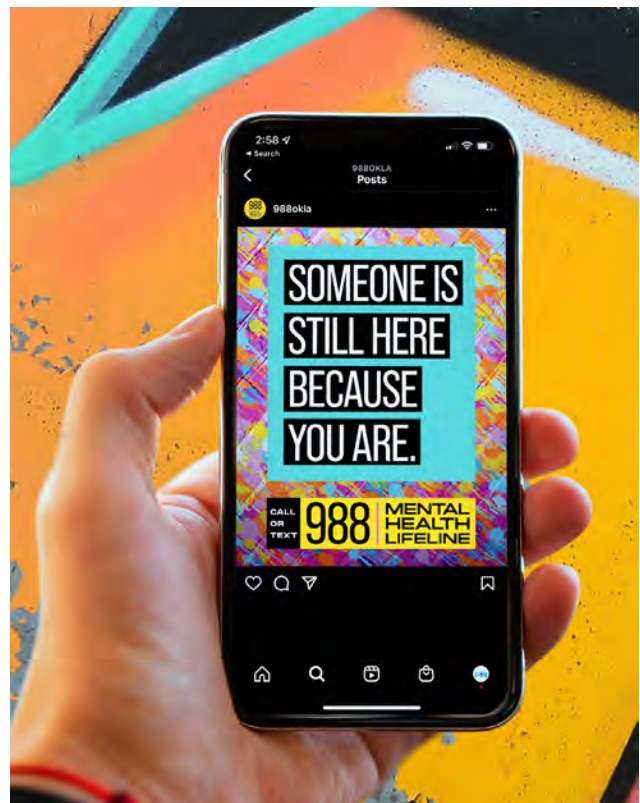
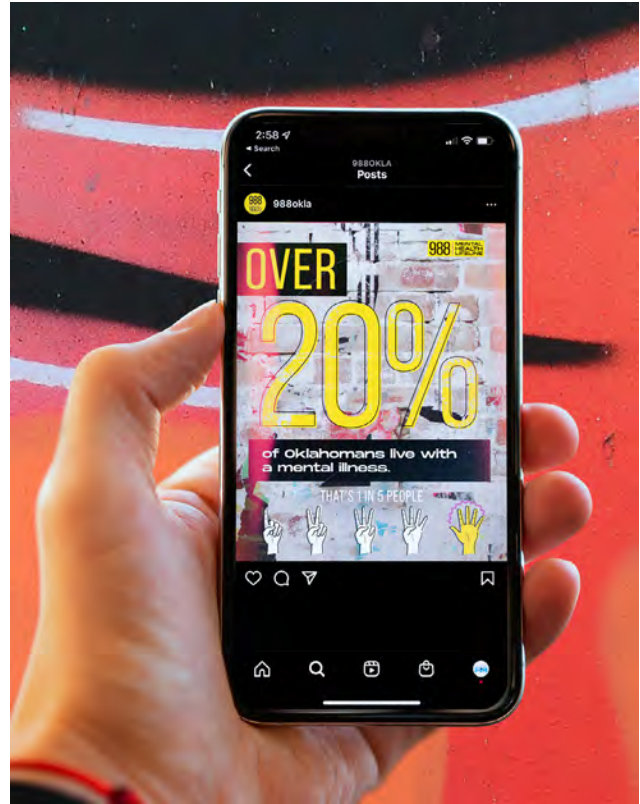
RURAL BACKGROUND EXAMPLES

Hyper close up photography. Inspired by art in nature and slice of life abstract expressions



SOCIAL ASSETS

Help shift from stigma with these ready-to-share social posts. All they need is your point of view.



[Click to download](#)

OUTREACH CARDS

Keep them in your desk. Leave them on a windshield. Hand them out to a community member in need. Spread the word about 988 with these double-sided, print-ready PDFs.



[Click to download](#)

COLORING PAGES

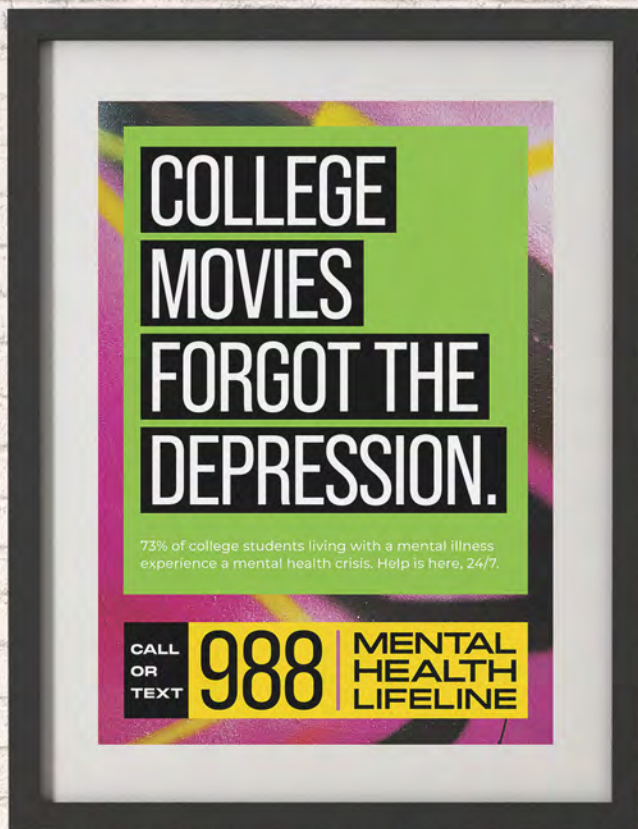
Mental health isn't all gloom and doom. Get creative and color your anxieties away. Be sure to share your masterpiece with #ShiftFromStigma!



[Click to download](#)

POSTERS

Whether it's the breakroom, the classroom, or a coffee shop corkboard, put 988 in your space with our free poster series.



[Click to download](#)

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