



We Can Put 988 on Every Elected Official's Website

Join WeHealUS this May. **One ask. One action. One line of code.**

A national movement to make the 988 Suicide & Crisis Lifeline visible on every site where constituents look for their representatives.

#WEHEALUS MAY MENTAL HEALTH & TRAUMA AWARENESS CAMPAIGN

988 Is Working

And the evidence keeps growing. The infrastructure exists. The evidence is clear. Now we need visibility.

4,400

Fewer Youth Suicide Deaths

Than projected, ages 15–23, since 988's launch. *JAMA, April 2026*

17.7M

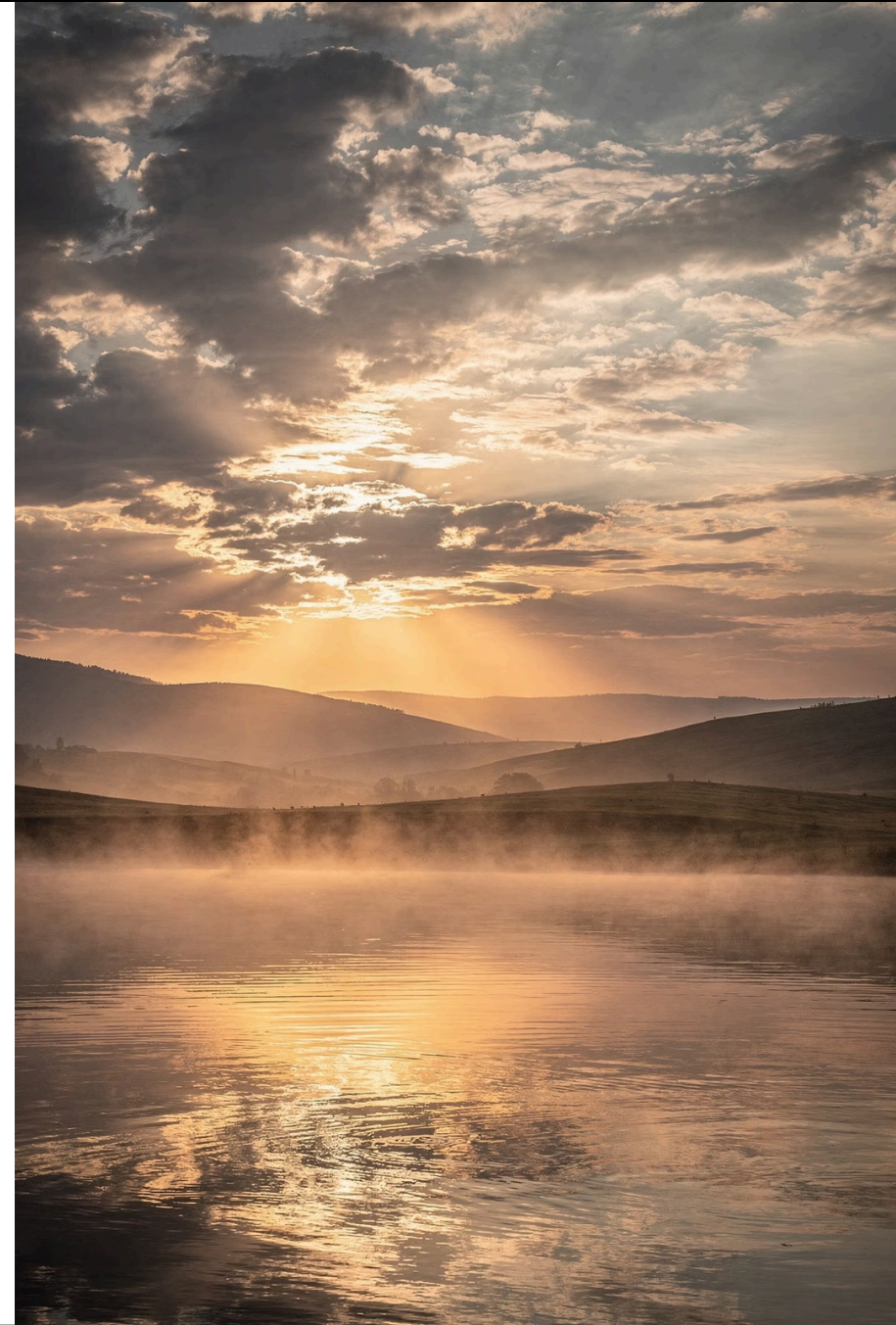
Contacts Since 988 Launched

8M+ in 2025 alone · 92% answer rate
— the highest since inception.
SAMHSA, 2026

\$535M

Committed for FY 2026 + 2027

200+ local crisis centers nationwide.
Projecting 11M contacts next year. *HHS*
+ *GAO*





The Ask — One Line of Text

A single line, placed where constituents can find it:

"If you or someone you know is struggling or in crisis, help is available. Call or text 988 or visit the Lifeline Chat."

- ✔ **That's it. That's the ask.** Free. Federally funded. Saves lives. Already available through SAMHSA's partner toolkit.

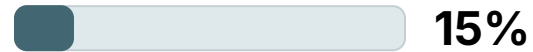
One line of text. Every level. Every state.

The Potential Reach

150M+

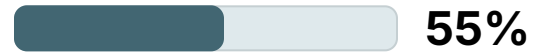
Annual Visits to Officials' Sites

A 2% lift = ~160,000 additional crisis contacts/year



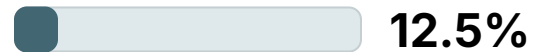
of Congress

~80 of 535



of Governors

28 of 51



of State Legislators

~900 of 7,400

So why hasn't it happened yet?

Most official websites don't feature 988.



0 of 7 top congressional leaders feature 988 — both parties.

Accessible = homepage, main nav, or resources page.

988 Is the National Suicide & Crisis Lifeline

Three digits. Free. Confidential. 24/7. **If you or someone you know is struggling or in crisis, help is available. Call or text 988 — day or night.**

1

Trained Crisis Counselors

Real people, not bots. Trained in suicide intervention, trauma-informed care, and active listening.

2

Specialized Support Lines

Press 1 for the Veterans Crisis Line. Press 2 for Spanish. Connect through chat at 988lifeline.org.

3

Local Crisis Centers

200+ centers nationwide route calls to your area for follow-up support, mobile response, and referrals.

i 988's purpose: Replace 911 for mental health emergencies. Get people to care — not handcuffs — when they're in crisis. 988 is the bridge between a moment of crisis and the rest of someone's life.

The Three Pillars of Healing

Trauma-informed care, crisis intervention, and healing-centered communities aren't three separate movements — they're the same work.

Trauma-Informed Care

Is what gives people the trust to call 988 in the first place. 74% of Americans have heard of 988 — but only 28% feel confident using it. Prior experiences of being dismissed, punished, or retraumatized shape whether people ask for help.

Source: NAMI/Ipsos 2024

988 — The Crisis Moment

Is the 20-minute call that keeps someone alive through a crisis. Free. Confidential. Staffed by trained counselors. A federally-funded lifeline already saving thousands of lives. But only if people know it exists.

Source: SAMHSA 2026

Healing-Centered Communities

Are what sustain recovery after the call ends. Schools, workplaces, faith communities, and healthcare systems equipped to respond with dignity. This is the infrastructure WeHealUS has been building for years.

Illinois Already Has the Healing-Centered Foundation

Now it's time to bridge people to it.

What Illinois Has Already Done

- **Senate Resolution SR0301** — declared a trauma-informed, healing-centered state (2021)
- **Healing-Centered Illinois Task Force** — chaired by Lt. Gov. Stratton, convened by statute under SB 646 (2023)
- **CESSA Act** — nation-leading 911/988 coordination legislation

What Illinois Is Still Missing

A simple act of visibility:

2/19

Federal Delegation

featuring 988

0/6

Statewide Officials

featuring 988

1/177

General Assembly

featuring 988

988 is the doorway to everything Illinois has already said it values. **WeHealUS is ready to help every Illinois elected official close that gap.**

This Is Already Working — Where Officials Show Up

The model exists. We're asking more to adopt it. These aren't outliers — they're the blueprint.

Sen. Tammy Baldwin (WI)

Authored the 988 law. Mental Health & Trauma Resources page features 988 prominently.

Rep. Seth Moulton (MA)

Co-authored the original House bill. Top-level "Expanding Mental Healthcare" issue page.

Rep. Brian Fitzpatrick (PA)

Authored the 988 Implementation Act. Co-Chair, Bipartisan Mental Health Task Force.

Rep. Lauren Underwood (IL-14)

Dedicated Behavioral Health Resources page with 988 explicitly featured. Illinois's example.

Gov. Kathy Hochul (NY)

\$1B+ Mental Health Care Plan. Released the 988 Community Education Toolkit — replicable in any state.

WeHealUS is inviting every other official to join them this May.

Join the Campaign

It takes 60 seconds to copy a link. Zero dollars to save a life. Free. Fast. Effective. Together.



60 Sec — Share This Carousel

Tag @SAMHSA or @NAMI.
Use #WeHealUS. Let the movement travel.



3 Min — Email Your Rep

Use our ready-to-send template on the next slide.



5 Min — Check Your Reps' Sites

Visit [lastname].house.gov
or [lastname].senate.gov. Is 988 there?

The Email — Ready When You Are

Copy, paste, send. Use this template to contact your representative today.

1

SUBJECT

Please add 988 to your official website

2

BODY

Dear [Representative / Senator / Governor] [Name],

I'm a constituent writing to ask that you feature the 988 Suicide & Crisis Lifeline prominently on your official website — on your homepage, in navigation, or on a constituent resources page.

988 is free, federally funded, and handled over 8 million contacts in 2025. New research in JAMA (April 2026) links it to 4,400 fewer youth suicide deaths than projected.

Sen. Tammy Baldwin (WI), Rep. Seth Moulton (MA), and Rep. Brian Fitzpatrick (PA) all feature 988 prominently on their official sites. Any office can adopt this simple, replicable model.

As part of the #WeHealUS May Mental Health & Trauma Awareness Campaign, I'm asking you to join them.

Thank you for considering this.

Sincerely,

[Your name]

[Your city, state, ZIP]

This Is Bigger Than One Number

It's about what kind of country we want to be when someone is hurting.

Trauma-informed care, healing-centered communities, and crisis intervention aren't three separate movements. **They're the same work. And it's ours to do.**

This May, WeHealUS is convening a healing-centered coalition of organizations, advocates, survivors, and everyday constituents asking for one concrete act: Put 988 where people can find it.



Share This

Spread the movement on social media with #WeHealUS



Send the Email

Use the ready-to-send template to contact your rep today



Tag Someone

Tag someone who works in a legislative office

Let's put 988 on every site together.



Healing Starts With Being Seen

Every constituent. Every community. Every official website. This May — let's be seen together.



If you or someone you know needs support:

Call or text **988** — 24/7. Free. Confidential. Available in English and Spanish.

Chat at 988lifeline.org

Veterans: press 1 | Spanish: press 2

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JOIN THE MAY MENTAL HEALTH & TRAUMA AWARENESS CAMPAIGN