

# 988 Implementation Plan for Nebraska

## Eight (8) Core Areas, Goals, and Action Steps

### September 2021

#### Core Area 1: Ensure Statewide 24/7 Coverage for 988 Calls, Chats, and Texts

##### Core Area 1: Statewide Coverage for 988 Contacts

##### Phase 1 Goals and Action Steps: Pre-Launch (Oct 1, 2021 – June 30, 2022)

**Goal 1.1:** Boys Town will receive and respond to 75% of Nebraska Lifeline text and chat services during the testing phase.

##### Goal 1.1 Action Steps

Action Steps
Identify software for Lifeline text and chat services.
Determine Lifeline text and chat software costs and identify funding sources.
Integrate software for Lifeline text and chat.
Train personnel and coach exiting workforce to use Lifeline text and chat.
Identify potential back up options with Vibrant to ensure text/chat volume metrics are met.
Respond to 75% of Lifeline text and chats offered.

##### Core Area 1: Statewide Coverage for 988 Contacts

##### Phase 2 Goals and Action Steps: One Year Post-Launch (July 1, 2022 – June 30, 2023)

**Goal 1.2:** Boys Town will have functional software to receive and respond to 80% of Nebraska Lifeline text and chat services, as expected in the year one 988 chat/text projections.

##### Goal 1.2 Action Steps

Action Steps
Increase personnel in accordance with chat and text volume projections.
Train additional personnel and coach existing workforce to maintain ongoing performance improvement for text and chat metrics.
Consider back-up capacity of Vibrant or in state options to hit metrics.
Respond to 80% of Lifeline text and chats offered.

## **Core Area 2: Secure Adequate, Diversified, and Sustained Funding Streams for Lifeline Member Centers**

### **Core Area 2: Adequate and Diversified Funding for Lifeline Centers Phase 1 Goals and Action Steps: Pre-Launch (Oct 1, 2021 – June 30, 2022)**

**Goal 2.1:** Sufficient funding will be available to support the full, projected costs for the Nebraska Lifeline Call Center to handle increased volume/costs.

#### **Goal 2.1 Action Steps**

<b>Action Steps</b>
Adopt a call volume growth projection model (low, moderate, high).
Continue work with 911 Director on consideration and estimates if 988 served as a secondary Public Service Answering Point (PSAP).
Identify funding and partnerships for resource contributions to support projected costs.
Determine resource needs for 988 center follow-up contact provision.

### **Core Area 2: Adequate and Diversified Funding for Lifeline Centers Phase 2 Goals and Action Steps: One Year Post-Launch (July 1, 2022 – June 30, 2023)**

**Goal 2.2:** Nebraska will secure funding from diversified sources sufficient to support the 988/Lifeline center serving Nebraska.

#### **Goal 2.2 Actions Steps**

<b>Action Steps</b>
Evaluate crisis call data including volume, staffing resources and metric performance monthly.
Engage partners and review strengths and challenges operationally between 911, 988, and local crisis systems.
Determine ongoing capacity improvement plans and needs, cost projections/estimates, and secure ongoing funding as needed.

## **Core Area 3: Expand and Sustain Center Capacity to Maintain Target In-State/Territory Answer Rates for Current and Projected Call, Text, and Chat Volume**

### **Core Area 3: Capacity for Target In-State/Territory Answer Rates Phase 1 Goals and Action Steps: Pre-Launch (Oct 1, 2021 – June 30, 2022)**

**Goal 3.1:** BT will have an 80% answer rate for offered Lifeline calls.

#### **Goal 3.1 Action Steps**

<b>Action Steps</b>
Establish 2021 baseline of personnel to achieve targeted answer rate and evaluate monthly improvement in accordance with call volume projections
Identify funding to be able to initiate the platform/technology and potential back-up staff or center to ensure we meet the established target of 90%.
Consider technology and remote workforce strategies and technology solutions to provide rural and urban statewide coverage.
Train new personnel and coach existing workforce to maintain ongoing performance improvement for call metrics.
Answer 80% of offered Lifeline calls offered.

### **Core Area 3: Capacity for Target In-State/Territory Answer Rates Phase 2 Goals and Action Steps: One Year Post-Launch (July 1, 2022 – June 30, 2023)**

**Goal 3.2:** BT will have an 90% answer rate for offered 988 calls.

#### **Goal 3.2 Action Steps**

<b>Action Steps</b>
Workforce management team review monthly attrition, new hires, recruitment, and retention to formulate adequate staffing levels for key performance metric.
Increase personnel in accordance with call volume projections attainment of metrics.
Explore agreements or crisis call center or worker training as necessary to allow for expansion of rural or other necessary workforce to meet or exceed metrics.
Train new personnel and coach existing workforce to maintain ongoing performance improvement for call metrics.
Answer 90% of offered Lifeline calls offered.

## **Core Area 4: Support Crisis Centers in Meeting Lifeline’s Operational Standards, Requirements, and Performance Metrics**

### **Core Area 4: Lifeline Standards and Requirements**

#### **Phase 1 Goals and Action Steps: Pre-Launch (Oct 1, 2021 – June 30, 2022)**

**Goal 4.1a:** Nebraska will assess BT’s ability to meet Lifeline’s operational standards, requirements, and performance metrics as unified platform is released by Vibrant.

#### **Goal 4.1a Action Steps**

<b>Action Steps</b>
Identify preferred metrics to monitor service quality for Lifeline/988.
Develop any data collection improvement, technology, reports for ongoing evaluation.

**Goal 4.1b:** BT will be technologically prepared to meet expectations for 988 NE service provision until Vibrant unified platform is released.

#### **Goal 4.1b Action Steps**

<b>Action Steps</b>
Explore text/chat platforms and system compatibility.
Assess technology status related to needs identified for 988 crisis center service provision.
Identify strategy for technology upgrades and additions including assessing fiscal needs.
Identify data analysis and reporting analytics expected by NEDHHS in addition to Vibrant requirements.
Vibrant will provide guidance for implementation planning of transitioning to a unified platform.

## **Core Area 4: Support Crisis Centers in Meeting Lifeline’s Operational Standards, Requirements, and Performance Metrics (continued)**

### **Core Area 4: Lifeline Standards and Requirements**

#### **Phase 2 Goals and Action Steps: One Year Post-Launch (July 1, 2022 – June 30, 2023)**

**Goal 4.2:** BT will answer 90% of calls in 30 seconds with Vibrant unified platform (not yet released).

#### **Goal 4.2 Action Steps**

<b>Action Steps</b>
Identification of current average speed in answering calls.
Identify strategy to improve call speed, including assessing personnel needs.
Train new personnel and coach existing workforce to maintain ongoing performance improvement for call metrics.
Answer 90% of offered Lifeline calls offered in 30 seconds or less.

## **Core Area 5: Convene a Coalition of Key Stakeholders to Advise on 988 Planning and Implementation**

### **Core Area 5: 988 Stakeholder Coalition**

#### **Phase 1 Goals and Action Steps: Pre-Launch (Oct 1, 2021 – June 30, 2022)**

**Goal 5.1a:** A 988, 911 key stakeholder group will make recommendations on 988/911 workflow, processes, protocols, and interoperability standards including exploration of 988 as a secondary PSAP.

#### **Goal 5.1a Action Steps**

<b>Action Steps</b>
Study and make recommendations on technology necessary to directly transfer calls from 988 and 911 PSAPs.
Study and make recommendations regarding triage and protocols for 988 and 911 transfer and activation.
Develop workflows for 988, 911 and PSAPs and local crisis response.

**Goal 5.1b:** Study and make recommendations for local mobile crisis response adult and youth standards, assessment tools, telehealth, phone, and other technology uses to consistently serve all Nebraskans.

#### **Goal 5.1b Action Steps**

<b>Action Steps</b>
Establish a working group.
Identify mobile crisis response best practice standards from multiple sources for consideration including national standards from American Association of Suicidology and other national and state behavioral health organizations.
Develop and agree on crisis response operations, safety, and transfer parameters.
Finalize workflows, metrics, and connection with 988, 911, and PSAPS.
Quarterly meetings with Hospitals, crisis service providers, RBHA's, MCO's, other stakeholders to review progress, referral successes and challenges, bed registry progress, data metrics/outcomes (TBD).

## **Core Area 5: Convene a Coalition of Key Stakeholders to Advise on 988 Planning and Implementation (continued)**

**Goal 5.1c:** Using the regional stakeholder crisis response service data and information, identify crisis service enhancements that provide equity of access and referral to Nebraskans across the state.

### **Goal 5.1c Action Steps**

Action Steps
Identify and engage a stakeholder group to review crisis service system needs and gaps.
Prioritize crisis services.
Identify cross division and system funding for the prioritized crisis services.

**Goal 5.1d:** A 988 advisory group will be established by January 2022 and meet monthly for first 6 months then quarterly.

### **Goal 5.1d Action Steps**

Action Steps
Identify key stakeholders to serve on advisory group, ensure membership considerations include tribal members, veterans, and is diverse in age, gender, race, rural, urban, and physical or mental ability.
Establish ground rules/charters.
Members will review call/text/chat volumes, answer metrics, call handle times and other key performance metrics.
Members will review 988/911/PSAP/Crisis Response provider workflow successes and challenges.
Quarterly meetings will be scheduled.

### **Core Area 5: 988 Stakeholder Coalition**

#### **Phase 2 Goals and Action Steps: One Year Post-Launch (July 1, 2022 – June 30, 2023)**

**Goal 5.2:** The key stakeholder advisory group will continue to meet quarterly.

### **Goal 5.2 Action Steps**

Action Steps
Identify key stakeholders to serve on advisory group; stakeholders will continually be identified
Quarterly meetings will be scheduled and information from the meetings will be disseminated

## **Core Area 6: Maintain a Comprehensive, Updated Listing of Resources, Referrals, and Linkages; Plan for Expanded Services**

### **Core Area 6: Comprehensive Resource Listings; Plan for Expanded Services Phase 1 Goals and Action Steps: Pre-Launch (Oct 1, 2021 – June 30, 2022)**

**Goal 6.1:** BT will complete an up-to-date, statewide, and comprehensive referral resources for people in crisis.

#### **Goal 6.1 Action Steps**

<b>Action Steps</b>
Current referral resources will be compared to the resources, referrals, and linkages delineated by Vibrant.
Seek out partner feedback on referrals and methods to stay current.
Update the referral list, identify referral pathways with shared partners as necessary.
Identify referral list audit cycle timelines and allocate appropriate staffing to meet quality and timeline expectations.

### **Core Area 6: Comprehensive Resource Listings; Plan for Expanded Services Phase 2 Goals and Action Steps: One Year Post-Launch (July 1, 2022 – June 30, 2023)**

**Goal 6.2:** All Nebraska Lifeline centers will have access to a shared, comprehensive statewide list of resources, referrals, and linkages.

#### **Goal 6.2 Action Steps**

<b>Action Steps</b>
Current referral resources will be presented to Nebraska stakeholders to ensure the service listing is comprehensive.
Update the referral list to include all pertinent resources, referral pathways, address barriers and successes with stakeholders.



## **Core Area 7: Ensure All State/Territory Centers Can Provide Best Practice Follow-Up to 988 Callers/Texters/Chatters**

### **Core Area 7: Provide Follow-Up Services**

#### **Phase 1 Goals and Action Steps: Pre-Launch (Oct 1, 2021 – June 30, 2022)**

**Goal 7.1:** Nebraska will identify a process to ensure 95% follow-up contact rate to 988 callers.

#### **Goal 7.1 Action Steps**

<b>Action Steps</b>
Assess the number individuals engaging via texts and chats who will need follow-up.
Establish eligibility criteria for follow-up contacts.
Develop timelines and frequency for follow-up contact/services.
Develop minimum content for follow-up calls/contacts.
Identify what entities will provide follow-up services.
Increase personnel in accordance with follow-up contact projections.
Increase personnel in accordance with follow-up contact projections.
Train additional personnel on follow up protocols.
Test follow up protocols and collection of metrics and modify work flows as necessary.

### **Core Area 7: Provide Follow-Up Services**

#### **Phase 2 Goals and Action Steps: One Year Post-Launch (July 1, 2022 – June 30, 2023)**

**Goal 7.2:** BT will offer 95% follow-up/outbound call volume as projected in the 988-year 1 Cost and Volume Projections report.

#### **Goal 7.2 Action Steps**

<b>Action Steps</b>
Monthly review to assess follow up call metrics, fidelity to established guidelines and best practices.
Address metrics below 95% with personnel, provide coaching, TA, consultation, and relevant corrective action plans.
Communicate adjustments needed in staffing, funding, protocols to 988 Advisory Stakeholder group.
Finalize recommendations related to modifications to processes, practices, personnel, funding.

## **Core Area 8: Plan and Implement Marketing for 988 in Your State/Territory**

### **Core Area 8: Marketing and Communications Plan for 988**

#### **Phase 1 Goals and Action Steps: Pre-Launch (Oct 1, 2021 – June 30, 2022)**

**Goal 8.1a:** Nebraska will have developed and implemented a communications and marketing plan for 988 by June 30, 2022.

#### **Goal 8.1a: Action Steps**

<b>Action Steps</b>
Identify a diverse marketing team for 988 messaging efforts.
Identify key goals of a statewide 988 messaging campaign.
Identify key messaging audiences in Nebraska (i.e. evaluating search engine strategies, stakeholder interviews or focus groups, message testing).
Identify key public messaging guidelines and channels for 988 messaging dissemination.
Develop the 988 communications plan which includes strategies, tactics, funding, key metrics to evaluate success.
Propose a budget for marketing via various channels (print, video, radio, social media, etc.).
Identify a point of contact to work with the Vibrant Communications team and communications lead for Nebraska.

**Goal 8.1b:** Nebraska will develop and implement a transition plan to change 1-800-273-8255 in existing promotional materials to 988 by the end of January 2022.

#### **Goal 8.1b Action Steps**

<b>Action Steps</b>
Search and identify existing materials with 1-800-273-8255.
Develop plan to transition promotional materials to 988.
Transition promotional materials to 988 statewide.

## **Core Area 8: Plan and Implement Marketing for 988 in Your State/Territory** **(continued)**

### **Core Area 8: Marketing and Communications Plan for 988**

### **Phase 2 Goals and Action Steps: One Year Post-Launch (July 1, 2022 – June 30, 2023)**

**Goal 8.2:** Nebraska will continuously improve and update the communications and marketing plan for 988.

#### **Goal 8.2 Action Steps**

<b>Action Steps</b>
Finalize Nebraska customization of national level marketing materials.
Identify funding to support public messaging asset creation, asset update, and dissemination via identified dissemination channels
Finalize messaging for how 988 aligns/embeds with other Nebraska resources, including crisis lines not affiliated with 988.
Develop plan for tracking metrics and public messaging campaign impacts and effectiveness.