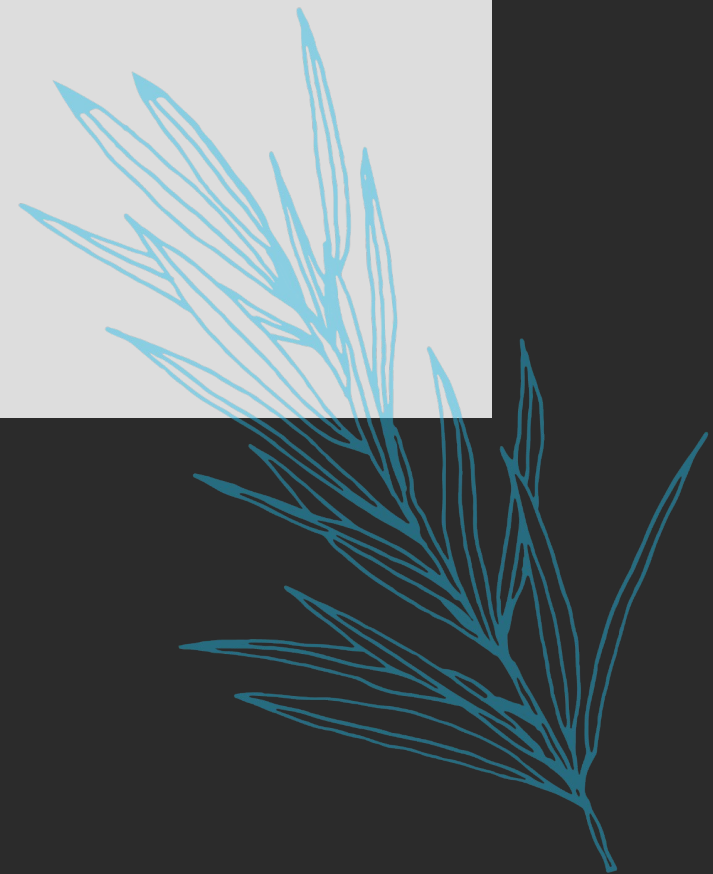


**J E M E**

988

Mental Health & Crisis Lifeline

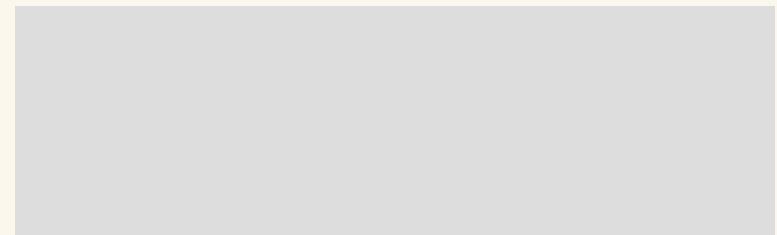




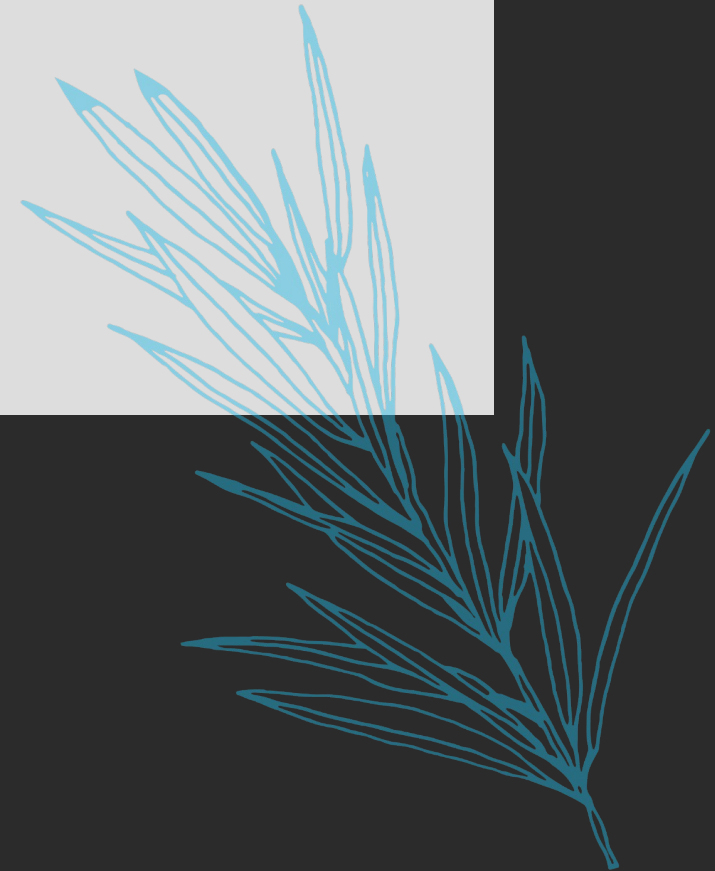
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## Meegan Denenberg Founder, Jeme

Jeme is a strategic communications + creative agency based in Philadelphia. Our mission is to craft beautiful creative that manifests purpose + inspires audiences. Impact is embedded in our brand strategy, messaging, and design work at every touchpoint; it is reflected in our values and our people.



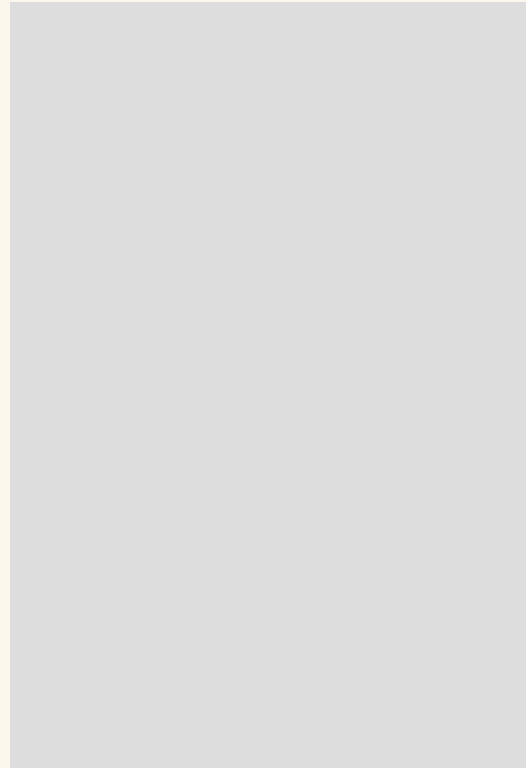
We are working with the city of Philadelphia's Department of Behavioral Health and Intellectual disAbility Services + Scattergood Foundation to develop a citywide awareness campaign to promote **988**, a lifeline to support people who may be experiencing a crisis and/or need mental health resources. This three-digit number is an alternative to 911 when you, or someone you know or see is having a mental health crisis and are in need of an emergency intervention.





**What is 988?**

# 988



988 is a Lifeline that offers 24/7 access to trained crisis counselors who can help people who:

- need information about local mental health resources,
- are experiencing suicidal thoughts or feelings,
- are in emotional distress,
- battling substance use, and/or
- mental health crisis.

People can also connect to 988 if they are worried about a loved one who may need support.



What is 988?

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# 988

You should call 988 if you are:

- Feeling anxious or battling anxiety
- Experiencing feelings or thoughts of wanting to harm yourself or others
- Experiencing feelings of hopelessness or worthlessness
- Having difficulty dealing with life's stresses
- Having thoughts of suicide

If you or a loved one are experiencing a suicidal crisis or emotional distress.

**CALL 988 or (215) 685-6440**



What is 988?

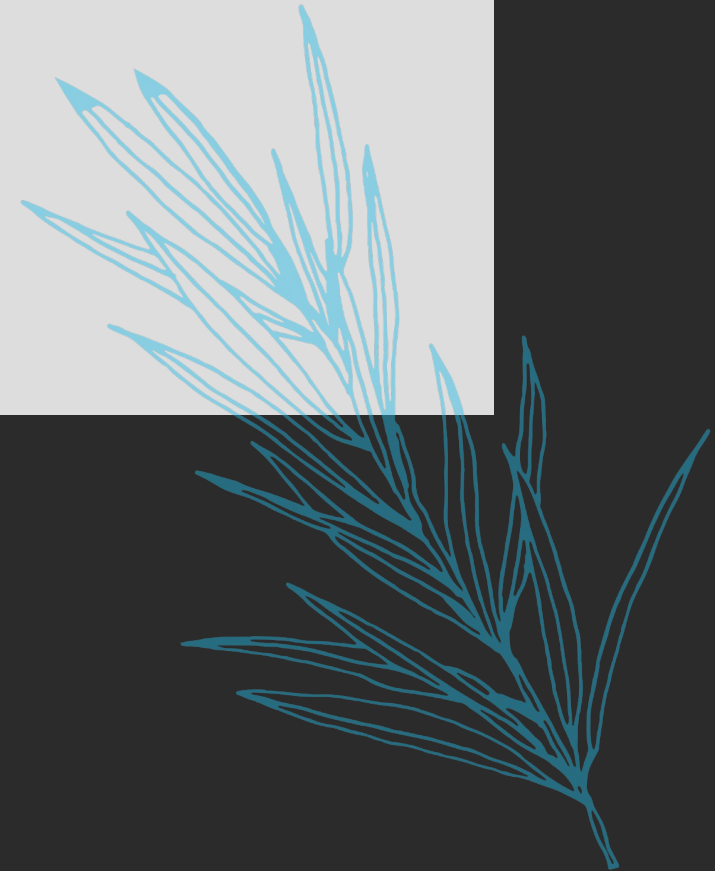
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## How do you use 988?

You can call **988** from your cell phone or landline to reach a trained crisis line operator who you will offer compassionate support and direction in your time of need. Philadelphians who are deaf or hard of hearing can use your preferred TTY relay service, or dial 711, then 988.

You can also text or chat 988 from your cell phone, computer, ipads, etc. The text or chat feature will reach the national **988** support line, those operators will connect you Philadelphia-based services and/or resources.

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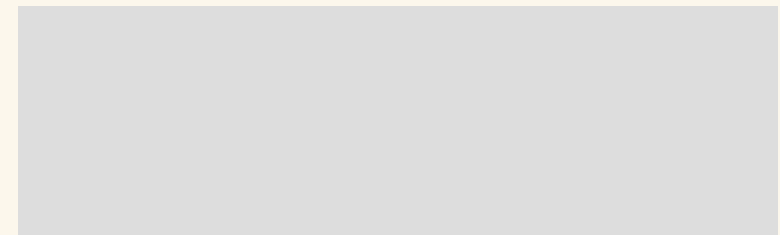


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## Who should use 988?

Everyone should use 988. It is important that all Philadelphians - lifelong residents, new residents, youth, adults, seniors - everyone understands that this resource belongs to the people.

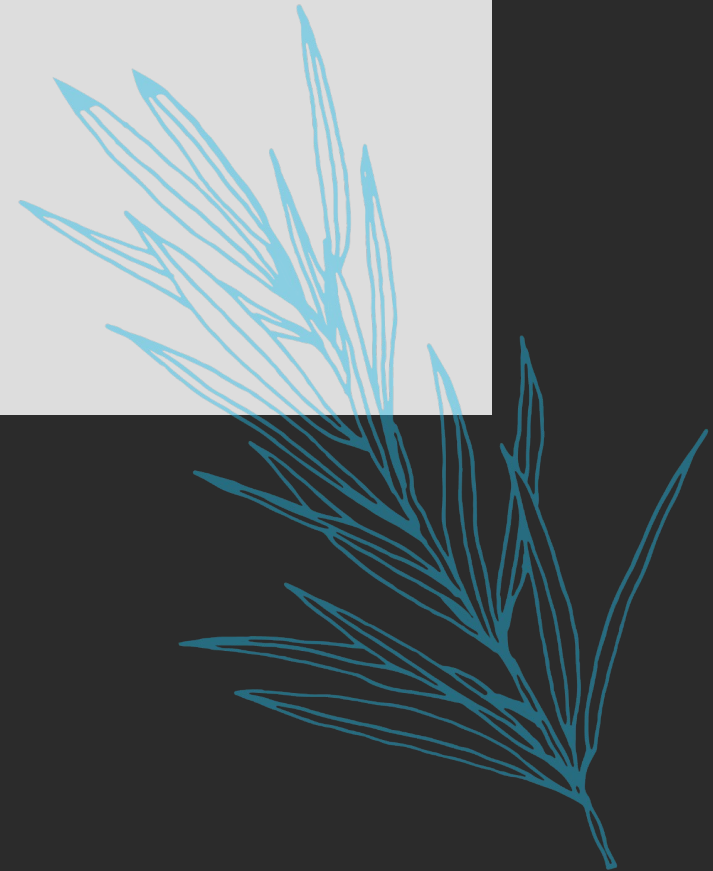
Language support is available in Spanish, Russian, Vietnamese, French & Mandarin.



## **What you will experience when you call 988?**

You will reach a compassionate, trained professional.

You will receive counseling, guidance, assessment, and/or referrals/warm transfers to other services as needed.

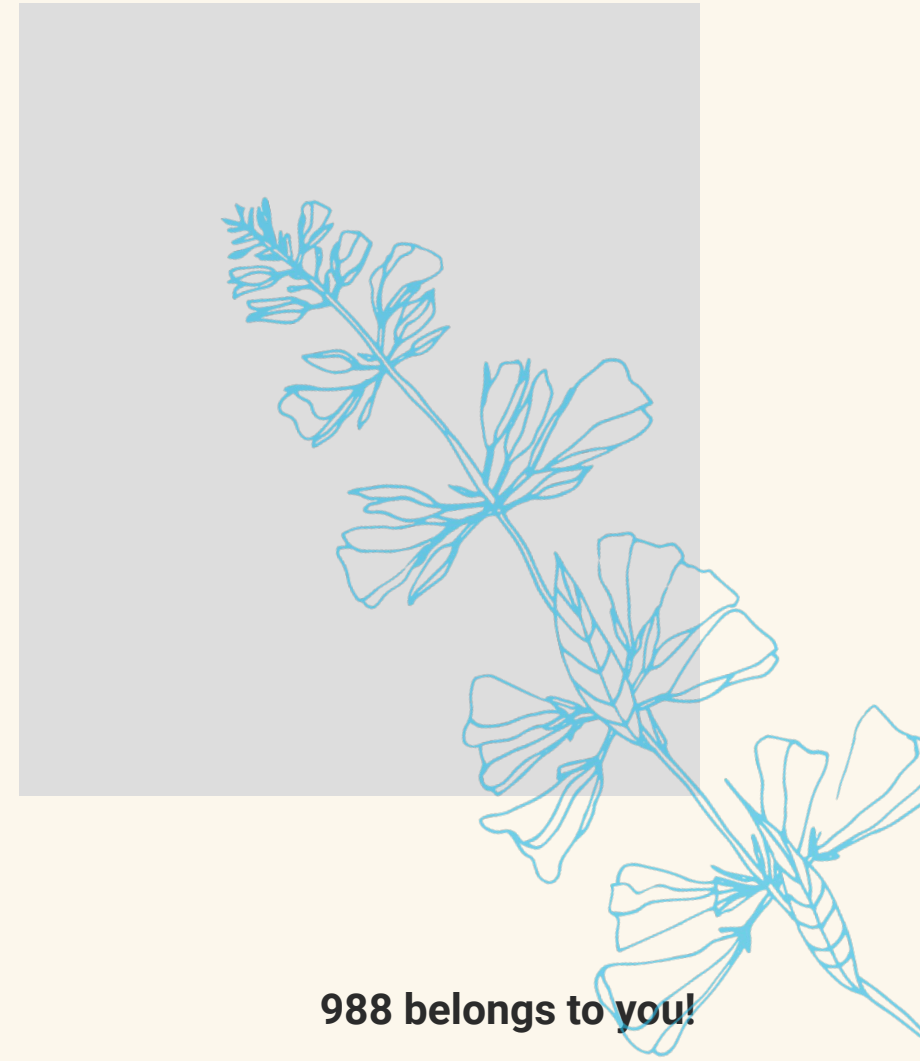


**988 + JEME**



# Jeme + Unique Approach

- Why Jeme? - minority-owned & woman-led
- Grounded in community voices
- DBHIDS + Scattergood + Jeme



**988 belongs to you!**

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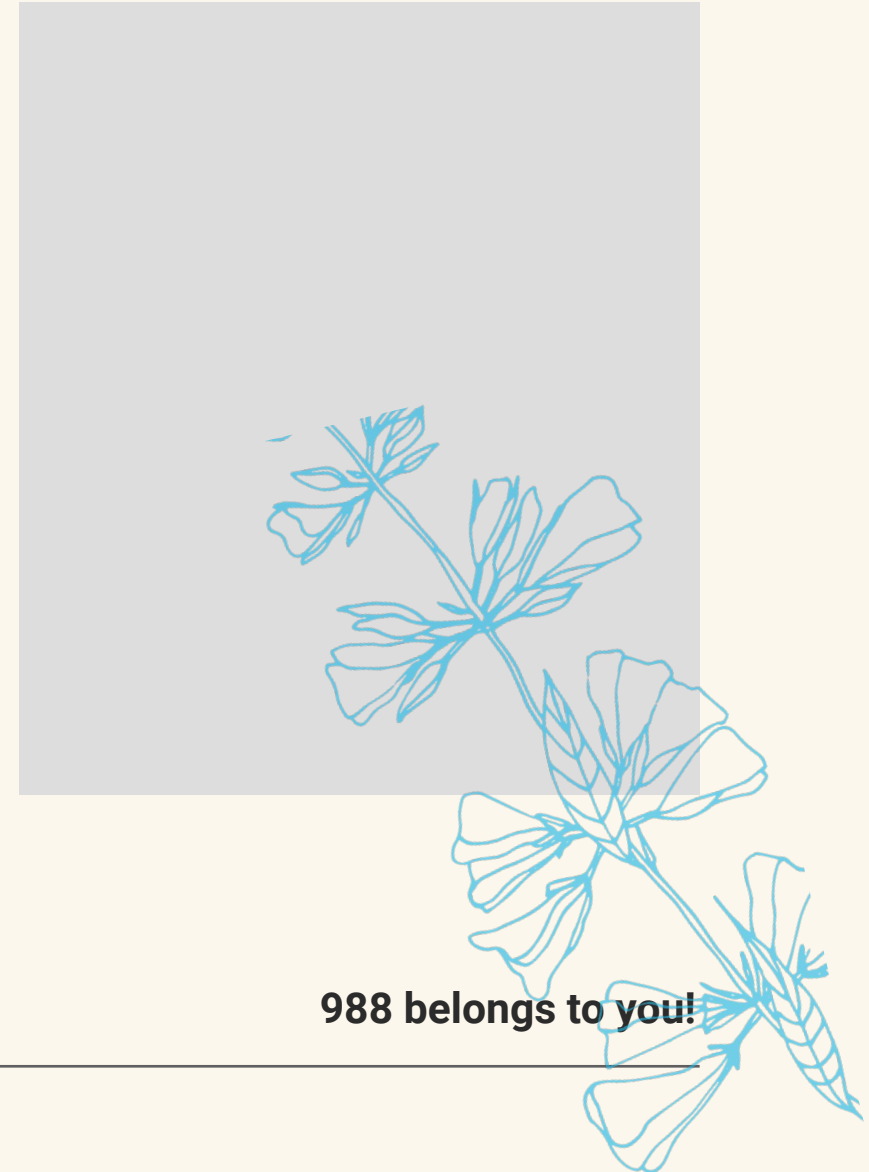
# Elevating the Voices of the Community + Trusted Leaders

Our community-based approach is rooted in the knowledge and lived experience of our intended audiences.

- Speaking with people, NOT AT
- AVOID MAKING ASSUMPTIONS
- Authentic engagement + compassionate conversations
- culturally-competent platforms and empathic focused methodologies



988 belongs to you!

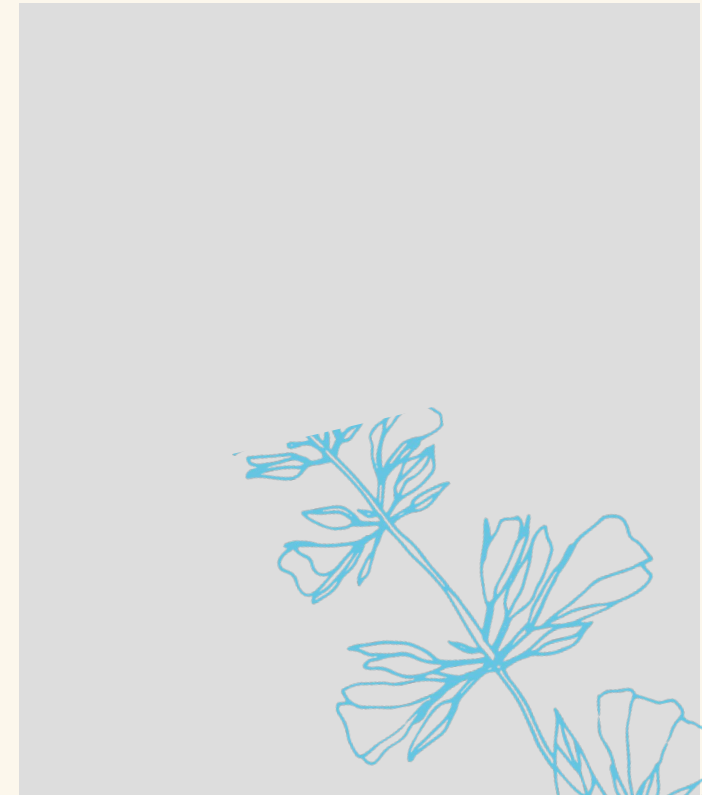


# Elevating the Voices of the Community + Trusted Leaders

Particularly for 988, we:

- Connected with over 100 Philadelphians.
- Interviewed trusted members of the Blind and Visually-impaired community (Andy Burnstein of Accessible Pharmacy and Lynne Heitz, President of National Federation of the Blind of Pennsylvania).
- Organized + facilitated one-on-one + small group conversations
- Circulated a questionnaire - translated into 5 languages.

This level of detail is what we deliver on many of our projects. Every year we learn something new about connecting with people, while we expand our network of people doing wonderful work in the City and region.



**988 belongs to you!**

# Amplifying 988 to all Philadelphians

We developed an integrated awareness plan to put 988 on the radar of all Philadelphians.

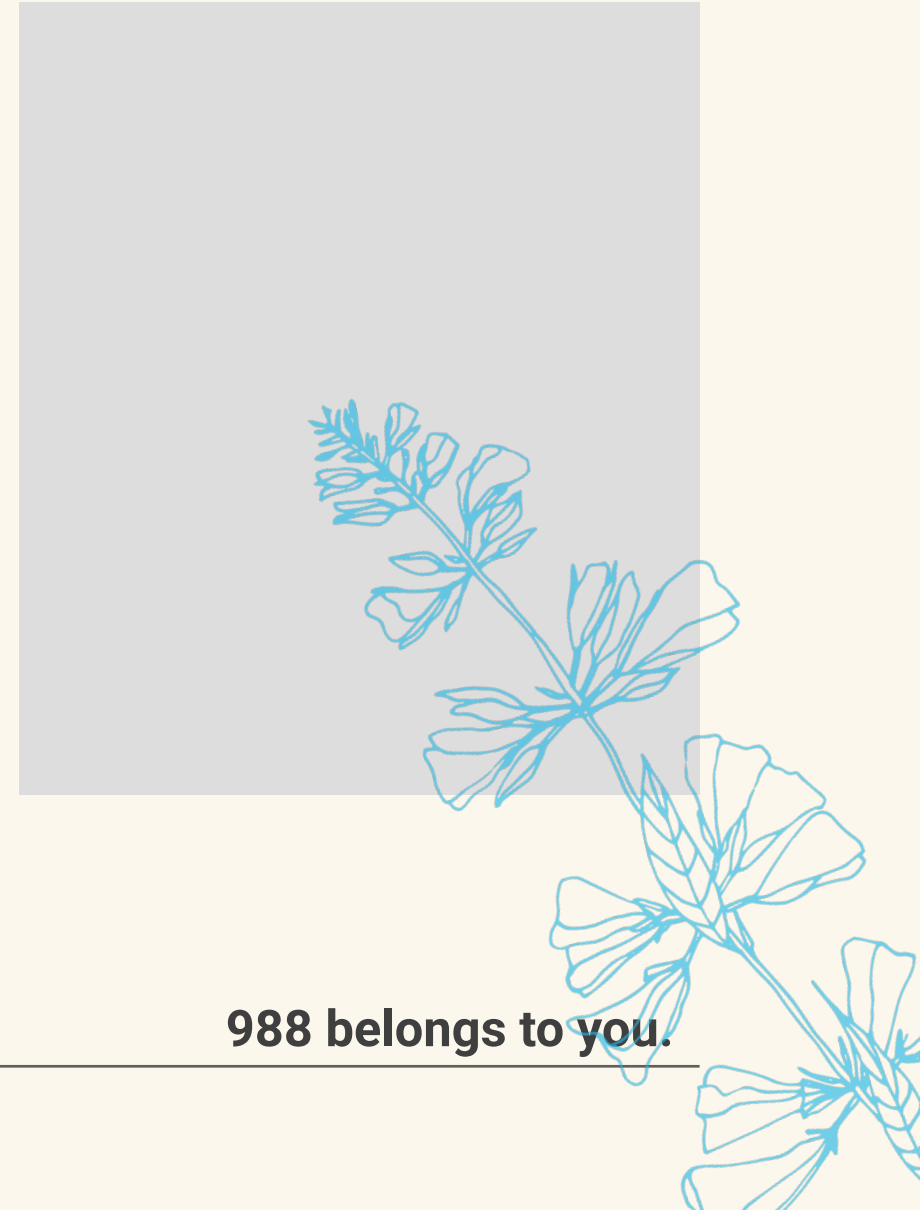
The Awareness Plan changes the cultural around mental health and targets:

- Community organizations
- Trusted Voices (Block Captains, Influencers, Practitioners, Community Leaders)
- Beautiful Swag
- Engaging Collateral
- Touchpoints - School, SEPTA, Work, Concerts, Gam

We are committed to touching people where they work, shop, play, ride, learn, pray, and walk in with a beautiful campaign that reflects the insights of the people with whom we connected.



988 belongs to you.





# 988

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Our work to spread the message about **988** is just beginning and we are open to partnerships.

This resource belongs to the people of Philadelphia and our goal is to ensure people know it is here. You are invited to contact my team at [hello@littlegiantcreative.com](mailto:hello@littlegiantcreative.com).

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**THANK YOU**