

RESOLUTION

Subject: Increasing Awareness of the National Suicide Prevention Lifeline (988 Lifeline)

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Referred to: Reference Committee

WHEREAS, suicide is a rising issue in Kentucky, and youth are a population of high concern¹; and

WHEREAS, suicide is the second highest cause of death in children and young adults, with 1 in 7 high school students having considered suicide and 1 in 5 middle schoolers having considered suicide¹; and

WHEREAS, the National Suicide Prevention Lifeline was first established in 2005, and now consists of over 200 crisis centers available 24/7 via phone calls, texts, or chat to serve as emergency support to prevent suicide across the United States²; and

WHEREAS, the National Suicide Prevention Lifeline is effective, with 88.1% of callers reporting that their call stopped them from killing themselves and over half of callers stating that their suicidal thoughts did not recur after their call³; and

WHEREAS, the National Suicide Prevention Lifeline's primary age demographic is people aged 18-24 (42.2%), which is an identified at-risk population, and the line is also utilized by a wide range of ages, genders, and ethnicities³; and

WHEREAS, the National Suicide Hotline Improvement Act of 2018 mandated that the National Suicide Prevention Lifeline switch to using a simple three-digit number (988), which was only launched in July of 2022, and therefore, additional advertisement and promotion would help to increase public awareness of how to access the service^{2,4}; and

WHEREAS, the American Medical Association (AMA) updated its policy in 2022 to reflect the switch to using 988 for the National Suicide Prevention Lifeline and advocate for increased funding and support for the suicide prevention safety net⁵; now, therefore, be it

RESOLVED, that KMA dedicate resources to help promote the 988 National Suicide Prevention Lifeline and advocate for increased funding and support of the suicide safety net prevention network.

References:

1. Njenga, R. (2025, July 15). *Suicide Prevention and Awareness*. Kentucky Department of Education. <https://www.education.ky.gov/school/sdfs/Pages/Suicide-Prevention-and-Awareness.aspx>
2. 988 Lifeline. (n.d.). *About 988*. <https://988lifeline.org/about/>
3. Gould, M.S., et al. (2025, June). National Suicide Prevention Lifeline (Now 988 Suicide and Crisis Lifeline): Evaluation of Crisis Call Outcomes for Suicidal Callers. *Suicide and Life-Threatening Behavior*, 55(3), e70020. <https://onlinelibrary.wiley.com/doi/full/10.1111/sltb.70020>
4. Gould, M.S., et al. (2021, December). National Suicide Prevention Lifeline crisis chat interventions: Evaluation of chatters' perceptions of effectiveness. *Suicide and Life-Threatening Behavior*, 51(6), 1126-1137. <https://onlinelibrary.wiley.com/doi/full/10.1111/sltb.12795>
5. AMA Policy Finder. (2022). *Awareness Campaign for 988 National Suicide Prevention Lifeline D-345.974*. https://policysearch.ama-assn.org/policyfinder/detail/*?uri=%2FAMADoc%2Fdirectives.xml-D-345.974.xml