



**LOUISIANA CRISIS RESPONSE SYSTEM (LA-CRS)  
/ 988 - IMPLEMENTATION PLAN UPDATE**



July 7, 2022

# AGENDA

- Welcome / Introductions
- 988 Implementation Update
- Louisiana Crisis Response System (LA-CRS) Implementation Update
  - Implementation Update
  - Where and How to Access Services
- LSU Center for Evidence to Practice
- Questions
- Next Steps

# CONSIDERATIONS RELATED TO LA-CRS

Throughout the presentation consider and provide feedback (via chat) about how to:

- Expand and fully realize the Louisiana LA CRS (ex: expand provider network statewide)
- Promote appropriate, voluntary crisis service utilization in the LA CRS (ex: marketing/communication strategies to reach members in need of services)
- Create linkages between LA CRS services and local behavioral health systems (ex: community partnerships / collaborations to expand reach)

**988**  
SUICID  
& CRISIS  
LIFELINE

**Implementing 988**  
**July 16, 2022**



# What is 988?

The National Suicide Prevention phone number is changing  
From a.....

10-Digit Number to a  
3-Digit Number



1-800-273-TALK  
(8255)



988

# Implementation Update

- OBH contracted with VIA LINK and The Louisiana Association on Compulsive Gambling (LACG) to provide primary and backup coverage for Lifeline calls, chats, and texts. This will help to ensure callers with a Louisiana area code will be routed to an in-state certified Lifeline call center with access to local support and resources.
- VIA LINK and LACG continue to build capacity to increase the in-state answer rate through hiring and training staff.

## Proposed Primary and back-up Coverage Plan

- VIA LINK has offices in Orleans and St. Tammany Parishes.
- 225 area code: Ascension, East Baton Rouge, East Feliciana, Iberville, Livingston, Pointe Coupee, St. Helena, St. James, West Baton Rouge, West Feliciana
- 504 area code: Jefferson, Orleans, Plaquemines, St. Bernard
- 985 area code: Assumption, Lafourche, St. Charles, St. John the Baptist, St. Tammany, Tangipahoa, Terrebonne, Washington
- Provide backup coverage to LACG
- LACG has an office in Bossier Parish.
- 318 area code: Avoyelles, Bienville, Bossier, Caddo, Caldwell, Catahoula, Claiborne, Concordia, DeSoto, East Carroll, Franklin, Grant, Jackson, LaSalle, Lincoln, Madison, Morehouse, Natchitoches, Ouachita, Rapides, Red River, Richland, Sabine, Tensas, Union, Webster, West Carroll, and Winn
- 337 area code: Acadia, Allen, Beauregard, Calcasieu, Cameron, Evangeline, Iberia, Jefferson Davis, Lafayette, St. Landry, St. Martin, St. Mary, Vermilion, Vernon
- Provide backup coverage to VIA LINK

# Messaging – Before Transition to 988

Until 988 is available nationwide and systems are ready to handle potential increases in call, text, and chat volumes, we recommend that your communications to the broader public avoid encouraging use of 988. Instead, continue to direct people to the existing Lifeline number (1-800-273-8255) until the transition.

Taken from: <https://suicidepreventionmessaging.org/988messaging/framework>



# Messaging – After Transition to 988

- Providers can update their websites and printed materials using the new 988 logo
- Messaging should focus on education and awareness while local crisis centers build their capacity

## Links:

- [www.suicidepreventionmessaging.org/988messaging/framework](http://www.suicidepreventionmessaging.org/988messaging/framework)
- [www.samhsa.gov/find-help/988](http://www.samhsa.gov/find-help/988)



## DRIVE A COMMON 988 NARRATIVE

- Use 988 Messaging Framework
- Use 988 Key Messages & FAQs
- Use and Share 988 Toolkit Resources

## SHARE OUR RESOURCES

- Download 988 fact sheets
- Use and Share Playbooks

9 days to GO.....



# OBH 988 Team

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# OBH CRISIS RESPONSE SYSTEM – UPDATE

- Continuing to work with identified providers on READINESS for implementation as they prepare facilities, hire and train staff, obtain licensing and finalize contracts with MCOs.
- Convening MCOs and providers who have gone live on a weekly basis regarding service implementation while LSU is implementing coaching sessions to gather system strengths and challenges.
- Working towards 24/7 implementation via a soft launch of services with some programs initially operating 40 hours a week.
  - OBH is allowing 12 – 18 months for this soft launch, as services become established within their local areas and a centralized crisis hub for triage/dispatch is operationalized and implemented. Note: this Crisis HUB is separate from 988 implementation

# OBH CRISIS RESPONSE SYSTEM – UPDATE

- Coordinating with the provider network to develop and implement regional kick off events.
- Developing a timeline and plan for CS service implementation. Funding for Crisis Stabilization (CS) was obtained during the 2022 Legislative Session.
- Identifying providers to establish services and ensure statewide coverage.
- Developing a more streamlined triage/dispatch process for services.

# OBH CRISIS RESPONSE SYSTEM – PROVIDER STATUS

Provider	Regions Served	Mobile Crisis Response	Community Brief Crisis Support	Behavioral Health Crisis Care	Crisis Stabilization
Merakey Pennsylvania	1			September 2022	No Provider Selected
Resources for Human Development, Inc.	1	April 2022	April 2022		
Recovery Innovations DBA RI International	2	April 2022	April 2022	April 2022	SFY23
Start Corporation	3	April 2022	April 2022	April 2022	SFY23
Ness Healthcare	4	July 2022	July 2022	July 2022	No Provider Selected
No Provider Selected	5	No Provider Selected			
The United Hands	6	September 2022	September 2022	No Provider Selected	
Merakey Pennsylvania	7	March 2022	March 2022	April 2022	No Provider Selected
No Provider Selected	8	No Provider Selected			
Ness Healthcare	9	June 2022	June 2022	June 2022	No Provider Selected
Jefferson Parish Human Services Authority	10		April 2022	April 2022	No Provider Selected
Resources for Human Development, Inc.	10	June 2022			

# HOW TO ACCESS LA-CRS SERVICES WHERE IMPLEMENTED

Contact the individual's MCO via their 24-Hour Behavioral Health Crisis Lines:

- **Aetna Better Health**
  - 1-833-491-1094
- **AmeriHealth Caritas of Louisiana**
  - 1-844-211-0971
- **Healthy Blue**
  - 1-844-812-2280
- **Louisiana Healthcare Connections**
  - 1-844-677-7553
- **United Healthcare**
  - 1-866-232-1626



# HOW TO ACCESS LA-CRS SERVICES WHERE IMPLEMENTED

Provider	Region - Parishes Served	Mobile Crisis Response access via the MCO's 24 Hour Behavioral Health Crisis Line	Behavioral Health Crisis Care
Resources for Human Development	1- Orleans, Plaquemines, and St. Bernard Parishes	8:00a – 5:00p Monday – Friday	n/a
RI International/ Bridge Center for Hope	2 – Ascension, East Baton Rouge, East Feliciana, Iberville, Pointe Coupee, West Baton Rouge, and West Feliciana Parishes	8:00a – 5:00p Monday – Friday	Available 24/7 Access by calling RI International / Bridge Center for Hope at 225-256-6604 or visiting 3455 Florida Blvd, Suite 400, Baton Rouge, LA 70806
Start Corporation	3 – Assumption, Lafourche, St. Charles, St. James, St. John the Baptist, St. Mary and Terrebonne parishes	8:00a – 4:30p Monday - Friday	8:00a – 4:30p Monday – Friday Access by calling Start Corporation at 985-333-1633 or 985-266-8340

# HOW TO ACCESS LA-CRS SERVICES WHERE IMPLEMENTED

Provider	Region - Parishes Served	Mobile Crisis Response access via the MCO's 24 Hour Behavioral Health Crisis Line	Behavioral Health Crisis Care
Merakey Louisiana	7- Bienville, Bossier, Caddo, Claiborne, DeSoto, Red River, Sabine, Webster, and Natchitoches parishes	12:00p – 8:00p Monday – Friday	8:00a – 4:30p Monday – Friday Access by calling Merakey Louisiana at 318-219-4167 or 336-277-8615
Ness Healthcare	9 – Livingston, St.Helena, St Tammany, Tangipahoa, Washington	8:30a – 5:00p Monday - Friday	8:00a – 5:00p Monday – Friday Access by calling Ness at 985-334-4040 or 985-334-4060, or by visiting The Ness Center at 23699 Quail Lane, Mandeville, LA 70448

# HOW TO ACCESS LA-CRS SERVICES WHERE IMPLEMENTED

Provider	Region - Parishes Served	Mobile Crisis Response access via the MCO's 24 Hour Behavioral Health Crisis Line	Behavioral Health Crisis Care
Resources for Human Development	10 – Jefferson Parish	8:00a – 5:00p Monday – Friday	n/a
Jefferson Parish Human Services Authority	10 – Jefferson Parish	n/a	11:00a – 7:00p Monday – Friday Access by calling JPHSA at 504-349-3740 or by visiting 5001 Westbank Expressway, Suite 200, Marrero, LA 70072

Additional services in these and other regions will be announced as they go live.

# **LA-CRS AWARENESS CAMPAIGN**

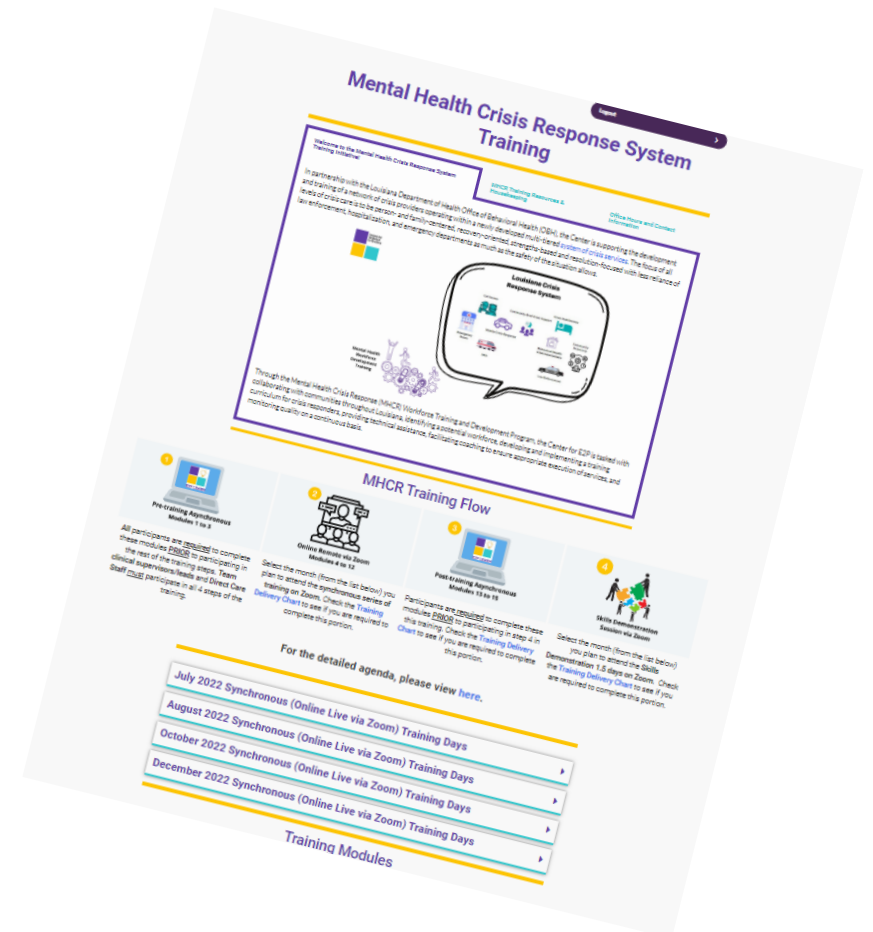
The goal will be to include the following initiatives

- **Community toolkit**
- **Patient facing brochure**
- **Digital media campaign**
- **Radio media campaign**
- **Transit advertising**
- **Social media advertisements**
- **Media Outreach**

# COLLABORATION WITH LSU & THE CENTER FOR EVIDENCE TO PRACTICE

LSU continues to conduct training to MCOs and providers with **over 350 individuals trained to date** in topics such as:

- Modern Crisis Systems
- Crisis Response Teams
- How Brains Respond to Stress
- Person-Centered Response
- Crisis Response Process & Triage
- Adult Mental Health Conditions
- Safety
- Crisis De-escalation & Follow-up
- Self-Care
- Tools for Crisis Recovery



# TRAINING APPLICATION

LSU has issued the latest Applications for Training (RFA)

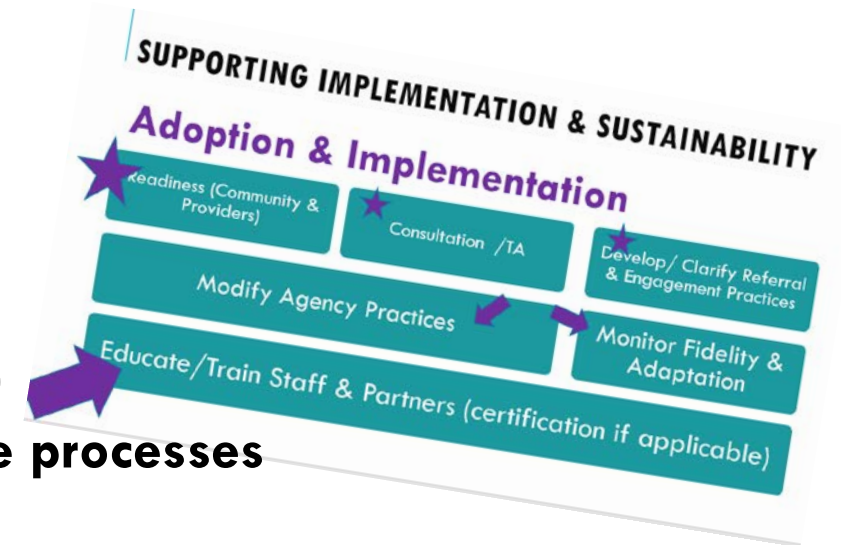
- **Training RFA published** on July 1, 2022
- Applications accepted on **ROLLING BASIS** for regions & services needed.

RFA available at <https://laevidencetopractice.com/crisis-infographic/mhcr-rfa/>



# WORKFORCE DEVELOPMENT UPDATE

- Training is done in a **modern workforce approach** focused on skills and follow-up support.
- Continue exploring **coverage, gaps** and **helping areas/organizations become ready,**
- Next steps:
  - Established ongoing rolling training schedule (starting July 2022)
  - Continue outreach with key **collaborators, develop, and improve processes**
  - Continue **consulting sessions** with agencies
  - **CS training** (Fall pending)
  - Continue collecting **information on training and service delivery** to adjust processes as needed
  - Identifying and implementing **advanced training topics**
  - **Consulting** with training experts & **developing training** for TTI grant with **LGBTQIA+ population focus**



# NEXT STEPS:

- LSU-HSC Crisis Trainings (selected providers): July and ongoing
- Continued efforts to ensure statewide coverage of services
- Development and implementation of marketing plan/materials
- Development of Statewide and Regional Crisis Coalitions for ongoing readiness and implementation updates
- Statewide Webinars\*:
  - August 25, 2022 – 2:30p
  - October 27, 2022 – 2:30p

\* Dates subject to change





**QUESTIONS?**



The presentation will be available at the My  
Choice Louisiana website located at:

<https://ldh.la.gov/Crisis>