



STATE OF WASHINGTON
DEPARTMENT OF HEALTH
PO Box 47890 • Olympia, Washington 98504-7890
Tel: (360) 236-4030 • TDD Relay Service: 1-800-833-6388

February 13, 2024

Greetings, Honorable Tribal Leaders and Tribal Partners:

SUBJECT: Informative- DOH 988 General Population Campaign

I am writing to provide information about the Washington State Department of Health (DOH) 988 Suicide & Crisis Lifeline and Native and Strong Lifeline public health awareness and education campaign in alignment with [House Bill 1134](#).

Native and Strong Lifeline is a subnetwork of the 988 Suicide & Crisis Lifeline, administered by Volunteers of America Western Washington. Calls are answered by Native crisis counselors who are tribal members and descendants closely tied to their communities. DOH has designated a portion of funds to promote the existing [Native and Strong suicide prevention campaign](#) and the [Native and Strong Lifeline campaign](#), which have been used in previous 988 Lifeline promotions specific to tribal communities. We are currently buying additional media to promote the line further; channels for these materials will include print ads in tribal publications (Tulip News, Muckleshoot Messenger, and Squol Quol News Lummi Nation), social media platforms such as Instagram, Facebook, Snapchat and TikTok, digital audio, digital video and television, standard television, and tribal radio stations (SER, KSFC, KYNR, KPTZ and KUGS).

DOH must also develop a 988 Lifeline awareness campaign for the general population. As standard practice for all campaigns, we recently conducted a baseline survey to gauge the awareness of the 988 Suicide & Crisis Lifeline in Washington state. Twenty participants who self-identified as Indigenous opted to participate in this survey; survey findings guide the campaign development. After this campaign launches, DOH will evaluate its impact and effectiveness. If the evaluation outcomes indicate the need, adjustments can and will be made to the campaign.

For additional information and to provide written feedback, please feel free to contact Chantel Wang, 988 Health Educator, at Chantel.Wang@doh.wa.gov. If you have any questions, please contact Executive Director Tribal Public Health & Relations, Candice Wilson, at Candice.Wilson@doh.wa.gov or 360-819-7626.

Sincerely,

Elizabeth Perez

Chief of Public Affairs and Equity, DOH

CC:

Umair A. Shah, MD, MPH - Secretary of Health - Department of Health
Candice Wilson Quatz'tenaut (Lummi) - Director Tribal Public Health & Relations - Department of Health
Kristopher Holiday - Chief of Strategic Partnerships - Department of Health
Elizabeth Perez - Chief of Public Affairs and Equity - Department of Health
Lacy Fehrenbach - Chief of Prevention, Safety and Health - Department of Health
Kristin Peterson - Chief of Policy, Planning and Evaluation - Department of Health
Jessica Todorovich - Chief of Staff - Department of Health
Danielle Koenig – Acting Director of the Executive Office of Public Affairs & Equity – Department of Health
Michele Roberts – Assistant Secretary – Prevention and Community Health Division - Department of Health
Lonnie Peterson - 988 Crisis Systems Manager – Department of Health