

**SAMHSA 988 State and Territory Grant Program
988 Communications Plan**

Grant information	
Award Number	1 H79 SM0860XXX-01
Project Title	Add project title here
State/Territory	Your state/territory
Project Period	04/30/2022 – 4/20/2024

The purpose of this plan is to understand state and territory plans for communication of 988. This information will be reviewed shared with SAMHSA 988 and Vibrant 988 Communications teams to promote alignment and coordination of messaging and minimize duplication.

Please embed your state or territory’s 988 Communications plan, if available. Please include funding allocated for the plan.

[file here]

Please share any state/territory/locally created materials here (if not included in file embedded above). For example, graphics, links to 988 websites, videos, etc)

[file or statement here]

If your state or territory’s 988 Communications plan is not available to embed, please answer the following questions:

1. What are the geographic details of your 988 Communications plan? (for example, is it for the whole state, or certain cities or counties?)

[statement here]

2. What advertising modalities will you be utilizing? (for example, radio PSAs, billboards, Television commercials, ads in major state media

outlets, boosted or not boosted social media, along with dates running, start to finish)

[statement here]

3. What art are you utilizing for communications? (for example, SAMHSA Toolkit, creating your own, adding SAMHSA logo to your own materials, etc)

[statement here]

4. Does any part of your communication plan focus on reaching high-risk populations? If yes, which populations?

[statement here]

5. Have you collaborated with or informed the centers in your state or territory of your communications plans?

Collaborated with centers on development of communications plan

Informed centers of communications plan once completed

Have done both; collaborated with centers on development of plans and informed them of plan once finalized.

6. What additional information would you like to share on the topic of 988 Communications?

[statement here]