



# AB 988 "MILES HALL LIFELINE ACT" TOOLKIT

7.22.21 UPDATE



AB988 will transform the way California responds to behavioral health emergencies by establishing a new, easy to remember phone line —988— that people can call when they, a family member or friend are experiencing severe mental distress.

This toolkit includes social media graphics, sample language, talking points, and a list of AB988 supporters for you to help spread the word!



# SOCIAL MEDIA GRAPHICS

## WHAT IS AB 988?

AB 988 will create mobile crisis teams to respond in-person to people experiencing behavioral health crises and connect them to the care they need.



### DID YOU KNOW?

People with untreated mental illness are 16 times more likely to be killed during a police encounter



### AB 988

If fully funded, will create mobile crisis teams to respond in-person and connect people to the care they need.



## WHAT IS NEEDED TO MAKE 988 WORK?



24/7 Call Centers



Mobile Response Teams



Follow-Up Care



## I SUPPORT AB 988



California's 3-digit mental health crisis line for safe and effective behavioral health crisis response.



DOWNLOAD GRAPHICS FOR FACEBOOK AND LINKEDIN

DOWNLOAD GRAPHICS FOR TWITTER

# SAMPLE LANGUAGE FOR TWITTER



Californians deserve a safe, effective alternative to 911 for behavioral health emergencies. #AB988, will implement 9-8-8 as a California's behavioral health emergency response system. Sign the petition to show your support <https://bit.ly/32IA2If> #CALeg



The numbers don't lie, Californians need a safe alternative to 911 for behavioral health emergencies. The Miles Hall Lifeline Act #AB988 will create a more effective behavioral health emergency response system in California. #CALeg



#AB988 ensures that California will have the infrastructure and support in place to ensure that the 3-digit hotline will effectively provide emergency response for people in crisis. **[Organization name]** encourages #CALeg to support AB988!



**[Organization name]** is proud to support of #AB988! This 3-digit behavioral health emergency hotline will provide a public health response to a public health crisis. Sign the petition to show your support <https://bit.ly/32IA2If> #CALeg

# SAMPLE LANGUAGE FOR FACEBOOK OR LINKEDIN



#AB988 will implement the 3-digit number 9-8-8 as a new crisis line for people experiencing behavioral health emergencies. Show your support for a safer behavioral health emergency response system by signing this petition: <https://bit.ly/32IA2If>



Californians deserve a safer alternative to 911 for behavioral health emergencies. #AB988 will connect people in crisis with mental health professionals that are equipped to provide them the care they need. Show your support for a safer behavioral health emergency response system by signing this petition: <https://bit.ly/32IA2If>



Ahead of the July 2022 rollout of 988 as the nation's crisis number for behavioral health emergencies, California legislators must ensure that the infrastructure needed to make the hotline effective are in place. **[Organization name]** encourages legislators to support #AB988!



**[Organization name]** is proud to support #AB988! This 3-digit behavioral health emergency hotline will provide a public health response to a public health crisis. Sign the petition to show your support <https://bit.ly/32IA2If> #CALeg

# AB 988

# TALKING POINTS

## Background

Last year, congress unanimously passed and the President signed legislation that established “988” as the new three-digit alternative to 911 for mental health crises nationwide. Now states are working to set up 988 ahead of the federal “go-live” date of July 2022.

## Elevator Pitch:

There are three core components to implementing the federal vision for 988 in California:

1. 24/7 access to crisis counselors through call, text, and chat.
2. Mobile crisis teams staffed by mental health professionals to respond to in the field as an alternative to law enforcement.
  - a. One quarter of fatal police shootings are of individuals with a known mental illness.
3. For people who need additional support beyond counseling or mobile crisis intervention, the third component is crisis stabilization facilities so that people have a safe place to land other than our jails or emergency rooms.

Congress recognized that setting up a true emergency response alternative to 911, 988 must be funded through a sustainable and ongoing source just as 911 or any other utility is. The federal government authorized to charge a small user fee on your monthly telephone and cell phone lines. This is the same way 911 is funded in California and across the country. Note that callers are not charged for dialing 988, but this is a universal service fee that all phone customers will pay monthly.

# AB 988

# TALKING POINTS

## Recent Amendments

The bill from jump was very aspirational. Everybody is on board with the policy, but our conversations have revolved around ensuring the bill is implementable. The substance of AB 988 is the same as it was in the Assembly, but the amendments that were made in the Senate added a timeline for the bill to be implemented in phases over the next 5 years.

Amendments clarify oversight and implementation authority to build on existing expertise, reduce redundancies, and improve intergovernmental cooperation. The Office of Emergency Services (OES) will oversee the emergency response components of the 988 system while the Health and Human Services Agency (HHS) will oversee the behavioral health service components.

## Opposition

The only stated opposition is from the telecommunications industry – who's amendments are quite frankly offensive. They have requested that the federally authorized fee only cover call center technology. This is far more restricted than what congress authorized state user fees to cover, which included:

1. Efficient and effective routing of calls;
2. Personnel;
3. Mobile crisis teams; and
4. Crisis services.

They have also proposed the lowest fee cap in the country and putting the 988 user fee under the 911 surcharge, effectively reducing the 911 surcharge cap from \$0.80 to \$0.70. Not only does this constitute fee diversion by the FCC, but it undoes the Governor's efforts to strengthen the 911 fee (he was the sponsor for the 911 fee reform bill in 2019). Even members who are usually aligned with telecom are asking us not to take these amendments.

# AB 988 TALKING POINTS

## **Why We Need AB 988 This Year**

In just the first year, 9-8-8 is projected to drive call volumes up by 30% to existing crisis call centers which will begin answering 988 calls in 2022. Without the necessary funding and infrastructure to adapt to these inevitable changes, the new three-digit number will cripple 988 call centers. People in crisis will sit on hold and calls will go unanswered preventing people in crisis from accessing lifesaving care.

In addition to the fatal consequences in the short-term, inaction will result in long-term policy failures. Spurred by significant federal and state investments, cities and counties are already developing mental health crisis response systems, but are doing so without consistent statewide standards. Failure to establish a statewide framework for mental health crisis response now will lead to years of wasted local investments when 988 is implemented and conforming changes are eventually required.

## **Why AB 988 is Called the Miles Hall Lifeline and Suicide Prevention Act**

Ab 988 is named for Miles Hall, a 23-year-old African American man who was shot and killed by officers in 2019 while in the midst of a mental health crisis. His mother, Taun Hall, had spoken to police officers about her son numerous times over several years and had called the local police department the day before the shooting to warn that Miles was having an unstable period. AB 988 takes a monumental step forward in addressing these systemic inequities in our mental health system by decriminalizing our response to mental health, dismantling a major source of systemic injustice.

# AB 988 SUPPORTERS

## AUTHORS

Assembly Member Rebecca Bauer-Kahan

@BauerKahan

### Joint authors:

Assembly Member Marc Berman

@AsmMarcBerman

Assembly Member David Chiu

@DavidChiu

Assembly Member Sharon Quirk-Silva

@QuirkSilva65th

Assembly Member Philip Ting

@PhilTing

### Co-authors:

Assembly Member Cecilia Aguiar-Curry

@AsmAguiarCurry

Assembly Member Richard Bloom

@AsmRichardBloom

Assembly Member Autumn Burke

@AsmAutumnBurke

Assembly Member Jesse Gabriel

@AsmJesseGabriel

Assembly Member Cristina Garcia

@AsmGarcia

Assembly Member Timothy S. Grayson

@AsmGrayson

Assembly Member Evan Low

@Evan\_Low

Assembly Member Kevin McCarty

@AsmKevinMcCarty



# AB 988 SUPPORTERS

## Co-authors:

Assembly Member Kevin Mullin

@kevinmullin

Assembly Member Luz Rivas

@AsmLuzRivas

Assembly Member Robert Rivas

@AsmRobertRivas

Assembly Member Freddie Rodriguez

@AsmRodriguez52

Assembly Member Miguel Santiago

@SantiagoAD53

Assembly Member Mark Stone

@AsmMarkStone

Assembly Member Carlos Villapudua

@AsmVillapudua

Assembly Member Tom Lackey

@TomLackey36

Assembly Member Alex Lee

@alex\_lee

Assembly Member Akilah Weber

@asmakilahweber

Assembly Member Jim Wood

@JimWoodAD2

Senator Bob Archuleta

@SenBobArchuleta

Senator Susan Talamantes Eggman

@SenSusanEggman

Senator Steve Glazer

@Steve\_Glazer

Senator Connie M Leyva

@SenatorLeyva

Senator Scott Wiener

@Scott\_Wiener

Senator Jim Nielsen

@CASenatorJim

Senator Rosilicie Ochoa Bogh

@rosilicie

Senator Tom Umberg

@SenatorUmberg

# AB 988 SUPPORTERS

## SPONSORS

Contra Costa County

@CCCounty

The Kennedy Forum

@kennedyforum

Los Angeles County

@CountyofLA

Mental Health of America California

@MHACalifornia

The Miles Hall Foundation

@JusticeForMiles

National Alliance on Mental Illness California

@namicalifornia

National Alliance on Mental Illness Contra Costa

@NAMIcontraCosta

Steinberg Institute

@Steinberg\_Inst



STEINBERG  
INSTITUTE