

## Resources for NAMI-NYS Affiliates and Leaders to Promote NAMI-NYS's Mental Health Crisis Response Report

### Contents:

**1-Email Message to Local Officials**

**2-Sample Social Media Posts**

**3-Main Talking Points on Mental Health Crisis Response.**

**4-Graphics to use for social media**

**1-Email Message to Local Officials (can be sent to county leaders, mayors, local mental hygiene commissioners, county and city council members, New York State Assembly and Senate members):**

Subject: NAMI-NYS's Mental Health Crisis Response Report

Dear **Title Last Name**,

I am reaching out to you as a member of NAMI **\_\_\_\_\_**, our community's local affiliate of NAMI, the nation's largest grassroots organization dedicated to improving the lives of individuals living with a mental illness and their families. Our state chapter, NAMI-NYS, just released an important report which I want to share with you.

[Meeting a Mental Health Crisis with a Mental Health Response-A Report by NAMI-NYS Detailing How to Maximize the Opportunities Associated with New York State Implementing a 988 Mental Health Crisis Number](#) provides a roadmap on how build upon New York State's implementation of a 988 number to use instead of 911 for those experiencing a mental health crisis. The report details how along with a 988 number to call during a crisis, having specially trained mental health professionals respond to these calls and having recovery oriented crisis stabilization services to take someone who needs to be removed from the crisis location are both integral elements needed for an appropriate mental health crisis response. The report also details the funding available to establish and sustain the three crucial elements of a mental health crisis response.

The initiatives contained in the report would greatly benefit the residents of **\_\_\_\_\_** (state the county, city or town the representative serves) and I urge you to review the report at your earliest convenience. You can [click here](#) to access the report.

If you have any questions about the contents of the report you can contact NAMI-NYS associate director, public affairs, Matthew Shapiro at [Matthew@naminys.org](mailto:Matthew@naminys.org).

Thank you for reviewing this critical information and I look forward to partnering with you to implement these initiatives and help create a more mentally healthy community.

Best,

**2-Social Media Messages**

**Facebook 1:** It is time for New York to ensure a #MentalHealthResponse4MentalHealthCrisis. @naminewyorkstate has just released a landmark report which addresses the traumatic and often times tragic outcomes that occur when law enforcement has to intervene with people living with a mental illness experiencing a crisis situation. The report contains tangible and implementable reforms that aim to stop the punishment and/or inappropriate and inadequate care for people living with a mental illness who are in crisis. I highly encourage anyone impacted by mental health issues to read the report and help us in supporting these necessary reforms. #ReimagineCrisis #Act4MentalHealth #CareNotPunishment <https://bit.ly/MHCrisisReport>

**Facebook 2:** The 988 #MentalHealth crisis number is coming in July. 988 is more than a number, NYS needs to ensure 988 is a gateway to care, recovery and hope. @naminewyorkstate has just released a landmark report which provides a roadmap to a mental health crisis system that diverts people from the criminal justice system and guides them towards recovery. I highly encourage anyone impacted by mental health issues to read the report and help us in supporting these necessary reforms. #MentalHealthResponse4MentalHealthCrisis #ReimagineCrisis #Act4MentalHealth #CareNotPunishment <https://bit.ly/MHCrisisReport>

**Facebook 3:** The 988 #MentalHealth crisis number is coming in July. 988 is not a replacement for 911, 988 is an improvement. NYS needs to ensure 988 is a gateway to care, recovery and hope. @naminewyorkstate has just released a landmark report which provides recommendations on how to build on existing NYS initiatives and create a fully functioning statewide mental health crisis response system, which puts people on the road to recovery and frees up law enforcement to do the job they signed up to do. #MentalHealthResponse4MentalHealthCrisis #ReimagineCrisis #Act4MentalHealth #CareNotPunishment <https://bit.ly/MHCrisisReport>

**Twitter 1:** It's time for NYS to ensure a #MentalHealthResponse4MentalHealthCrisis! @NAMINEWYORK just released a landmark report on how to build on implementing a 988 MH Crisis number to create a Mental Health Crisis Response system #Act4MentalHealth <https://bit.ly/MHCrisisReport>

**Twitter 2:** 988 #MentalHealth crisis number is coming in July 988 is more than a number. it's a chance to #ReimagineCrisis @NAMINEWYORK just released a report on how to build on 988 & create a MH response that diverts people from criminal justice & towards recovery <https://bit.ly/MHCrisisReport>

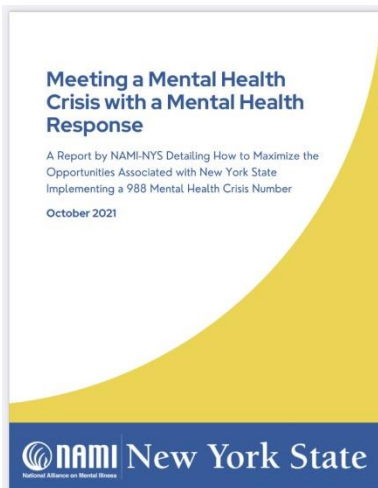
#### **4-Main Mental Health Crisis Response Reform Talking Points**

The following are the major takeaways and talking points for the report:

- A mental health crisis needs a mental health response.
- 988 must not be just a replacement for 911, 988 needs to be an improvement.
- There needs to be an interface between 911 and 988.
- Incorporate a fee on telecommunications bills to sustainably fund the 988 program.

- Along with implementing 988, New York must also address the other components necessary for a comprehensive mental health crisis response: mobile response teams and crisis stabilization services.
- Peer specialists need to be a part of all three components responding to a mental health crisis.
- Have standardized methods of getting support for those in crisis (standard acronyms and trainings across the state and integrate healthcare management).
- The insights of the families of those in crisis should be included when at all possible.
- Provide an appropriate mental health response to crisis situations, which will benefit both law enforcement officers and those in need of help, but also continue to fund Crisis Intervention Team (CIT) trainings that teach law enforcement how to best handle a situation with someone in a mental health crisis.
- Mental Health and other specialty courts (such as substance use and veterans' courts) must be expanded.
- Increase both community-based mental health resources and beds for those who need more intensive services, so people can receive appropriate care following a crisis. This includes addressing the needs of New York's mental health workforce.
- NYS needs to create broad educational materials to ensure crisis call centers, mobile crisis teams, and crisis stabilization options are part of the resources for dealing with people in crisis.

## 6-Graphics to use for social media





National Alliance on Mental Illness

New York State



#MentalHealthResponse4MentalHealthCrisis



*November 15–19, 2021*

**REIMAGINE**

*A Week of Action to Reimagine Our  
National Response to People in Crisis*