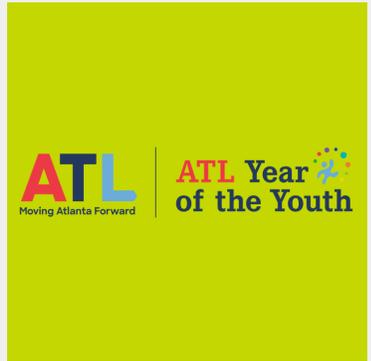


# 988 | SUICIDE & CRISIS LIFELINE

# Impact Report

## 2024 - 2025



# Our Story

## Mission & Vision

We work to empower and educate communities on mental health and wellness.

We envision a stigma-free, culturally competent world where mental wellness is universally embraced and prioritized.

## About Silence the Shame

Silence the Shame, Inc. (STS) is a national nonprofit founded in 2017 by Shanti Das with the purpose of destigmatizing mental health, especially within underserved communities. Inspired by Ms. Das' personal experiences with depression and the loss of loved ones to suicide, STS was born from a deep commitment to change the conversation around mental health and empower individuals to seek support without fear or shame.

## A Note From Our CEO/Founder

### Shanti Das

*This year, Silence the Shame was proud to partner with the City of Atlanta Mayor's ATL Year of the Youth to raise awareness about the 988 Suicide & Crisis Lifeline in our communities. When we started, many people didn't know about 988, but together we changed that. Through citywide outreach and culturally relevant engagement, we helped more residents recognize a mental health crisis and find help. This work shows the power of community, collaboration, and care in saving lives. Thank you to everyone who joined us in breaking the silence and spreading hope across Atlanta.*

### Key Successes

- High penetration of 988 messaging in priority neighborhoods through layered, repeated touchpoints.
- Culturally grounded, community-vetted materials that normalize help-seeking.
- Strong youth and peer leadership pipeline via Youth Advisory Council, Youth COPE Clinic, and campus programs.
- City leadership and media partnerships amplified reach and trust.

**Silence  
the Shame**



# Impact-At-A-Glance

## Overall Impressions

869K+

30+ live/virtual education sessions integrated 988 FAQs, crisis navigation steps, and stigma reduction.

## Inorganic Reach

75%

## Improved Understanding

88%

25+ school/college activations (APS and higher ed), including counselor engagement and student-led forums on when/how to use 988.

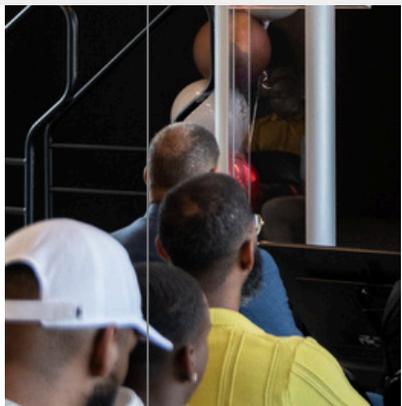
## Outreach Events

80+

## Assets Created

50+

5,200+ direct participants across fairs, training, panels, and self-care socials; emphasis on safe, stigma-free spaces.



# Partnership Overview

## City of Atlanta

Silence the Shame, in partnership with the City of Atlanta Mayor’s Office, delivered a citywide effort to connect Atlanta’s communities with the 988 Suicide & Crisis Lifeline. Despite initially low awareness, post-event data showed 88% of participants understood crisis signs and how to access 988. A mix of media, grassroots engagement, and school and college partnerships helped surpass awareness targets and build culturally responsive, trusted pathways to care.

# Programming Overview

## Overview & Communication Objectives

- **OBJECTIVE 1: Raise Awareness** – Ensure Atlantans and key community segments in priority neighborhoods (West Hollowell, Grove Park, Westside Park, English Ave, Bankhead, West & East Campbellton, Thomasville Heights, Downtown Atlanta) know what 988 is and when to use it.
- **OBJECTIVE 2: Increase Understanding** – Teach how and when to use 988 through workshops, school activations, webinars, podcasts, social education, and printed guides.
- **OBJECTIVE 3: Engage & Empower** – Reduce stigma, elevate lived experience, and activate youth, parents, faith leaders, and local partners as messengers and ambassadors.

### TARGET AUDIENCES

**Primary:** Individuals and families in priority neighborhoods.

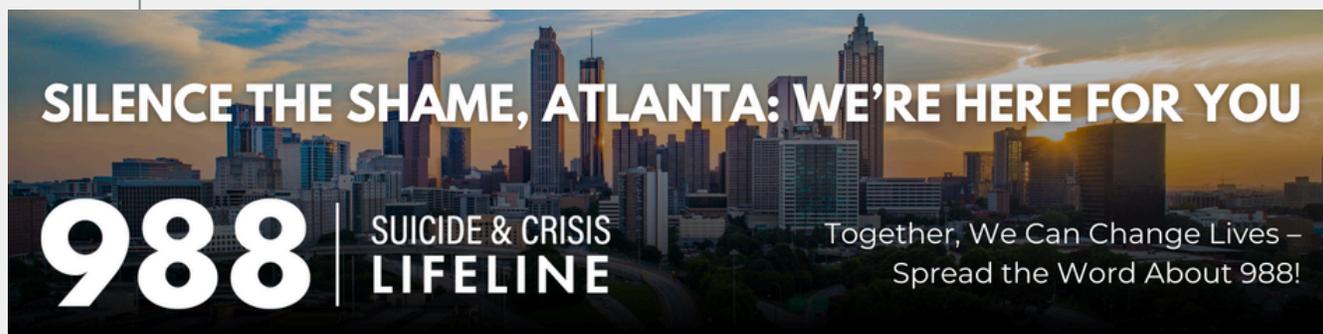
**Secondary:** Community leaders and influencers, businesses, faith communities, healthcare providers, educators, and youth-serving organizations.

### KEY MESSAGES

**Tagline:** Silence the Shame, Atlanta: We’re here for you.

**Universal Accessibility:** Dial 988 for free, confidential help anytime.

**Cultural Understanding & Trust:** Counselors respect lived experience; your story matters.



# Outcomes & Impact

## Raise Awareness

Multi-channel exposure in priority neighborhoods via direct mail, print placements, tabling, events, and media for youth and adults. The combined digital and offline presence ensured that awareness-building reached constituents across generational and technological divides.

**Awareness baseline (via surveys/post-evaluations):** When asked “Were you aware of the 988 crisis hotline before attending this training/event/fair?”, 63% of adults and 73% of youth were unaware, confirming an initial awareness gap and validating the need for sustained, community-driven education.

### Email

415,925 total sends;  
103,390 opens; typical  
open rates mid-30s to  
mid-40% on smaller  
sends; 1–5% click-  
through on larger  
blasts.

### Social and Digital Reach:

- **Instagram** reach: 181,127; likes 3,898; comments 134; shares 549; saves 138
- **Facebook** reach: 312,575; likes/reactions 2,558; comments 12; shares 104; link clicks 466
- **TikTok** reach: 4,787 | **Twitter** reach: 260
- **LinkedIn** reach: 13,987
- **IKE Boards** Impressions: 8,815,208

### Print/Grassroots:

- 26,990 **postcards** mailed to high-priority zip codes
- 12,500+ **flyers/posters/resource cards** placed across 75+ trusted locations
- 39 APS schools received full **988 toolkits** and student-facing resources



### Website

7,800+ pageviews on 988 resources, with a January click-through spike of 2,272

# Outcomes & Impact

## Increase Understanding

- ✓ **30+** live/virtual education sessions integrated 988 FAQs, crisis navigation steps, and stigma reduction.
- ✓ **25+** school/college activations (APS and higher ed), including counselor engagement and student-led forums on when/how to use 988.
- ✓ Post-event results: **88% reported improved understanding** of signs/symptoms and how to access help (via 988 or local supports).

*Evaluations show strong progress from a low baseline in knowledge to a confident understanding, consistent with evidence-based mental health literacy outcomes.*

## Engage & Empower

- ✓ **80+ events; 5,200+ direct participants** across fairs, training, panels, and self-care socials; emphasis on safe, stigma-free spaces.
- ✓ Youth and parent engagement: **9 COPE youth workshops; 6 Parent Cafés;** ongoing **YAC leadership** development.
- ✓ Ambassadors and influencers: **135+ youth/peer ambassadors** engaged; collaborations with clergy and men's mental health advocates.
- ✓ **Cultural responsiveness:** All materials reviewed by the 988 Advisory Council to ensure accuracy and cultural authenticity.

*Engagement efforts transformed one-time awareness interactions into ongoing advocacy and peer-to-peer message ownership.*



# Outcomes & Impact

## PSA: “Healing the Spaces Between Us”

- **Focus:** men’s mental health, generational healing, family dialogue, and clear pathways to 988.
- **Recognition: Southeast Emmy nomination;** adopted by non-profits, congregations, and other groups for facilitated conversations.
- **Reach and Engagement:**
  - Paid digital reach (Feb–Mar & July–August 2025): **200,522** impressions
  - Direct video views (paid + organic as of June): **4,482+**
  - Ongoing viewership via local TV and social sharing, with an additional **2,341** YouTube organic views

## Printed Materials: Distribution Highlights

- **Neighborhood clusters:** Thomasville/Moreland Ave corridor; Donald Lee Hollowell/Bankhead; Campbellton/Cascade; Downtown/Edgewood; Midtown and 30312–30318 corridors.
- **Site types:** Parks & Rec, libraries, grocery stores, churches, clinics, shelters, victim services, DFACS, city agencies, campuses, barbershops/salons.
- **Throughput strategy:** Prioritized moderate/high foot-traffic locations (100–1,999+ daily) and very high city-agency throughput.

## Media and Public Relations

Leveraging both civic leadership and popular radio connected institutional authority with cultural familiarity—key for message credibility.

- **Press release** (Feb 18, 2025): City of Atlanta launch announcement highlighted campaign goals and partners; **earned coverage across local outlets.**
- **Radio and broadcast:**
  - V-103 and Kiss 104.1 segments
  - Magic 107.5/97.5 Ryan Cameron Uncensored interview **featuring STS CEO and Mayor Andre Dickens**
  - **Ongoing news** mentions extended reach beyond digital-only channels
- **Out-of-Home (OOH) Exposure – IKE (Interactive Kiosk Experience):**
  - **Total impressions:** 8,815,208
- **Impact:** Trusted, culturally resonant messaging delivered at city scale; leadership alignment (City + STS) reinforced urgency and credibility.



Click Here to View PSA:  
“Healing the Spaces  
Between Us” on YouTube



# Campaign Assets

**988** | SUICIDE & CRISIS LIFELINE

Looking for judgment-free support for mental health, substance use, and more? Consider The 988 Suicide & Crisis Lifeline.

**How do I use 988?**

Anyone who needs support, or who has a loved one in crisis, can connect with a trained counselor by calling, chatting, or texting 988 nationwide.

**What is 988?**

988 offers 24/7 call, text and chat access to trained crisis counselors who can help people experiencing suicidal, substance use, and mental health crisis, or any other kind of emotional distress.

**Who can use 988?**

Anyone with phone or internet access can connect to a trained counselor in English or Spanish, with additional translator services available for over 240 languages through Language Line Solutions.

**What can I expect when I call 988?**

A trained crisis counselor answers the phone, listens to you, works to understand how your problem is affecting you, provides support, and shares resources, if needed. If your local crisis center is unable to take your call, you are automatically routed to a national backup crisis center.

**988** | SUICIDE & CRISIS LIFELINE

**CALL | TEXT | CHAT**

**SILENCE THE SHAME, ATLANTA: WE'RE HERE FOR YOU**

Together, We Can Change Lives – Spread the Word About 988!

If you, or someone you know, is struggling with their mental health, connect with someone who can help!




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**988** | SUICIDE & CRISIS LIFELINE

**What to Expect: When I Contact 9-8-8**

**Silence the Shame**  
Learn More About 988 at [www.silencetheshame.com](http://www.silencetheshame.com)

**CALL, TEXT, OR CHAT VIA 988LIFELINE.ORG**

When someone calls 988, they first hear a greeting message. You are given choices of who to connect with in the greeting. When calling 988, press 2, or text "Ayuda" to connect to a trained Spanish-speaking crisis counselor.

For people who speak other languages, call 988 and you will be provided translation in more than 240 additional languages.

Your call is then routed to one of the national networks or a local 988 Lifeline network crisis center based on your selections and then based on your phone's area code.

**WHO AM I TALKING TO?**

988 Lifeline has specially trained counselors for Veterans, Spanish speakers and LGBTQI+ youth and young adults.

A trained crisis counselor answers the phone, listens to you, works to understand how your problem is affecting you, provides support, and shares resources, if needed. If your local crisis center is unable to take your call, you are automatically routed to a national backup crisis center.

**IS THERE A WAIT TIME?**

The people answering the 988 Lifeline are located in more than 200 local and state-run crisis centers. They will listen, support, assess your situation, share resources, and make community connections. Average wait times can vary based on usage surges and other factors. Average time to answer once you have completed the greeting is typically under a minute. Sometimes, the wait may be longer; please know that your reachout is important and that a caring counselor will respond as soon as they can.

**ARE THERE TTY SERVICES FOR THE HEARING IMPAIRED?**

If you are Deaf or Hard of Hearing, you can chat with a 988 Lifeline counselor 24/7 by:

- 988 Videophone
- Online chat
- 988 Text – Send any message to 988 to start a text conversation.
- For TTY Users: Use your preferred relay service or dial 711 then 988.

**IS MY CALL, TEXT, OR CHAT CONFIDENTIAL?**

At the 988 Lifeline, we value the confidentiality of our callers. Crisis centers in the 988 Lifeline network may independently utilize call recordings for quality assurance and training purposes, dependent on the best practices of the center. This message is part of our greeting in order to let our callers know that they may be recorded by the local crisis center.

**Silence the Shame**

**YOU MATTER**

**CALL|TEXT|CHAT**

**988** | SUICIDE & CRISIS LIFELINE

If you, or someone you know, is struggling with their mental health, call, text, or chat 9-8-8 to connect with someone who can help!



**Silence the Shame**

**IT'S OKAY TO ASK FOR HELP**

**988** | SUICIDE & CRISIS LIFELINE

9-8-8

Hey, I really don't know if I should be doing this but I'm really struggling

Hi! You did the right thing by texting us. I'm here for you and we can talk more about what you're struggling with.

Okay, cool. So this is what's been going on...

Call | Text | Chat

If you, or someone you know, is struggling with their mental health, call, text, or chat 9-8-8 to connect with someone who can help!

TO LEARN MORE ABOUT MENTAL HEALTH AND WHERE TO GET HELP, VISIT [WWW.SILENCETHESHAME.COM](http://WWW.SILENCETHESHAME.COM)

**988** | SUICIDE & CRISIS LIFELINE

**Silence the Shame**

**Our Differences Matter.**

Understanding our diverse communities is key. The 988 Suicide & Crisis Lifeline's trained counselors are equipped to respect and honor your cultural experiences. Your story is important, and we're here to listen.



**988** | SUICIDE & CRISIS LIFELINE

**Silence the Shame**

**I'm Not Okay, Man.**

Atlanta is a city of strength and resilience. Let's support one another by breaking the silence on mental health struggles. Together, we can silence the shame.



# Community Partners

## Partnership & Advisement

STS partnered with **250+ organizations and businesses** throughout Atlanta to educate the community on mental health, suicide prevention, and access to care. We also engaged advisory members from GA DBHDD, Fulton County Behavioral Health, Grady Hospital, The Empowerment Agency, and community leaders, who ensured cultural competence and accuracy.

- Dawn Peel, GA Department of Behavioral Health & Developmental Disabilities
- Latrina Foster, Fulton County Behavioral Health & Developmental Disabilities
- Dr. Dan Reidenberg, Mental Health Coalition
- Reinette Arnold, The Empowerment Agency
- Robert Wright, Grady Hospital
- Aaron Santiago, Vibrant Health
- Najaah Wheeler, The Astralis Group



### Campaign Integrity



### Clinical Oversight



### Community Voice



# Challenges & Lessons Learned

- ▶ **Digital fatigue:** Hybrid outreach (tabling, clinics, workshops) drove deeper engagement than online-only efforts.
- ▶ **Persistent stigma:** Men, older adults, and some parents required repeated, in-person touchpoints with trusted messengers.
- ▶ **Data limitations:** Neighborhood-level 988 call data is limited; proxy indicators (event feedback and anecdotes) suggest increased help-seeking.

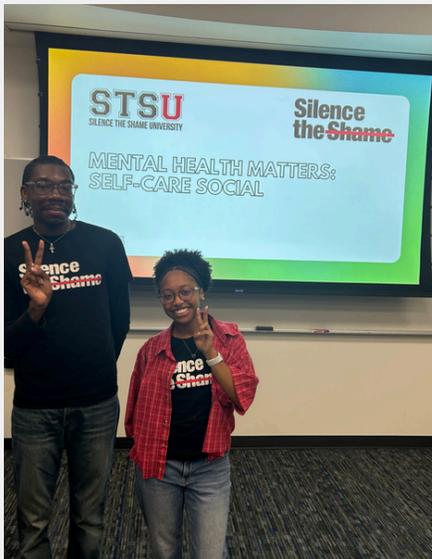
*Addressing these challenges will require continued data-sharing agreements with 988 administrators and investment in localized storytelling.*

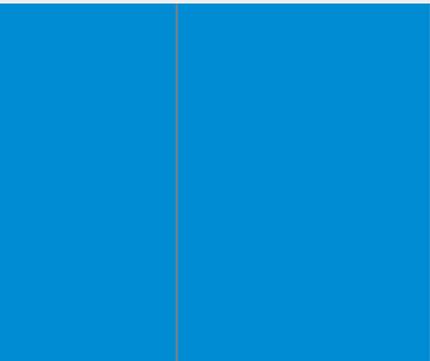
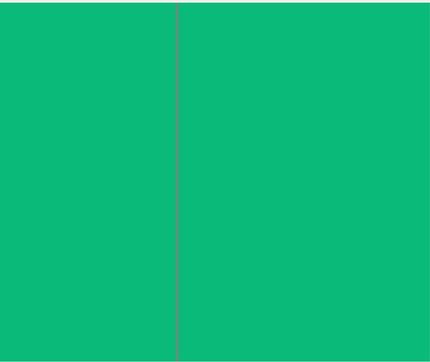
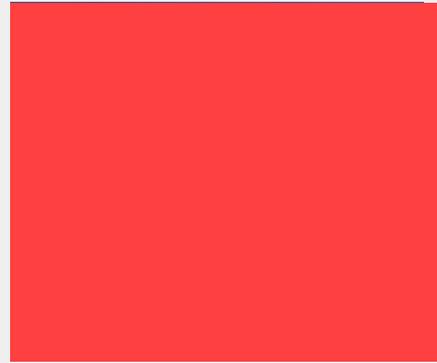
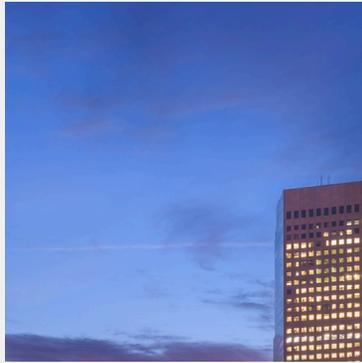
# Recommendations and Next Steps

*These recommendations are designed to sustain behavior change beyond the campaign period and embed 988 education into Atlanta's civic infrastructure.*

- Give local leaders (City Council, County Commissioners, School Board, State Delegation) clear 988 information, slides, and materials tailored to their communities.
- Host town halls and community “resource pop-ups” every few months with local officials at places like recreation centers, libraries, neighborhood meetings, and churches.
- Keep spreading the word about 988 through social media, schools, and community groups — with a special focus on youth and grassroots efforts.
- Train more community “ambassadors,” such as youth leaders, clergy, and barbers or stylists, to share 988 information and support their peers.
- Include 988 education in schools, rec centers, and other city programs so people learn early how to get help.
- Work with 988 providers to share data (safely) and better understand which neighborhoods need more support.
- Keep running public service announcements and partner with local media and civic groups to make reaching out for help feel normal and encouraged.
- Support ongoing “Parent Cafés” and “Youth COPE” workshops so families and young people always have safe spaces to talk and get help.

# Photo Gallery





# Silence the Shame



[www.silencetheshame.com](http://www.silencetheshame.com)



[@silencetheshame.com](https://www.instagram.com/silencetheshame.com)



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Text STSCares to 707070 or click [HERE](#)



IN CRISIS?  
TEXT "SILENCE" TO 741741  
OR CALL 9-8-8