

## Celebrating Three Years of 988 in Michigan

The Michigan Department of Health and Human Services (MDHHS) is celebrating the three-year anniversary of the 988 Suicide and Crisis Lifeline, which launched on July 16, 2022. July 2025 marked another successful year of growth, development and progress for 988 in Michigan. 988 is available 24/7 for free and confidential support for anyone experiencing behavioral health-related distress – whether that is thoughts of suicide, mental health or substance use disorder crisis, or any other kind of emotional distress.

### **Behavioral health support and suicide prevention are critical needs.**

The objective of 988 is to provide callers with immediate and compassionate support and connection to resources and services.

### **The most recent Michigan data indicated that:**

424,000 adults had serious thoughts of suicide.

Nearly 23% of adults have a mental health illness.

More than 1 in every 10 youths had serious thoughts of suicide.

Mental Health America. 2024 State of Mental Health in America. Mental Health America, 2024

### **988 AT A GLANCE**

**100,000+**

Total Michigan 988 calls answered in the last year.

**19,300+**

Total hours spent on the phone with Michigan residents this year.

**3.2 out of 1,000**

Calls led to 911 emergency intervention.

**22,000+**

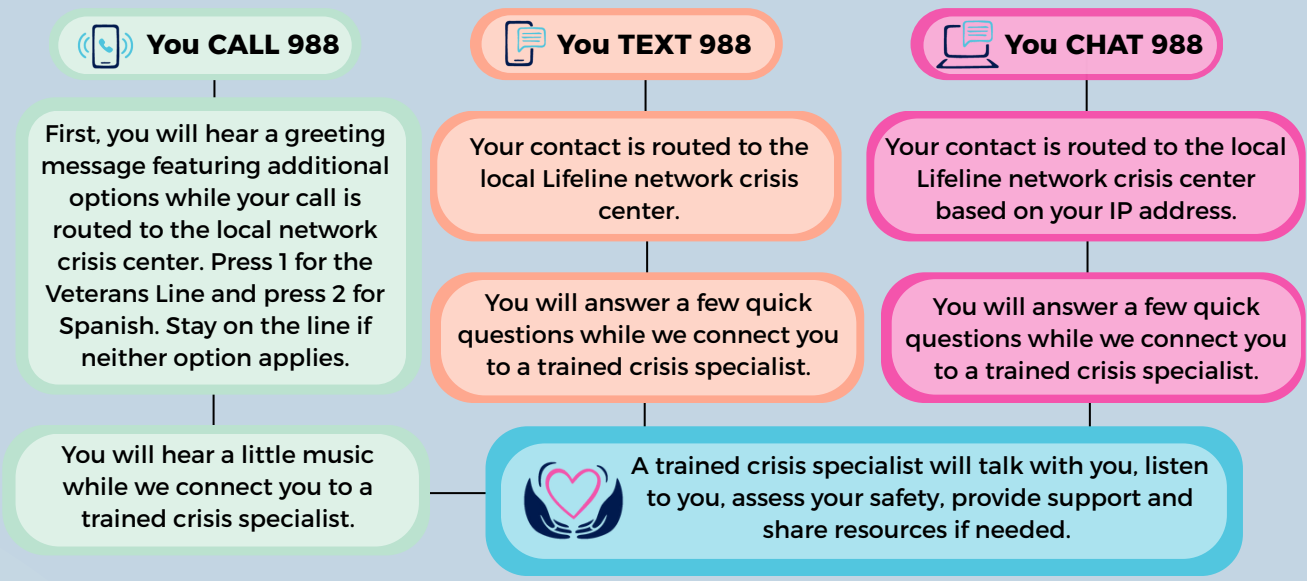
Unique callers.

**13.6 seconds**

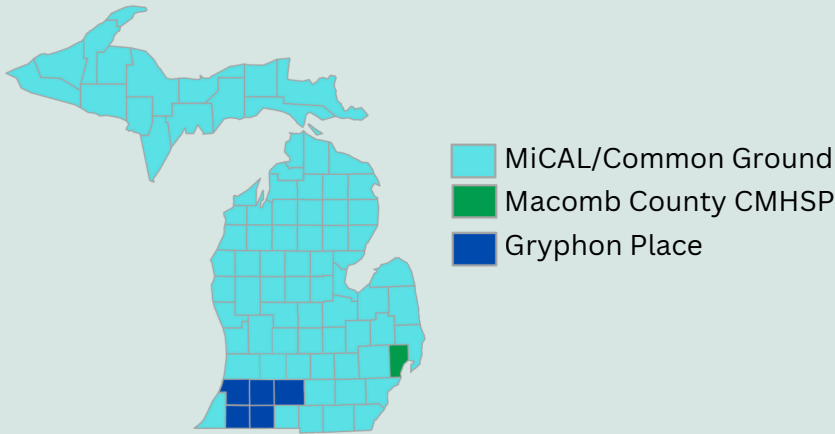
Average speed of answer.

July 2024 - June 2025

# How does 988 work?



## 988 Call Coverage



## Who answers 988?

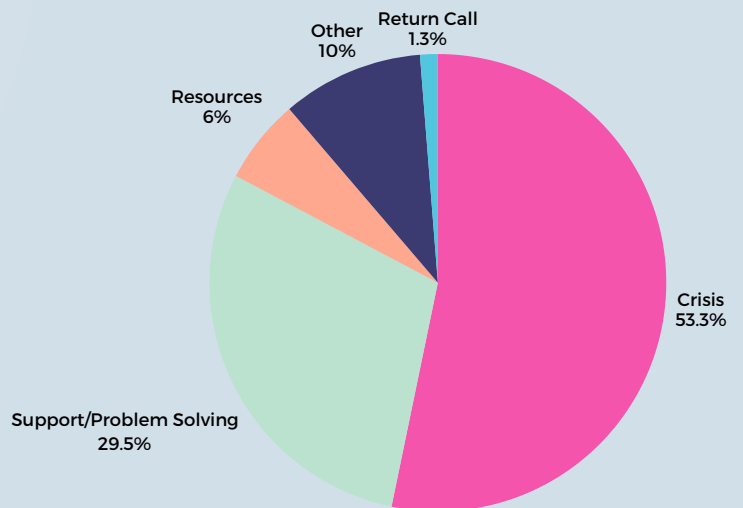
The Michigan Crisis and Access Line (MiCAL) is primarily responsible for answering 988 calls statewide, except in Calhoun, Kalamazoo, Macomb, St. Joseph and Van Buren counties, where MiCAL provides back-up call coverage to the regional 988 call centers. 988 chats and texts are answered by national back-up centers; however, Michigan is working to transition MiCAL into serving as the state's primary answering center for chats and texts.

## Why do Michiganders call 988?

The 988 Suicide and Crisis Lifeline is not intended only for suicide-related crises. 988 is for anyone in emotional distress or having a behavioral health, substance use or suicidal crisis. It is also for individuals who are worried about a loved one and not sure how to support that person or where to get them help. Trained crisis specialists are available to provide free, confidential emotional support and resources to all callers.

The chart on the right depicts the primary reasons Michigan residents contacted 988, with the majority of callers contacting the line in crisis, followed by people calling for support or problem solving.

## Primary reasons for Michigan 988 calls



Data from all Michigan 988 centers from August 2023 - June 2025

### Type of Crisis Calls

Health	44%
Suicide/Self Harm	22%
Relationship Conflicts	17%
Other Crisis Topics	9%
Financial	5%
Victim of Crime	2%
Substance Use	1%

Data from BH CRM from August 2023 - June 2025

Of the Michigan residents calling 988 primarily for crisis, the chart on the left provides a breakdown of the different types of crisis experienced by the individual calling. The highest percentage is health crisis, which includes both physical and behavioral health crisis, followed by suicide/self harm and relationship conflicts.

This information is collected by MiCAL within the MDHHS Behavioral Health Customer Relationship Management system (BH CRM). Data is securely and confidentially gathered, as more than 74% of 988 callers choose to remain anonymous,

## How does 988 help?

MICHIGAN ACHIEVES AND MAINTAINS AN IN-STATE ANSWER RATE OF 90%, WITH A HIGH OF 93% IN JANUARY 2025.

93%

The answer rate indicates how many Michigan calls are being answered by in-state call specialists. On average, Michigan maintains an answer rate of more than 90%, reaching a high of 93% calls answered in state in January 2025.



Since June 2024, more than half of all 988 callers had high or overwhelming stress at the beginning of the call. After talking to a 988 call specialist, this was significantly reduced to only 14% of 988 callers with high or overwhelming distress. (July 2024 - July 2025)

## Improved Rates of Referrals and Follow-ups

When calling 988, individuals receive the support they need in the moment, in addition to referrals to other services to ensure ongoing support. An important milestone for Michigan has been the improvement of referral rates, which represents the percentage of Michiganders calling 988 who are referred to services beyond 988. Since the state started tracking this data, referral rates have more than doubled. Crisis specialists also ask the individual for consent to follow up, which is agreement to receive a return call from 988 to ensure well-being and connection to ongoing services. This rate has also more than doubled since data collection on this metric began in 2023. Although progress has been made, Michigan will continue working to ensure people are getting connected to the care they need.

### REFERRAL RATE

July 2023 5.2%

June 2025 10.6%

### CONSENT TO FOLLOW UP RATE

May 2023 7.7%

June 2025 15.3%

## How to get involved:

### Michigan-Specific 988 Toolkit



The toolkit, which is available through the included QR code and on our MiCAL website, contains Michigan-specific 988 promotional materials. These resources are free to download and share, with new materials being regularly updated and added.



### National 988 Partner Toolkit



The national SAMHSA 988 Partner Toolkit, which is available through the included QR code and on SAMHSA's website, contains 988 promotional materials. These resources are free to order to have shipped directly to you, to download and to share,

*Thank you!*

**We have accomplished so much** *together.*

Thank you to all of our Michigan 988 call centers and staff, Common Ground, Gryphon Place, Macomb County Community Mental Health, 911/988 workgroup members, Prepaid Inpatient Health Provider Networks (PIHPs), Community Mental Health Service Providers (CMHSPs), Certified Community Behavioral Health Clinics (CCBHCs), the Michigan Public Health Institute and all of our other community partners.

#### Contact us:

Looking to get involved, have questions, need more information or have a positive story to share? Please reach out with feedback.



[MI Marketing Materials](#)



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**988**

SUICIDE & CRISIS  
LIFELINE

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