

# **988 Lifeline Baseline Oregon Survey**

## **Insights for Oregon's 988 Public Awareness Campaign**

# Survey Purpose

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- Research firm PRR conducted a baseline public opinion survey to gather Oregon-specific data to guide 988 brand and campaign development.
- The data will also serve as a starting point to track where and how the campaign advances awareness and engagement across Oregon communities, including among priority populations.
- Where applicable, PRR compared national public awareness data from 988 Formative Research (National Action Alliance for Suicide Prevention / Ad Council Research Institute) and a National Alliance on Mental Illness (NAMI)/Ipsos poll conducted in summer 2024.
- PRR also compared Oregon data with a study conducted by the Washington state Department of Health on 988 awareness.

# Survey Design & Methodology

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## SURVEY PERIOD

October 7  
to  
November 3,  
2024

## SURVEY COMPLETION

**856**  
people  
completed  
the survey  
(all recruitment  
methods)

**4%**

response rate  
(mail invitation)

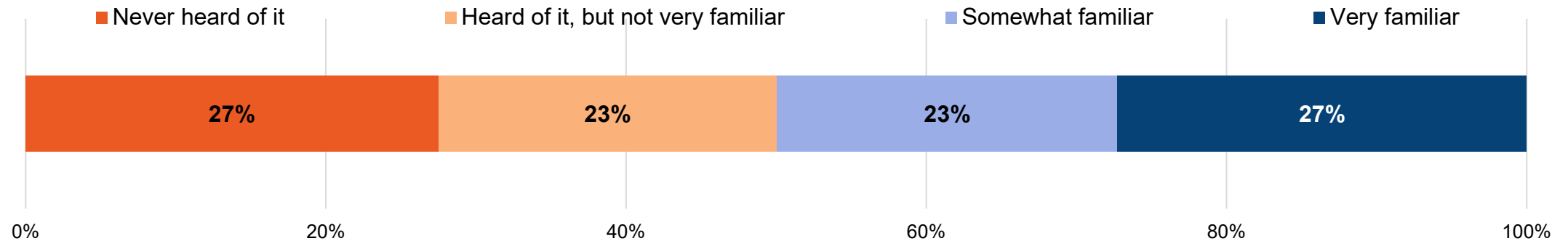
**+/- 3%**

margin of error

- An English and Spanish letter and postcard reminder were sent to 8,000 randomly selected households in Oregon.
- OHA internal and external partners, including the Suicide Prevention listserv, Behavioral Health Division Partner/Provider newsletter, Public Health Division Community Engagement Team, Equity & Community Partnerships, Behavioral Health Crisis System Advisory Committee members, 988 call centers, and others, also sent out community asks to take the survey.
- OHA also ran social media ads from its Spanish Facebook and Instagram OHA en Español accounts. A total of **71** individuals (8% of survey respondents) completed the survey in Spanish.

# What we learned from this survey: Awareness of 988 remains low

While half of the total survey respondents were aware of 988, only 21% of random sample survey respondents (see next slide) were somewhat or very familiar.





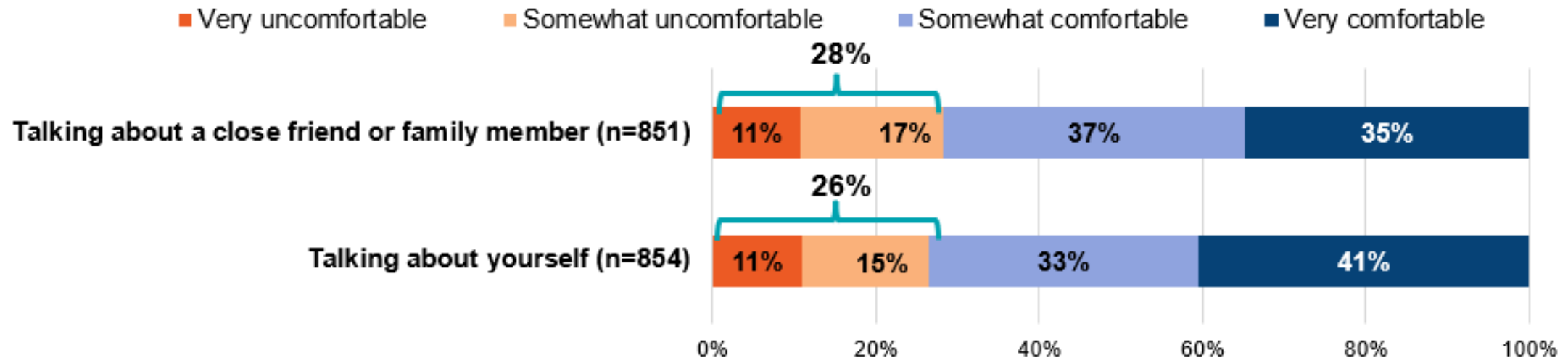
# People connected to OHA partners are significantly more aware of 988

Compared to national polls and Washington state’s survey, OHA partners and the people connected to them are significantly more aware of 988.

Familiarity with 988	NAMI/Ipsos poll (n=2,073)	WA DOH survey (n=475)	Oregon's 988 Baseline survey	
			ALL respondents (n=855)	Random sample respondents (n=339)
	Base: American general population	Base: Washington residents	Base: Respondents who live in or near Oregon.	
Not familiar	82%	63%	50%	79%
Familiar	17%	37%	50%	21%

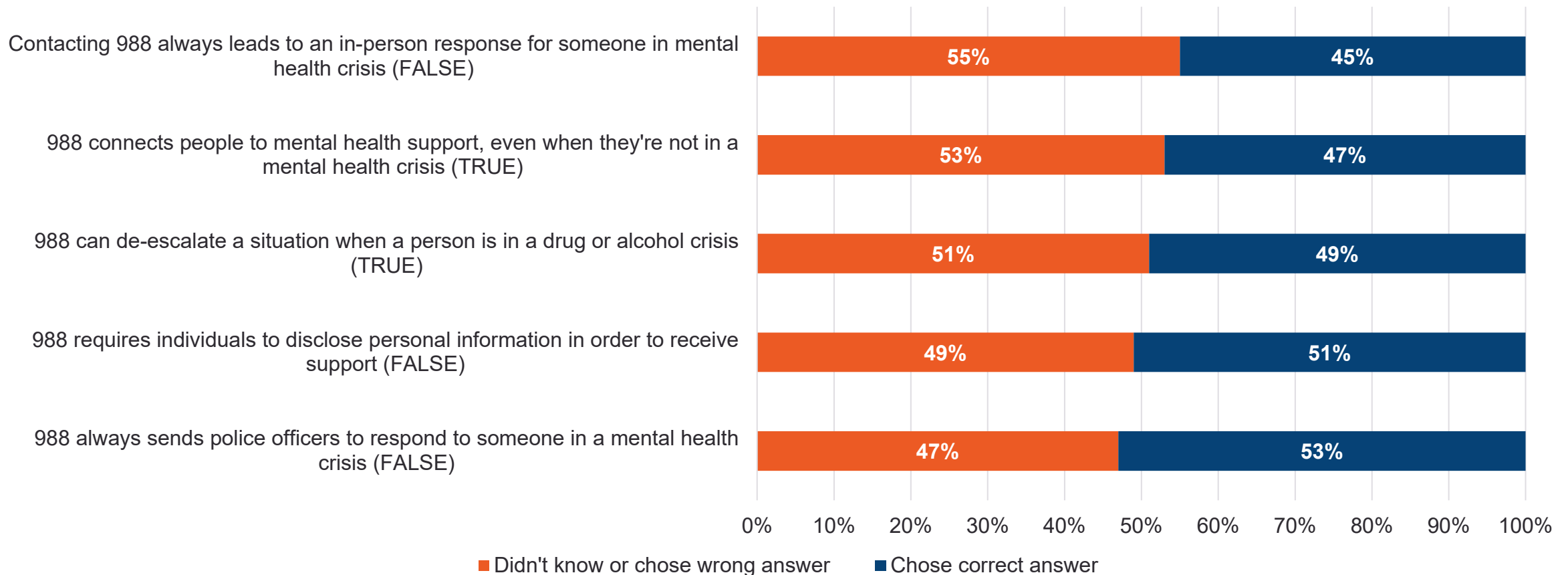
# Reported level of stigma is lower than expected

While promising, there is still work to do in reducing stigma and barriers to care.



# Opportunities for education

Respondents are less aware of two aspects of 988: that it connects people to support even when they are not in crisis and that calls typically do not result in an in-person response.





# More opportunities for education

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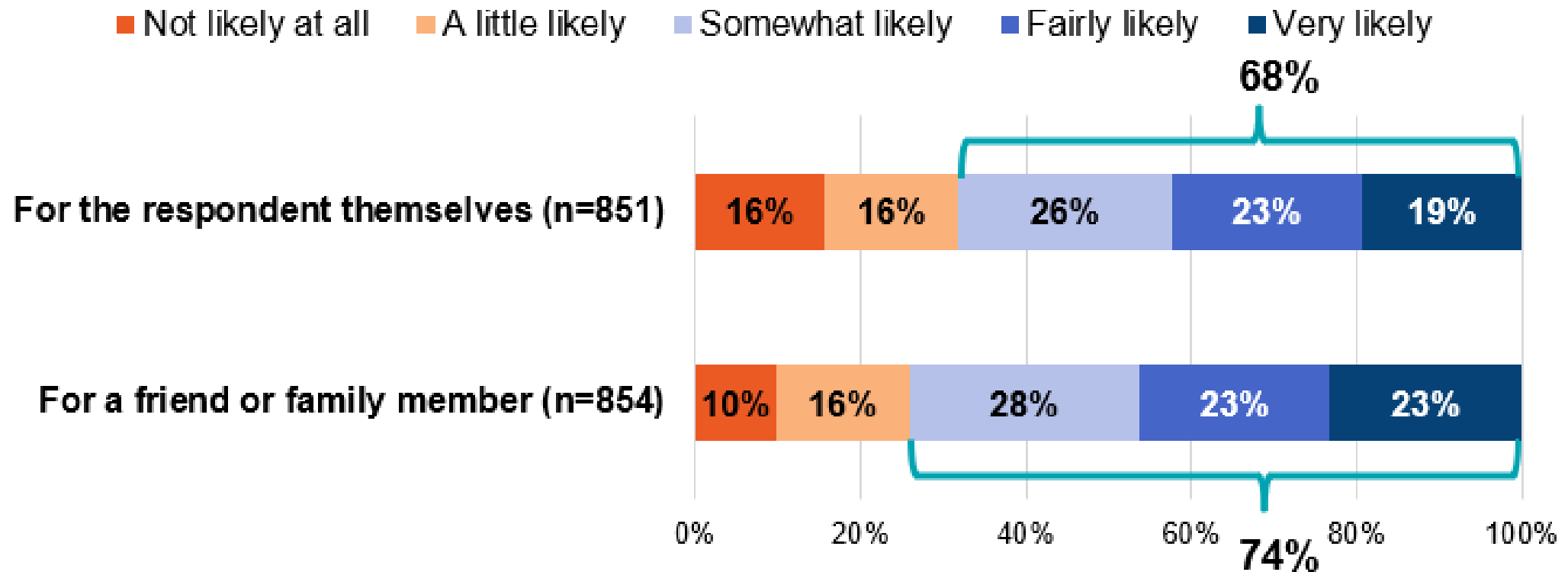
Correlations arose among three groups:

- **Random sample respondents** and **communities of color** were more likely to have knowledge gaps around 988.
- **Non-Hispanic white respondents** were more likely to have correct answers overall.



# People in Oregon are likely to contact 988

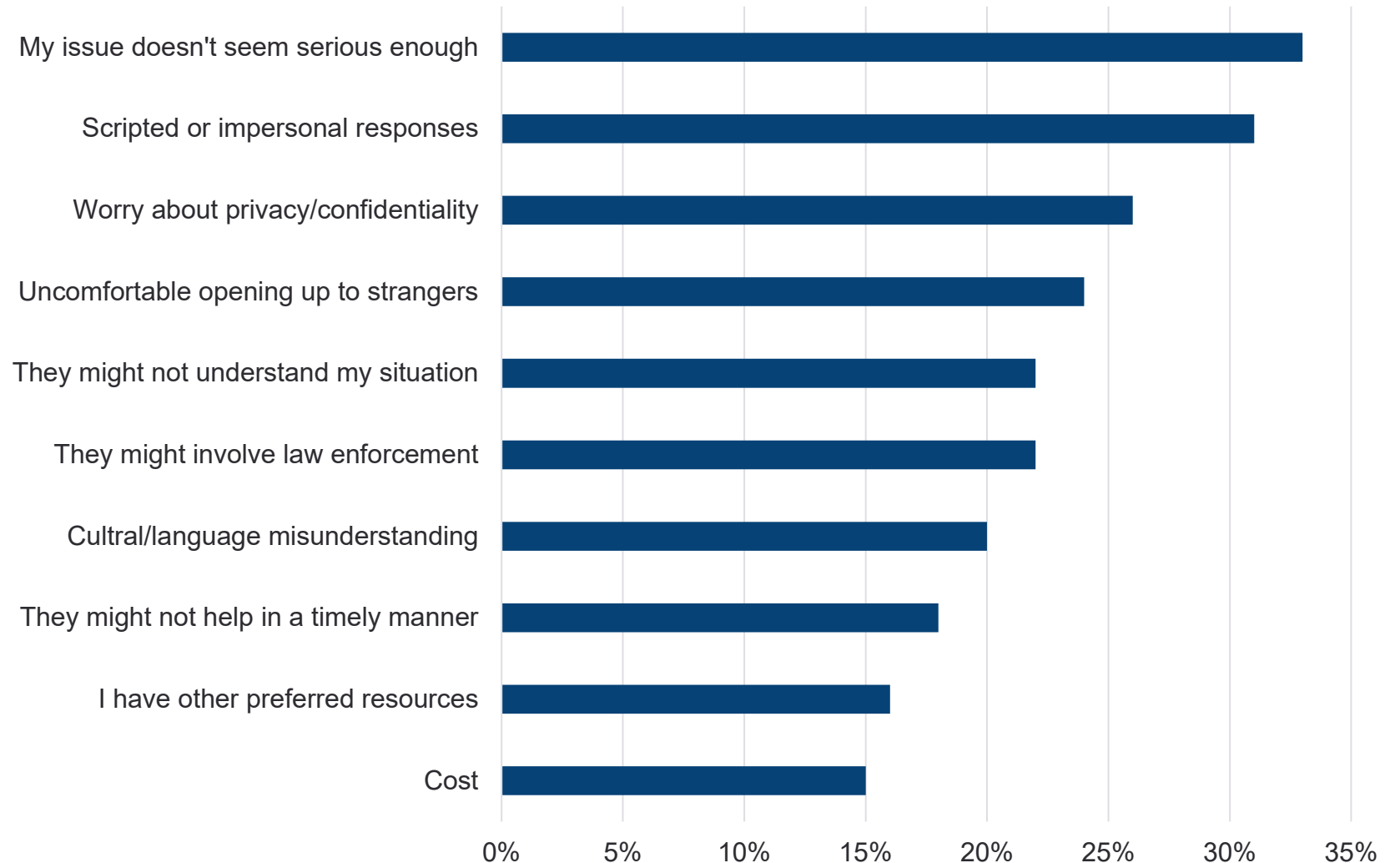
While there appears to be less resistance for people to call on behalf of family members/friends, there are still opportunities for growth and education.





# Top concerns

Not knowing if a concern is serious enough, scripted responses and privacy concerns are top of mind when asked what concerns people have about contacting 988.





# Top concerns

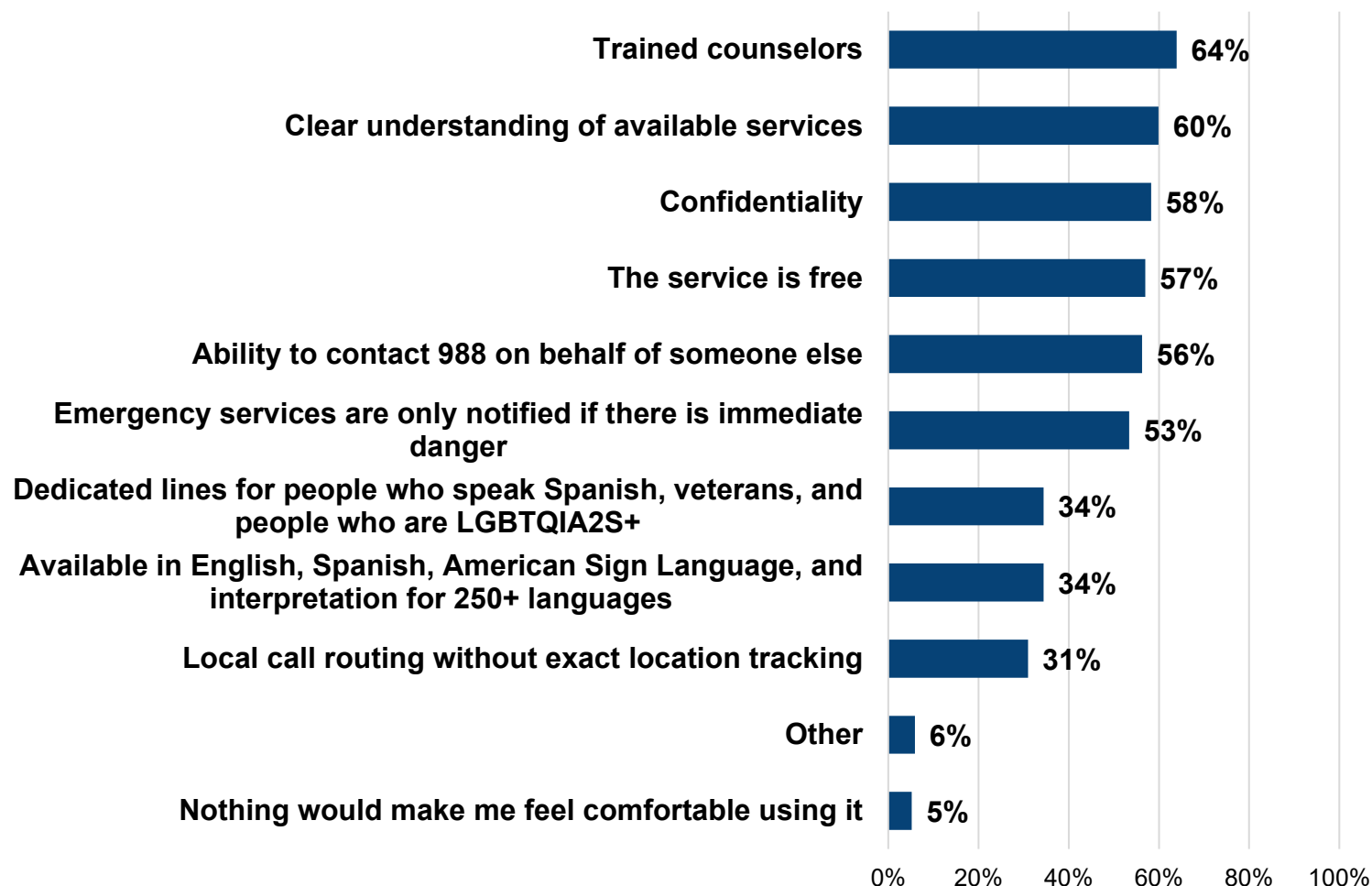
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Correlations arose among three groups:

- **Communities of color** and **Hispanic or Latina/e/o/x** respondents were more likely to be concerned about 1) cost, or 2) the counselor not understanding their community, culture, or language.
- **Younger respondents** were more likely to be concerned about law enforcement becoming involved.
- **Non-Hispanic white** respondents were less likely to be concerned about cost, counselors not understanding their culture or language, and/or about help not being timely.

# Top motivators

Respondents indicated trained counselors, clear service availability and confidentiality are the top opportunities to help people feel more comfortable contacting 988.





# Top motivators

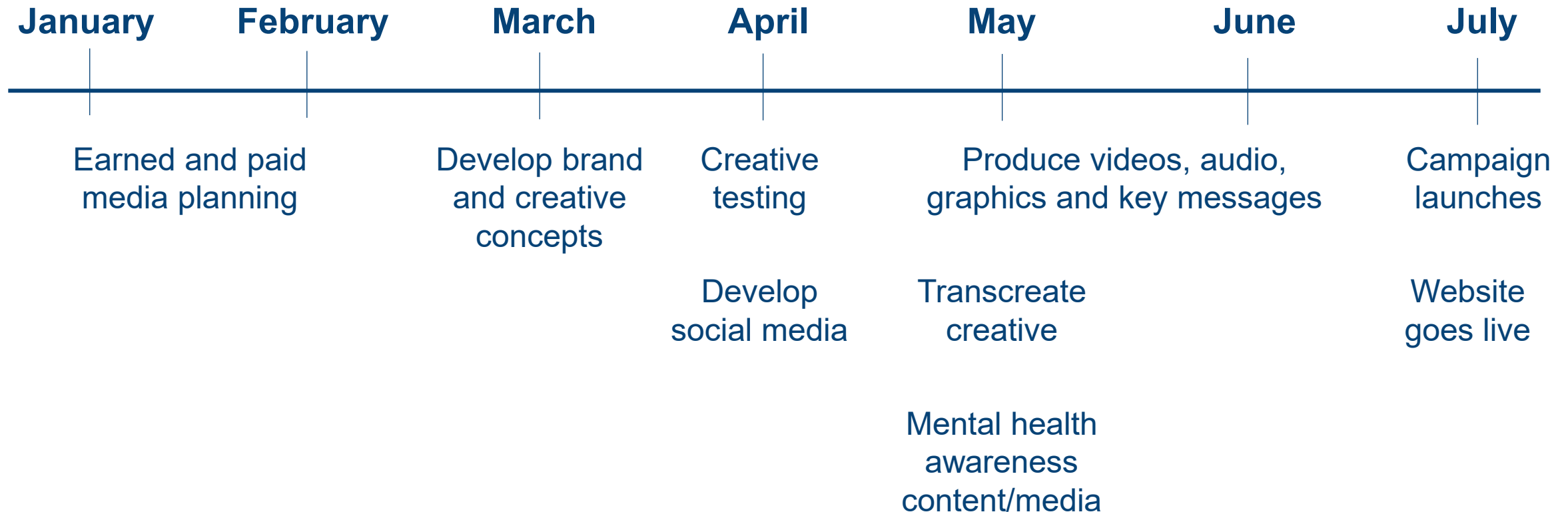
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Correlations arose among two groups:

- **Respondents who identified as LGBTQIA2S+** were more likely to say dedicated lines for people in specific groups would make them feel more comfortable.
- Respondents who are **Hispanic or Latina/e/o/x** were more likely to say that having services available in multiple languages would make them feel more comfortable.

# 988 Campaign: 2025 timeline

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# **Appendix A - 988 Lifeline Baseline Oregon Survey**

Insights for Oregon's 988 Public Awareness  
Campaign

December 2024



## Executive Summary

### Demographics

Do you currently, or have you ever, served on active duty in the U.S. Armed Forces, including Reserves and/or National Guard?	Count	Percent
Yes	50	6%
No, but I am a family member of someone who served or is serving on active duty	180	21%
No	613	72%
Prefer not to say	11	1%
<b>Total</b>	<b>854</b>	

Age of respondents	Count	Percent
18 to 24	20	2%
25 to 34	116	14%
35 to 44	205	24%
45 to 54	209	25%
55 to 64	134	16%
65 to 74	116	14%
75 to 84	42	5%
85 or older	8	1%
Prefer not to say	3	<1%
<b>Total</b>	<b>853</b>	

**22% of respondents indicated they had at least one disability**

Top language(s) used at home*	Count	Percent
Spanish	102	74%
English	80	58%
Russian	6	4%
Hindi	4	3%
French	3	2%
German	3	2%

**89% of respondents only speak English at home\***

Race/ethnicity by group	Count	Percent
American Indian or Alaska Native	55	7%
Asian	19	3%
Black or African American	26	3%
Hispanic or Latino/a/x/e	118	16%
Jewish	14	2%
Middle Eastern or North African	4	1%
Native Hawaiian or Pacific Islander	3	0%
White	577	77%
<b>Total</b>	<b>746</b>	

**Top industries respondents work in:**

- Health care and social assistance (55%)
- Government and public administration (12%)

Which of the following best describes your current work status?	Count	Percent
Employed	592	70%
Unemployed or furloughed	39	5%
Full-time student	21	2%
Retired or semi-retired	156	18%
Unable to work and not looking for employment	45	5%
Other (please list)	21	2%
Prefer not to say	19	2%
<b>Total</b>	<b>850</b>	
Gender identity	Count	Percent
Girl or woman	587	72%
Boy or man	211	26%
Nonbinary or other gender identity	40	5%
Top selected Sexual Orientation		
Straight or heterosexual	623	76%
Bisexual	46	6%
Queer	35	4%
Pansexual	33	4%





## Executive Summary

### Key Findings



**Familiarity with 988:** Only 21% of random sample respondents (mirroring the general public) were somewhat or very familiar with the 988 Lifeline. Half of all respondents were aware of 988.



**Using 988:** A majority (76%) have never contacted 988; however, 67% of those who did call sought help for a friend or family member. 65% of respondents who have contacted 988 stated they would use it again if needed.



**Awareness of Services:** Most respondents are aware of 988's mental health services (70%), crisis de-escalation for suicidal situations (69%), and support for general mental health concerns (68%), but fewer are aware of its ability to support people with drug or alcohol crises (49%).



**Trust and Comfort with 988:** Once aware, respondents show high trust in receiving assistance from 988 (84%). Factors like trained counselors (64%), understanding services available (60%), confidentiality (58%), and free services (57%) may make people more comfortable reaching out.



**Trusted Messengers:** A majority of respondents (79%) want to receive 988-related information from mental health professionals (80%), medical doctors (72%), and mental health organizations (68%). Respondents most want this information provided at schools, universities, and other educational institutions.

Only statistically significant relationships are discussed throughout the report. When something is statistically significant, it means it is highly unlikely to be the result of random chance.

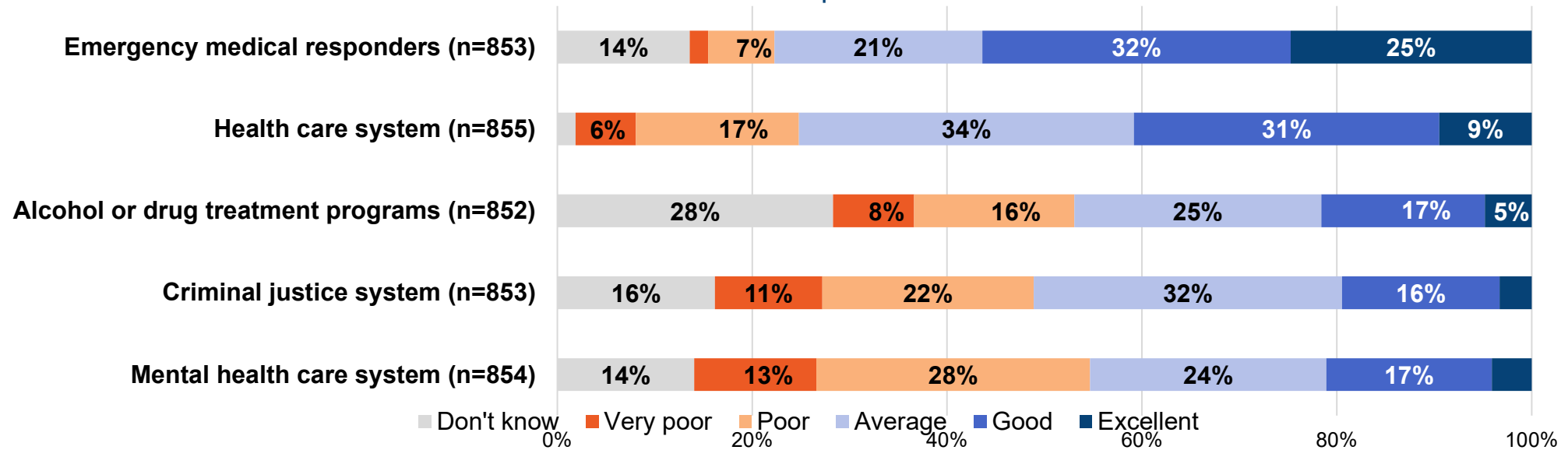
# General Attitudes and Beliefs

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Over half of respondents (57%) rated the quality of emergency medical responders as good or excellent, while only about 20% gave the same rating to the mental health care system.

Please tell us how you rate the quality of each of the following  
in your local Oregon community:

Base: All respondents.



### Correlations:

**Older respondents** were more likely to give a higher rating for the quality of the health care system, alcohol or drug treatment programs, the mental health care system, and the criminal justice system.

**Non-Hispanic white respondents** were more likely to give a higher rating for the quality of emergency medical responders.

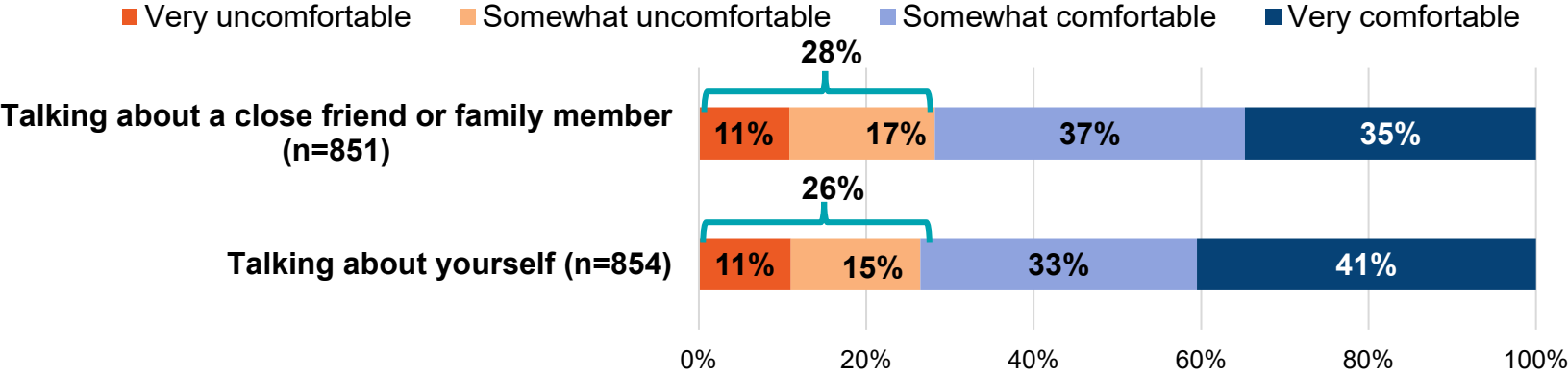
**Men** were more likely to give a higher rating for the quality of the health care system.

**Health care workers** were more likely to give a lower rating for the quality of alcohol or drug treatment programs.

**Respondents from rural areas** were more likely to give a lower rating for the quality of the health care system.

**Most respondents felt somewhat or very comfortable talking to a professional regarding either their own (74%) mental health, or that of a close friend or family member's (72%).**

**Comfort with talking to a trained professional about mental health or emotional well-being.**  
Base: All respondents.

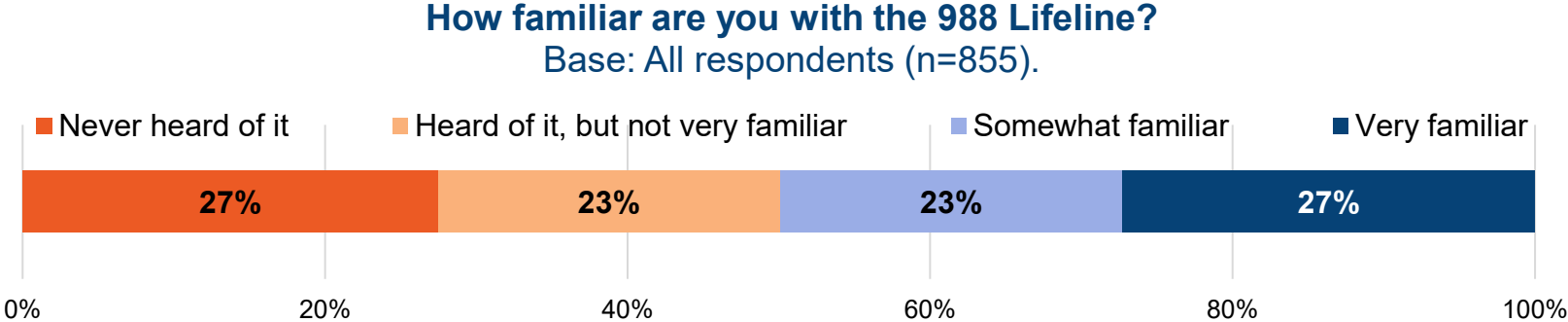


Although analysis in Oregon showed no statistically significant differences in non-English speakers' comfort seeking professional help for themselves, findings from a similar survey conducted by the Washington state Department of Health (WA DOH) suggest a gap between individual willingness and community acceptance. These results underscore the need to reduce stigma and improve community attitudes toward mental health care.

# Awareness of 988

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Only 21% of random sample respondents (excluding participants who responded via OHA channels) were somewhat or very familiar with the 988 Lifeline. Half of all respondents were familiar with 988.



**Correlations:**

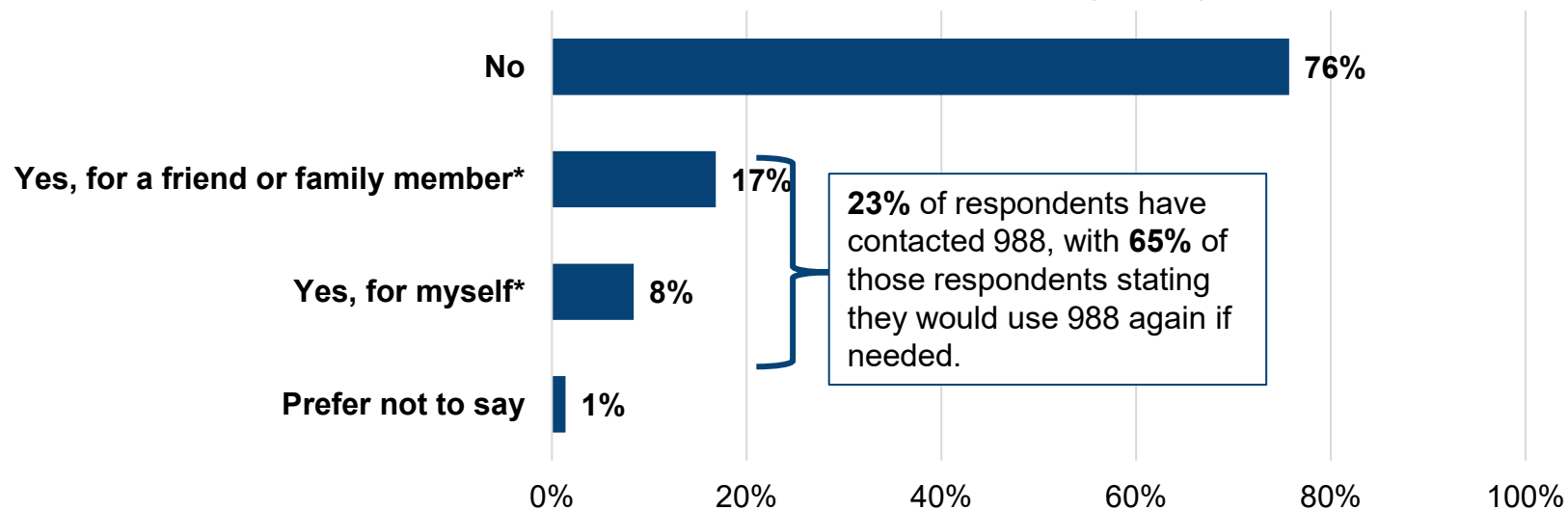
**Health care workers** and **younger respondents** were more likely to be aware of the 988 Lifeline.  
**Random sample respondents** and **men** were less likely to be aware of the 988 Lifeline.

Familiarity with 988	NAMI/Ipsos poll (n=2,073)	WA DOH survey (n=475)	Oregon's 988 Baseline survey	
			ALL respondents (n=855)	Random sample respondents (n=339)
	Base: American general population	Base: Washington residents	Base: Respondents who live in or near Oregon.	
Not familiar	82%	63%	50%	79%
Familiar	17%	37%	50%	21%

Most respondents (76%) had never contacted 988. Of those who contacted 988 (23%), about two-thirds called to seek help for a friend, family member or client, and a third called for themselves.

Have you ever contacted the 988 Lifeline to get help for yourself or a friend/family member?

Base: Respondents familiar with the 988 Lifeline (n=428).\*



#### Qualitative analysis:

Nearly two-thirds of respondents who had contacted 988 said they did so on behalf of friends, family, clients, or others. Approximately half of respondents said they contacted 988 due to a mental health crisis, and approximately half said they called due to suicidal ideation. No respondents said they contacted 988 due to struggles with drug or alcohol use or other addiction-related topics.

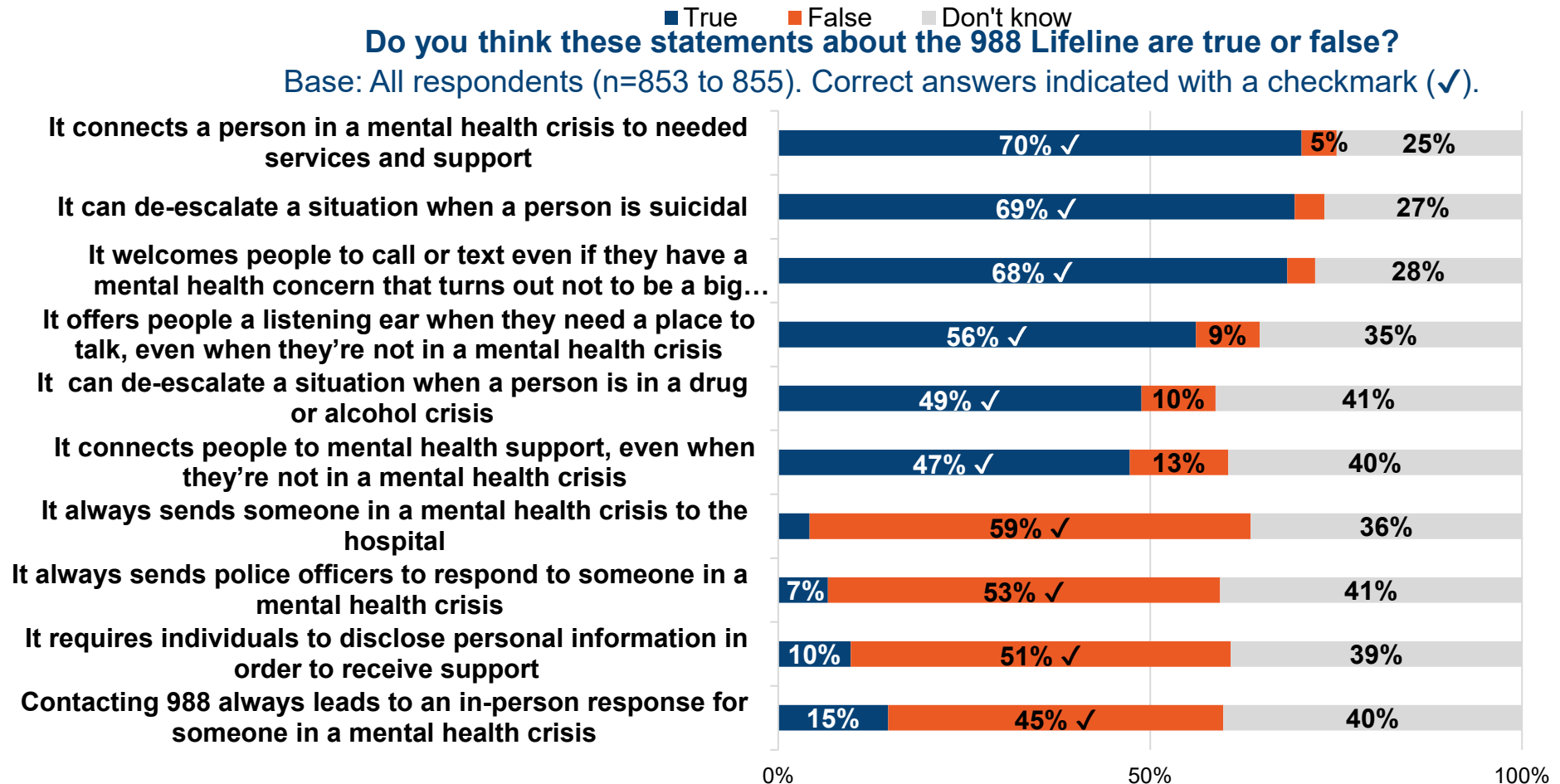
#### Correlations:

**Respondents with a disability** were more likely to have contacted the 988 Lifeline.

**Non-Hispanic white** respondents were less likely to have contacted the 988 Lifeline.

\* The question allowed for multiple responses and percentages may sum to more than 100%.

## Respondents are less aware of two aspects of 988's Lifeline services: that it connects people to mental health support even when they are not in a crisis and that calls typically do not result in an in-person response.



### Correlations:

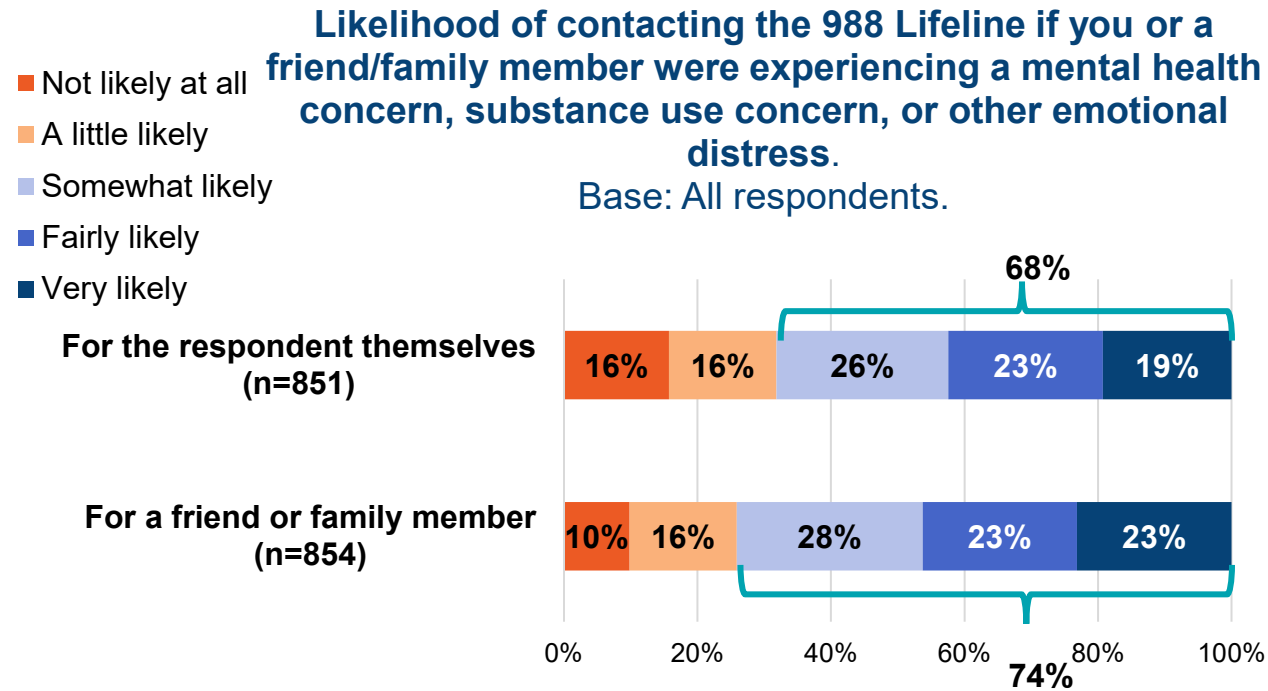
**Random sample respondents** and **communities of color** were more likely to have knowledge gaps around 988.

**Non-Hispanic white** respondents were more likely to have correct answers overall.





**A majority of respondents are somewhat to very likely to use the 988 Lifeline for themselves (68%) or a friend or family member (74%).**



### Correlations:

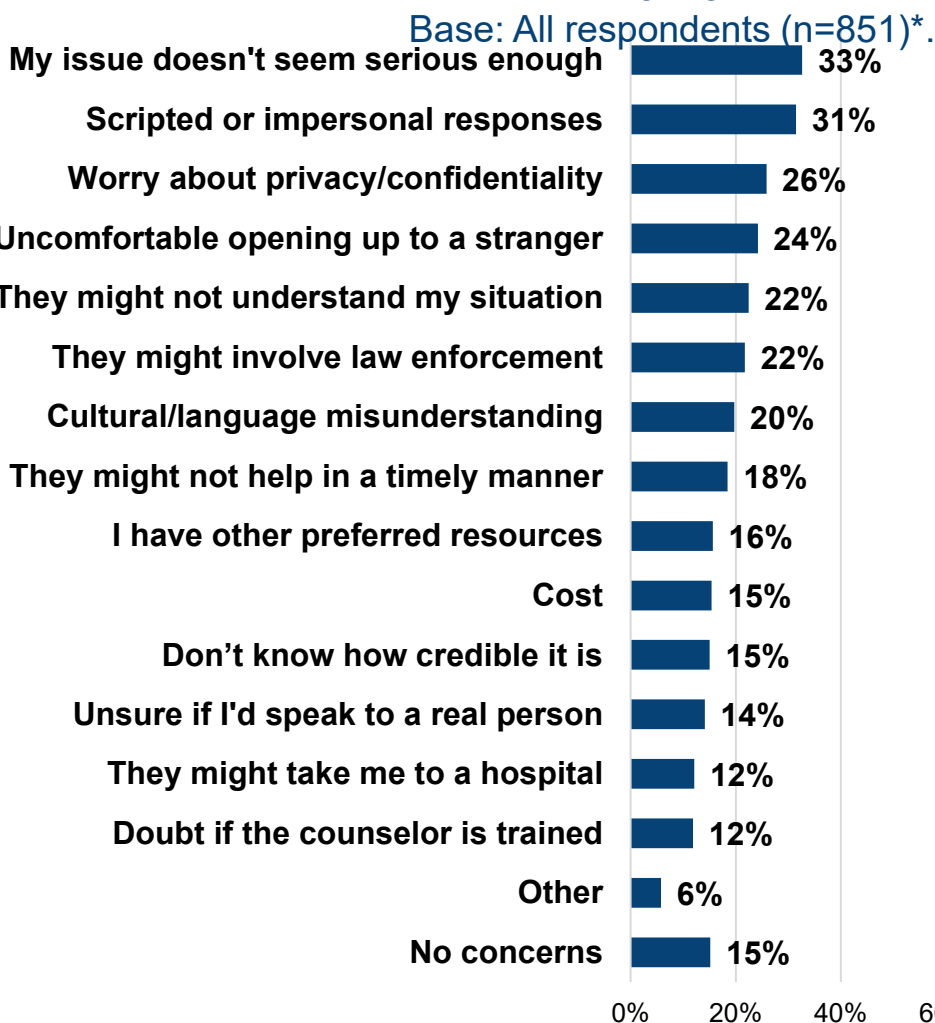
**Older respondents** were more likely to contact 988 on behalf of a friend or family member.

# Barriers and Motivators to Using the 988 Lifeline

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Top concerns of respondents included: their issue not seeming serious enough (33%) and responses might be scripted or impersonal (31%).

What concerns, if any, would you have about contacting the 988 Lifeline?



Correlations:

**Communities of color** and **Hispanic or Latina/e/o/x** respondents were more likely to be concerned about 1) cost, or 2) the counselor not understanding their community, culture, or language.

**Younger respondents** were more likely to be concerned about law enforcement becoming involved.

**Non-Hispanic white** respondents were less likely to be concerned about cost, counselors not understanding their culture or language, and/or about help not being timely.

Qualitative analysis:

Among respondents who said they had other preferred resources, health care providers were the most common preferred resource, followed by friends and family, and their local crisis line.

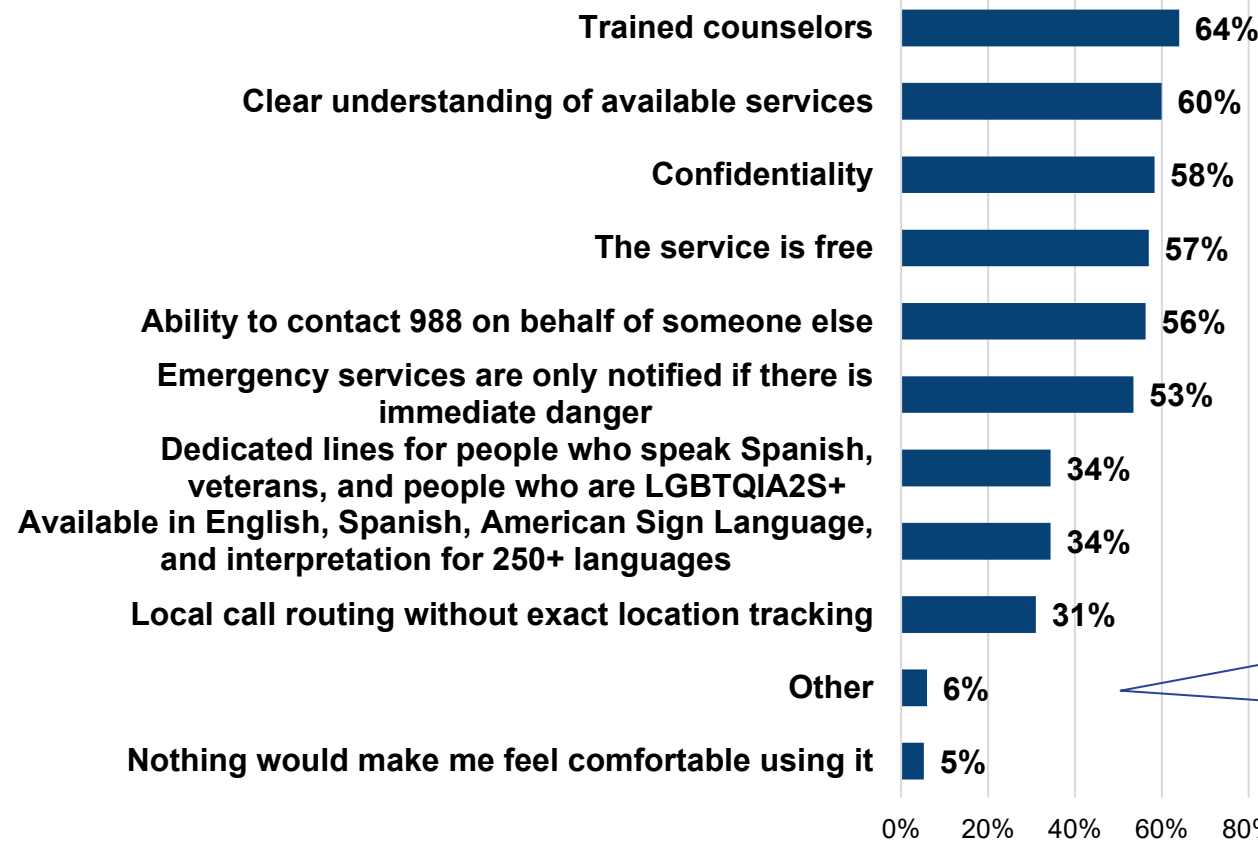
“Other” responses included having bad experiences with 988 in the past, difficulty using the service, and not being aware of the 988 Lifeline.

\* The question allowed for multiple responses and percentages may sum to more than 100%.

**Top motivators for respondents to feel comfortable contacting 988: trained counselors (64%), a clear understanding of services (60%), confidentiality (58%), free services (57%), and the ability to contact 988 on behalf of someone else (56%).**

**If you or someone you knew were experiencing a mental health concern, which of the following would make you feel more comfortable contacting the 988 Lifeline?**

Base: All respondents (n=846).\*



**Correlations:**

**Respondents who identified as LGBTQIA2S+** were more likely to say dedicated lines for people in specific groups would make them feel more comfortable.

Respondents who are **Hispanic or Latina/e/o/x** were more likely to say that having services available in multiple languages would make them feel more comfortable.

Common "Other" responses included no police involvement whatsoever, better cultural competency, and stronger partnerships with local resources and services.

\* The question allowed for multiple responses and percentages may sum to more than 100%.

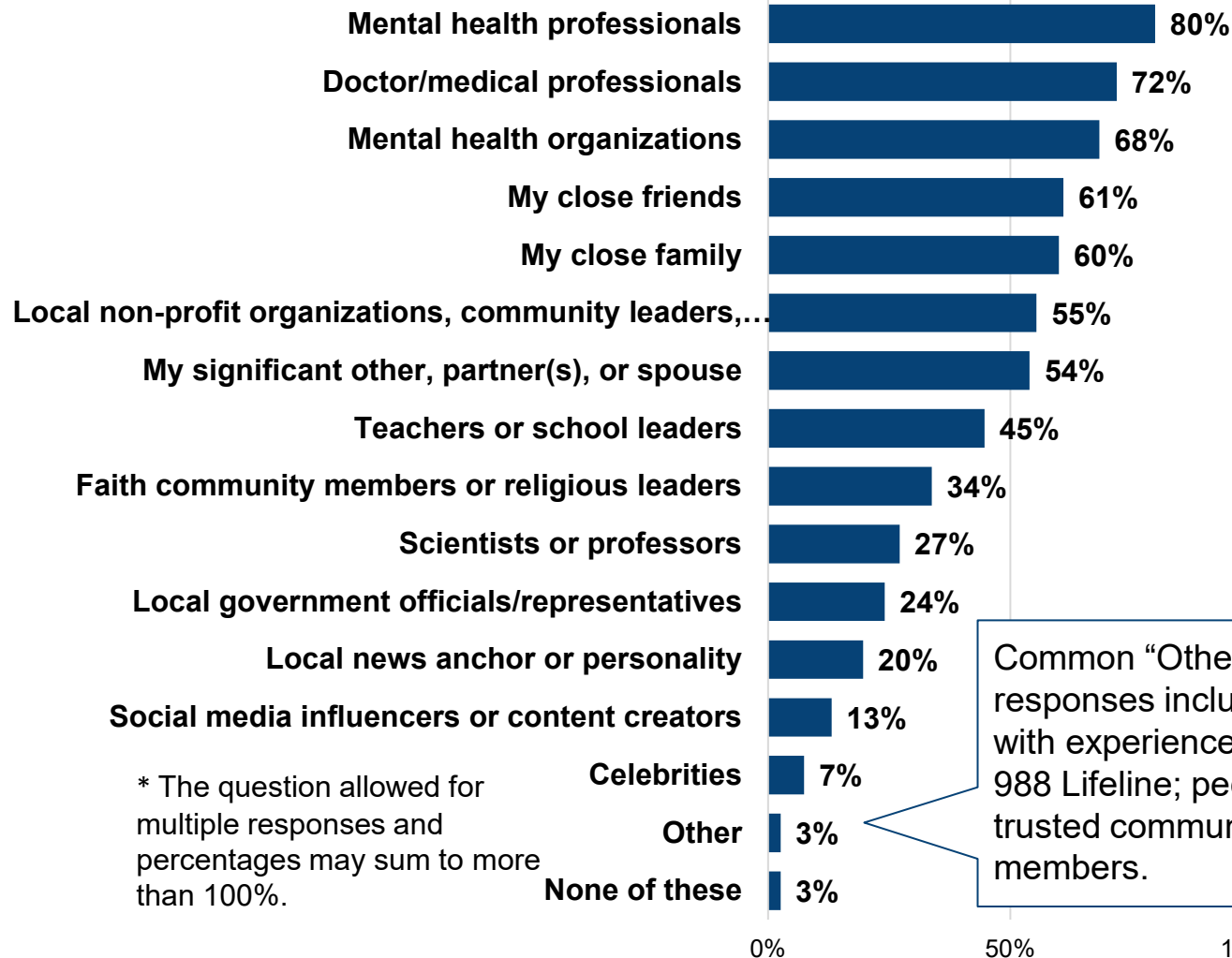
# Trusted Messengers and Communication channels

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## Mental health professionals (80%), medical doctors (72%), and mental health organizations (68%) were the most trusted messengers for information about 988.

Which of the following individuals, groups, or organizations, if any, would you trust when receiving information about the 988 Lifeline?

Base: All respondents(n=846).\*



### Correlations:

**Non-Hispanic white** respondents were more likely to trust close friends, mental health organizations, and/or their partners or spouses.

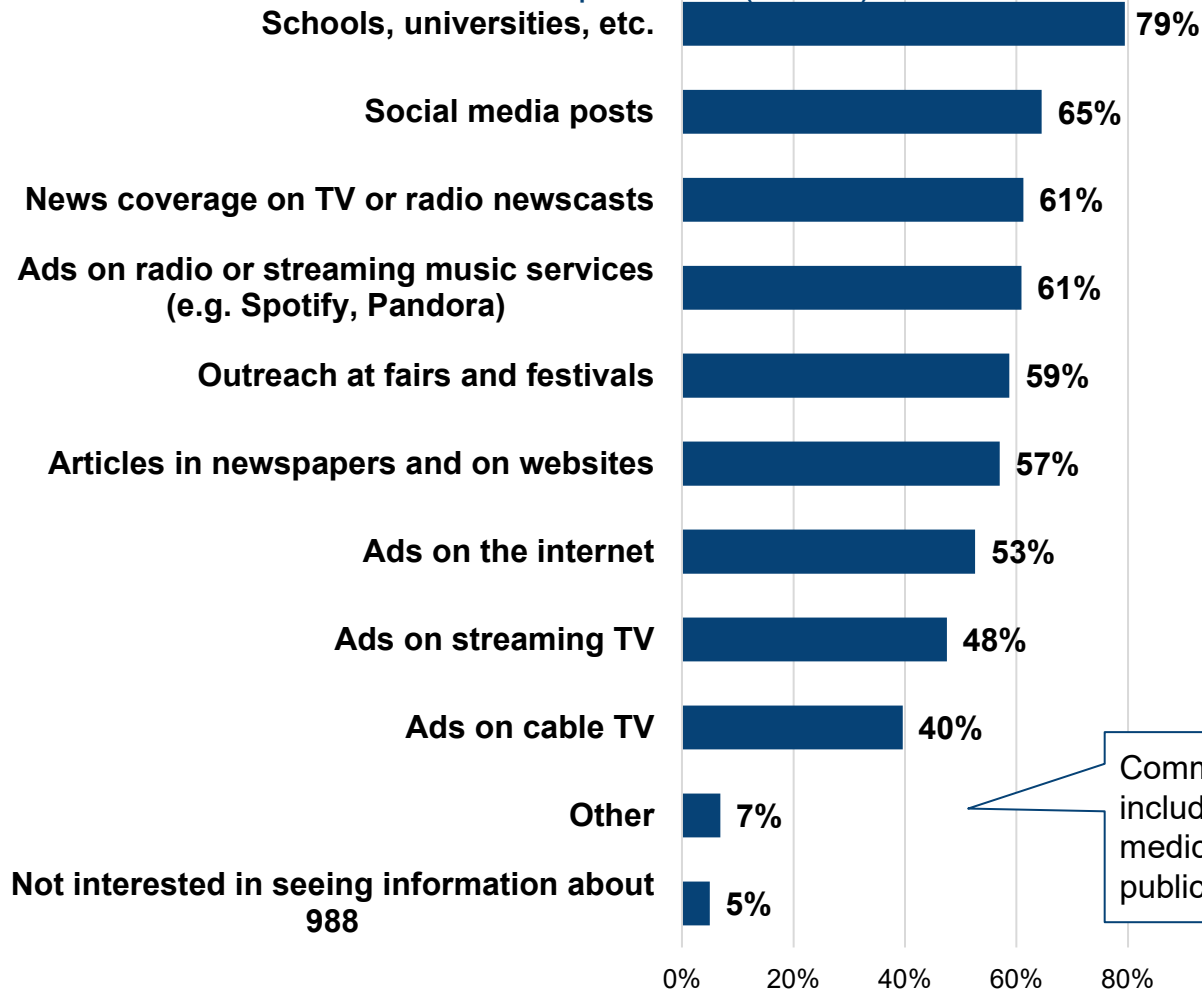
**Women** were more likely to trust mental health organizations and/or mental health professionals.

Common "Other" responses included people with experience using the 988 Lifeline; peers; and trusted community members.

## A majority (79%) of respondents would like to see information about 988 at schools, universities, and other educational institutions.

### Where would you like to see information about the 988 Lifeline?

Base: All respondents (n=846)\*



#### Correlations:

**Older respondents** were more likely to want to see information on news coverage on TV or radio newscasts.

**Women** were more likely to want to see information at fairs and festivals, in schools and universities, and on social media posts, and were less likely to not be interested at all in seeing information about 988.

**Men** were less likely to want to see information at fairs and festivals or in schools and universities, and more likely to not be interested at all in seeing information about 988.

Common "Other" responses included billboards; at medical facilities; and on public transit.

\* The question allowed for multiple responses and percentages may sum to more than 100%.