

988 Suicide & Crisis Lifeline

988 Suicide & Crisis Lifeline Toolkit 2025



988

You are not alone.

Mental health issues can affect anyone. But recent data shows that young Pennsylvanians are more at risk than ever before. With increasing percentages of depressive episodes and suicidal ideation, we want to reach young Pennsylvanians with resources to support them.

How can you help?

If you engage with the audience digitally or in-person, we encourage you to share what you can. Help bring awareness to the 988 Suicide & Crisis Lifeline for our young, at-risk Pennsylvanians.

We appreciate any shares of the content provided in this toolkit on social media, email newsletters, websites, or if you're able to print posters to display in common areas.

[Download Assets](#)

Click to download high quality static and video assets to share.

Social Media

Suggested captions to pair with graphic.

Need to talk? You're not alone. Call 988 to find the support you need. 🗨️

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Feeling overwhelmed, stressed, or just need someone to talk to? It's okay to reach out. Call or text 988 anytime ❤️

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Mind racing? You don't have to carry this weight. 988 is a safe space for you. Call or text 988 for support. 🧑

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Video

You can download videos to share directly to social platforms at the link above or link the below YouTube videos:

30 seconds

<https://youtu.be/GjsV0v4FoHE>

<https://youtu.be/Njd8ME7FREw>

15 seconds

<https://youtu.be/AsLoNolpkyk>

<https://youtu.be/iljC46DfKco>

Newsletter



Copy:

Life gets heavy sometimes. Sleepless nights. Racing thoughts. Days when you just feel off, or like it's not worth it. You're not alone.

When you need support, 988 is here. Day or night.

Whether you're in crisis, feeling anxious, or simply need someone to talk to, help is just three numbers away. When you reach out, trained counselors are ready to listen – real support, no judgement. Anytime, day or night.

Take a breath. Then take the step. 988 – call, text, or chat online.

How you feel matters.