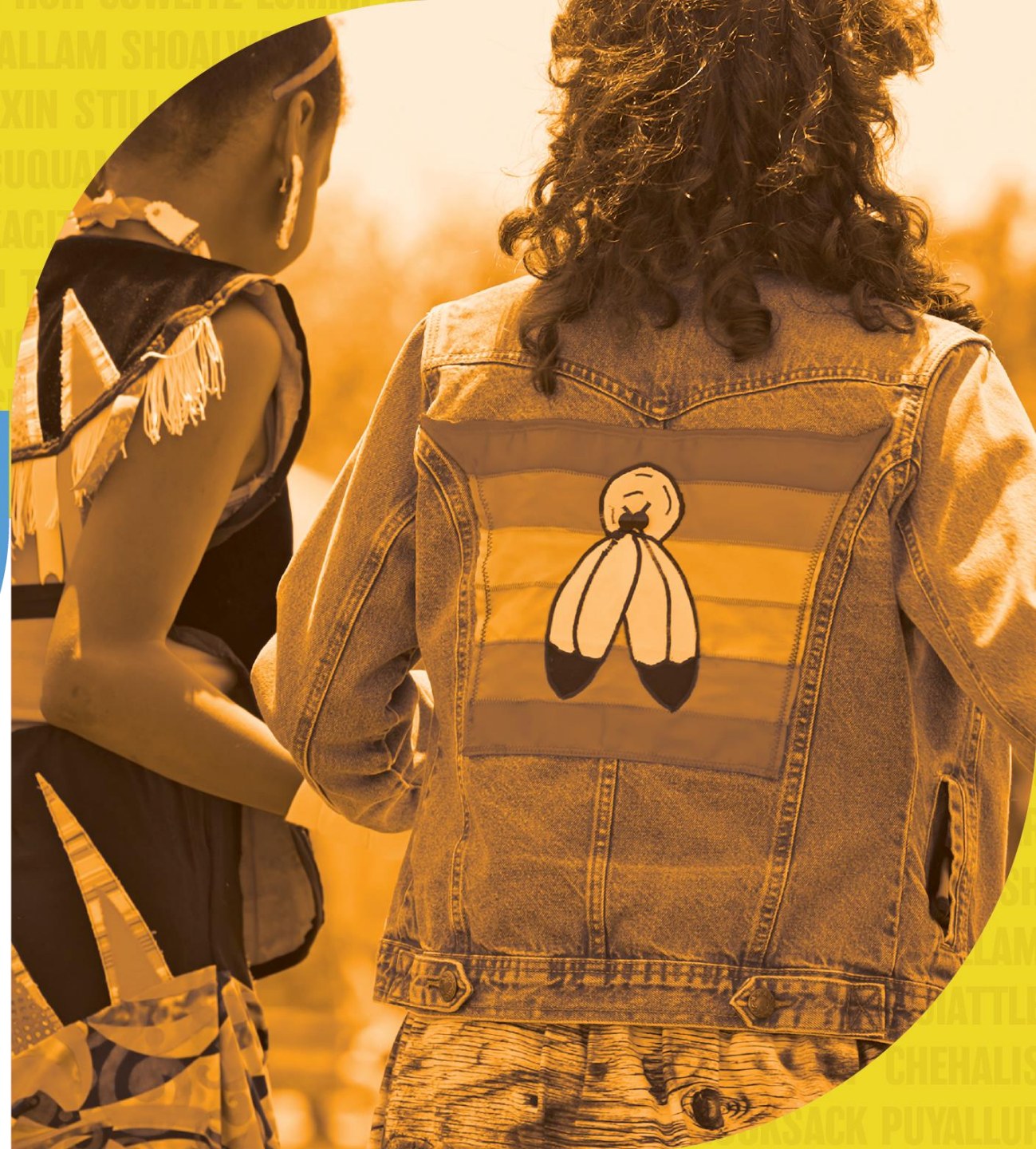


# Understanding 988 Call, Chat, & Text

Featuring the Native & Strong Lifeline  
February 10, 2026



**NATIVE &  
STRONG** | **Connection is  
Prevention**



# Welcome and Introductions

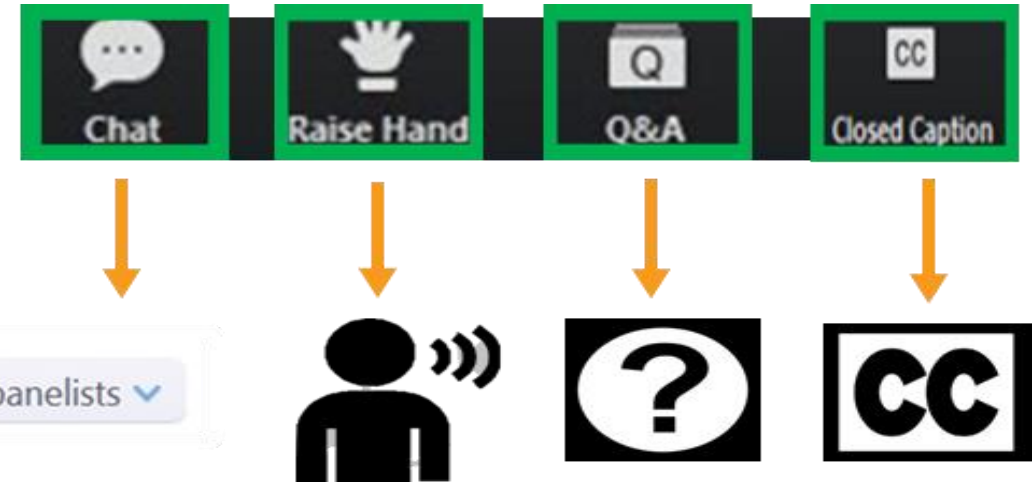


# Technical Notes and Support

If you lose connectivity during the session, **open your original “join” link to regain access to the webinar.**

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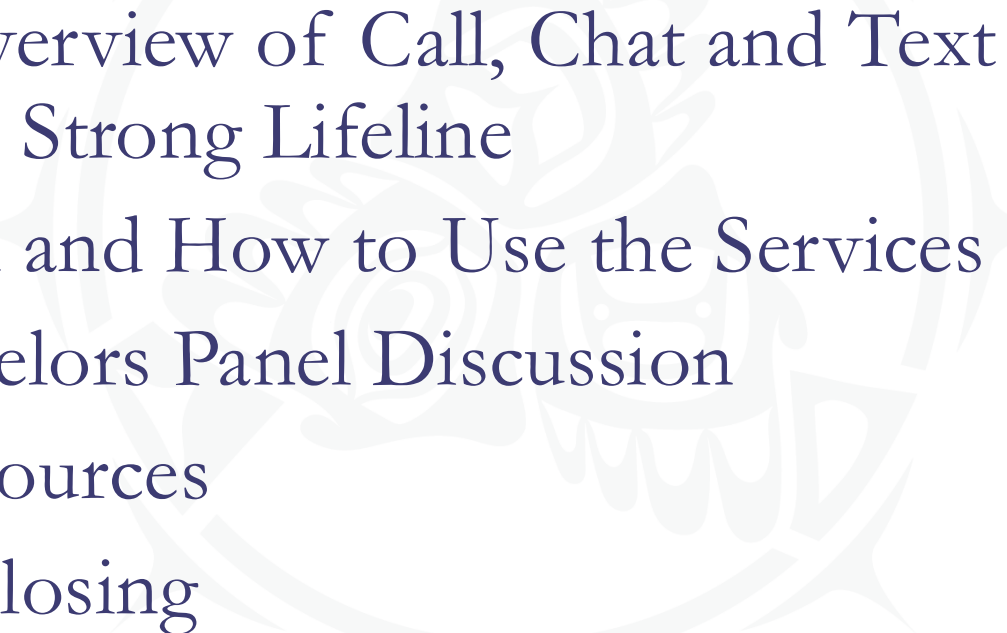

**Enjoy the session!**





# Agenda & Today's Goals

## Introduction to the Native & Strong Campaign

- What is 988? Overview of Call, Chat and Text on the Native & Strong Lifeline
  - What is Offered and How to Use the Services
  - Meet the Counselors Panel Discussion
  - Offering of Resources
  - Gratitude and Closing
- 
- 

# Partners



**KAUFFMAN**  
AND ASSOCIATES INCORPORATED





# What is the Native & Strong Campaign?

The Native & Strong campaign was developed in partnership with the 29 federally recognized tribes in Washington and the Washington State Department of Health (WA DOH). Rooted in the belief that Connection is Prevention, this suicide prevention campaign is led by the leadership, wisdom, and priorities of Washington tribes, with the support of WA DOH. Through this government-to-government collaboration, Native & Strong focuses on raising awareness, providing education, and sharing resources to support local efforts in preventing suicide and strengthening the well-being of tribal communities now and for future generations. To support this work DOH has contracted with Kauffman and Associates, Inc., an American Indian owned communications firm on community technical support, outreach, and campaign dissemination.

**Connection is Prevention!**



# What is 988?

Nationwide suicide & crisis lifeline

- Available 24/7/365 across the U.S.
- Call, Chat, and Text services are all a part of 988
- Free to everyone
- Quickly and easily accessible
- Confidential
- Safe



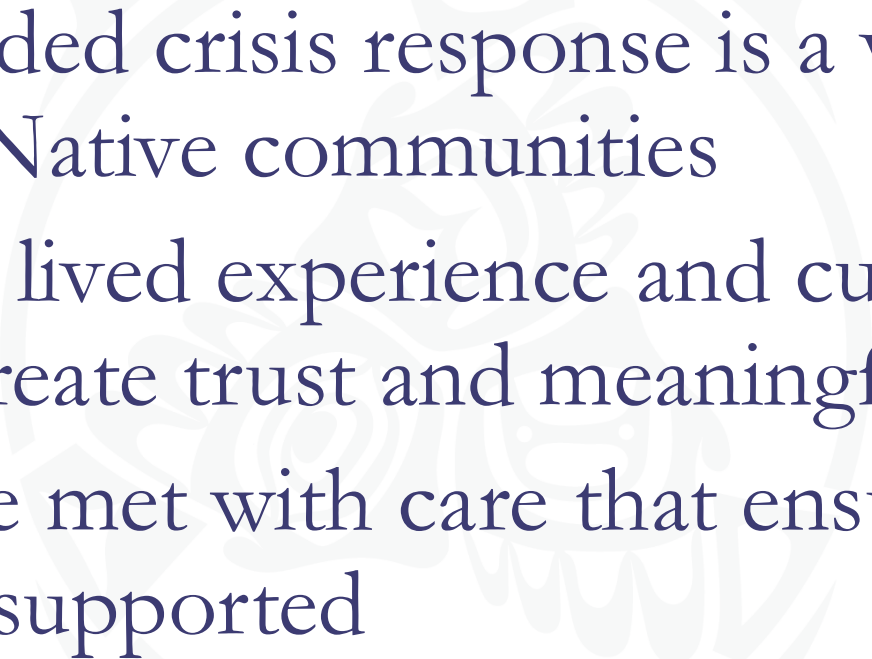

# How 988 Works in Washington State

- Calls/texts route to local Washington centers
- Chat routes through secure national platform
- Dedicated Native line in *Washington Only*: Native & Strong Lifeline
- Washington callers can request Native & Strong directly by pressing 4 when prompted



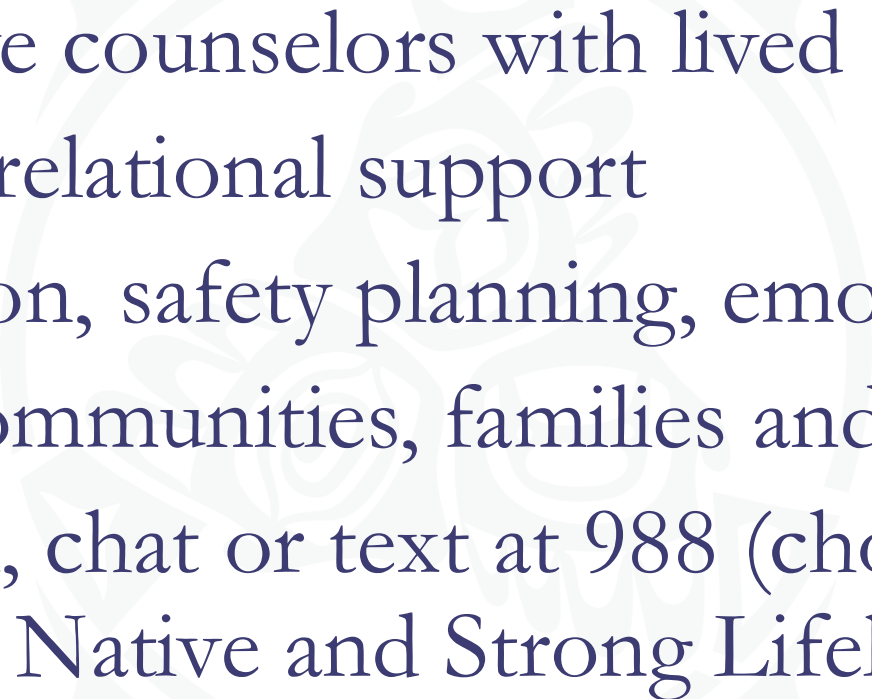



# Why Native and Strong for Washington?

- Culturally grounded crisis response is a vital and growing strength within Native communities
  - Counselors with lived experience and cultural understanding create trust and meaningful connection
  - Native callers are met with care that ensures they feel seen, heard and supported
- 
- 



# What the Native & Strong Lifeline Offers

- Care from Native counselors with lived experience
  - Strength-based, relational support
  - Crisis intervention, safety planning, emotional support
  - Resources for communities, families and individuals
  - Available via call, chat or text at 988 (choose option 4 when calling the Native and Strong Lifeline)
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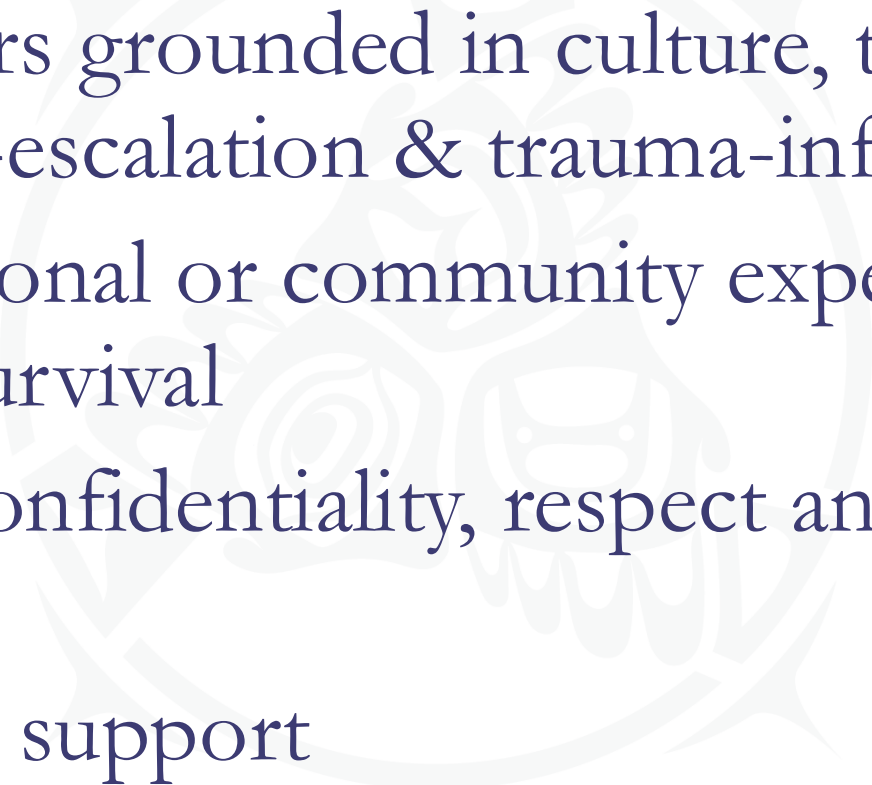

# How to Access the Native & Strong Lifeline

- Call: 988 then press 4
- Text: N8V to 988
- Chat: Select the “All Native people in Washington state” box in the pre-chat survey





# Who Answers the Native & Strong Lifeline?

- Native counselors grounded in culture, trained in crisis intervention, de-escalation & trauma-informed care
  - Many have personal or community experience with suicide loss or survival
  - Committed to confidentiality, respect and relational connection
  - Real people, real support
- 
- 



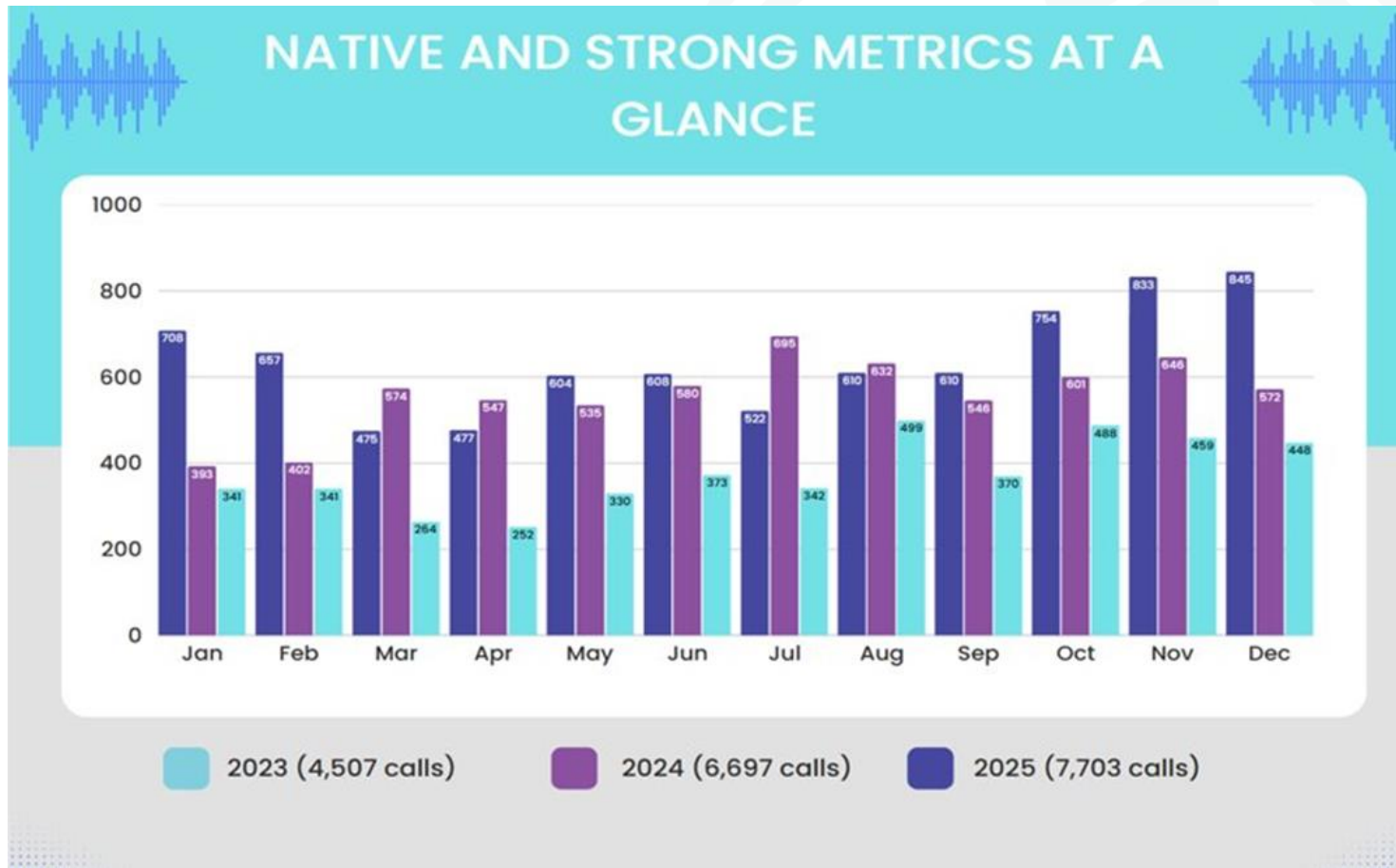
# What to Expect When You Call

- A warm introduction including your counselor's tribal affiliation
- Opportunity to share what's going on
- Non-judgmental listening
- Support with coping, grounding, safety planning
- Optional resource connection

**Remember:** You do *not* need to be in immediate crisis to get help

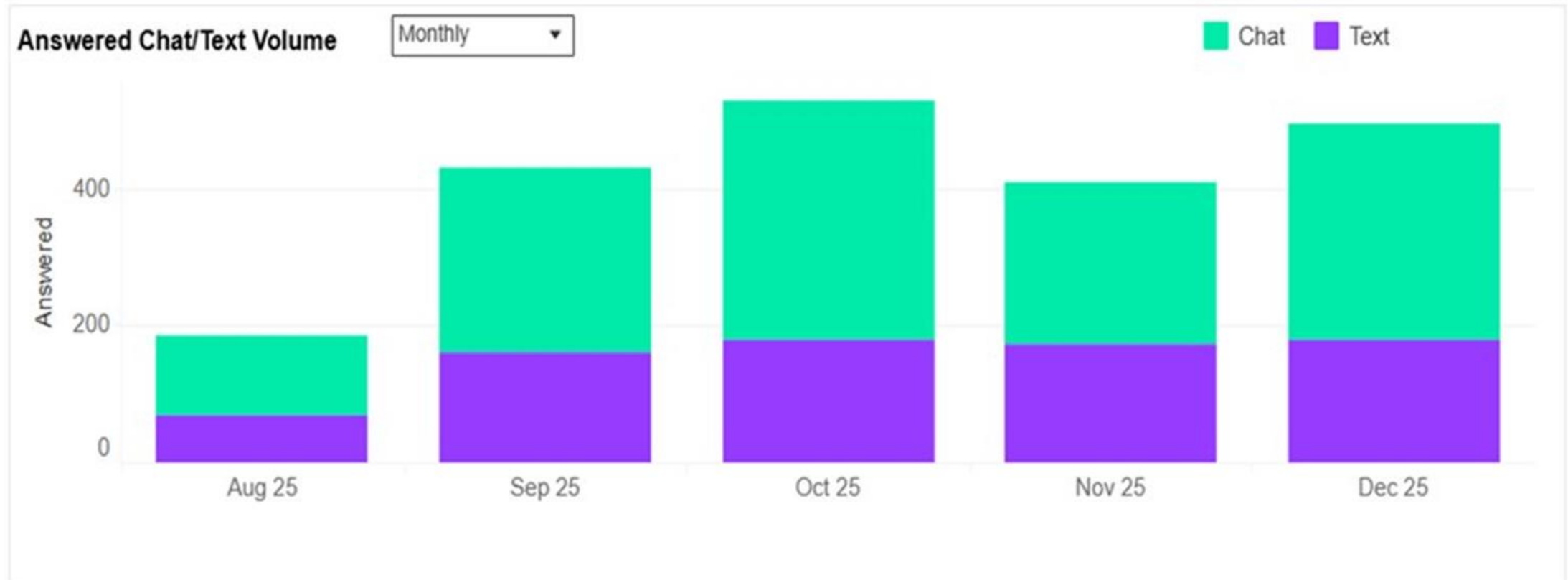


# Native, Strong and Numerous: How Many Relatives Have Connected to Date



*\*Statistics accurate at the time of this webinar. Please reach out for current information*

# Native, Strong and Numerous: How Many Relatives Have Connected to Date





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## **Real People, Real Support: Meet the Counselors**



# Counselor Introductions

- Valarie Moon, Western Shoshone — Phones
  - Dominique Pleasants, Colville Confederated Tribes—  
Chat & Text
- 



**“What do you wish Native people knew about reaching out to 988 and Native & Strong?”**



**“What does culturally grounded support look like on the line?”**



**“What kinds of things can  
someone call about, even if it’s  
not a crisis?”**

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**Connection is  
Prevention**

**“As a counselor, how do you support someone who is nervous about calling?”**

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STRONG**



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Prevention**

What happens *after* a person calls the Native & Strong Lifeline? Is there any kind of follow up or help finding resources?

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Prevention



# Putting it All Together

- 988 is accessible by call, chat, and text
- Native & Strong Lifeline is available to Native people in WA
- Counselors are Native, trained, and support people with cultural understanding
- You can call anytime, 24/7, even before a crisis escalates

Connection is Prevention; this line was made for you,  
your loved ones and community



# 4 Things You Can Do Today

- Check in with one Elder
- Check in with one relative or chosen relative
- Check on one co-worker or community member
- And finally, visit the Native & Strong website:

[www.NativeAndStrong.org](http://www.NativeAndStrong.org)



# What Support is Available?

Toolkit with downloadable resources:  
[NativeAndStrong.org/request-support](https://NativeAndStrong.org/request-support)





# Contact Information

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**Thank You!**