

# Provider Notice

## Subject: LDH Launches New 988 Helpline Campaign

The Louisiana Department of Health (LDH) is launching a new marketing campaign aimed at raising awareness, destigmatizing the need for mental health treatment and services, and increasing [Louisiana 988](#) usage statewide. A key goal of the campaign is reaching vulnerable populations about the services available through 988, including individuals who are Black, Indigenous and People of Color (BIPOC), LGBTQ+ people and veterans.

A series of historic storms, the COVID-19 pandemic and other traumatic events have taken a major toll on the mental health and emotional well-being of Louisianans of all ages in recent years. Because of these challenges, the message from LDH has been clear: It's OK to not be OK, and Louisiana 988 has counselors ready to assist anyone seeking help.

“LDH recognizes that stigma and even fear may deter individuals from seeking support from 988. This campaign is designed to address those barriers and encourage Louisiana residents to reach out whether they are in a mental health crisis or just having a bad day,” said LDH Secretary Stephen Russo. “Our hope for this new marketing initiative is to reach a wider audience, including vulnerable communities so that all Louisianans know how to utilize 988 and what to expect. All of us need help sometimes, and LDH is committed to eliminating the stigma around mental health and substance use. The 988 helpline ensures everyone has easy and confidential access to high-quality emotional support, regardless of why the support is needed.”

The campaign is informed by field research that identified three primary barriers to individuals contacting 988:

- Not knowing what to expect when calling 988;
- Fear of being let down when someone is feeling most vulnerable; and
- Fear of overstepping personal boundaries or making things worse for someone else when calling for help.

Key components of the campaign include an aggressive paid media strategy starting with social media advertising, a new website — [Louisiana988.org](#) — for people to learn more, and a platform for community partners, advocates, and local influencers to generate their own 988 promotional materials.

Please reach out to your [Network Management Specialist](#) (NMS) with any questions or concerns. Your NMS is available for support.

Thank you for all you do in supporting the members of CSoC.

Magellan of Louisiana