**988 Implementation Plan for Select a State/Territory**

**988 Planning Grants**

**Click Here to Add Date of this Version**

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# **Grantee Agency, Contacts, and Lifeline Centers**

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Grantee: Insert lead agency name

988 Grant Primary Contact Name: Email:

Backup 988 Grant Contact Name: Email:

List the Key Grant Staff

* Name, Affiliation, Title – [copy list from most recent monthly report]

Number of Current Lifeline Centers in the State/Territory

* Active: insert number
* Onboarding (in the application process): insert number

Any changes in Lifeline centers? (Yes or no - see instructions in User Guide)

* If yes, please explain: See instructions in User Guide

# **Overall Background and Context**

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Insert your state/territory-specific summary of background information and context relevant to **multiple core areas of 988 Implementation**. See the User Guide for instructions.

**Top state/territory priorities for change to prepare for 988 rollout in July 2022**

Priority #1: Insert priority 1

Priority #2: Insert priority 2

*[Add additional priorities as needed]*

# Core Area 1: Ensure Statewide 24/7 Coverage for 988 Calls, Chats, and Texts

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**Background: Current Situation, Gaps, Progress, and Proposed Approach: Statewide Coverage for 988 Contacts**

Insert a summary of data and background information relevant to your Statewide Coverage for 988 Contacts here that serves a rationale for your Core Area 1 goals and action steps. **Please see User Guide for instructions and required content.**

|  |
| --- |
| **Core Area 1: Statewide Coverage for 988 Contacts**  **Phase 1 Goals and Action Steps: Pre-Launch (Oct 1, 2021 – June 30, 2022)** |

**Goal 1.1a**: By X time in Phase 1, we will have accomplished Y.

**Personnel/Partners:** List key personnel and partners who will be involved in achieving/reaching this goal.

**Goal 1.1a Action Steps**

| **Action Steps** | **Start Date** | **Due Date** | **Lead and Partners** |
| --- | --- | --- | --- |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners |
| *[Add rows as needed]* |  |  | Lead:  Partners |

**Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Not at all certain | Somewhat certain | Moderately certain | Very certain | Completely certain |
|  |  |  |  |  |

**Goal 1.1b** By X time in Phase 1, we will have accomplished Y.

**Personnel/Partners:** List key personnel and partners who will be involved in achieving/reaching this goal.

**Goal 1.1b Action Steps**

| **Action Steps** | **Start Date** | **Due Date** | **Lead and Partners** |
| --- | --- | --- | --- |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners |
| *[Add rows as needed]* |  |  | Lead:  Partners |

*Insert additional Core Area 1, Phase 1 goals if needed by cutting and pasting the format above, including the Goal statement, Personnel/Partners, and the Action Steps Table. The next Goal/Action Steps would be 1.1c.*

**Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Not at all certain | Somewhat certain | Moderately certain | Very certain | Completely certain |
|  |  |  |  |  |

|  |
| --- |
| **Core Area 1: Statewide Coverage for 988 Contacts**  **Phase 2 Goals and Action Steps: One Year Post-Launch (July 1, 2022 – June 30, 2023)** |

**Goal 1.2a**: By X time in Phase 2, we will have accomplished Y.

**Personnel/Partners:** List key personnel and partners who will be involved in achieving/reaching this goal.

**Goal 1.2a Action Steps**

| **Action Steps** | **Start Date** | **Due Date** | **Lead and Partners** |
| --- | --- | --- | --- |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners |
| *[Add rows as needed]* |  |  | Lead:  Partners |

*Insert additional Phase 2 goals if needed by cutting and pasting the format above, including the Goal statement, Personnel/Partners, and the Action Steps Table. The next Goal/Action Steps would be 1.2b.*

**Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Not at all certain | Somewhat certain | Moderately certain | Very certain | Completely certain |
|  |  |  |  |  |

# Core Area 2: Secure Adequate, Diversified, and Sustained Funding Streams for Lifeline Member Centers

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**Background: Current Situation, Gaps, Progress, and Proposed Approach: Adequate and Diversified Funding for Lifeline Centers**

Insert a summary of data and background information relevant to your Adequate and Diversified Funding for Lifeline Centers here that serves a rationale for your Core Area 2 goals and action steps. **Please see User Guide for instructions and required content.**

|  |
| --- |
| **Core Area 2: Adequate and Diversified Funding for Lifeline Centers**  **Phase 1 Goals and Action Steps: Pre-Launch (Oct 1, 2021 – June 30, 2022)** |

**Goal 2.1a**: By X time in Phase 1, we will have accomplished Y.

**Personnel/Partners:** List key personnel and partners who will be involved in achieving/reaching this goal.

**Goal 2.1a** **Action Steps**

| **Action Steps** | **Start Date** | **Due Date** | **Lead and Partners** |
| --- | --- | --- | --- |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners |
| *[Add rows as needed]* |  |  | Lead:  Partners |

**Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Not at all certain | Somewhat certain | Moderately certain | Very certain | Completely certain |
|  |  |  |  |  |

**Goal 2.1b**: By X time in Phase 1, we will have accomplished Y.

**Personnel/Partners:** List key personnel and partners who will be involved in achieving/reaching this goal.

**Goal 2.1b Action Steps**

| **Action Steps** | **Start Date** | **Due Date** | **Lead and Partners** |
| --- | --- | --- | --- |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners |
| *[Add rows as needed]* |  |  | Lead:  Partners |

*Insert additional Core Area 2, Phase 1 goals if needed by cutting and pasting the format above, including the Goal statement, Personnel/Partners, and the Action Steps Table. The next Goal/Action Steps would be 1.1c.*

**Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Not at all certain | Somewhat certain | Moderately certain | Very certain | Completely certain |
|  |  |  |  |  |

|  |
| --- |
| **Core Area 2: Adequate and Diversified Funding for Lifeline Centers**  **Phase 2 Goals and Action Steps: One Year Post-Launch (July 1, 2022 – June 30, 2023)** |

**Goal 2.2a**: By X time in Phase 2, we will have accomplished Y.

**Personnel/Partners:** List key personnel and partners who will be involved in achieving/reaching this goal.

**Goal 2.2a Actions Steps**

| **Action Steps** | **Start Date** | **Due Date** | **Lead and Partners** |
| --- | --- | --- | --- |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners |
| *[Add rows as needed]* |  |  | Lead:  Partners |

*Insert additional Phase 2 goals if needed by cutting and pasting the format above, including the Goal statement, Personnel/Partners, and the Action Steps Table. The next Goal/Action Steps would be 1.2b.*

**Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Not at all certain | Somewhat certain | Moderately certain | Very certain | Completely certain |
|  |  |  |  |  |

# Core Area 3: Expand and Sustain Center Capacity to Maintain Target In-State/Territory Answer Rates for Current and Projected Call, Text, and Chat Volume

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**Background: Current Situation, Gaps, Progress, and Proposed Approach:** **Capacity for Target In-State/Territory Answer Rates**

Insert a summary of data and background information relevant to your Capacity for Target In-State/Territory Answer Rates here that serves a rationale for your Core Area 3 goals and action steps. **Please see User Guide for instructions and required content.**

|  |
| --- |
| **Core Area 3: Capacity for Target In-State/Territory Answer Rates**  **Phase 1 Goals and Action Steps: Pre-Launch (Oct 1, 2021 – June 30, 2022)** |

**Goal 3.1a**: By X time in Phase 1, we will have accomplished Y.

**Personnel/Partners:** List key personnel and partners who will be involved in achieving/reaching this goal.

**Goal 3.1a Action Steps**

| **Action Steps** | **Start Date** | **Due Date** | **Lead and Partners** |
| --- | --- | --- | --- |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners |
| *[Add rows as needed]* |  |  | Lead:  Partners |

**Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Not at all certain | Somewhat certain | Moderately certain | Very certain | Completely certain |
|  |  |  |  |  |

**Goal 3.1b:** By X time in Phase 1, we will have accomplished Y.

**Personnel/Partners:** List key personnel and partners who will be involved in achieving/reaching this goal.

**Goal 3.1b** **Action Steps**

| **Action Steps** | **Start Date** | **Due Date** | **Lead and Partners** |
| --- | --- | --- | --- |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners |
| *[Add rows as needed]* |  |  | Lead:  Partners |

*Insert additional Core Area 3, Phase 1 goals if needed by cutting and pasting the format above, including the Goal statement, Personnel/Partners, and the Action Steps Table. The next Goal/Action Steps would be 1.1c.*

**Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Not at all certain | Somewhat certain | Moderately certain | Very certain | Completely certain |
|  |  |  |  |  |

|  |
| --- |
| **Core Area 3: Capacity for Target In-State/Territory Answer Rates**  **Phase 2 Goals and Action Steps: One Year Post-Launch (July 1, 2022 – June 30, 2023)** |

**Goal 3.2a**: By X time in Phase 2, we will have accomplished Y.

**Personnel/Partners:** List key personnel and partners who will be involved in achieving/reaching this goal

**Goal 3.2a Action Steps**

| **Action Steps** | **Start Date** | **Due Date** | **Lead and Partners** |
| --- | --- | --- | --- |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners |
| *[Add rows as needed]* |  |  | Lead:  Partners |

*Insert additional Phase 2 goals if needed by cutting and pasting the format above, including the Goal statement, Personnel/Partners, and the Action Steps Table. The next Goal/Action Steps would be 1.2b.*

**Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Not at all certain | Somewhat certain | Moderately certain | Very certain | Completely certain |
|  |  |  |  |  |

# Core Area 4: Support Crisis Centers in Meeting Lifeline’s Operational Standards, Requirements, and Performance Metrics

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**Background: Current Situation, Gaps, Progress, and Proposed Approach: Lifeline Standards and Requirements**

Insert a summary of data and background information relevant to your Lifeline Standards and Requirements here that serves a rationale for your Core Area 4 goals and action steps. **Please see User Guide for instructions and required content.**

|  |
| --- |
| **Core Area 4: Lifeline Standards and Requirements**  **Phase 1 Goals and Action Steps: Pre-Launch (Oct 1, 2021 – June 30, 2022)** |

**Goal 4.1a**: By X time in Phase 1, we will have accomplished Y.

**Personnel/Partners:** List key personnel and partners who will be involved in achieving/reaching this goal.

**Goal 4.1a Action Steps**

| **Action Steps** | **Start Date** | **Due Date** | **Lead and Partners** |
| --- | --- | --- | --- |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners |
| *[Add rows as needed]* |  |  | Lead:  Partners |

**Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Not at all certain | Somewhat certain | Moderately certain | Very certain | Completely certain |
|  |  |  |  |  |

**Goal 4.1b:** By X time in Phase 1, we will have accomplished Y.

**Personnel/Partners:** List key personnel and partners who will be involved in achieving/reaching this goal.

**Goal 4.1b Action Steps**

| **Action Steps** | **Start Date** | **Due Date** | **Lead and Partners** |
| --- | --- | --- | --- |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners |
| *[Add rows as needed]* |  |  | Lead:  Partners |

*Insert additional Core Area 4, Phase 1 goals if needed by cutting and pasting the format above, including the Goal statement, Personnel/Partners, and the Action Steps Table. The next Goal/Action Steps would be 1.1c.*

**Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Not at all certain | Somewhat certain | Moderately certain | Very certain | Completely certain |
|  |  |  |  |  |

|  |
| --- |
| **Core Area 4: Lifeline Standards and Requirements**  **Phase 2 Goals and Action Steps: One Year Post-Launch (July 1, 2022 – June 30, 2023)** |

**Goal 4.2a**: By X time in Phase 2, we will have accomplished Y.

**Personnel/Partners:** List key personnel and partners who will be involved in achieving/reaching this goal.

**Goal 4.2a Action Steps**

| **Action Steps** | **Start Date** | **Due Date** | **Lead and Partners** |
| --- | --- | --- | --- |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners |
| *[Add rows as needed]* |  |  | Lead:  Partners |

*Insert additional Phase 2 goals if needed by cutting and pasting the format above, including the Goal statement, Personnel/Partners, and the Action Steps Table. The next Goal/Action Steps would be 1.2b.*

**Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Not at all certain | Somewhat certain | Moderately certain | Very certain | Completely certain |
|  |  |  |  |  |

# Core Area 5: Convene a Coalition of Key Stakeholders to Advise on 988 Planning and Implementation

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**Background: Current Situation, Gaps, Progress, and Proposed Approach: 988 Stakeholder Coalition**

Insert a summary of data and background information relevant to your 988 Stakeholder Coalition here that serves a rationale for your Core Area 5 goals and action steps. **Please see User Guide for instructions and required content.**

|  |
| --- |
| **Core Area 5: 988 Stakeholder Coalition**  **Phase 1 Goals and Action Steps: Pre-Launch (Oct 1, 2021 – June 30, 2022)** |

**Goal 5.1a**: By X time in Phase 1, we will have accomplished Y.

**Personnel/Partners:** List key personnel and partners who will be involved in achieving/reaching this goal.

**Goal 5.1a Action Steps**

| **Action Steps** | **Start Date** | **Due Date** | **Lead and Partners** |
| --- | --- | --- | --- |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners |
| *[Add rows as needed]* |  |  | Lead:  Partners |

**Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Not at all certain | Somewhat certain | Moderately certain | Very certain | Completely certain |
|  |  |  |  |  |

**Goal 5.1b** By X time in Phase 1, we will have accomplished Y.

**Personnel/Partners:** List key personnel and partners who will be involved in achieving/reaching this goal.

**Goal 5.1b Action Steps**

| **Action Steps** | **Start Date** | **Due Date** | **Lead and Partners** |
| --- | --- | --- | --- |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners |
| *[Add rows as needed]* |  |  | Lead:  Partners |

*Insert additional Core Area 5, Phase 1 goals if needed by cutting and pasting the format above, including the Goal statement, Personnel/Partners, and the Action Steps Table. The next Goal/Action Steps would be 5.1c.*

**Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Not at all certain | Somewhat certain | Moderately certain | Very certain | Completely certain |
|  |  |  |  |  |

|  |
| --- |
| **Core Area 5: 988 Stakeholder Coalition**  **Phase 2 Goals and Action Steps: One Year Post-Launch (July 1, 2022 – June 30, 2023)** |

**Goal 5.2a**: By X time in Phase 2, we will have accomplished Y.

**Personnel/Partners:** List key personnel and partners who will be involved in achieving/reaching this goal.

**Goal 5.2a Action Steps**

| **Action Steps** | **Start Date** | **Due Date** | **Lead and Partners** |
| --- | --- | --- | --- |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners |
| *[Add rows as needed]* |  |  | Lead:  Partners |

*Insert additional Phase 2 goals if needed by cutting and pasting the format above, including the Goal statement, Personnel/Partners, and the Action Steps Table. The next Goal/Action Steps would be 5.2b.*

**Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Not at all certain | Somewhat certain | Moderately certain | Very certain | Completely certain |
|  |  |  |  |  |

# Core Area 6: Maintain a Comprehensive, Updated Listing of Resources, Referrals, and Linkages; Plan for Expanded Services

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**Background: Current Situation, Gaps, Progress, and Proposed Approach: Comprehensive Resource Listings; Plan for Expanded Services**

Insert a summary of data and background information relevant to your Comprehensive Resource Listings and Plan for Expanded Services here that serves a rationale for your Core Area 6 goals and action steps. **Please see User Guide for instructions and required content.**

|  |
| --- |
| **Core Area 6: Comprehensive Resource Listings; Plan for Expanded Services**  **Phase 1 Goals and Action Steps: Pre-Launch (Oct 1, 2021 – June 30, 2022)** |

**Goal 6.1a:** By X time in Phase 1, we will have accomplished Y.

**Personnel/Partners:** List key personnel and partners who will be involved in achieving/reaching this goal.

**Goal 6.1a** **Action Steps**

| **Action Steps** | **Start Date** | **Due Date** | **Lead and Partners** |
| --- | --- | --- | --- |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners |
| *[Add rows as needed]* |  |  | Lead:  Partners |

**Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Not at all certain | Somewhat certain | Moderately certain | Very certain | Completely certain |
|  |  |  |  |  |

**Goal 6.1b**: By X time in Phase 1, we will have accomplished Y.

**Personnel/Partners:** List key personnel and partners who will be involved in achieving/reaching this goal.

**Goal 6.1b Action Steps**

| **Action Steps** | **Start Date** | **Due Date** | **Lead and Partners** |
| --- | --- | --- | --- |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners |
| *[Add rows as needed]* |  |  | Lead:  Partners |

*Insert additional Core Area 6, Phase 1 goals if needed by cutting and pasting the format above, including the Goal statement, Personnel/Partners, and the Action Steps Table. The next Goal/Action Steps would be 1.1c.*

**Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Not at all certain | Somewhat certain | Moderately certain | Very certain | Completely certain |
|  |  |  |  |  |

|  |
| --- |
| **Core Area 6: Comprehensive Resource Listings; Plan for Expanded Services**  **Phase 2 Goals and Action Steps: One Year Post-Launch (July 1, 2022 – June 30, 2023)** |

**Goal 6.2a:** By X time in Phase 2, we will have accomplished Y.

**Personnel/Partners:** List key personnel and partners who will be involved in achieving/reaching this goal.

**Goal 6.2a Action Steps**

| **Action Steps** | **Start Date** | **Due Date** | **Lead and Partners** |
| --- | --- | --- | --- |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners |
| *[Add rows as needed]* |  |  | Lead:  Partners |

*Insert additional Phase 2 goals if needed by cutting and pasting the format above, including the Goal statement, Personnel/Partners, and the Action Steps Table. The next Goal/Action Steps would be 1.2b.*

**Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Not at all certain | Somewhat certain | Moderately certain | Very certain | Completely certain |
|  |  |  |  |  |

# Core Area 7: Ensure All State/Territory Centers Can Provide Best Practice Follow-Up to 988 Callers/Texters/Chatters

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**Background: Current Situation, Gaps, Progress, and Proposed Approach: Provide Follow-Up Services**

Insert a summary of data and background information relevant to your Provide Follow-Up Services here that serves a rationale for your Core Area 7 goals and action steps. **Please see User Guide for instructions and required content.**

|  |
| --- |
| **Core Area 7: Provide Follow-Up Services**  **Phase 1 Goals and Action Steps: Pre-Launch (Oct 1, 2021 – June 30, 2022)** |

**Goal 7.1a**: By X time in Phase 1, we will have accomplished Y.

**Personnel/Partners:** List key personnel and partners who will be involved in achieving/reaching this goal.

**Goal 7.1a Action Steps**

| **Action Steps** | **Start Date** | **Due Date** | **Lead and Partners** |
| --- | --- | --- | --- |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners |
| *[Add rows as needed]* |  |  | Lead:  Partners |

**Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Not at all certain | Somewhat certain | Moderately certain | Very certain | Completely certain |
|  |  |  |  |  |

**Goal 7.1b**: By X time in Phase 1, we will have accomplished Y.

**Personnel/Partners:** List key personnel and partners who will be involved in achieving/reaching this goal.

**Goal 7.1b Action Steps**

| **Action Steps** | **Start Date** | **Due Date** | **Lead and Partners** |
| --- | --- | --- | --- |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners |
| *[Add rows as needed]* |  |  | Lead:  Partners |

*Insert additional Core Area 7, Phase 1 goals if needed by cutting and pasting the format above, including the Goal statement, Personnel/Partners, and the Action Steps Table. The next Goal/Action Steps would be 1.1c.*

**Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Not at all certain | Somewhat certain | Moderately certain | Very certain | Completely certain |
|  |  |  |  |  |

|  |
| --- |
| **Core Area 7: Provide Follow-Up Services**  **Phase 2 Goals and Action Steps: One Year Post-Launch (July 1, 2022 – June 30, 2023)** |

**Goal 7.2a:** By X time in Phase 2, we will have accomplished Y.

**Personnel/Partners:** List key personnel and partners who will be involved in achieving/reaching this goal.

**Goal 7.2a Action Steps**

| **Action Steps** | **Start Date** | **Due Date** | **Lead and Partners** |
| --- | --- | --- | --- |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners |
| *[Add rows as needed]* |  |  | Lead:  Partners |

*Insert additional Phase 2 goals if needed by cutting and pasting the format above, including the Goal statement, Personnel/Partners, and the Action Steps Table. The next Goal/Action Steps would be 1.2b.*

**Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Not at all certain | Somewhat certain | Moderately certain | Very certain | Completely certain |
|  |  |  |  |  |

# Core Area 8: Plan and Implement Marketing for 988 in Your State/Territory

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**Background: Current Situation, Gaps, Progress, and Proposed Approach: Marketing and Communications Plan for 988**

Insert a summary of data and background information relevant to your Marketing and Communications Plan for 988 here that serves a rationale for your Core Area 8 goals and action steps. **Please see User Guide for instructions and required content.**

|  |
| --- |
| **Core Area 8: Marketing and Communications Plan for 988**  **Phase 1 Goals and Action Steps: Pre-Launch (Oct 1, 2021 – June 30, 2022)** |

**Goal 8.1a**: By X time in Phase 1, we will have accomplished Y.

**Personnel/Partners:** List key personnel and partners who will be involved in achieving/reaching this goal.

**Goal 8.1a: Action Steps**

| **Action Steps** | **Start Date** | **Due Date** | **Lead and Partners** |
| --- | --- | --- | --- |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners |
| *[Add rows as needed]* |  |  | Lead:  Partners |

**Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Not at all certain | Somewhat certain | Moderately certain | Very certain | Completely certain |
|  |  |  |  |  |

**Goal 8.1b**: By X time in Phase 1, we will have accomplished Y.

**Personnel/Partners:** List key personnel and partners who will be involved in achieving/reaching this goal.

**Goal 8.1b** **Action Steps**

| **Action Steps** | **Start Date** | **Due Date** | **Lead and Partners** |
| --- | --- | --- | --- |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners |
| *[Add rows as needed]* |  |  | Lead:  Partners |

*Insert additional Core Area 8, Phase 1 goals if needed by cutting and pasting the format above, including the Goal statement, Personnel/Partners, and the Action Steps Table. The next Goal/Action Steps would be 1.1c.*

**Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Not at all certain | Somewhat certain | Moderately certain | Very certain | Completely certain |
|  |  |  |  |  |

|  |
| --- |
| **Core Area 8: Marketing and Communications Plan for 988**  **Phase 2 Goals and Action Steps: One Year Post-Launch (July 1, 2022 – June 30, 2023)** |

**Goal 8.2a:** By X time in Phase 2, we will have accomplished Y.

**Personnel/Partners:** List key personnel and partners who will be involved in achieving/reaching this goal.

**Goal 8.2a Action Steps**

| **Action Steps** | **Start Date** | **Due Date** | **Lead and Partners** |
| --- | --- | --- | --- |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners: |
|  |  |  | Lead:  Partners |
| *[Add rows as needed]* |  |  | Lead:  Partners |

*Insert additional Phase 2 goals if needed by cutting and pasting the format above, including the Goal statement, Personnel/Partners, and the Action Steps Table. The next Goal/Action Steps would be 1.2b.*

**Please rate how certain or uncertain you are that you can accomplish this goal by the deadline you have indicated by clicking on one of the boxes below.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Not at all certain | Somewhat certain | Moderately certain | Very certain | Completely certain |
|  |  |  |  |  |

# Appendix A

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*Please submit the worksheet you completed for Core Area 1 as Appendix A.*