24/7
free and confidential support to people in suicidal crisis or emotional distress

The Lifeline connects more than 80% of callers to a call center on the first routing attempt (within 30 seconds after the greeting)
and around 95% on subsequent attempts (within 60-90 seconds after the greeting)

Wisconsin and the National Suicide Prevention Lifeline

If a local center is unable to answer, the call is rerouted to one of our national backup centers.

Administered by Vibrant through a grant from SAMHSA

In 2019, the Lifeline received nearly 2.3 million crisis calls across the United States
2.3 million

Lifeline calls in Wisconsin

30,227 calls were from Wisconsin
7,141 calls were connected to crisis centers in state

Lifeline-affiliated centers currently in Wisconsin

4
Wisconsin Lifeline Call volume has increased 76% since 2016
76%

Of the 30,227 callers, 7,127 pressed “1” to be transferred to the Veterans Crisis Line
and 310 pressed “2” for the Spanish Language Line
Why were only 31% of Lifeline’s calls in Wisconsin answered in-state in 2019?

If a state or locality does not provide funding to a local crisis center, their ability to effectively serve all community members is lowered. Lifeline call centers in Wisconsin set the hours and coverage areas for when they will take Lifeline calls. They do this based on funding and staffing levels.

Despite their best efforts, periods of high call volume can affect crisis centers’ capacity and longer wait times can occur. When a local call center is unable to answer, the call is routed to one of the Lifeline national backup centers.

When calls are re-routed to centers out-of-state, Wisconsin callers in crisis often wait two to three times longer, receive fewer linkages to effective local care, and are more likely to abandon their calls.

Investing in crisis centers is investing in your community

These call centers are key components of Wisconsin’s behavioral health systems. They are a vital entry point for coordinated care, providing critical services for Wisconsin residents at serious risk.

911=$
A typical 911 call results in thousands of dollars in cost to taxpayers

Calls to Lifeline call centers cost a fraction of a 911 call

An emergency department visit or hospitalization is also much more costly

Emergency medical services are dispatched for only 2% of Lifeline calls, reducing the burden on law enforcement and emergency medical resources so they can better respond to other public safety needs

2%

Over two thirds of our crisis centers provide suicide prevention and other mental health training within their communities

Callers to the Lifeline have better health outcomes than people in crisis who are triaged with emergency services personnel

Investing in crisis centers puts money back into the community by supporting local resources, local research, workforce development and local businesses

2/3

• Allocate funding to support Lifeline call centers and suicide prevention activities in Wisconsin
• Consider expanding state and local investment in call centers when promoting use of the Lifeline
• Partner with local call centers for town halls and other community events
• Utilize suicide prevention and mental health expertise of call centers when crafting public policy
• Invite call centers to participate in task forces, roundtables, or other forums on mental health and suicide prevention

Here’s How You Can Help

To learn more about the Lifeline and the call centers in your state visit: www.suicidepreventionlifeline.org