



Call: (800) 273-8255  
Text: (208) 398-4357

by JANNUS

**Always here and ready to listen.**



Artist: Sector Seventeen

# 2021 Annual Report

Fiscal Year July 1, 2020 – June 30, 2021



**Since the phone lines started ringing in November 2012, Idaho Suicide Prevention Hotline (ISPH) has been a critical lifeline for Idahoans in crisis and an entry point into our state’s behavioral health care system.** Whether a person is experiencing suicidal thoughts, mental health challenges, or is calling on behalf of a loved one – a trained crisis responder is always ready to listen, twenty-four hours a day, 365 days a year. ISPH provides free and confidential suicide and behavioral health crisis support.

**Idaho’s suicide rate is 46% higher than the national rate and every county is federally designated as a Health Professional Shortage Area for mental health services.** The majority of Idaho communities do not have enough mental health providers to serve residents, especially in rural and frontier areas. ISPH helps Idahoans through behavioral health crisis support around the clock via phone, text, and web chat.

### Historic change is coming...

In the **National Suicide Hotline Designation Act of 2020**, 988 was designated as “the universal telephone number for reaching a national suicide prevention and mental health crisis hotline system operating through the National Suicide Prevention Lifeline” and intended to be *the mental health equivalent of 911*. Senator Mike Crapo was a co-sponsor of this important legislation.



988 will go live in July 2022 as the universal phone number for the National Suicide Prevention Lifeline, replacing the current phone number (800) 273-8255. As part of the Lifeline’s network of over 180 local crisis call centers, ISPH already takes these phone calls and provides the specialized care of our local community – with the support of a national network.

When a person calls the Lifeline, they first hear a greeting and are then given the option of speaking to the Veterans Crisis Line (“press 1”) or the Spanish line (“press 2”). If a caller with an Idaho area code does not choose an option, they are routed to Idaho Suicide Prevention Hotline. When 988 goes live, call and text volume to ISPH is expected to double (or more) in year one.

ISPH recently implemented a new strategic plan and is eagerly preparing for these changes that will support Idahoans across our state. To everyone who has contributed and invested in ISPH, we thank you and hope this report illustrates what you helped make possible.

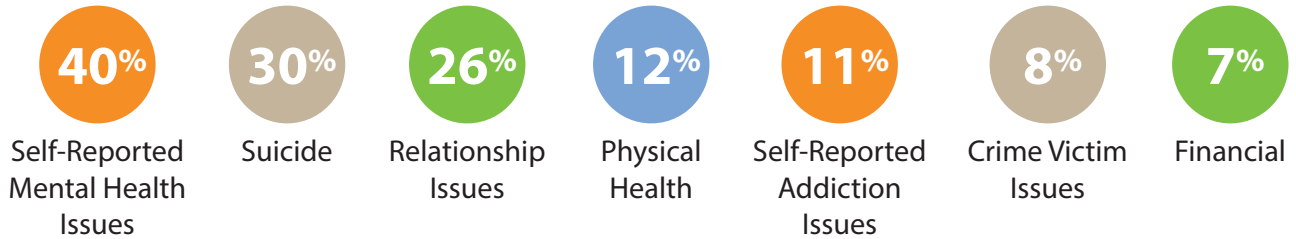
Thank you,  
Lee Flinn, MBA  
Director, Idaho Suicide Prevention Hotline  
lflinn@jannus.org / (208) 258-6991

**“ Thank you for giving me a second chance. I appreciate the people who take my calls”**  
- “Jason”, active duty serviceman

# Crisis Call Center (June 2020 – July 2021)

Since 2012, ISPH has responded to over 81,000 contacts – phone calls, texts, and web chats from people seeking help from every county in Idaho. When a person calls, a trained responder evaluates the person’s situation, conducts a suicide and homicide risk assessment, helps the person identify strengths and reasons to live, and assists the help-seeker by creating a safety plan. By keeping Idahoans safe and connecting them to local resources, ISPH is a critical partner in the state’s crisis care and suicide prevention system. By providing support at the moment of crisis, ISPH helps reduce unnecessary emergency department visits and welfare checks by local law enforcement.

## Top Reasons for calling (Many callers report multiple issues.)



## Total Contacts

**16,386**

📞 15,162 calls

📱💬 1,224 text/chats

**1,667** People calling for assistance for someone else

**44** Counties served

**1,035** Referrals to a crisis center

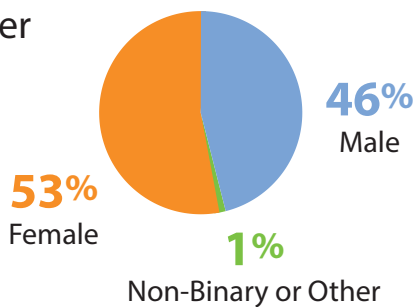
**112** Volunteers

**4,932** Safety plans created

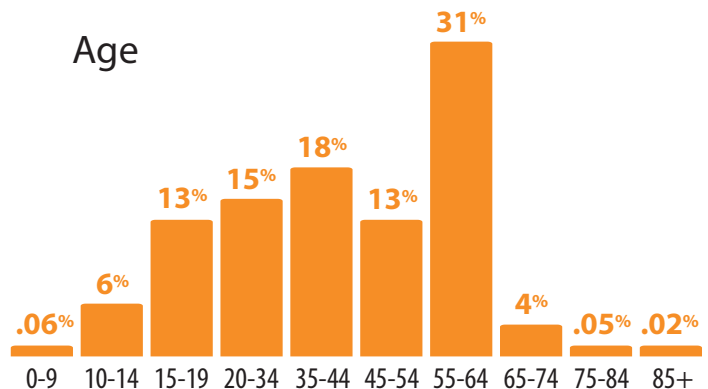
**15,027** Volunteer hours worked  
= in kind donation of \$300,537

## Demographics (Demographics are collected when possible to help track service utilization.)

### Gender



### Age



### Military Affiliation

**11** Guard  
**23** Active duty

**521** Veteran

**1,314** Military family (immediate family member served or serving)

# Suicide Prevention Research

**Half of people who die by suicide seek health care – often in emergency departments or primary care settings within a month of their death.**



ISPH is honored to be a research partner with **St. Luke's Health System** to better understand and respond to this troubling trend. In 2019, St. Luke's received a \$3.4 million research grant from the Patient-Centered Outcomes Research Institute (PCORI) to conduct a three-year suicide prevention research study. After a 12-month delay due to the COVID-19 pandemic, the **Suicide Prevention Among Recipients of Care (SPARC)** Trial began study enrollment in May 2021.

The SPARC Trial will compare two brief evidence-based follow-up interventions to prevent suicide ideation and behavior in adults and adolescents. People who choose to participate in the study will be randomized to receive one of the two interventions from ISPH.

SPARC will be the largest ever suicide prevention study in Idaho and will help fill gaps in suicide prevention research. This study is among the first that focuses on health systems serving patients in both rural and urban settings and is the first large-scale clinical trial of suicide prevention in the Intermountain West Region. The SPARC Trial will also include a large adolescent population which is unique in suicide prevention research. This trial will end in May 2024.



## Key Partnerships



ISPH was thrilled to be chosen for the 2020 **Drake Cooper Dream Big award**. Drake Cooper, a nationally recognized brand marketing firm, generously donated their services to improve ISPH communications. Their innovative awareness campaign featured murals and window art by Idaho artists, as showcased on the front and back cover of this report. With the help of the creative team at Drake Cooper, ISPH was able to focus this campaign on populations that are at higher risk for suicide including men in rural communities and the LGBTQ community. The effects of Drake Cooper's contribution will be felt for many years to come as ISPH builds on the momentum they helped create.



ISPH was honored to receive a \$100,000 donation from **Cambia Health Solutions** to support efforts that address the mental health and wellbeing of people and families in rural communities impacted by COVID-19. This funding supported 24/7 crisis line operations and enabled ISPH to leverage our partnership with Drake Cooper and place public awareness ads on radio, social media, and television. Radio ads broadcast on sixteen stations and reached Idahoans across the state through every media market. Social media impressions to target audiences included 928,114 for rural men (age 25-54), and 1,229,092 for teens (age 14-18). Idaho Public Television provided 394 free suicide prevention announcements, with more scheduled in the coming months. Support from Cambia helped raise awareness of ISPH services that are available to Idahoans in every county. Since the awareness campaign, ISPH call volume has increased significantly.



Selected as a Capstone Project for the **Boise State Executive MBA program**, ISPH partnered with a team of business professionals in creating a strategic growth plan. Team members (Mark Chao, Angie Elliot, Troy Grover, and Justin Mitson) spent five months researching and analyzing trends that inform ISPH's strategic plans to meet the needs of a changing crisis care environment. Special thanks to team advisor, Nancy Napier, PhD and Professor Kirk Smith, PhD. We appreciate our ongoing partnership with Boise State University.

**“My teenager has been struggling with school during the pandemic. I was afraid he was slipping into depression and didn't know what to do. Thank you for talking to me so I could support him and keep him well”**  
- “Kendra”, parent

# ISPH Staffing

## Crisis Phone Room (130)

6

Phone Room Supervisors

6

Back-Up Phone Room Supervisors

2

Paid Overnight Crisis Phone Responders

2

Paid Back-Up Crisis Phone Responders

112

Volunteer Crisis Phone Responders

2

Follow Up Specialists

## Administrative (6)

● Director

● Research Manager

● Assistant Director

● Volunteer & Training Coordinator

● Development Director

● Program Assistant

## Funding Partners (\$10,000+)

**As an effective public private partnership, ISPH is grateful for the caring community that helped make our work possible last year.**

Roberta Hansberger

Carol Lloyd

\* Boise State University, Executive MBA Program

Cambia Health Solutions

City of Boise

City of Eagle

\* Drake Cooper

\* Envision

Harry W. Morrison Foundation

Idaho Community Foundation

\* In-kind donation

Idaho Department of Education

Idaho Department of Health & Welfare

Idaho Division of Veterans Services

Laura Moore Cunningham Foundation

St. Alphonsus Regional Medical Center

St. Luke's Health System

Strength to Thrive

Treasure Valley Association of Health Underwriters

United Way of Treasure Valley

Wells Fargo

## Individual Donors

ISPH is deeply grateful for the hundreds of Idahoans who make a financial investment in our work. With your support, ISPH is able to ensure that trained crisis phone responders are always available to support Idahoans. Thank you.

**“The compassionate hello that came through the phone saved my life that night”**  
- “Harper”, 16-year old

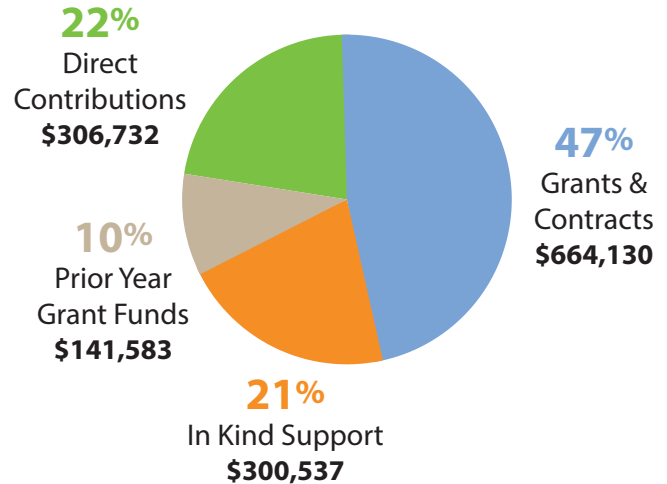
# Statement of Activity

For the year ending June 30, 2021

ISPH deeply appreciates the individuals, foundations, and businesses that made it possible to provide 24/7 crisis intervention and suicide prevention support to Idahoans.

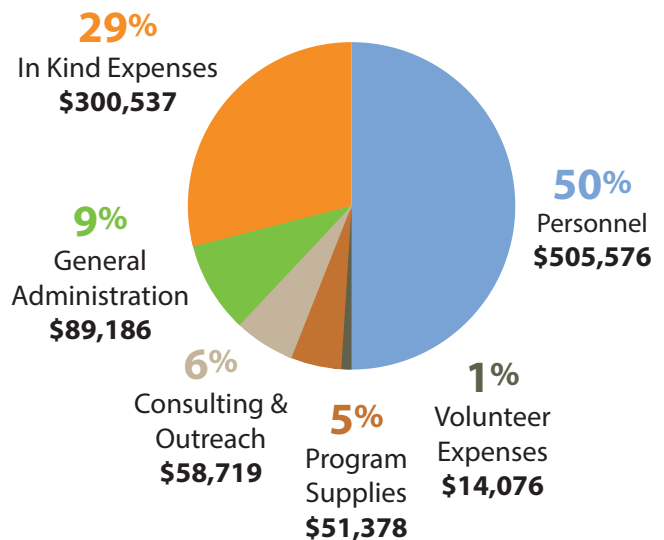
## Revenue & Other Support

<b>\$306,732</b>	Direct Contributions
<b>\$664,130</b>	Grants & Contracts
<b>\$300,537</b>	In Kind Revenue
<b>\$141,583</b>	Prior Year Grant Funds
<b>\$1,412,982</b>	<b>Total Revenue</b>



## Expenses

<b>\$505,576</b>	Personnel
<b>\$14,076</b>	Volunteer Expenses
<b>\$51,378</b>	Program Supplies
<b>\$58,719</b>	Consulting & Outreach
<b>\$89,186</b>	General Administration
<b>\$300,537</b>	In Kind Expenses
<b>\$1,019,472</b>	<b>Total Expenses</b>



Idaho Suicide Prevention Hotline is a program of Jannus, Inc. a nonprofit, tax-exempt organization under 501(c)3 of the Internal Revenue Code. Funds are raised by ISPH for program activities. ISPH does not receive funds from Jannus. Annual audits are performed by Eide Bailly LLP.



From all of us at Idaho Suicide Prevention Hotline, thank you for your continued support. With your help, ISPH is able to provide free and confidential crisis intervention and suicide prevention services to Idahoans in every county.

