



Stop the Stigma.  
Start the Conversation.

June 24, 2024

Chairwoman Pavliga  
Ohio House of Representatives  
Behavioral Health Committee

Dear Chairwoman Pavliga,

I am writing to express my emphatic support for the proposed changes to Ohio House Bill 571, which adds requirements for schools to promote 988, the national suicide prevention hotline. As Youth Programs Manager for 1N5, a Cincinnati-based suicide prevention nonprofit, I have witnessed firsthand the profoundly positive impact that 988 has had in our region in the brief time it has been operational. The mission of 1N5 is to prevent suicide by erasing the stigma of mental illness and promoting optimal mental wellness. We achieve this mission through education and stigma reduction, community engagement, policy and advocacy, and measurement and data work.

1N5 partners with nearly 200 schools in 14 different counties in Cincinnati and the surrounding areas. Through this work, we connected with over 186,000 students during the 2023-2024 academic year. One of our goals this year has been to increase awareness of 988, reduce stigma around calling the hotline, and share warning signs individuals should be aware of that may require them to call 988. We believe that the increased awareness of 988 has played an important role in saving many young people's lives in Southwest Ohio.

Though we believe strongly in the effectiveness of 988, we have much work to do to spread awareness of the resource. A 2023 [Pew Study](#) found that only 13% of US adults had heard of the 988 suicide hotline nine months after its launch. The study also found notable discrepancies in 988 awareness based on race, college education, and annual income. Twice as many white, non-Hispanic people had heard of 988 compared to their black, non-Hispanic counterparts. Those with a college education and those making \$50,000 or more also had a greater awareness of 988. It is imperative that we take steps to continue to promote this vital resource, especially to our minority and more vulnerable communities.



The changes proposed to HB571 will make great strides in raising awareness for 988 and ensuring all people are aware of the life-saving resources that 988 can provide. 1N5 is dedicated to assisting schools with the implementation of these requirements, if needed. We thank the House of Representatives for their consideration of this bill, which takes an important step in reducing suicide deaths for Ohioans.

We welcome any questions or concerns. Please feel free to contact 1N5 at the contact information listed below.

Sincerely,

A handwritten signature in black ink, appearing to be 'KK' followed by a wavy line.

Katie Keiser

1N5

Youth Programs Manager

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