**How to Explain 988 Day  
*Sample Language***

The **second annual 988 Day** is on **Monday, 9/8/2025!**

This growing tradition raises awareness of the [**988 Suicide & Crisis Lifeline**](http://www.988lifeline.org/) and the continued need for mental health support, with each year focusing on a different theme.

The **2025 theme** is **“Compassionate Help. Anytime. Anywhere.”** This theme conveys the heart of what 988 is all about – empathy, accessibility, and reliability. The more than 15,000 counselors working across the 988 network continue to help reduce barriers and stigma around seeking support for mental health challenges, alcohol and drug use problems, emotional distress, or loneliness.

988 Day highlights how communities, organizations, and people supporting mental health are creating positive buzz around 988 in their own fun and creative ways to raise awareness across the United States. If you need inspiration for what you can do on 988 Day, check out some of the activations others are already planning on the [**988 Day Get Involved page**](http://www.988lifeline.org/988day).

**How to Get Involved in 988 Day**

1. **Plan your activities for 988 Day** (or use work you’re already doing for other observances in September like National Suicide Prevention Month or Recovery Month). Some creative ideas include: creating artwork expressing the **988 Day theme**, launching a “chalk the walk” campaign, or partnering with local organizations or businesses to help spread information about 988**.**
2. **Use the 988 Day Toolkit** to get digital and print materials made specifically for 988 Day – the toolkit includes materials in English and Spanish, and ready-made social media assets, fact sheets, sample language, and other digital assets.
3. **On Monday 9/8, use the hashtag #988Day** on social media to share your activities and promote this year’s 988 Day theme, “Compassionate Help. Anytime. Anywhere.”
4. **Check out the 988 Day Social Event Wall** throughout the day to see activities happening across the nation, including yours, in one place!

**More About the 988 Suicide & Crisis Lifeline**

The 988 Lifeline offers 24/7 access to culturally-competent counselors who can help people experiencing mental health-related distress. Visit the [988 website](http://www.988lifeline.org/) for more information about what you can expect when reaching out to 988 via phone, text, or chat.