



2-1-1 BROWARD IS NAMED AN OFFICIAL SUICIDE PREVENTION LIFELINE CENTER

FORT LAUDERDALE, FL (July XX, 2013) – 2-1-1 Broward is proud to announce that it has been named an official crisis call center for the National Suicide Prevention Lifeline network. The National Suicide Prevention Lifeline provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week. When a person calls the National Suicide Prevention Lifeline (1-800-273-8255), they are immediately connected to a skilled, trained counselor at a crisis center in their area. Moving forward, Broward County residents calling the Lifeline will now be routed to and answered by 2-1-1 Broward Helpline Counselors, who are all trained for active suicide calls.

2-1-1 Broward is a non-profit organization that provides 24 hour comprehensive helpline and support services to individuals and families in our community seeking crisis intervention assistance and/or information and connections to health and human services in Broward County.

“Suicide is preventable, and many of the risk factors associated with suicide—such as mental illness and substance abuse—can be treated. 2-1-1 Broward is here 24 hours a day to respond when someone is having thoughts of suicide. Our partnership with National Suicide Prevention Lifeline makes sense. It enables us to be here for more callers within our community and to be the non-judgmental, helpful voice when it’s needed most,” said Sheila Smith, CEO of 2-1-1 Broward.

Since its inception, the National Suicide Prevention Lifeline has engaged in a variety of initiatives to improve crisis services and advance suicide prevention. The strength of the National Suicide Prevention Lifeline lies in its network of skilled and diverse centers. Many Lifeline centers have been successful in developing partnerships with external agencies as well as implementing innovative practices to improve their services.

About 2-1-1 Broward

The mission of 2-1-1 Broward is to provide 24 hour comprehensive helpline and support services to individuals and families in our community seeking crisis intervention assistance and/or information and connections to health and human services in Broward County. Every call to 2-1-1 is answered by a trained, degreed counselor who listens to the callers concerns, identifies their needs and links them to appropriate programs that help them on the road to recovery. 2-1-1 Broward relies on the generous support of government agencies, corporations, foundations and individuals to provide this vital community service. For more information regarding 2-1-1 and how you can help, please call 954-390-0493 or visit www.211-broward.org.

About the National Suicide Prevention Lifeline

The National Suicide Prevention Lifeline 1-800-273-TALK (8255) or www.suicidepreventionlifeline.org is a toll-free suicide prevention hotline network comprised of 160 local crisis centers. The Lifeline is funded by the Substance Abuse and Mental Health Services Administration (SAMHSA) and administered by Link2Health Solutions, a wholly owned subsidiary of the Mental Health Association of New York City (MHA-NYC). The Lifeline provides free and confidential crisis counseling to anyone in need 24/7 and has answered over 4 million calls since its launch in 2005.

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