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Samaritans Southcoast in Southeastern Massachusetts Joins Nationwide 988 Day:

SAMARITANS SOUTHCOAST WORKS TO RAISE AWARENESS OF THE 988 SUICIDE & CRISIS LIFELINE ON 9/8 for Bristol and Norfolk Counties in Massachusetts

September 5, 2024— On Sunday, Samaritans Southcoast will join communities nationwide in a day of action focused on the Substance Abuse and Mental Health Services Administration's (SAMHSA) first annual [988 Day](#) on September 8, 2024.

988 Day is helping to raise awareness of 988 in creative and meaningful ways within local communities. 988 Day is a key part of the broader September initiatives focused on suicide prevention and mental health awareness, such as National Suicide Prevention Month and Recovery Month.

Our participation will make a local impact by assuring everyone that they are not alone—anyone can text, chat, or call 988 anytime, 24/7, to connect with a skilled, caring, and nonjudgmental counselor. This year marks the first 988 Day, beginning an annual tradition on 9/8 and setting the stage for ongoing engagement and awareness of 988 across the United States.

To show our commitment to 988 and mental health awareness, **Samaritans Southcoast** will continue our engagements in the community at various events across Bristol and Norfolk Counties. We will be strong in our commitment to lead our state in suicide prevention by our commitment to answering the calls and suicide loss survivor support.

“On September 8, **Samaritans Southcoast** will use the message “No Judgment. Just Help,” said Darcy Lee, Executive Director of Samaritans Southcoast. “This simple yet powerful message reminds us that compassion and understanding can make a significant difference for someone struggling. Whether it’s reaching out to a friend, sharing resources, or saving the 988 National Suicide and Crisis Lifeline number in our phones, every action matters.”

“If you or anyone you know needs support, remember that Samaritans Southcoast is there to listen 24/7 at 988. Let’s continue to be the connection that saves lives,” she added.

This year’s theme, “No Judgment. Just Help”, is being shared nationwide to positively promote 988 and share our 988 Day activities on social media using the hashtag #988Day. We encourage our partners and community members to join us in sharing this message within their networks and using this hashtag to promote their activities.

Samaritans Southcoast is proud to be one of many organizations nationwide raising awareness about the importance of seeking help and prioritizing mental health as part of 988 Day.

For more information about **Samaritans Southcoast**, visit [Crisis Hotline](#) | [Home](#) | [Samaritans Southcoast \(samaritanssoco.org\)](#).

The 988 Suicide & Crisis Lifeline offers 24/7 judgment-free support for mental health, substance use, and more. Text, call, or chat 988.

Our Mission

The mission of Samaritans Southcoast
is to reduce and prevent future suicides from occurring, to bring attention to the causes of
suicide, to eliminate the stigma of suicide, and to support the
survivors of suicide victims.

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