

WHEREAS; the 988 Suicide and Crisis Lifeline, known in Wisconsin as the 988 Wisconsin Lifeline, provides free and confidential services 24 hours a day, seven days a week, to individuals experiencing suicidal, mental health, and/or substance use crises; and

WHEREAS; by calling or texting 9-8-8 or visiting 988lifeline.org, Wisconsinites can get connected to trained counselors who can provide support, reduce stress, and connect those in need to local available resources; and

WHEREAS; operated through contract with the Wisconsin Department of Health Services (DHS), the 988 Wisconsin Lifeline is managed by the Family Services of Northeast Wisconsin and offers interpreters in over 240 languages; and

WHEREAS; the 988 Wisconsin Lifeline has answered nearly 250,000 calls, more than 50,000 texts, and nearly 35,000 chats since its nationwide launch in July 2022; and

WHEREAS; 988 Day aims to reduce common barriers and stigma around seeking support for mental health challenges, substance use concerns, emotional distress, or loneliness by emphasizing the empathy, accessibility, and reliability 988 service providers offer; and

WHEREAS; today, the state of Wisconsin joins DHS in recognizing all 988 counselors and professionals for the critical and lifesaving work they do, reaffirming the state’s commitment to improving and prioritizing mental health services, and encouraging all Wisconsinites to take good care of themselves and one another;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim September 8 2025 as

988 DAY

throughout the State of Wisconsin and I commend this observance
to all our state’s residents.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 26th day of August 2025.

TONY EVERS, Governor

By the Governor:

SARAH GODLEWSKI, Secretary of State