

# NC CRISIS SERVICES ESSENTIALS PRESENTATION

---

## Instructions for Presenters:

Use this presentation to explain **key information about crisis services available in North Carolina** to your community, patients and peers. Select the slides that are most relevant to tailor your presentation.

## This presentation is:

- Developed for audiences with varying levels of knowledge to use and customize as needed.
- Meant to give enough relevant information for someone to take the next step in reaching out for support, making a referral or sharing the materials available.
- Intended to provide a general overview of services rather than a detailed explanation on systems of mental and behavioral health care.
- Images used in the presentation were designed with stock photos, posed by models, for illustrative purposes only.



NC DEPARTMENT OF  
**HEALTH AND  
HUMAN SERVICES**

# No Matter The Crisis, There Are Options: NC Crisis Services Essentials

May 2025

# Presentation Overview

---

**Audience: Public** The NCDHHS Crisis Services Essentials Presentation helps mental and behavioral health professionals learn and communicate key information, services, resources and guidance to help North Carolinians of all ages get support when they need it most.

## This audience includes:

- Peer support specialists
- Local health departments
- Public health professionals
- Community and education partners
- Crisis service providers, including behavioral health urgent cares, community crisis centers and mobile crisis teams

**This presentation shares research-informed messaging to reduce stigma, improve access and ensure people know how to find mental health or substance use services for themselves or someone they care for.** This is particularly important to help providers stay informed on available services, no or low-cost options and how to direct referrals in a way that makes people feel safe and supported.

# RESEARCH

---



## Research – Key Findings from Consumers

---

- **The word “crisis” can mean different things to different people** – there is no single definition, and it can be helpful to provide specific examples of situations when help may be needed.
- Messaging with the words **“help”, “safe” and “supported”** are the most convincing and motivating for people in crisis who need support.
  - People don't respond well to phrases that use "crisis services" as it sounds clinical and lacks an emotional connection.
- Participants responded more positively to messages that acknowledge challenges. They want to **understand options that are available if and when needed – rather than anticipating a crisis.**



NCDHHS connected with **more than 730 health care providers, caregivers, advocates and people navigating mental health or substance use** across North Carolina to learn from those with lived experience.



## Research – Key Findings from Providers

---

- While less than half of providers have referred individuals to any of the current crisis services, when used, most providers have found services to be very effective.
- Providers want resources to help raise awareness about services, help clients navigate the system and clarify payment options.
- Providers are confident in how well the system handles privacy/confidentiality of services.



A photograph showing a person in a yellow sweater placing their hand on the shoulder of a person in an orange sweater. The person in the orange sweater is seen from the back, and the person in the yellow sweater is seen from the side. The background is blurred, showing another person in a white shirt. The text "A UNIFIED MESSAGE" is overlaid on the left side of the image.

A UNIFIED MESSAGE

---

# Messaging Rationale

---

**Speaking with one voice across audiences and materials helps reduce confusion, increase trust and build awareness of, and confidence in, available services.**

Encourage North Carolinians to visit resources and find help when they need it, by choosing the option that works best for them.

- **Guide** people to learn about resources and explore their options both before and during a crisis.
- **Avoid** language that suggests individuals are “at their breaking point” or need to take control right away, as this may alienate some audiences.
- **Remind** people that it’s normal to struggle and support is available for anyone navigating mental health or substance use.
- **Use** conversational, person-first language that's understanding and move away from clinical terms.



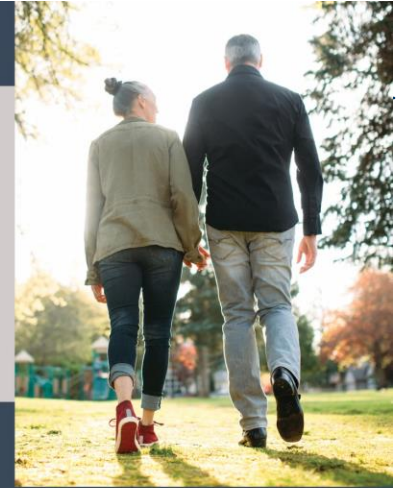
## Effective Messages

**Top performing message around mental health support and resources in North Carolina to encourage, empower and motivate communities.**

Content that features:

- A calm, positive tone
- Relatable images (less clinical) and real testimonials
- Visiting a website to learn more as the call to action resonates best with both providers and community members who may need help with mental health or substance use, or support someone else that does.

It's okay  
to need  
support.



**No matter your crisis,  
you have options.**

Talk to someone.

Go somewhere safe.

Have someone come to you.

**Learn more:**

[ncdhhs.gov/CrisisServices](https://ncdhhs.gov/CrisisServices)



**NCDHHS**

Stock photo. Posed by model. For illustrative purposes only.

NC CRISIS SERVICES

---



## No Matter Your Crisis, You Have Options

---

People can get support for:

- Social or family situations
- Depression, anxiety, panic attacks
- Thoughts of suicide
- Alcohol or drug use
- Or if they just need someone to talk to



## Get Help 24/7

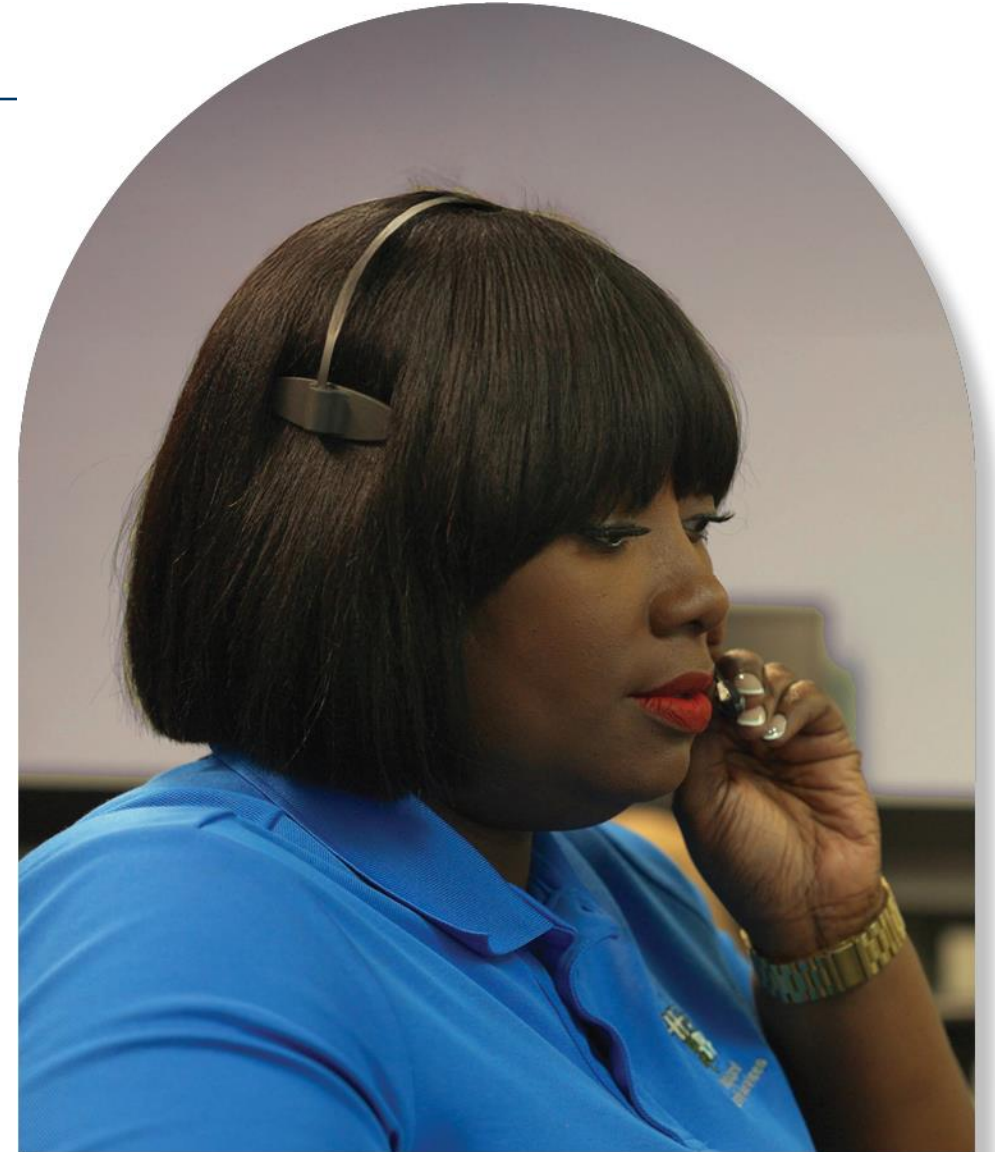
---

### Connect with someone now

Free, private support is available 24 hours a day, 7 days a week through the 988 Lifeline and NC Peer Warmline.

### Get help in person

If someone is struggling, a mobile crisis team can come to them, or they can go to a community crisis center.





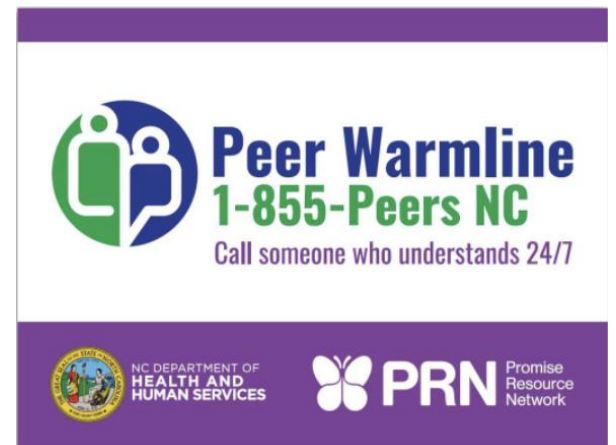
## Connect with someone now: 988 Lifeline and Peer Warmline

### 988 Suicide & Crisis Lifeline

- Call or text 988 or chat online at [988lifeline.org](https://988lifeline.org)
- For help in Spanish: press 2 or text AYUDA to 988.
- For specialized support: Press 1 for the Veterans Crisis Line or press 3 for LGBTQI+ young people.
- If someone is Deaf, Hard of Hearing or has hearing loss: Call 988 by Videophone or connect through the web portal: [988Lifeline.org/deaf](https://988Lifeline.org/deaf)

### NC Peer Warmline: 1-855-PEERS NC (1-855-733-7762)

- Free, confidential, available 24/7 (English only)
- Connects callers with Peer Support Specialists, who are living in recovery and use their experience to help others.
- Learn more at [NCDHHS.gov/PeerWarmline](https://NCDHHS.gov/PeerWarmline).





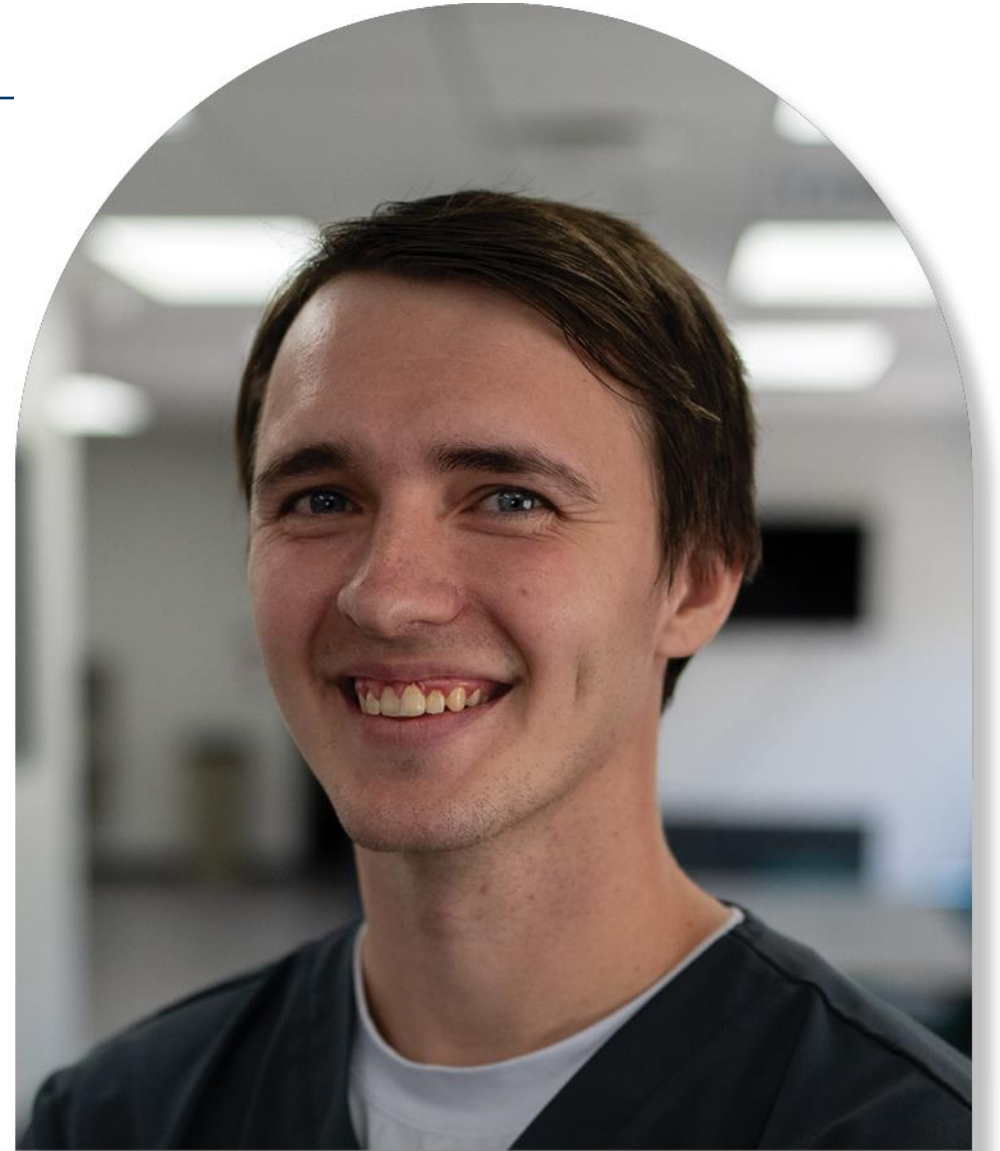
## Get help in person: Mobile Crisis Teams

---

If someone is struggling, a mobile crisis team can come to them, day or night.

The team is made up of one or two helpful, caring counselors. They are ready to meet the person at their home, school or somewhere they feel safe.

**Mobile crisis teams are available to all North Carolinians for free, even if someone doesn't have insurance** (there may be costs for recommended treatment.)



## Get help in person: Community Crisis Centers

---

Community crisis centers provide fast, in-person help with mental health disorders and treatment for alcohol or drugs. Most are open 24/7, no appointment needed.

### **Behavioral Health Urgent Care (BHUC)**

**facilities** give immediate help but not hospital-level care. Almost all are open 24/7 and can support someone for up to 23 hours.

**Facility-based crisis centers** provide more intensive care and a safe place to stay for more than one day. People can go for short-term inpatient mental health stabilization or substance use detox.



## What to know before you go: Community Crisis Centers

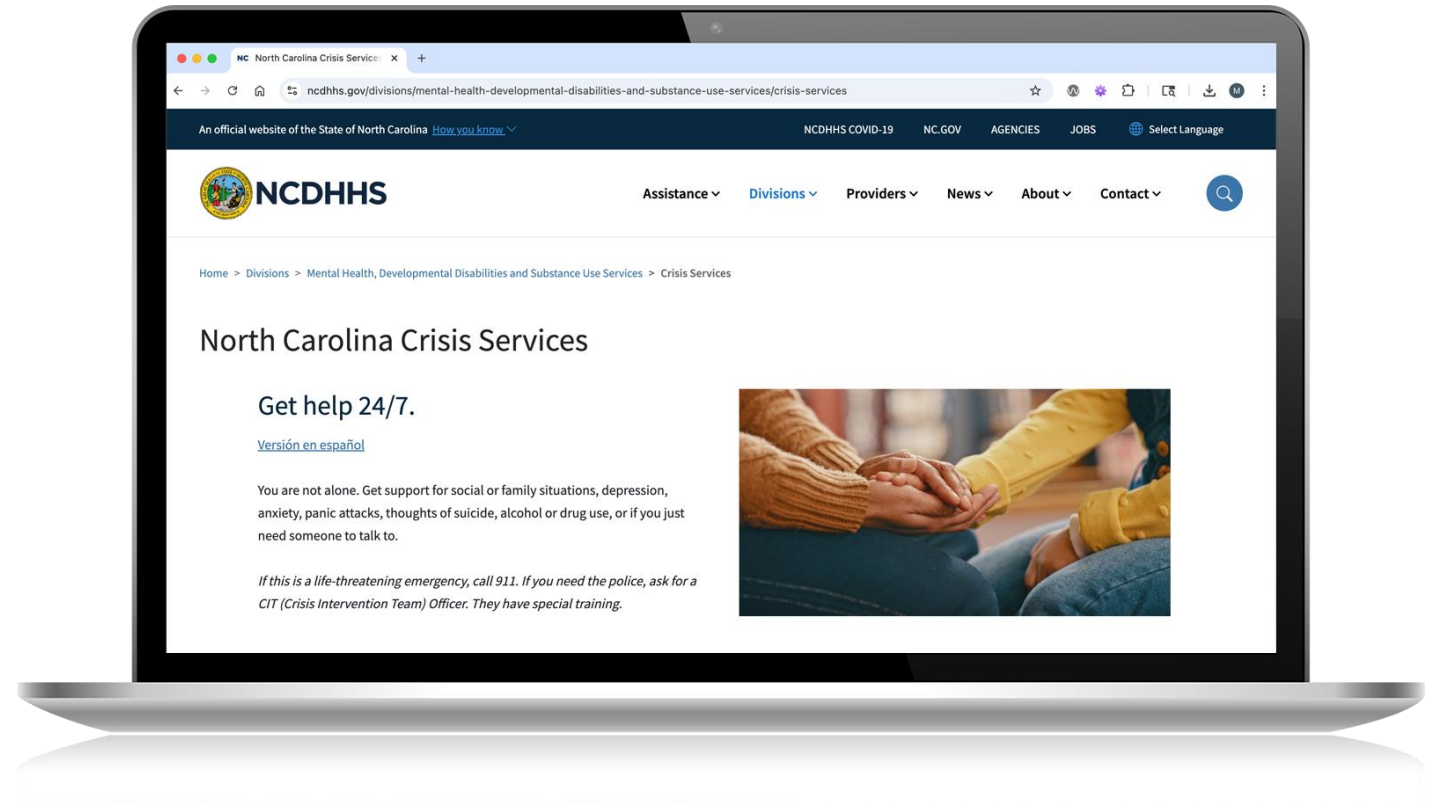
---

- Help is available for people ages 4 and up.
- Bring an ID, insurance card (if available) and any medications.
- People do not need insurance.
  - If someone has insurance, the facility will take that information for billing.
  - If someone does not have insurance, the center will work with them on payment options.
- Don't speak English? Ask for an interpreter! Most centers have interpreters or phone or video options.



# Find a mobile crisis team or community crisis center

1. Visit [ncdhhs.gov/CrisisServices](https://ncdhhs.gov/CrisisServices)
2. Scroll down to "Get help in person"
3. Click "Mobile Crisis Teams" or "Community Crisis Centers"
4. Enter a zip code



 If someone is in crisis, they can go to whichever center is closest and get help finding treatment.





# COMMUNICATIONS RESOURCES

---



# Bilingual Toolkit

A [free, downloadable toolkit](#) is available to share information and resources on ways to find mental health support or substance use treatment at no or low-cost, wherever you live in North Carolina.

The materials are designed to help spread the word about crisis services in [English](#) and [Spanish](#) and include:

- Social media posts
- Flyers
- PSAs
- And more!

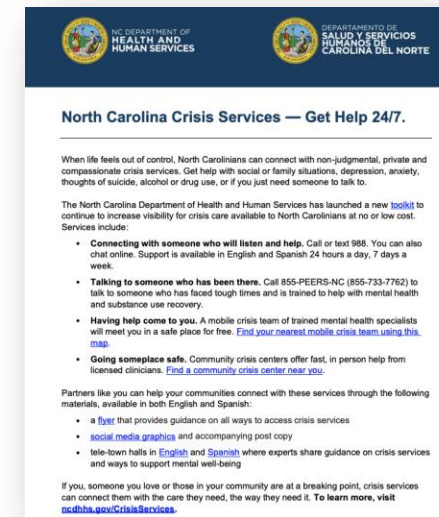
## Social Media Posts & Graphics



## Video PSAs



A **stakeholder email** for partners to use while spreading the word



**Flyers** to share information about services available in NC





**Whatever your crisis, you have options**





**It's ok to need support**





**Help That Comes to You**





**Walk-In Mental Health and Substance Use Support**



**Supportive, 24/7 Crisis Care**





**It's ok to need support – Andrew's Story**



**Support when you need it most – Jennifer's Story**

# Help Spread The Word

There are many ways to provide information about crisis services and options to people who may need them now or in the future.

Providers and partners can:

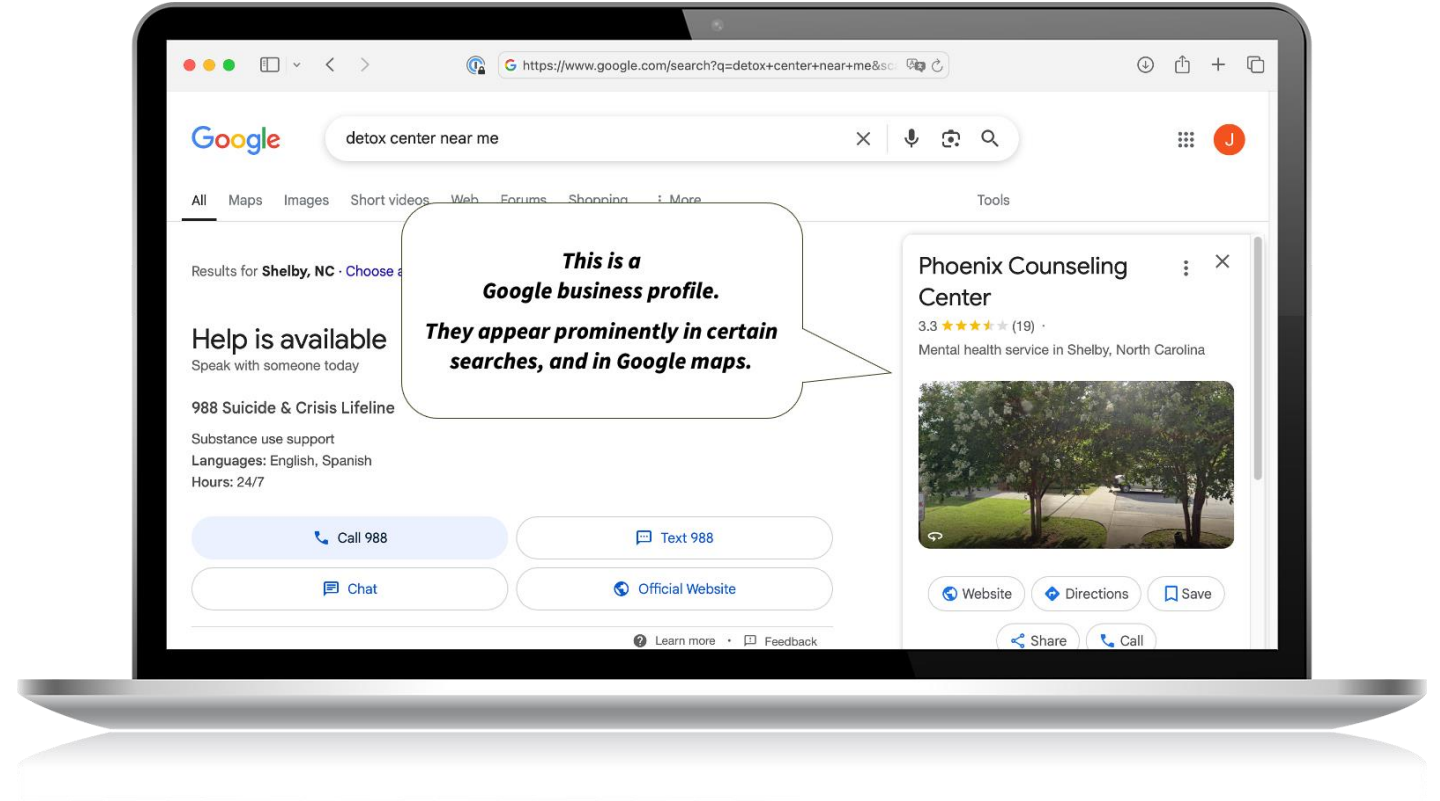
- Keep and display flyers at offices
- Share social media posts across platforms
- Post a link to the toolkit on their website
- Distribute flyers at community health events
- Send the stakeholder email to their own listservs and adapt it to include in newsletters
- Present this Crisis Services Essentials deck
- Use the research and messaging to create their own materials



## Growing An Online Presence

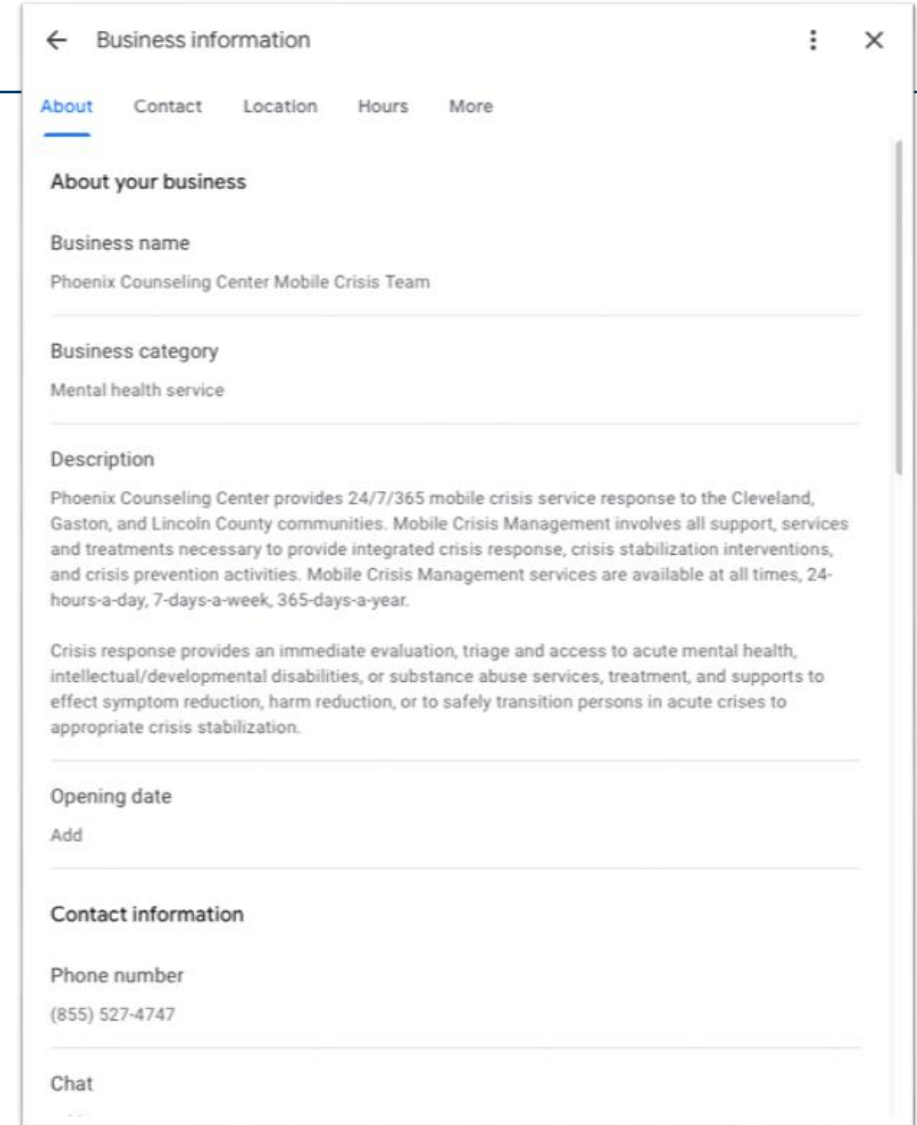
Google is used 300,000 times a month in North Carolina to find a crisis center or mobile crisis team.

When Google business profiles are up to date, people in crisis can quickly find how and where to reach out for help.



# Google Business Profile Tips

1. Go to [business.google.com/create](https://business.google.com/create) to find and claim your location, then select your business category.
  - Mobile crisis teams and their service areas should be added, too!
2. Check the address, phone number, hours of operation and website URL.
  - Include an easy-to-understand description of services, with examples of types of help and treatment available.



The screenshot shows the 'Business information' form in Google Business Profile. The form is titled 'Business information' and has a back arrow and a close button (X) in the top right corner. Below the title, there are tabs for 'About', 'Contact', 'Location', 'Hours', and 'More'. The 'About' tab is selected and underlined. The form contains the following sections:

- About your business**
  - Business name:** Phoenix Counseling Center Mobile Crisis Team
  - Business category:** Mental health service
  - Description:**

Phoenix Counseling Center provides 24/7/365 mobile crisis service response to the Cleveland, Gaston, and Lincoln County communities. Mobile Crisis Management involves all support, services and treatments necessary to provide integrated crisis response, crisis stabilization interventions, and crisis prevention activities. Mobile Crisis Management services are available at all times, 24-hours-a-day, 7-days-a-week, 365-days-a-year.

Crisis response provides an immediate evaluation, triage and access to acute mental health, intellectual/developmental disabilities, or substance abuse services, treatment, and supports to effect symptom reduction, harm reduction, or to safely transition persons in acute crises to appropriate crisis stabilization.
  - Opening date:** Add
- Contact information**
  - Phone number:** (855) 527-4747
  - Chat:** Add

## Looking Ahead

---



Please share the messages, toolkit and other information presented today with your peers, patients, friends and community members. Providers and partners are trusted messengers people look to when struggling with their mental health or substance use, even before they are in crisis.

North Carolina crisis services connect individuals and families with resources and care. Whatever the situation or need, North Carolinians of all ages have options.

**Together, we can make sure people know where to turn for support when they need it most.  
Learn more at [ncdhhs.gov/CrisisServices](https://ncdhhs.gov/CrisisServices).**



THANK YOU

---

