

1441 N. Webb Road
Grand Island, NE 68803
ph 308.382.2675
fax 308.382.2679

HeartlandUnitedWay.org

December 10, 2018

Marlene H. Dortch, Secretary
Office of the Secretary
Federal Communications Commission
445 12th Street SW
Washington, DC 20554

Re: WC Docket No. 18-336 and CC Docket No. 92-105 regarding the National Suicide Hotline Improvement Act of 2018.

Dear Madam,

Heartland United Way appreciates the opportunity to comment on the current effort undertaken by the Federal Communications Commission to study the feasibility of designating a three-digit number to the National Suicide Hotline and to assess the effectiveness of the current National Suicide Prevention Lifeline. In Central Nebraska, our United Way is fighting for the health, education and financial stability by investing in 211 and in programs that address childhood poverty. As community issues change, our programs and services adapt to reflect emerging needs. 211 is vital for people to get connected to the help they need - when they need it most.

We acknowledge efforts are needed to create a safe place for all people to call – especially underserved or marginalized populations such as seniors, people with physical or intellectual disabilities, people that identify as LGBTQ+, Veterans, American Natives, non-English speakers, and individuals facing complex problems such as substance/opioid use, human trafficking, and domestic violence. Our organization has a 71-year history of reaching out to the underserved and today we collaborate with over a hundred businesses, nineteen UW funded community partners, 150 nonprofit organizations and over 5500 donors to drive systemic changes to solve our community's toughest problems like mental health and crisis.

We encourage the FCC to consider our 211 work here in Hall, Hamilton, Howard and Merrick Counties as a vital partner in increasing access to suicide prevention and intervention services. Since the FCC designation of 211 in 2000, we have invested over \$125,000 to the success of 211 and answer 950 requests for help each year. Moreover, each year our United Way invests more than \$400,000 in mental health, substance use, health, education, and other financial stability services. These critical investments position us to be key partners in the success of an improved mental health and crisis response system.

Another three-digit code may erode the simplicity of a single point of access for community help. Despite concerted efforts by numerous social services, and multiple hotlines, in our community to educate and market the distinctions, a person in crisis will likely always reach for



GIVE. ADVOCATE. VOLUNTEER.

1441 N. Webb Road
Grand Island, NE 68803
ph 308.382.2675
fax 308.382.2679

HeartlandUnitedWay.org



the most familiar or most accessible number. Our 211 receives calls that are better suited for 911, and our 911 partners often receive calls that we can best answer. We recommend that resources should be invested to improve a unified single point of access with a blended partnership of the National Suicide Prevention Lifeline and United Way's 211 services. We believe in the power of partnership to address gaps, not duplicate services, and will be a valuable partner in the fight against suicide.

You can learn more about our work at www.HeartlandUnitedWay.org or for more information about Nebraska's 211 then www.ne211.org, and can reach my office for additional questions or discussion at 308-382-2675. Thank you for your time in addressing this important issue and for your consideration.

Sincerely,

Karen Rathke, President and CPO
Heartland United Way
Grand Island, Nebraska

GIVE. ADVOCATE. VOLUNTEER.