



City Council

Special Recognition - Veteran Suicide Prevention Vehicle Emblems

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Title

Special Recognition - Veteran Suicide Prevention Vehicle Emblems

Recommended Action

Committee Recommendation:

Not referred to a committee.

City Manager Recommendation:

Recognize the placement of "988" suicide prevention emblems on City-owned vehicle license plates.

Report

Issue:

Whether to recognize the placement of "988" suicide prevention emblems on City-owned vehicle license plates.

Staff Contact:

Jaime Mastache, Fleet Operations Supervisor, Public Works/General Services, 360.709.2782

Presenter(s):

Jaime Mastache, Fleet Operations Supervisor, City of Olympia

Don Seese, Suicide Prevention Program Specialist, Washington State Department of Veteran Affairs

Background and Analysis:

Suicide is a serious mental health crisis that has devastating impacts on those affected, including family, friends, and the community. It is a significant cause of death in the United States and is the second leading cause of death for persons aged 15 to 34. According to Department of Veterans Affairs (VA), veteran suicide rates were over 1.5 times higher than the rate for nonveterans in the United States.

In October 2020, the National Suicide Hotline Designation Act was signed into law and by July 2022 a national three-digit phone number, "988", was created to improve access to vital crisis services, improve the effectiveness of suicide prevention efforts, and reduce the stigma around seeking mental health care.

During the 2022 Legislative session, the “988” Suicide and Crisis Lifeline emblems, which are attached to existing license plates, were authorized by the passage of House Bill 1181. Beginning in November 2022, Washington State vehicle owners can purchase the emblems displaying the “988” Suicide and Crisis Lifeline number.

Emblems cost \$10.00 each, with a one-time \$8.00 service fee. The emblems can be placed on any existing vehicle license plate. All proceeds, minus the \$8.00 service fee, from the sale of the emblems are deposited into Washington State’s Veteran and Military Member Suicide Prevention Account. Grants from this account are available to community organizations who provide suicide prevention, peer support, and other assistance to at-risk and transitioning veterans, military members, and their families.

To raise awareness and support our staff, their families and the community regarding mental health issues and aid in the prevention of suicide, staff is supporting the purchase and placement of 150 of the “988” Suicide and Crisis Lifeline emblems on 150 City-owned vehicle license plates as the cost of \$1,508.

Climate Analysis:

There are no known climate impacts.

Equity Analysis:

Supporting the “988” suicide prevention program brings mental health awareness to our community and reduces the stigma for those experiencing mental health issues.

Attachments:

Emblem