

# STRIVING FOR ZERO EXCELLENCE AWARDS

Striving  
for  
Zero

## OUTREACH, MEDIA & COMMUNICATION

### 988 Billboards

#### *Fresno County Department of Behavioral Health*

Our department took a proactive step in suicide prevention by launching a series of 988 billboards strategically positioned across Fresno County. Designed in-house, these billboards were tailored to targeted locations where suicide and crisis calls were more prevalent. With each billboard targeting a specific demographic within these high-need areas, our aim was to maximize awareness and outreach of 988.

With an estimated population of just over one million people in Fresno County, the impact of our billboards was substantial. Over a 12-week period alone, an estimated 728,000 individuals encountered these billboards, contributing to a cumulative viewership surpassing a million over the campaign's duration. What set our billboards apart was the inclusion of familiar faces from our local community, representing Fresno County's diversity. This deliberate choice aimed to foster a sense of connection and trust, encouraging individuals to reach out to the 988 lifeline when in need.

Available in both English and Spanish, these billboards not only promoted awareness but also sparked conversations. Anecdotal feedback indicates that many community members recognized individuals featured on the billboards, leading to discussions about 988, its usage, and other essential suicide prevention resources.

