

Student Lifeline Act: Guidance for SUNY Campuses

December 12, 2024

Background

The 988 Suicide & Crisis Lifeline (988 Lifeline) is a leader in suicide prevention and mental health crisis care. The 988 Lifeline, known originally as the National Suicide Prevention Hotline, launched on January 1, 2005, with funding from the U.S. Substance Abuse and Mental Health Services Administration (SAMHSA). Although the 988 Lifeline is a national program, the funds that sustain the network's crisis centers come from state and local contributors.

The 988 Lifeline connects individuals with trained mental health counselors. The resource is free, confidential, and available 24/7.

In New York State, the [Student Lifeline Act](#), which amends the New York State Education Law (Chapter 312 of the Laws of 2024), requires that the State's 988 Suicide and Crisis Lifeline be printed on college student IDs. It also requires that campuses create educational campaigns promoting and educating individuals regarding the 988 Lifeline.

This law goes into effect on July 01, 2025, and shall apply to student identification cards that are issued, modified, altered, or amended on or after July 01, 2025.

Requirements for SUNY Campuses

Student IDs

Campuses will work with their Student Accounts Offices, external ID card vendors, or other entities in charge of administering student IDs, to ensure 988 is listed on all campus ID cards at the start of the Fall 2025 semester to be compliant with the law.

If an external vendor is unable to implement changes by the Fall 2025 semester, the campus must create a system to have adhesives or other mechanisms to display information on the 988 Lifeline on student ID cards.

Educational Campaign + Resources

Campuses must establish an educational campaign, starting in the Fall 2025 semester, to educate students, faculty, and staff about the 988 Suicide and Crisis Lifeline and the crisis text line. This campaign must include resources that describe when individuals can use the 988 Lifeline and text line.

Campuses must also adhere to the following guidelines:

- Campuses should utilize the [Substance Abuse and Mental Health Services Administration \(SAMHSA\) guide](#) with specific information on logo, branding, and guidelines for 988.
- The New York State Office of Mental Health follows SAMHSA guidelines for educational campaign materials and resources for promoting the 988 Lifeline. Campuses should

utilize the [“988 Community Education and Awareness Toolkit”](#) from the New York State Office of Mental Health when establishing an educational campaign.

Campuses may [request free](#) 988 Suicide and Lifeline resources from the NYS Office of Mental Health. Resources can be sent directly to campuses at no cost.

Logo + Branding

At the Federal level, SAMHSA provides 988 logo and branding guidelines, which states must adhere to when promoting 988.

Campuses should utilize the SAMHSA guide with specific information on logo, branding, and guidelines for 988, which is linked in the Education Campaign and Resources section of this guidance.

Please direct questions to the Office of Health and Hospital Affairs at mentalhealth@suny.edu