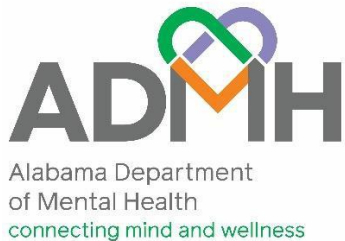


Alabama Crisis System of Care: Language and Style Guide

Logo Options:

1. YOUR ORGANIZATION'S LOGO
- 2.



See full Style Guide for Additional logo options and information <https://mh.alabama.gov/wp-content/uploads/2023/01/ADMH.BrandGuidelines.pdf> .

Logos for download ([email](#) for more ADMH logo options) <https://mh.alabama.gov/admh-branding/>

Websites to use to when describing terms below, or linking to the Alabama Crisis System of Care:

- <https://mh.alabama.gov/crisis-system-care/>
- <https://mh.alabama.gov/988-2/>
- <https://mh.alabama.gov/rural-crisis-care-programs/>
- <https://mh.alabama.gov/crisis-centers/>

Nomenclature:

988:

Alabama's 988 call centers are located at:

- AltaPointe Health in Mobile
- Carastar Health in Montgomery,
- Birmingham at JBS via The Crisis Center Birmingham
- Huntsville at WellStone
- SpectraCare Health in Dothan

Rural Crisis Care Programs and Mobile Crisis Teams:

Beginning in FY21, the Alabama Legislature funded the state's first Mobile Crisis Teams:

1. Cahaba – Dallas, Perry, Wilcox counties

2. Northwest – Marion & Winston counties
3. Southwest – Escambia County
4. WellStone – Cullman County
5. West – Marengo County

Two additional Teams were awarded funds through federal ARPA and Block Grant:

1. South Central – Covington County
2. SpectraCare – Houston County

Three state-funded Crisis Centers operate six Teams:

1. AltaPointe – Mobile County
2. Carastar (in partnership with East Central & East) – 10 counties
3. WellStone – Madison County

Three Community Mental Health Centers received state funding for five Child & Adolescent Teams, in partnership with the Alabama Department of Human Resources:

1. AltaPointe – Baldwin & Mobile counties
2. JBS – Jefferson County
3. WellStone – Cullman & Madison counties

Crisis Centers:

Alabama's Crisis Centers are located at:

- AltaPointe Behavioral Health Crisis Center
WellStone Emergency Services
- Carastar Health
- Craig Crisis Care Center (Jefferson, Blount, St. Clair Mental Health Authority)
Hope Pointe (Indian Rivers Behavioral Health)
- Spectra Care Health Systems (planned for opening in Fall 2024)

Always use the term “Crisis Center” *capitalized*

Words and Phrases for Use:

The Alabama Crisis System of Care:

- Includes 988, Mobile Crisis, and Crisis Centers
- Expands access to care
- Reduces the number of arrests
- Decreases frequency of admissions to hospitals
- Includes someone to talk to, someone to come to you, and someplace to go
- Offers the right care, at the right time, at the right place
- Assists individuals before a civil commitment may occur
- Assists individuals in crisis to achieve stability
- Promotes sustained recovery
- Provides connections and referrals to agencies and organizations
- Maximizes opportunities for the behavioral health workforce

- 988
 - 988 is a direct connection to compassionate and accessible care.
 - When you call, text, or chat 988, you are connected to trained counselors.
- crisis care, crisis services
- crisis centers, behavioral health crisis centers
- Alabama Crisis System of Care
- “no wrong door”
- someone to talk to, someone to come to you, and someplace to go
- the right care, in the right place, by the right person
- redesigning services
- trauma-informed care
- peer support
- professional intervention
- substance use disorder
- substance misuse
- in-patient
- out-patient
- temporary observation
- extended observation
- recovery
- has experienced mental illness, substance use disorder, trauma, etc.
- died by suicide
- a mental health condition
- accessibility
- alcohol misuse

Words and Phrases for Use (continued):

- living with [insert mental health condition]
 - easy access to care
 - holistic care
 - specialized services
 - temporary observation
 - short-term observation
 - extended observation
 - quality crisis services
 - co-occurring disorder
 - misuse of law enforcement and hospital resources
 - community partnerships
 - Law enforcement and emergency medical services collaboration
 - national standards and guidelines for crisis care
 - core services and best practices
 - mobile crisis teams
 - crisis care is 24/7/365
-

Words and Phrases **NOT for Use:**

- Diversion, divert
- recliners
- crisis residential (so as not to confuse with Crisis Centers)
- respite (Crisis Centers are not a place for respite)
- a bed (in relation to a person who is being served or an opening for them)
- long-term facilities (so as not to confuse with Crisis Centers)
- addict
- victim
- struggle with
- suffering with
- affected with
- mental institution
- abuse
- relapse
- mental problems