

Kane County Health Department Launches 988 Yard Sign Campaign to Raise Suicide Prevention Awareness

The Kane County Health Department (KCHD) is inviting residents, businesses, schools, faith communities and organizations to help raise awareness of the 988 Suicide & Crisis Lifeline by displaying free yard signs across Kane County.

The awareness campaign will run from May, Mental Health Awareness Month, through September, Suicide Prevention Month, creating visible reminders throughout the summer that help is available for anyone experiencing a mental health crisis, suicidal thoughts, substance use concerns, or emotional distress.

Community members are encouraged to pick up a free 988 yard sign and display it at their home, business, organization, or another high-traffic location to help spread awareness and connect people to lifesaving support.

Recent research underscores the importance of promoting the 988 Lifeline. A [new study](#) published in the Journal of the American Medical Association (JAMA) found that suicide deaths among young adults ages 15–34 declined by 11% in the first two-and-a-half years following the launch of 988, representing more than 4,300 fewer deaths than projected. Researchers found the greatest reductions in states with higher rates of 988 use, highlighting the impact that awareness and access to crisis services can have on saving lives.

“Awareness can be a critical first step in connecting someone to help,” said Michael Isaacson, KCHD Executive Director. “By placing a 988 yard sign in your yard, storefront, or community space, you may help someone recognize that support is available at a moment when they need it most.”

Free 988 yard signs are available for pickup at the Health Department’s offices at 1240 N. Highland Avenue, Aurora and 2170 Point Boulevard, Elgin, Monday through Friday, 8:30am – 4:30pm.

The 988 Suicide & Crisis Lifeline provides free, confidential support 24 hours a day, seven days a week. Anyone can call or text 988 to connect with trained crisis counselors for immediate emotional support and crisis intervention.

By displaying a yard sign from May through September, community members can help build awareness, reduce stigma, and remind others that support is just three numbers away.

For more information about the 988 Suicide & Crisis Lifeline or the Kane County yard sign campaign, visit the [KCHD website](#) or contact Tina Koral at koraltina@kanecountyil.gov.

