

Make help visible where people live and work.

NEMT Help | 988 Community Business Partner Guide

Why local businesses matter

Many people first see a message about help while going about everyday life: shopping, eating, working, stopping for fuel, visiting the doctor, or attending a school event. A simple, well-placed 988 poster can help someone remember where to turn.

Five steps to participate

- **Contact your local council or NEMT Help** to request participation and confirm poster approval.
- **Choose the setting** (public restroom, staff break room, lobby, bulletin board, locker room, event handout) and ask the manager for permission.
- **Match the setting to an approved design.** Examples: agricultural images near feed stores, trucker imagery at fuel stops, healthcare staff images in employee areas, student materials in approved school spaces.
- **Print and place thoughtfully.** Use readable contrast, unobstructed access, and damage-resistant mounting. Follow facility policy; do not block safety or required notices.
- **Recheck periodically.** Replace damaged posters and share corrections or new placement needs with the local council.

Suggested starting points

Farm and ranch audiences: Agricultural suppliers, Farm Service Agency waiting areas, and community boards.

Trucking and oilfield audiences: Service stations and travel stops. **Health care audiences:** Patient and staff areas, with administrative permission.

Families, students, and older adults: School-approved counseling spaces, community notice boards, libraries, senior centers and other welcoming settings. Fort Peck sites and tribal-specific art require appropriate tribal approval.

Do not claim a business or institution is a campaign partner until it has consented. Community participation should be voluntary and culturally respectful.

The placement checklist

Complete one record for each business and each distinct display location. Keep this log with your local organization.

Item	What to record
Site name & contact	Business or institution, point of contact and preferred follow-up method.
Permission	Who approved placement, date approved, and any facility rules.
Poster selection	Campaign title, audience and final approved file or version.
Display position	Restroom, entrance, hallway, break room, school area, event booth, etc.
Status	Proposed / permission requested / approved / posted / removed.
Maintenance	Posting date, inspection date, replacement need and person responsible.

Respect privacy and safety

- Do not photograph people using restrooms, changing rooms or locker rooms. Document the posted sign itself only when the area is empty and photography is permitted.
- Never pressure someone to disclose why they are looking at a poster. Posters should not include requests for personal medical information.
- Avoid collecting names of people who seek help from the posters. Track placement activity, not individuals in crisis.
- Do not use Fort Peck tribal seals, cultural symbols, photographs of Tribal members or tribal group endorsements without authorization.
- If a display location declines participation, accept the decision; find a more suitable willing partner.

Useful links

Local resource portal: <https://nemthelp.org>

988 national toolkit: <https://www.samhsa.gov/mental-health/988/partner-toolkit>

Official Montana 988 resources: <https://dphhs.mt.gov/suicideprevention/988>

For urgent emotional distress, call or text 988. For immediate physical danger, call 911. NEMT Help is not a crisis service.