

SF SUICIDE PREVENTION HISTORY AT A GLANCE

SAN FRANCISCO
SUICIDE
PREVENTION



Felton
institute

Drug and Alcohol
line launches.

SFSP relocates to the
Financial District.

1962

1976

1989

1992

2010

Founded by gay Episcopalian priest Bernard Mayes who hands out flyers saying, "Call Bruce."

HIV/AIDS Nightline launches. The name was adapted as most calls came in at night due to most HIV patients were up at night in pain.

The donor funded Youth Risk Reduction program launches allowing SFSP to outreach to SF high school and middle school students.

Trivia: Bernard Mayes later co-founds NPR.

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Felton institute

SFSP merges into Felton Institute, uniting two of the Bay's Areas leading mental health and crisis intervention agencies.

HIV Textline expands to answer both Youth and Crisis Support related texts.

2019

2020

2021

2022



SFSP upgrades to a cloud-based calling system, allowing volunteers and staff to respond to crisis calls safely from home and in compliance to Shelter-in-Place guidelines.

Starting on July 16, 2022, the Nationwide Suicide and Crisis Lifeline became 988.

SFSP is the only local call center for SF county that answers Lifeline calls.