

## AMBASSADORS



**Phillip Fulmer**, former University of Tennessee Head Football Coach, has served as JFI's National Spokesperson since May 1998. Coach Fulmer's efforts continue to help JFI bring national attention to the tragedy of youth suicide, as well as the resources available for prevention efforts. Coach Fulmer also leads JFI's efforts with the American Football Coaches Association and is co-host of JFI's largest annual fundraiser, The Phillip Fulmer & Charlie Daniels Golf Classic. [www.phillipfulmer.com](http://www.phillipfulmer.com)



In 2003, legendary entertainer **Charlie Daniels** became a celebrity spokesperson for JFI. In addition to being co-host for The Phillip Fulmer & Charlie Daniels Golf Classic, Charlie lends his passion and support in many ways. Through interviews, public service announcements, and other media, Charlie helps keep the mission of The Jason Foundation in the forefront of his many fans and the nation. [www.charliedaniels.com](http://www.charliedaniels.com)



**Rascal Flatts** - Gary LeVox, Jay DeMarcus and Joe Don Rooney - became Ambassadors for JFI in June 2010. In addition to their roles in public service announcements, public awareness programs and fundraising, Rascal Flatts also lead the BI Project. [www.rascalflatts.com](http://www.rascalflatts.com)

In 2004, the National Association of Attorneys General passed a resolution encouraging members to become involved in educating the public about youth suicide. The State Attorneys General, who work with JFI as Ambassadors, are instrumental in helping JFI build relationships in their states for youth suicide prevention.

## STATISTICS

- For middle and high school age youth (ages 12-18), suicide is the 2nd leading cause of death. (2014 CDC WISQARS)
- For college age youth (ages 18-22), suicide is the 2nd leading cause of death. (2014 CDC WISQARS)
- Over-all, suicide is the 2nd leading cause of death for our youth ages 10-24. (2014 CDC WISQARS)
- Approximately 100 youth are lost to suicide every week.

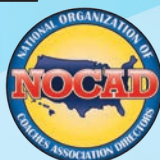
## 2015 - CDC YOUTH RISK BEHAVIORAL SURVEY:

- Over one out of every six of our nation's youth (17.7%) seriously considered suicide in the previous twelve months.
- Over one out of every seven young people (14.6%) actually made a plan to attempt suicide in the previous twelve months.
- Over one out of every twelve young people (8.6%) reported attempting suicide one or more times in the past twelve months.

## NATIONAL CLINICAL AFFILIATES



## NATIONAL AWARENESS AFFILIATES



For a listing of our dynamic partners and affiliates, please visit our website at [www.jasonfoundation.com/about-us/our-support/affiliates/](http://www.jasonfoundation.com/about-us/our-support/affiliates/)

## ABOUT THE JASON FOUNDATION, INC.

The Jason Foundation, Inc. (JFI) was founded in 1997, after the tragic suicide of JFI's President Clark Flatt's youngest son Jason. JFI has never charged a school, educator, church, youth group, or community for the use of any of our programs or services. This assures that "lack of funding" is never the sole deciding factor of who can receive these life-changing / life-saving programs and resources. From a kitchen table start-up, JFI is now considered to be a national leader in youth suicide awareness and prevention. JFI's suicide prevention programs are in use in all 50 states and several foreign countries. To learn more visit [www.jasonfoundation.com](http://www.jasonfoundation.com).

## MISSION STATEMENT

The Jason Foundation, Inc. is dedicated to the prevention of the "Silent Epidemic" of youth suicide through educational and awareness programs that equip young people, educators/youth workers, and parents with the tools and resources to help identify and assist at-risk youth.



The Jason Foundation, Inc.  
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# WORKING TOGETHER TO GIVE OUR YOUTH A PROMISE FOR TOMORROW

FOR THE AWARENESS AND  
PREVENTION OF YOUTH SUICIDE





## THE JASON FOUNDATION STORY

Jason Flatt was an average 16 year-old student. He loved sports and played football for his high school. He was active in his youth group at church and had a lot of friends. He had no drug or alcohol problems. He had an older brother, John, and two loving parents, Clark and Connie. It seemed that he loved life and "had everything to live for." However, on July 16, 1997, everything changed and Jason became a victim of the "Silent Epidemic" of youth suicide.

From this tragedy, The Jason Foundation, Inc. (JFI, as our friends call us) was created by Jason's family and friends. JFI set out to provide information, tools, and resources that could help friends, family, and educators better identify at-risk behavior and know how to help when someone turns to them hurting, considering suicide. Ultimately, JFI wanted to prevent the tragedy that took Jason far too soon from his family and friends.

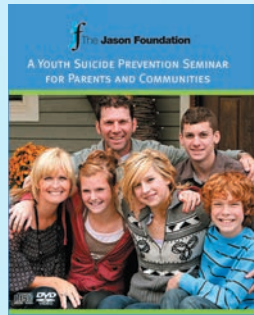
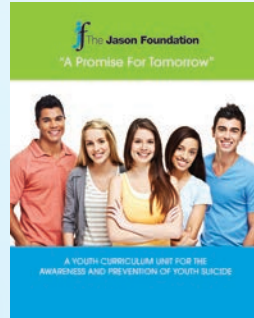
Please see our website for a detailed listing of the programs and services that we offer. [www.jasonfoundation.com](http://www.jasonfoundation.com)

**WORKING TOGETHER**  
for the Prevention  
of Youth Suicide

Founded in Memory of  
**Jason C. Flatt**  
March 20, 1981– July 16, 1997

## A PROMISE FOR TOMORROW

A Promise for Tomorrow provides a three to five lesson unit for grades 7-12 in positive peer support for the awareness and prevention of youth suicide. The curriculum is evidence-based, regularly reviewed for clinical and educational soundness, and is one of the most widely used youth suicide prevention programs in the United States.



## A YOUTH SUICIDE PREVENTION SEMINAR FOR PARENTS AND COMMUNITIES

A program complete with an instructional DVD, facilitator's guide and marketing materials. This seminar packet is designed so that people from both inside and outside the mental health arena can deliver a quality, professional presentation on youth suicide prevention.

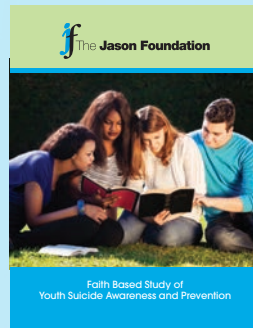
## FAITH-BASED PROGRAM

This program combines the clinical approach of suicide prevention with the concept of how faith can help in prevention.



## "A FRIEND ASKS" APP

This program is a smart-phone app to help provide the information, tools, and resources to help a friend (or yourself) who may be struggling with thoughts of suicide. Download this FREE app from the Apple App Store or Google Play, or go to [jasonfoundation.com](http://jasonfoundation.com) and look for "A Friend Asks."



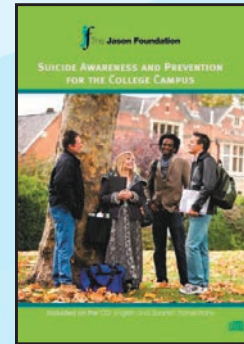
## PARENT RESOURCE PROGRAM (PRP)

A web-based program for schools, churches, or community organizations that provides insight into awareness and prevention. Statistics, warning signs, and elevated risk factors are discussed. Also, information is provided to help build an action plan for prevention.



## SUICIDE AWARENESS AND PREVENTION FOR THE COLLEGE CAMPUS

A program designed to be used on a college or university campus in a classroom or group setting which provides students with knowledge, skills and strategies that will enable them to help a friend (or themselves) who may be depressed or considering suicide.



## BI PROJECT

BI is a collaborative effort with Rascal Flatts. The theme, "Someone you know may need a friend – BI", encourages young people to "Be Aware, Be Able, and Be Prepared" for their friends. Learn more at BI website at: [www.rascalflattsbl.com](http://www.rascalflattsbl.com)

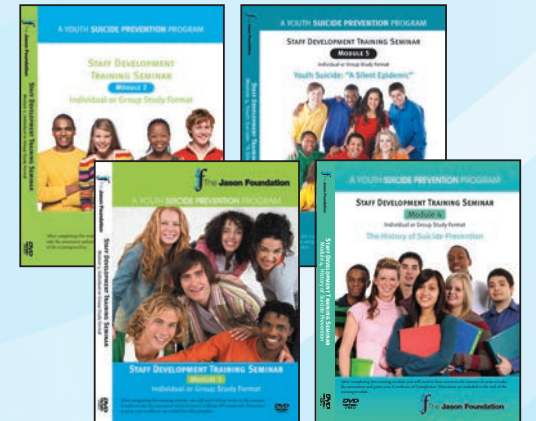
## JEANS 4 JASON

At your place of business, school, or office, your participants, who are normally required to wear business attire or uniform, can make a donation and in return, wear jeans for a day, week, or however long you designate. To download a kit, or to get more information, please visit [www.jeans4jason.com](http://www.jeans4jason.com).



## STAFF DEVELOPMENT MODULES

JFI offers staff development modules via an on-line library on JFI's website or by DVD. The modules are designed specifically for educators but are also useful for any type of youth worker. On average, more than 100,000 teacher trainings are completed each year through JFI modules.



## THE JASON FLATT ACT

Passed in over a third of the states, The Jason Flatt Act is the most comprehensive suicide prevention law in the country requiring educators to have training in youth suicide awareness and prevention. Visit our website for the complete list of participating states. Educating teachers on recognizing signs of concern and elevated risk factors is a major step in saving young lives. The Jason Flatt Act works within a state's current continuing education requirements by mandating youth suicide prevention training. Although The Jason Flatt Act does not require teachers to use specific programs, many states and school districts use JFI's staff development modules to satisfy the requirement. Please refer to your local school district with questions regarding requirements for staff development programs. The states highlighted in teal are our JFA states.

