



*National Suicide Prevention Awareness Month and Week Informational Packet
for Jason Foundation Affiliate Offices*

September 10 – 16, 2017

The Jason Foundation, Inc. is a 501(c)3 non-profit Incorporated in the State of Tennessee.

Tel (615)264-2323
Fax (615)264-0188

18 Volunteer Drive
Hendersonville, TN 37075

www.jasonfoundation.com
contact@jasonfoundation.com

YOUTH SUICIDE: THE “SILENT EPIDEMIC”

Most people are not aware that suicide is the **2ND*** leading cause of death for our middle and high school aged students (age 12-18), and that it is only surpassed by “unintentional injuries.” Across the nation, we lose more young people to suicide than to the combined total of the 5th to

the 10th leading causes of death. For our college youth (age 18-22), suicide is also the **2ND*** leading cause of death, ranked only behind “unintentional injuries.” According to the Center for Disease Control, suicide is the **2ND*** leading cause of death for people aged from 10 to 25. Again,

only surpassed by “unintentional injuries,” which includes such things as car accidents, unintentional drug overdose, and drownings. Additionally, suicide is ranked as the **3RD*** leading cause of death for our nation’s youth ages 10-13.

(*) Statistical Data from The CDC’s WISQARS – 2015 (latest data)

17.7% of students, (over 1 out of every 6) seriously considered suicide during the past 12 months*

8.6% of students, (Over 1 out of every 12), attempted suicide during the last 12 months. *

FOUR out of **FIVE** teens who attempt suicide have given clear warning signs.

More teenagers and young adults die from suicide than from cancer, heart disease, AIDS, birth defects, stroke, pneumonia, influenza, and chronic lung disease, **COMBINED**.

(*National 2015 YRBS)





About The Jason Foundation

Mission Statement

The Jason Foundation, Inc. (JFI) 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.

About JFI

JFI believes that awareness and education are the first steps to prevention. We want to establish a Triangle of Prevention by providing students, parents and teachers the tools and resources to help identify and help at-risk youth. This is accomplished through a curriculum unit for students and informational seminars for teachers and parents. The programs provide resources to accomplish this goal. The materials are easy to use and are intended to provide educational information. There is no intent to diagnose or treat suicidal ideation. JFI’s intention is to empower youth, educators and parents to help recognize when young people are in pain and know to get professional help involved as soon as possible. The Jason Foundation, Inc. is a non-profit 501c3.

From day one, JFI has been dedicated to the prevention of the “silent epidemic”. JFI has never charged a school, educator, church, youth group, or community for any program or service that they use. 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.

Visit our website to read Jason’s Story and find more information about the programs and services offered to the public. www.jasonfoundation.com



Why Suicide Prevention Month Matters

Suicide is the second leading cause of death for young people ages 10 – 24. It is also one of the leading causes of PREVENTABLE death. We lose approximately 100 young people in this age group to suicide each week. Four out five teens who attempt suicide have given clear warning signs. That means in 80% of these cases we have an opportunity to intervene and possibly save a young person who is at-risk.

September is Suicide Prevention Awareness Month. National Suicide Prevention Week is September 10 – 16, 2017, beginning with World Suicide Prevention Day on the 10th. During this day and week, individuals and organizations alike will be drawing attention the problem of suicide and advocating the prevention of this terrible tragedy.

Anyone can participate in Suicide Prevention Awareness Month. There are activities that individuals, schools, offices, churches, and all types of organizations can conduct to bring awareness to suicide prevention. The awareness generated in September has the potential to have an enormous impact in our nation, even the chance to save a life. The Jason Foundation would like for you to consider being a part of this very important week by helping create awareness.

This informational packet will include ideas and suggestions of activities which you can participate in to help build awareness within your community. Articles have been provided should you have the opportunity to share either with an individual or for publication. A press release is included and we suggest sending it to media outlets in your area. Social media posts, images, and banners are also available for download for use on your social networks.

Thank you for taking the time to review this information. At The Jason Foundation, we believe that Awareness and Education are the keys to Prevention.

If you have any questions or would like to discuss how you can further help fight the “silent epidemic” of youth suicide, visit our website at www.jasonfoundation.com.

To obtain materials for distribution, contact your Divisional Director.



How Your Jason Foundation Affiliate Office Can Participate

Your Jason Foundation Affiliate Office can have an enormous impact on the lives of young people in the community. Your Office can promote Suicide Prevention Awareness Month both within your facility and to the communities that you serve. Below are some ideas that you can participate in during the month of September. Please contact your Divisional Director if you are interested in more information or would like assistance in planning any kind of event. We are always here to help!

- To educate your staff about the “silent epidemic”
 - Host a Jeans for Jason Event
 - Host a Casual for a Cause Event
 - Hold specialty events (walks, runs, pie toss, etc.)
 - Encourage staff to visit JFI’s website for more information about youth suicide

- To educate your community about the “silent epidemic”
 - Attend health fairs to the public
 - Conduct seminars that encourage public attendance
 - Host an open house to distribute information about JFI and the programs we offer
 - Have a fish fry, car wash, baseball game, etc. where information is distributed
 - Distribute JFI posters, brochures, B1 materials in and outside your facility
 - Encourage the community to visit JFI’s website for more information about youth suicide



Suicide Prevention Articles

The following pages are articles that contain information that you can share with individuals who may want additional information on youth suicide. If you have the opportunity, JFI would love for you to share these articles with those who may have the authority to publish these informational segments. These articles have the opportunity to have a tremendous impact on a young person's life, whether published on an online blog with a limited audience or featured on a syndicated television news station.

There are certain guidelines and suggestions that should be followed when you, or the media, report on suicides. Some types of news coverage have been shown to increase the likelihood of suicide for individuals who are at-risk. Other forms of media reporting can have a positive overall impact, with one study showing an increase of mental health screening after a reporting. Sensationalistic headlines and reporting on a particular suicide could prove harmful.

To learn more about guidelines on reporting suicide follow this link:

www.reportingonsuicide.org

At the link below, you will find an article about "How the 'right kind of media' can help prevention youth suicide" in *The Globe and Mail*.

<http://bit.ly/1uk72ks>

Suicide Trends in the Last 25 Years

The Centers for Disease Control and Prevention (CDC) works to protect America from health, safety, and security threats both foreign and domestic. The Jason Foundation (JFI) utilizes reports published by the CDC to analyze trends in youth suicide. One of the reports that we often use is the Web-based Injury Statistics Query and Reporting System (WISQARS). WISQARS is an interactive database where you can customize reports of injury-related data. The fatal injury data provides a query to the Leading Causes of Death.

At The Jason Foundation, we use the age range of 10 – 24 when discussing our youth in the nation. In 2015, the most recent data available, suicide ranked as the 2nd leading cause of death for ages 10 – 24. This is the fifth year in a row that suicide has ranked only behind unintentional injuries. Suicide ranked as the third leading cause of death for our young people in the 20 years preceding 2010.

Suicide as a cause of death is only surpassed by “unintentional injuries” – the only cause in the top 10 leading cause list that is not a single item.

Car accidents, falls, gunshot wounds, and “accidental drug over-dose” are all included in unintentional injuries. If someone takes 8 to 10 times the lethal dose of drugs and does not leave a note, or tell someone of their intentions, it is recorded as an “accidental drug overdose”.

We will never know the true number of youth suicide deaths due to “misreported suicides”. Some believe the reported number could be 30%-50% higher.

The link below will allow you to utilize the query. You can even drill down the information down to your particular state by using the restricted data.

http://www.cdc.gov/injury/wisqars/leading_causes_death.html

For more information, visit The Jason Foundation website at www.jasonfoundation.com.

Statistics on Suicidal Ideation

Suicide is a significant problem in our country. Each day in our nation, there are an average of over 3,470 attempts by young people grades 9-12. On average, we lose more than 100 young people each week to suicide in America.

Did you know, however, that FOUR out of FIVE teens who attempt suicide have given clear warning signs? That means in 80% of these cases we have an opportunity to intervene and possibly save a young person who is at-risk.

The Youth Risk Behavioral Surveillance System (YRBS) is a survey, conducted by the Centers for Disease Control and Prevention (CDC), that includes national, state, and local school-based representative samples of 9th through 12th grade students. The purpose is to monitor priority health risk behaviors that contribute to the leading causes of death, disability, and social problems among youth in the United States. The surveys are conducted every two years to determine the prevalence of these health risk behaviors. Behaviors that contribute to unhealthy lifestyles and those that indicate possible depression and/or suicidal ideation are included.

The CDC released its results from the 2015 survey. The four questions below are included in the YRBS and relate to suicidal thinking. The national statistics are provided.

1. Have you experienced the feeling of hopelessness and sadness for a constant period of two weeks or greater during the past twelve months (possible beginning of clinical depression)?
29.9% answered YES or almost 1 out of every 3 young people
2. Have you seriously considered suicide in the past twelve months?
17.7% answered YES or over 1 out of every 6 young people
3. Have you made a plan to commit suicide in the past twelve months?
14.6% answered YES or over 1 out of every 7 young people
4. Have you attempted suicide in the past twelve months?
8.6% answered YES or over 1 out of every 12 young people

This equates to 1,766,495 youth in the United States that will make an attempt in the next 12 months if nothing is done differently.

Unfortunately, these national statistics have consistently risen since the 2009 Survey. Click [here](#) to see the full report that includes a state by state breakdown.

<http://www.cdc.gov/healthyyouth/data/yrbs/results.htm>

For more information, visit The Jason Foundation website at www.jasonfoundation.com.

Major Depressive Episodes and Suicidal Ideation

Multiple studies have shown that adolescents who suffer from depression are at an increased risk of suicide attempts. A study recently released (citation below) has come to the conclusion that depression can form during the adolescent years of a young person's life and the pervasiveness of major depressive episodes (MDEs) generally increases through adolescent years.

From their findings, the study showed that during the 2013 – 2014 data that was amassed almost 1 in every 9 (11.0%), or 2.7 million, adolescents in the nation had an MDE in the past 12 months. In the recommendations of this report, the findings suggest an ongoing need for programs and services to address depression within adolescents. According to the Center for Behavioral Health Statistics and Quality (retrieved from the Substance Abuse and Mental Health Services Administration website), "Despite the effectiveness of treatment for depression and the variety of treatment options available, nearly two-thirds of adolescents who had past year MDE did not receive treatment for depression in the past year."

One of the most telling risk factors for youth is mental illness. Mental or addictive disorders are associated with 90% of suicides. One in ten youth suffer from mental illness serious enough to be impaired, yet fewer than 20 percent receive treatment. In fact, 60% of those who complete suicide suffer from depression.

Four out of five young people who attempt suicide have given clear warning signs. That means in 80% of these cases we have an opportunity to intervene and possibly save a young person who is at-risk. By knowing the warning signs associated with suicide, and knowing how to help, you could save a life. Visit The Jason Foundation website and learn how you can help an at-risk youth.

www.jasonfoundation.com

Lipari, R.N., Hughes, A. and Williams, M. State estimates of major depressive episode among adolescents: 2013 and 2014. The CBHSQ Report: July 7, 2016. Center for Behavioral Health Statistics and Quality, Substance Abuse and Mental Health Services Administration, Rockville, MD.

http://www.samhsa.gov/data/sites/default/files/report_2385/ShortReport-2385.html

Sample Press Release



FOR IMMEDIATE RELEASE

Brett Marciel

Director of Business Development and Public Relations

brettmarcie@jasonfoundation.com

(615) 264-2323

NATIONAL SUICIDE PREVENTION WEEK

The Jason Foundation speaks about the importance of National Suicide Prevention Week

(Hendersonville, TN—September 1, 2017) The Jason Foundation, Inc. (JFI) is a national leader in youth suicide awareness and prevention programs targeted to address the “silent epidemic” of youth suicide.

In the United States:

- Suicide is the 2nd leading cause of death for our youth ages 10-24.
- Among high school students in the past 12 months, 17.7 percent have seriously considered suicide, 14.6 percent have formulated a plan for how they would take their own lives, and 8.6 percent have attempted suicide.
- Each day in our nation, there are an average of over 3,470 attempts by young people grades 9-12.
- **Four** out of **Five** teens who attempt suicide have given clear warning signs.

National Suicide Prevention Week is September 10 – 16, 2017, beginning with World Suicide Prevention Day on the 10th. During this day and week, individuals and organizations alike will be drawing attention to the problem of suicide and advocating the prevention of this terrible tragedy. Suicide is a national health problem that is also one of the leading causes of preventable death in our nation.

All around the nation, suicide prevention organizations will be conducting prevention and awareness events. The Jason Foundation is currently planning events to help spread awareness during this week and month.

Sample Press Release

About the Organization:

The Jason Foundation, Inc. (JFI) is a non-profit organization dedicated to fighting the “silent epidemic” of youth suicide through educational programs for young people, educators, parents, and other community groups. JFI, headquartered in Hendersonville, TN, was founded in 1997 after the tragic death of Jason Flatt, the 16-year-old son of Clark Flatt. For more information, please visit JFI’s website, <http://www.jasonfoundation.com>

###



Social Media Outreach

One of the simplest ways that you can become involved in National Suicide Prevention Month and Week is to actively promote suicide prevention efforts on your social media. Images have been provided for download and use on various social media networks during the month of September. Feel free to use any of the images to help promote suicide prevention awareness.

Recommended hashtags to include in your social media postings are listed below:

#IWontBeSilent (Jason Foundation Campaign to create awareness – www.IWontBeSilent.com)

#JasonFoundation

#Take5 (National Council for Suicide Prevention campaign to create awareness -

<http://www.take5tosavelives.org/>)

Organization Information

The Jason Foundation, Inc. is a 501(c)3 non-profit Incorporated in the State of Tennessee.

18 Volunteer Drive
Hendersonville, TN 37075

Tel (615)264-2323

Fax (615)264-0188

www.jasonfoundation.com

