

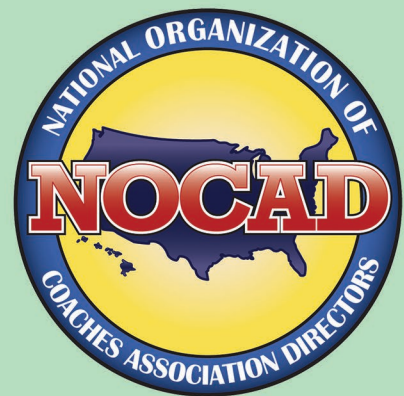
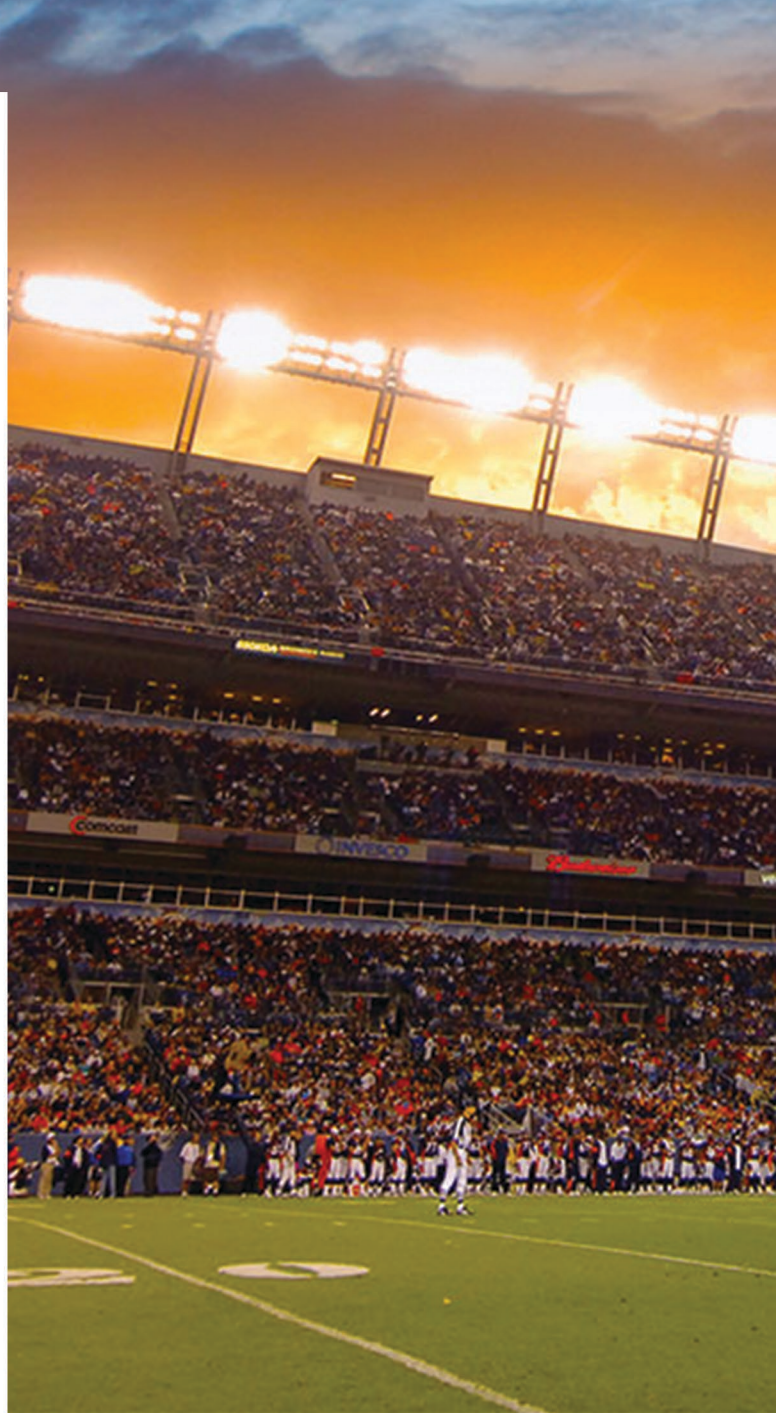
Suicide Prevention Awareness Month Informational Packet for Coaches and Administrators

September 2019

The Jason Foundation, Inc.

www.jasonfoundation.com

contact@jasonfoundation.com





Why Suicide Prevention Month Matters

This informational packet includes 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. Suggestions for social media outreach have also been included.

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 130 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 8 – 14, 2019, with World Suicide Prevention Day on the 10th. During this day, week and month, individuals and organizations alike will be drawing attention to the problem of suicide and advocating the prevention of this terrible tragedy.

Anyone can participate in Suicide Prevention Awareness Month. There are activities that can be conducted through sports and sports games 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.

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. Anyone, regardless of age, can participate in Suicide Prevention Month. There are several activities for individuals of all ages to participate in. At The Jason Foundation, we focus on the three main areas of influence on a young person's life; parents, educators/youth workers and youth themselves. The combination of these three groups create our Triangle of Prevention Model.

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, visit www.jasonfoundationmaterials.com.

About The Jason Foundation

Mission Statement

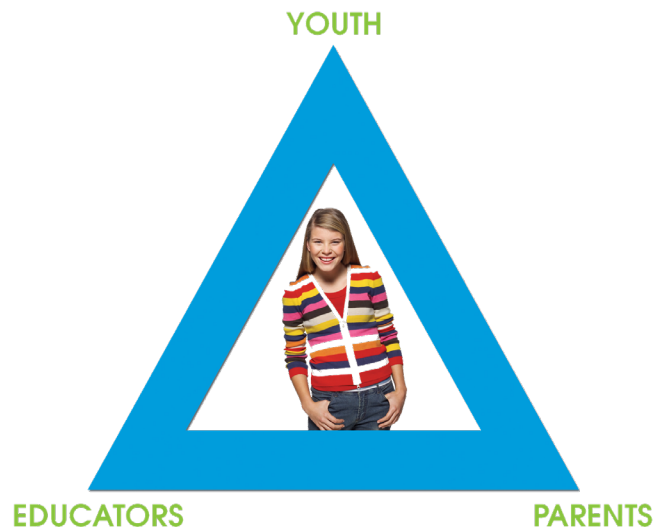
The Jason Foundation, Inc. (JFI) is dedicated to the prevention of the “silent epidemic” of youth suicide through educational and awareness programs that equip young people, educators/youth workers and parents with the tools and resources to help identify and assist at-risk youth.

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/coaches the tools and resources to help identify and assist 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





A Letter from Jason's Father

Dear Friend,

Jason was my youngest son. He was an average 16-year old. He got mostly B's on his report card, and he loved sports. Especially football. He was active in his youth group and he had a lot of friends. Jason was the one who was always up for going places and trying new things. From all appearances...my son loved life.

But on July 16th in 1997, everything changed. My son, Jason became a statistic of the "Silent Epidemic" of youth suicide. In trying to come to terms with what happened, I began researching youth suicide. The statistics are very alarming. Did you know that on average, over 130 young people per week will become victims of youth suicide?

Youth suicide can be prevented, and that is what The Jason Foundation is all about. I urge you to get involved. Together we can help stop this epidemic. Ask for our material. Read it. Then share it with your friends, family and others. Please help us reach out to hurting teens with another choice.

I will never hug my son again. But I can and will work alongside you...perhaps to save your friend, your neighbor's child, a relative or even your own son or daughter.

Thank you for your support of any kind,

Clark Flatt
President
The Jason Foundation Inc.





Actionable Items

Coaches are in a unique situation to impact the lives of the students-athletes, and student body as a whole, that they come into contact with on a regular basis. There are several different ways that you can help create awareness during September. Below are a few examples of actionable items that can be taken to promote prevention within your school, team, and community. Feel free to take these ideas and adapt activities based upon the resources available to you.

- **PA Announcer Scripts** – Having your PA Announcer read public service announcements is an easy way to inform attendees about The Jason Foundation, suicide prevention, and resources available to them. These can be read before, after, or during the game. A few examples of suggested public service announcement scripts are located later in this packet.
- **Hang Signs and Flyers** – The Jason Foundation has many different signs, flyers, and banners that are available for your use. These can be displayed within your school, around the gym or playing field, and near concessions stands. They are an easy way to draw attention to the problem of youth suicide and programs designed to help. Click on the links below to download the signs that can be printed off and displayed at your games or school.
 - o [B1 Poster](#) – This poster promotes our B1 Project. You can find more information about this program further in this packet.
 - o [B1 Flyer](#) – This flyer provides more information about the B1 Project and statistics about youth suicide.
 - o [A Friend Asks Poster](#) – “A Friend Asks” is a smartphone application designed with youth in mind, but applicable to anyone. The app includes warning signs associated with suicide, how to help a friend, and, possibly most importantly, a **Get Help Now** button. This feature will automatically connect you to the National Suicide Prevention Lifeline, a 24/7 crisis line staffed with counselors able to assist anyone in crisis or searching for more information.
 - o [#IWONTBESILENT Signs](#) - #IWONTBESILENT is an on-going awareness campaign from The Jason Foundation. We want to raise the national conversation on youth suicide prevention and awareness. Our challenge is to challenge anyone and everyone to start a national conversation about the "Silent Epidemic" of youth suicide. Learn the warning signs, challenge the people you know to learn them as well. A more in-depth look at this program is detailed in this packet.



- **Informational Booths** – Display booths can be set up before your games for attendees to obtain information. Jason Foundation materials can be obtained at our ordering site. As always, any materials or programs provided by The Jason Foundation are available at no-cost. Visit www.jasonfoundationmaterials.com to see what is available to be distributed to your players, families, and fans.
- **Collaborate with Opposing Team for Themed Night** – While this may be the most demanding and time consuming of our suggestions, collaborating with an opposing team during a game held in September has the potential for a significant impact within your school and community. An entire week or night can be devoted to suicide prevention, centered on a theme such as our B1 Project or #IWONTBESILENT campaign. Enlist the help of your student-athletes to brainstorm ideas and activities. We have found that young people are much more likely to become meaningfully involved when they are an integral part of the planning sessions.

PA Announcer Reads

B1 Project Example:

Did you know suicide is the 2nd leading cause of death for middle and high school aged youth in our nation? It is also one of the leading causes of **PREVENTABLE** death. A friend, especially an informed friend, can help make a difference for someone who may be struggling with thoughts of suicide or self-harm. Learn how you can make a difference in the life of a friend or loved one by being Aware, being Able, and being Prepared at rascalflatts1.com or at jasonfoundation.com

#IWONTBESILENT Example

Would you know how to respond if you recognized someone you know who may be thinking about suicide? The Jason Foundation's I Won't Be Silent campaign is a challenge for you to learn the warning signs associated with suicidal thoughts and challenge your friends and family to learn them to!

Join the movement at iwontbesilent.com. Suicide is **PREVENTABLE!** With your help, we can save more lives

Jason Foundation Example

Did you know suicide is the 2nd leading cause of death for youth ages 12-18 in our nation? It is also one of the leading causes of **PREVENTABLE** death. The Jason Foundation is dedicated to preventing youth suicide through educational and awareness programs for young people, parents, and teachers that will provide them with the tools and resources to help identify and assist at-risk youth.

Go to jasonfoundation.com to learn the warning signs, risk factors and resources available to help end this silent epidemic.



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 5th through the 10th leading

causes of death combined and doubled. 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 24. Again,

only surpassed by “unintentional injuries,” which includes such things as car accidents, unintentional drug overdose, and drownings. Additionally, suicide is ranked as the **2ND** leading cause of death for our nation’s youth ages 10-14.

Statistical Data from The CDC’s WISQARS

17.2% of students, (over 1 out of every 6) seriously considered suicide during the past 12 months*

7.4% of students, (Over 1 out of every 14), 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 2017 CDC YRBS





Coaches Assistance Program (CAP)

The Coaches Assistance Program (CAP) is a joint effort by The Jason Foundation; Inc. (JFI) and E4 Health to give athletic department personnel (especially coaches, athletic trainers, and academic advisors) the tools they need to notice team members' behavioral changes and emotional struggles.

CAP provides education that you may need to help recognize the signs and symptoms of suicide in a student or student-athlete.

Information is also provided to help you guide and support your athletes through stressful life situations. Our partnership allows for all of our coaches to access this resource for free, whether you need it now or in the future.

The Jason Foundation has also rolled out a smartphone application to accompany the program. The new app will allow coaches, staff, and other personnel to have access to this information at all times. Please take the time to download the app and review its usefulness to your association. The CAP app is available for free on both Apple and Android. Simply search "Coaches Assistance Program" in the Apple App Store or Google Play.

Alternatively, you can visit www.jficap.app and find links to download. Download the app and encourage your fellow coaches to do the same.



#IWONTBESILENT

Be a Part of #IWONTBESILENT

#IWONTBESILENT is an awareness campaign by The Jason Foundation to raise the national conversation of the “silent epidemic” of youth suicide. Learn the warning signs associated with suicide and challenge the people you know to learn them, as well. Challenge your co-workers, school, social club, friends, or family to join you. Taking a few short minutes to challenge the people you know will help take some of the “silence” away from the terrible tragedy of youth suicide. Our nation should be familiar with the warning signs, suicide facts & statistics, and how to find help for at-risk youth.

Visit www.iwontbesilent.com and learn how you can help raise the national conversation of youth suicide prevention. The site will provide you with ideas on how you can conduct an awareness campaign within your school, business, church, or other organization. Materials are available for download so that you can obtain them within minutes. Be sure to take a lot of pictures during your event and share them with us. We would love to include them with others who have taken the challenge. Share your photos on social media with the #IWontBeSilent and be sure to mention or tag us.

All the information necessary to hold a successful event is included in our User’s Guide, available for download on the www.iwontbesilent.com website. Alternatively, a User Guide and additional information are available for download on the Suicide Prevention Month page of JFI’s website. To obtain, simply click on “Suicide Prevention Month” under the How to Get Involved tab at www.jasonfoundation.com.

#IWONTBESILENT
RAISING THE NATIONAL CONVERSATION ON YOUTH SUICIDE PREVENTION



B1 Project

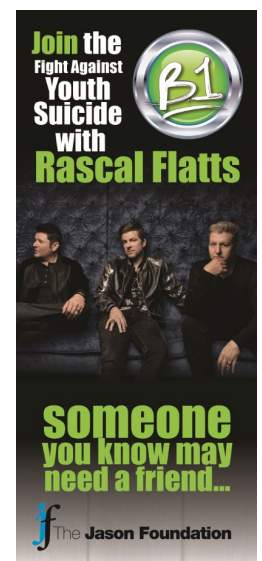
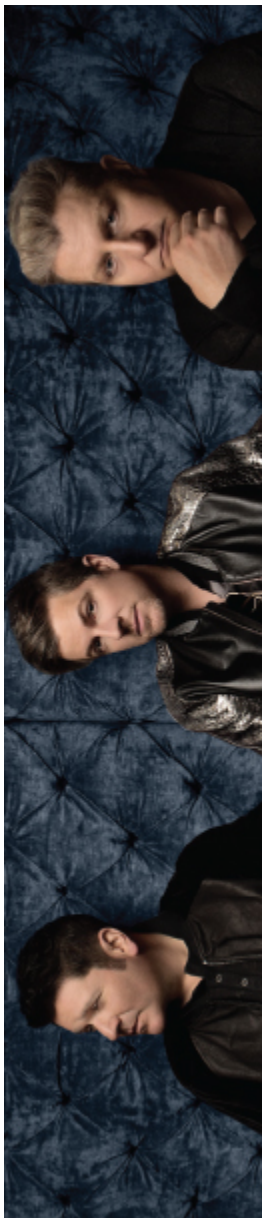
A friend, especially an informed friend, can help make a difference for someone who may be struggling with thoughts of suicide or self-harm. The Rascal Flatts and The Jason Foundation invite you to start the journey to B1 of those informed friends by taking the B1 Pledge. B1 is designed to be quick, informative, and target the most important aspects of youth suicide prevention.

The purpose of B1 is to give you some of the information, tools and resources to better:

- Respond to a friend who may come to you for help
- Help recognize when a friend might be struggling with thoughts of suicide
- Help you prepare a plan on how you can help that friend

We are not trying to make you a counselor, but assist you in guiding a friend to help in your school or community. Working together, we can help our friends find the help they need should they be struggling with life's issues or thoughts of suicide. Share that you have taken the B1 Pledge with others via social media. Encourage your friends to B1, too.

The Jason Foundation offers several materials that may be of use to you regarding the B1 Project. Below is a sample of the bookmarks, brochures, and flyers that you can distribute to members of your community. Visit www.jasonfoundationmaterials.com to obtain your B1 handouts.





Crisis Support Team

The Crisis Support Team (CST) is a free resource for guidance and advice when dealing with traumatic events that could affect students' and young people's emotional health in a school, church, youth organization, or other setting.

CST is not a crisis hotline. It is neither intended as counseling for individuals nor a replacement for professional services that may be needed, including counseling for groups.

Tragic events such as a suicide, suicide attempt, automobile related injury, school violence, and death sometime happen in our schools, churches, youth organizations, and communities. Our school counselors, administration, church leaders, and youth leaders may be unsure of what actions to take in the aftermath of such devastating occurrences.

The Crisis Support Team is a free community service offered by The Jason Foundation and Acadia Healthcare. CST will provide telephonic assistance from clinical professionals who will listen and share insights on the most appropriate way to handle such events. This service is not crisis counseling for individuals, but rather guidance for administrators or leaders responding to groups dealing with adverse events.

To Access the Crisis Support Team go to:

www.jasonfoundation.com/cst

Connection to a clinical advisor typically occurs within 24 hours of contacting the Team. Weekends or holidays can delay the response to the next business day. CST is not a crisis hotline. In the event that you are experiencing an emergency, you should dial 911.

Send this information to the administration at your local schools, churches, and other youth organizations. Be sure to save this information in the unfortunate event that your community needs assistance. As always, this service is provided to you and your community at no cost.

Crisis Text Line

The Jason Foundation has proudly partnered with Crisis Text Line© to deliver their amazing service to the families and communities that we serve. The Crisis Text Line is a free 24/7 text line where trained crisis counselors support individuals in crisis.

CRISIS TEXT LINE |

Text "**Jason**" to 741741 to speak with a compassionate, trained Crisis Counselor. Confidential support 24/7, for free. The Crisis Counselor "helps you move from a hot moment to a cool calm to stay safe and healthy using effective active listening and suggested referrals - all through text message, using Crisis Text Line's secure platform."

Visit Crisis Text Line's website for additional information. www.crisistextline.org





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. The Jason Foundation will be conducting social media outreach of various kinds throughout the month. Be sure to follow us on Facebook, Twitter, Instagram, Pinterest and LinkedIn. Sharing our posts and information with your followers can be vital to our outreach during the month.

We will be promoting our B1 Project, Parent Resource Program, and many of our AFCA Coaching Ambassadors. Recommended hashtags to include in your social media postings are #IWontBeSilent & #WeWontBeSilent (Jason Foundation Campaign to create awareness – www.IWontBeSilent.com).

Examples of Posts for Your Social Media:

- September is Suicide Prevention Month. Visit [@jasonfoundation](https://www.instagram.com/jasonfoundation) to learn more [#iwontbesilent](https://www.instagram.com/hashtag/iwontbesilent)
- Learn the warning signs associated with suicide. Suicide is preventable. [@jasonfoundation](https://www.instagram.com/jasonfoundation)
- Suicide is one of the leading causes of preventable death in our nation. Learn how you can help www.iwontbesilent.com
- [@jasonfoundation](https://www.instagram.com/jasonfoundation) provides programs and materials for youth suicide prevention for free. Learn how you can help prevent this tragedy at www.jasonfoundation.com
- Someone you know may need a friend, B1. Learn more at www.rascalflatts1.com [@jasonfoundation](https://www.instagram.com/jasonfoundation)
- Suicide is the 2nd leading cause of death for our youth. Take the time to learn how you can help save a life [#iwontbesilent](https://www.instagram.com/hashtag/iwontbesilent) [@jasonfoundation](https://www.instagram.com/jasonfoundation)
- Raise the national conversation on youth [#suicideprevention](https://www.instagram.com/hashtag/suicideprevention). Visit www.iwontbesilent.com [#iwontbesilent](https://www.instagram.com/hashtag/iwontbesilent)

Suicide Prevention Articles

The following pages contain short articles that you can share with individuals who may want additional information on youth suicide. They have the opportunity to create an awareness of the scope of youth suicide and the effects on the public. Feel free to share them with your local media for consideration for publication, as well.

There are certain guidelines and suggestions that should be followed when you, or the media, report on suicides or share information. Some types of 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, visit www.reportingonsuicide.org.

Some useful tips and suggestions on this site include:

- Bloggers, citizen journalists, and public commentators can help reduce risk of contagion with posts or links to treatment services, warning signs, and suicide hotlines.
- Social networking sites often become memorials to the deceased and should be monitored for hurtful comments and for statements that others are considering suicide. Message board guidelines, policies, and procedures could support removal of inappropriate and/or insensitive posts.
- Include up-to-date local/national resources where readers/viewers can find treatment, information, and advice that promote help-seeking.



Suicidal Behavior in Youth

The Jason Foundation utilizes the Centers for Disease Control and Prevention (CDC) for many of the statistics and figures contained within their programs and resources. They released a study regarding suicide rates across the country and trends spanning from 1999 to 2016. The data showed that suicide rates increased by more than 30 percent in half of states and mental health conditions are one of several factors contributing to suicides. The abstract, results, and conclusions can be viewed at bit.ly/2LvBva7.

Also, the CDC released the results of the 2017 Youth Risk Behavioral Surveillance System (YRBSS) back in June 2018. The YRBSS is a survey, conducted by the 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.

Currently, suicide is the 2nd leading cause of death for high school aged youth, as well as for youth ages 10 – 24. The four questions below are included in the YRBSS 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)? **31.5% answered YES or almost 1 out of every 3 young people**
2. Have you seriously considered suicide in the past twelve months? **17.2% answered YES or over 1 out of every 6 young people**
3. Have you made a plan to attempt suicide in the past twelve months? **13.6% answered YES or almost 1 out of every 7 young people**
4. Have you attempted suicide in the past twelve months? **7.4% answered YES or over 1 out of every 14 young people**

The full report includes a state by state breakdown and can be found on the CDC's website, www.cdc.gov.

Social Media and Suicide

Suicide is the second leading cause of death for Americans aged 10 – 24. On average, we lose a young person in this age group every 80 minutes to the “silent epidemic” of youth suicide in the country. Suicide is on the rise for youth in our nation. Some outlets and members of the public have pointed towards social media and this prevalence of online connectivity as a contributing factor for this increase. According to a 2017 study by the CDC, 14.9% of high school students reported being electronically bullied through text messages or social media in the previous 12 months.

There is no doubt that online connectivity and social media can play a role in increasing depression for an individual or providing the means for cyber-bullying, which can increase the chance of suicidal thoughts. That being said, social media can be a tool for education and resources for prevention if used correctly. Facebook, Instagram, and Twitter all have means of reporting if you notice a friend who may be contemplating suicide. Bullying, and cyber-bullying, is often looked to as a precursor to a suicide or attempt. While it is true that a young person who is being bullied is at a higher risk of attempting suicide, what is often overlooked is that the bully is also more susceptible to suicidal thoughts. Many times a suicide is a result of undiagnosed or undertreated mental illness. Depression is one of the leading causes of suicide attempts.

The Jason Foundation is a nationally recognized leader in youth suicide prevention and awareness. All programs and materials are available to the public at no cost. Four out of five people who attempt suicide exhibit clear warning signs prior to the attempt. The Jason Foundation offers a 1-hour training module titled, “Bullying and Suicide”. This training module delves into the problem of bullying in schools and its relation to suicide. Facts, myths, and research regarding bullying and suicide are discussed. Suggested protective factors and recommendations are provided. Visit their website to learn the warning signs, access the training, and find out how you can help. www.jasonfoundation.com

If you or someone you love is struggling with depression and/or thinking about suicide, get help now. The National Suicide Prevention Lifeline, 1-800-273-TALK (8255), is a free resource that is available 24 hours a day, seven days a week, for anyone who is in suicidal crisis or emotional distress. You can also text “Jason” to 741741 to text confidentially with a trained Crisis Counselor for free, 24/7.

September is Suicide Prevention Awareness Month

September is National Suicide Prevention Awareness Month. National Suicide Prevention Week is September 8 – 14, 2018, with World Suicide Prevention Day on the 10th. During this month and week, organizations and individuals across the country will be conducting activities to draw attention to the terrible tragedy of youth suicide.

Currently, suicide ranks as the second leading cause of death for ages 10 – 24. We lose an average of more than 130 young people each week to suicide in this age group. The number of suicide deaths for ages 10 – 14 have more than doubled since 2006. However, suicide has been declared a leading cause of PREVENTABLE death.

The Jason Foundation, Inc. is a nationally recognized leader in youth suicide awareness and prevention. They provide programs to youth, parents, educators, and the community to help recognize when a young person may be struggling with thoughts of suicide and how to assist them. All programs and materials are offered at no-cost to those with whom they contract. Since 1997, The Jason Foundation has never charged a school, community, or individual for the use of any of their programs.

In addition to various speaking engagements and events, The Jason Foundation will be promoting three initiatives for the month of September.

- **#IWONTBESILENT** – #IWONTBESILENT is an ongoing, awareness campaign from The Jason Foundation that encourages the community to raise the national conversation of youth suicide prevention. The campaign encourages and offers suggestions to conduct awareness events in schools, businesses, churches, and other organizations. www.iwontbesilent.com
- **B1 Project** – The B1 Project is a collaborative effort between The Jason Foundation and music entertainment group Rascal Flatts. The positive, peer support program encourages youth through the slogan, “Someone you know may need a friend, B1.” www.rascalflatts1.com
- **Crisis Text Line®** – Text “Jason” to 741741 to speak with a compassionate, trained Crisis Counselor.
- **Crisis Support Team** - The Crisis Support Team (CST) is a free resource for guidance and advice when dealing with traumatic events that could affect students’ and young people’s emotional health in a school, church, youth organization, or other setting.

Visit The Jason Foundation’s website to learn about the programs offered, where the nearest Jason Foundation Affiliate Office is to you, and how you can become involved in Suicide Prevention Awareness Month. www.jasonfoundation.com

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



The links below will allow you to download some useful items for September. They are also available on The Jason Foundation's website. Simply click on "Suicide Prevention Month" under the How to Get Involved tab at www.jasonfoundation.com.



Someone you know
may need a friend—B1.



[#IWONTBESILENT User Guide](#)

[#IWONTBESILENT Signs](#)

[B1 Poster](#)

[#IWONTBESILENT for Schools](#)

[B1 Flyer](#)

[#IWONTBESILENT Point of Contact Resource Info](#)