



Suicide Prevention Awareness Month Informational Packet

September 2018

The Jason Foundation, Inc.

www.jasonfoundation.com

contact@jasonfoundation.com



A National Leader in the Awareness & Prevention of Youth Suicide

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 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 – 2016 (latest data)

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 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



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 118 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 9 – 15, 2018, 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.

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 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.

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, visit www.jasonfoundationmaterials.com.

Who Can Participate in Suicide Prevention Month



Who Can Participate in Suicide Prevention Month

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.

Below are some activities that you can participate in broken down by each part of the Triangle of Prevention. With everything that you do, suggest that others do the same.

Students/Youth

- Download the "A Friend Asks" smart-phone app. At any time, the user can view warning signs, elevated risk factors, learn how to help a friend, and more. Additionally, the user can instantly be connected with the closest National Suicide Prevention Lifeline Crisis Center. "A Friend Asks" is available on both the Apple App Store and Google Play for free. Search "Jason Foundation" on either store. A poster is available for download at the following link. Make sure to receive permission before hanging posters in school hallways. <http://jasonfoundation.com/media/downloadable-information/>
- Take the B1 pledge. The "B1 Project" is a collaborative effort between JFI and the music group Rascal Flatts. The theme is "Someone you know may need a friend, B1." An informed friend can be the difference in the life or the death for a young person. The "B1 Project" encourages young people to "Be Aware, Be Able, and Be Prepared" for their friends who may need help. www.rascalflatts1.com. A poster is available for download at the following link. Make sure to receive permission before hanging posters in school hallways. <http://jasonfoundation.com/media/downloadable-information/>
- Share Jason Foundation on your social media platforms. There are suggestions at the end of this packet regarding social media.

Parents

- Distribute information at your workplace. A simple way to do this is leave Jason Foundation information in your breakroom. Sometimes, space can be set aside within your office for Jason Foundation materials that can be offered to co-workers.
- Schedule a time for those in your area to view our "Youth Suicide Prevention Seminar for Parents and Communities". The presentation is available on DVD, making it an ideal presentation for a group of parents.

Who Can Participate in Suicide Prevention Month

- Review our Parent Resource Program. The Parent Resource Program contains a plethora of information specifically tailored to a parent – child relationship. The program can be found online at www.jasonfoundation.com/prp.
- Hold a Jeans 4 Jason fundraiser at your workplace. Jeans 4 Jason is a great way to create awareness at your work and raise money to help prevent youth suicide. Find more information and order materials at www.jasonfoundation.com/jeans4jason/.
- Share Jason Foundation on your social media platforms. There are suggestions at the end of this packet regarding social media.
- Join our newsletter distribution list and share it in your workplace. You can sign up for the newsletter on our homepage, www.jasonfoundation.com.

Educators/Youth Workers

- Distribute information at your school. A simple way to do this is leave Jason Foundation information in your breakroom. Sometimes, space can be set aside within your school for Jason Foundation materials that can be offered to co-workers.
- Hang Jason Foundation posters within the school to let teachers and students know what is available to them. If you would like to order posters, send your contact information to contact@jasonfoundation.com. Also, a link to download “A Friend Asks” and B1 posters follows. Make sure to receive permission before hanging posters in school hallways. <http://jasonfoundation.com/media/downloadable-information/>
- The Jason Foundation offers a series of Staff Development Training Seminars. The training modules cover information regarding youth suicide prevention. They were designed with educators in mind, but are applicable to any adults who regularly come in contact with youth. There are currently four two-hour videos available and five one-hour trainings. The trainings are available via DVD and online at learn.jasonfoundation.com. We strongly suggest watching one or more of these trainings.
- If you are a Coach, you can take advantage of our Coaches Assistance Program (CAP). CAP provides the athletic department personnel with the tools and resources they need to help identify and assist a team member or student who may be struggling with suicidal ideation, behavioral changes or emotional struggles. cap.jasonfoundation.com
- Share Jason Foundation on your social media platforms. There are suggestions at the end of this packet regarding social media.
- Join our newsletter distribution list and share it in your breakroom. You can sign up for the newsletter on our homepage, www.jasonfoundation.com.

#IWONTBESILENT

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#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. The Jason Foundation believes that education is the key to prevention. 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. 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.

#IWONTBESILENT
RAISING THE NATIONAL CONVERSATION ON YOUTH SUICIDE PREVENTION

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.

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.



New Statistics on Suicidal Behavior

The Jason Foundation utilizes the Centers for Disease Control and Prevention (CDC) for many of the statistics and figures contained within our programs and resources. Recently, 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) on June 14th. 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.

Suicide-Related Hospitalization Increases

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The New York Times released a story in May regarding child and adolescent visits to hospitals related to suicide. In a span of seven years, “the proportion of emergency room and hospital encounters for suicide-related diagnoses almost tripled.” Pediatricians at Vanderbilt University Medical Center in Nashville, TN saw that an increasing number of their inpatient beds were being utilized by this child and adolescent age group with mental health issues. More troublesome was that they had been admitted due to suicidal ideation or attempts. Upon further investigation, this trend was apparent in hospitals across the country during the same time period. Some statistics and worrying trends are also discussed in the article. The importance of proper mental health screening in emergency rooms is a significant takeaway from the piece. Those that do not receive this mental health assessment in the ER “are at increased risk of making another suicide attempt.”

View the entire article here. nyti.ms/2KAzWH5

The study that the article references is available here. bit.ly/2MvKWxO

Frequent Opioid Misuse Linked to Suicide

A study released last September has shown a correlation between frequent use of prescription opioid misuse and suicidal ideation, suicide planning, and suicide attempts. The over 41,000 participants in the survey were queried about opioid misuse and suicidal tendencies within the 12 months prior to the survey.

“Compared to those who did not endorse prescription opioid misuse in the past year, prescription opioid misuse was significantly associated with suicidal ideation, suicide planning, and suicide attempts...”

The rates of those who misused opiates more frequently showed a higher rate of suicidal ideation. The study underscores the importance of furthering access to suicide prevention resources for this segment of the population and alternative approaches to pain management. You can obtain access to the abstract and full study here.

{www.ncbi.nlm.nih.gov/pubmed/28364579}

Ashrafioun, L., Bishop, T. M., Conner, K. R., & Pigeon, W. R. (2017). Frequency of prescription opioid misuse and suicidal ideation, planning, and attempts. *Journal of Psychiatric Research*, 92, 1–7.



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/or LinkedIn. Sharing our posts and information with your following can be vital to our outreach during the month.

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

#IWontBeSilent & #WeWontBeSilent (Jason Foundation Campaign to create awareness – www.IWontBeSilet.com)
#JasonFoundation

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

