

Who is B1?



Gary LeVox, Jay DeMarcus and Joe Don Rooney, the members who make up the country group, Rascal Flatts, have been

involved in many philanthropic and charitable endeavors throughout their career and believe in the gift of giving back. Rascal Flatts and The Jason Foundation, Inc. decided to come together to fight for a cause that Rascal Flatts truly believe needs attention—youth suicide prevention. In addition to their roles as celebrity ambassadors and participation in public service announcements, public awareness programs, and fundraising, Rascal Flatts promotes the B1 Project.

www.rascalflatts.com



The Jason Foundation, Inc. (JFI) is an educational organization dedicated to the awareness and prevention of youth suicide. JFI provides tools and resources for students, parents and teachers/youth workers to help them identify and assist at-risk youth. This is accomplished through a series of programs including the B1 Project.

www.jasonfoundation.com

Let **Rascal Flatts**
know you will
B1 for a friend at
www.rascalflattsB1.com



The Jason Foundation, Inc.
18 Volunteer Drive
Hendersonville, TN 37075
615.264.2323 | Fax 615.264.0188
Toll Free 888.881.2323
www.jasonfoundation.com



Important Disclaimer:

Although The Jason Foundation, Inc. and our partners make every effort to insure our programs are well formatted and professionally address the problem, no one program can guarantee to prevent youth suicide. Our program's goal is to provide you with educational materials that will help you better recognize "signs of concern" that an at-risk youth may exhibit. Left unaddressed or untreated, a young person struggling with these issues could result in suicidal ideation. Never try to solve this type of problem without obtaining professional help. Professionals should always be sought whenever there is a possibility of suicidal ideation.

Join the
Fight Against
Youth
Suicide
with



Rascal Flatts



**someone
you know may
need a friend...**



Rascal Flatts and The Jason Foundation are working together to prevent youth suicide.

What is the **B1** Project?

The purpose of the **B1** Project is to educate youth, students, youth workers, and parents on recognizing the warning signs of youth suicide and how to help a friend, family member, or loved one.

B1 is designed to be quick, informative, and target the most important aspects of youth suicide prevention.

Think about it . . . the 2nd most likely thing to take a young person is suicide. Yet, no one ever talks about it until a tragedy occurs. That's why The Jason Foundation and Rascal Flatts call youth suicide the "Silent Epidemic."



Who can take the **B1** Project?

The **B1** Pledge is for anyone and everyone.

You may have a brother or sister, a son or daughter, a player on your athletic team, a student, or a neighbor who is at-risk for suicide.

If a young person looks to you for help – are you ready to **B1** for them?

Participating in the **B1** Pledge is a proactive step towards taking some of the silence out of the "Silent Epidemic." **B1** will help you to recognize warning signs and develop a plan of action to help someone who may be struggling.

Learn how YOU can **B1** for a friend take the **B1** pledge!

www.rascalflattsB1.com

The 3 B's

BE AWARE

Be aware and understand the problem of youth suicide. It is the 2nd leading cause of death for ages 10-24. (2016 CDC WISQARS) Suicide is preventable!

BE ABLE

Be able to identify signs of concern in a friend who may be struggling.

- Suicide threats
- Depression
- Anger, increased irritability
- Lack of interest in activities they once enjoyed
- Sudden increase/decrease in appetite
- Sudden changes in appearance
- Dwindling academic performance
- Preoccupation with death and suicide
- Previous suicide attempts

BE PREPARED

You should never be afraid to talk to someone who may be depressed or at-risk. At the very least, they will know there is someone who cares for them. You should also have an action plan in case a friend or family member shows signs of suicidal ideation. Taking the **B1** pledge will help you to "Be Prepared."