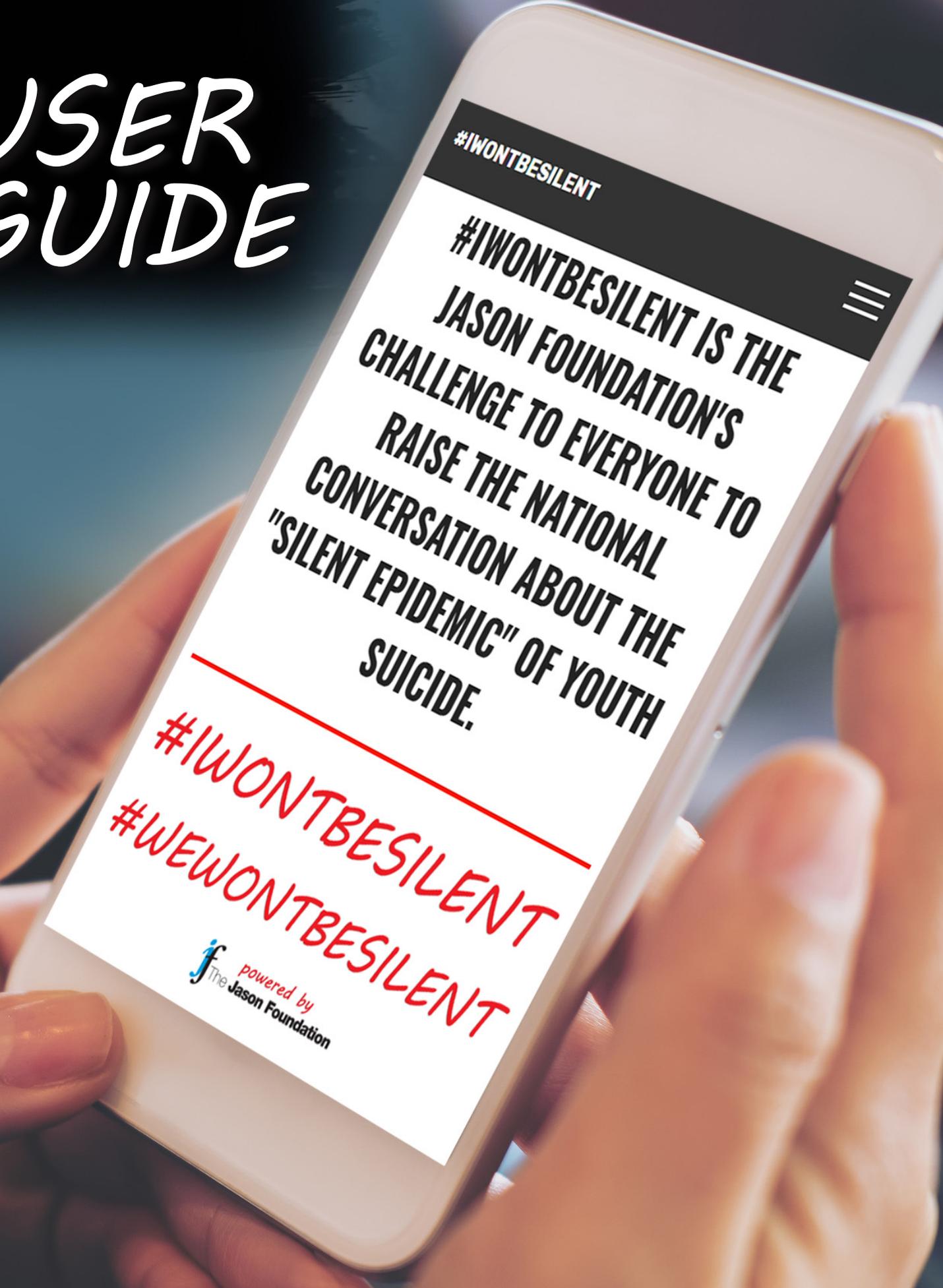


USER GUIDE



#IWONTBESILENT

#IWONTBESILENT IS THE
JASON FOUNDATION'S
CHALLENGE TO EVERYONE TO
RAISE THE NATIONAL
CONVERSATION ABOUT THE
"SILENT EPIDEMIC" OF YOUTH
SUICIDE.

#IWONTBESILENT
#WEWONTBESILENT

 powered by
The Jason Foundation

ARE YOU UP FOR THE CHALLENGE?

The unfortunate news is that suicide is the 2nd leading cause of death in our nation for ages 10-24. Would you know how to respond if you recognized someone you know who may be thinking about suicide? The purpose of #IWONTBESILENT is to challenge anyone and everyone to raise the national conversation about the “Silent Epidemic” of youth suicide. Learn the warning signs 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 “Silent Epidemic” of youth suicide.

WHY PARTICIPATE

The Jason Foundation believes that education is the key to prevention. Our nation should be familiar with the warning signs associated with suicide, suicide facts & statistics, and how to find help for at-risk youth. Suicide is PREVENTABLE! Together, we can save lives! You may even save your friend, your neighbor’s child, a relative, or even your own son or daughter.

This User Guide will give you ideas on how you can participate and challenge your community, school, church, team, or business to raise the conversation on youth suicide prevention. All events should be completely voluntary and no one should be forced to participate. Be sure to take a lot of pictures during your event and share them with us.

The steps on the following pages explain how you can become involved and hold a successful group event. These steps are just suggestions, feel free to use your creativity to explore other ways to challenge those around you. Be sure to visit www.iwontbesilent.com to see the latest information on our #IWONTBESILENT campaign.



Don't Be
Silent

STUDENT, YOUTH GROUP, AND CHURCH INVOLVEMENT

The following steps will help you hold a successful #IWONTBESILENT awareness event.

STEP 1. Make sure you are cleared to hold a #IWONTBESILENT event. Always obtain approval from someone with authority within your school, youth organization, or church. You need to receive permission from leadership before moving forward with any activity.

STEP 2. Find a responsible adult that will assist in planning the event. Having a teacher, employee, or youth leader will help you have a successful campaign. This will be your main contact person so participants will know how to get more information.

STEP 3. Obtain the #IWONTBESILENT materials by downloading them from the #IWONTBESILENT website - www.iwontbesilent.com. You can instantly download all of the materials and have them in your hands in minutes.

STEP 4. Select a period of time to promote the campaign. Typically, one week is an ideal length to conduct activities.

STEP 5. Spread the word about your event by posting #IWONTBESILENT flyers around the school, building, or church. There are multiple flyers that can be displayed with permission. Have the #IWONTBESILENT signs printed so that everyone can take pictures and challenge friends. Detail the challenge through announcements if they are read in your school, organization, or church. Challenge sports teams, clubs, and other schools to participate in the campaign. #IWONTBESILENT stickers can be printed to be worn by printing on Avery labels.

STEP 6. Submit any and all pictures taken from the event to us on the #IWONTBESILENT site so that we can include them with others who have taken the challenge.

STEP 7. Consider hosting another event, either later in the school year or next year.



ADULT INVOLVEMENT

Businesses and organizations can take the #IWONTBESILENT challenge, as well.

STEP 1. Make sure to obtain approval from your CEO or someone at the executive level before beginning any awareness activities.

STEP 2. Select a staff member that will act as a point of contact within your business or organization. This person will act as the main point of contact for anyone wishing to get additional information.

STEP 3. Obtain the #IWONTBESILENT materials by downloading them from the #IWONTBESILENT website - www.iwontbesilent.com. You can instantly download all of the materials and have them in your hands in minutes.

STEP 4. Select a period of time to promote the campaign. Typically, one week is an ideal length to conduct activities.

STEP 5. Spread the word about your event by posting #IWONTBESILENT flyers around your building. There are multiple flyers available for your use. Print out the #IWONTBESILENT signs that your co-workers can take pictures with and challenge their friends and family. Leave information in your breakroom or kitchen to help create awareness. Share information regarding the campaign during staff meetings or conference calls that you may have. #IWONTBESILENT stickers can be printed to be worn by printing on Avery labels. A contest can be held between departments to generate involvement throughout the entire organization.

STEP 6. Submit any and all pictures taken from the event to us on the #IWONTBESILENT site so that we can include them with others who have taken the challenge.

STEP 7. Consider hosting another event, either later in the year or next year.



POINT OF CONTACT RESOURCE INFORMATION

Thank you for agreeing to help with the #IWONTBESILENT campaign as the main point of contact for your school or organization. Resources are provided should someone request additional information. While we believe most questions are addressed within the www.iwontbesilent.com website, we feel it is important to have a designated contact(s), especially with youth campaigns.

Questions about more statistics:

- The Jason Foundation's website features sections with current statistics and references. www.jasonfoundation.com
- CDC Youth Risk Behavioral Survey www.cdc.gov/healthyyouth/data/yrbs/index.htm
- CDC Violence Prevention – Suicide Prevention www.cdc.gov/ViolencePrevention/suicide/index.html
- National Institute of Mental Health www.nimh.nih.gov/health/statistics/suicide.shtml

Questions about programs and resources:

- The Jason Foundation's website has many programs for youth and adults, including:
 - B1 Project - B1 is designed to be quick, informative, and target the most important aspects of youth suicide prevention. 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.
 - A Friend Asks - A FREE smart-phone app that helps provide the information, tools and resources to help a friend (or yourself) who may be struggling with thoughts of suicide. Download the app today and encourage friends and family to do the same. Available on the Apple App Store and Google Play.
 - Online Professional Development Series for Adults - The Jason Foundation, Inc. series of online Staff Development Training Modules provide information on the awareness and prevention of youth suicide. These training modules are suitable for teachers, coaches, other school personnel, youth workers, first responders, foster parents and any adult who works with or interacts with young people or wants to learn more about youth suicide.
- A listing of other organizations that may be helpful can be found at www.jasonfoundation.com/youth-suicide/resources/.
- The National Council of Suicide Prevention is a national coalition of seven leading nonprofits working to end suicide in the United States. www.thencsp.org

Questions about resources regarding possible crisis situations:

- For emergencies or immediate concerns about safety, please dial 911.
- The National Suicide Prevention Lifeline (1-800-273-8255) will connect you with the closest certified crisis help call center. The toll-free line is available 24/7 for anyone in suicidal crisis or emotional distress.
- For schools:
 - Learn what your school protocol is for when a young person at-risk for suicide has been identified.
 - Identify and locate the proper counselor or teacher that should be contacted when an at-risk student needs help.

Of course, The Jason Foundation is available to help with additional resources or program support. Feel free to reach out to us at contact@jasonfoundation.com or 1-888-881-2323 with any questions or requests that you may have.

#IWONTBESILENT FAQs

QUESTION: Who is behind the #IWONTBESILENT challenge?

ANSWER: The Jason Foundation, Inc.

QUESTION: Who is The Jason Foundation?

ANSWER: The Jason Foundation, Inc. (JFI) is a non-profit 501c3 that 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.

QUESTION: Who can participate?

ANSWER: The #IWONTBESILENT campaign is appropriate for ages 12 and older.

QUESTION: I can't print everything. Can you send me materials?

ANSWER: Currently, we do not have materials available for shipping. Printed materials will be made available in the future. All flyers, signs, and materials are only offered via digital download at this time. There is no cost to download any of the materials associated with #IWONTBESILENT.

QUESTION: Who do I contact with more questions?

ANSWER: If you have questions or would like to speak to someone regarding #IWONTBESILENT, feel free to reach out to The Jason Foundation at contact@jasonfoundation.com or 1-888-881-2323.

QUESTION: My students are talking about suicide prevention, now what?

ANSWER: The Jason Foundation offers programs for youth suicide prevention for ages 12 and up. Consider instituting a student curriculum or one of our several other programs that go into more depth about youth suicide and how we can make a difference. Visit our site to see what would be applicable for your student body. Also, feel free to contact us and we can discuss what would be most appropriate for your needs.

QUESTION: Someone told me that they are thinking of attempting suicide. What should I do?

ANSWER: For emergencies or immediate concerns about safety, please dial 911. As a backup for emergencies and/or for questions or concerns on how to help an at-risk student call the National Suicide Prevention Lifeline at 1-800-273-TALK(8255) which will connect you to the closest certified crisis help call center.

QUESTION: Do you have any more resources?

ANSWER: JFI believes that awareness and education are the first steps to prevention. For this reason, we have several programs that target the main areas of influence on a young person's life. Our programs provide students, parents, and teachers with the tools and resources to help identify and assist at-risk youth. For more information on our programs and how to obtain them, visit The Jason Foundation's website at www.jasonfoundation.com.

QUESTION: When should we plan and not plan the event?

ANSWER: September is an ideal time to conduct a #IWONTBESILENT event as it is Suicide Prevention Awareness Month. That being said, almost any time is a good time to increase awareness about suicide prevention. Awareness events SHOULD NOT be conducted after a known suicide or attempt. The Jason Foundation recommends waiting 4 to 6 months after a known suicide or attempt before conducting activities for youth. Contrary to popular belief, suicide rates do not peak during the winter months. In fact, more suicides occur during spring months than any other period during the year.

QUESTION: How often should we do this?

ANSWER: Awareness events such as these can be conducted regularly to raise the conversation of youth suicide. Hosting activities such as these are ideal on an annual or semi-annual basis.