

Suicide Prevention Awareness Month Informational Packet

September 2020

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 6 – 12, 2020, 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 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.

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

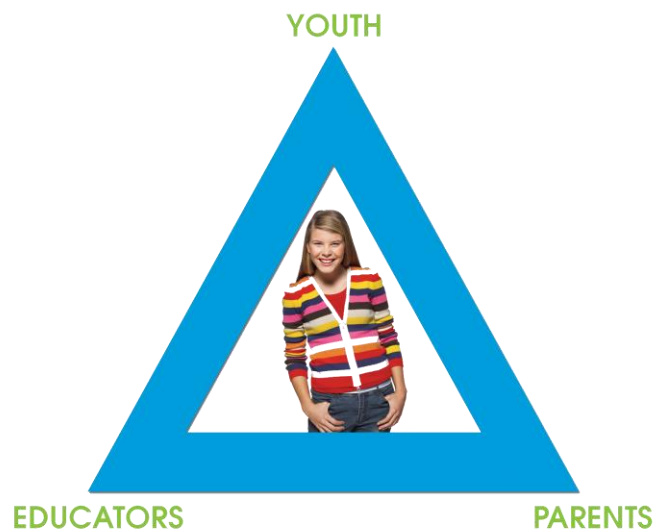
The Jason Foundation, Inc. (JFI) is dedicated to the prevention of the “silent epidemic” of youth suicide through educational and awareness programs that equip young people, educators/youth workers and parents with the tools and resources to help identify and assist at-risk youth.

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 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.



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



#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

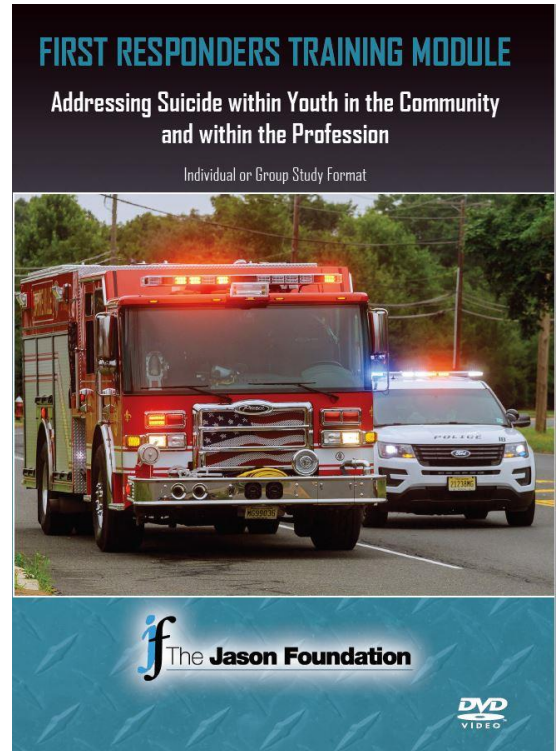


First Responder Training Module

The Jason Foundation is elated to announce a new program that is now available, our First Responders Training Module: Addressing Suicide with Youth in the Community and within the Profession. The goal of this training is to provide First Responders with the knowledge, skills and resources to enable them to be better able to recognize the signs of concern and elevated risk factors for suicidal ideation in youth within their community, as well as in co-workers and fellow first responders. As with everything that we do, the first part of the training focuses on statistics, warning signs, and information related to youth suicide. The second part of the module highlights stresses, statistics, and how to help fellow first responders. All Jason Foundation programs and materials are available at no cost.

More EMS workers, firefighters, and police officers die by suicide than in the line of duty. Researchers found that elevated levels of PTSD were associated with a higher likelihood of thinking about suicide and/or having a history of suicide attempts. Police officers, firefighters, and EMS workers suffer from PTSD at a rate 2 to 5 times higher than the general population. While we have been working on this training module for some time, we believe that the timing could not be more important than right now. Some first responders have been working around the clock to ensure that medical services are available to those dealing with the COVID-19 pandemic. Especially now, it is imperative that we provide them with the resources necessary to care for themselves, as well.

To [access the training](#), visit The Jason Foundation's website and look for First Responders under the How to Get Involved Tab. The module was designed for both individual study and group training.





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, Youtube and LinkedIn. Sharing our posts and information with your followers can be vital to our outreach during the month.

During the month of September, The Jason foundation will be releasing a weekly video covering different topics related to suicide prevention and our programs that are available for the community. These videos will be posted on Social Media and will be available for you to share with your followers as well.

Examples of Posts for Your Social Media:

- The key to preventing suicide is education. Learn the statistics associated with youth suicide and the warning signs often displayed. By being educated on this Silent Epidemic, you could help save a life. Learn more at: <https://jasonfoundation.com/>
- Suicide is the 2nd leading cause of death for ages 10-45 in our nation. #iwontbesilent about the epidemic of suicide and I challenge you to do the same! Visit, iwontbesilent.com to learn how to could make a difference in someone's life today.
- #iwontbesilent about youth suicide, and I challenge you to do the same! Learn the warning signs associated with suicidal thoughts at iwontbesilent.com
- Would you know how to recognize or respond if friend is struggling with thoughts of suicide? I am taking the B1 pledge so that I can Be Aware, Be Able to Identify and Be Prepared to React. Learn how you can to at: <http://b1.jasonfoundation.com/>
- "A Friend Asks" is The Jason Foundation's FREE smartphone app that can provide you with the tools and resources to help a friend who may be struggling with thoughts of suicide. Learn more at: <https://jasonfoundation.com/get-involved/student/a-friend-asks-app>
- 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 B1 at: b1.jasonfoundation.com



Suicide Prevention Articles

The following pages contain 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.

Social Isolation and Mental Health

Governmental and health entities are encouraging the public to self-isolate and social distance as we attempt to curb the impact of COVID-19 and its immediate threat to our communities. Mental health factors, such as loneliness and depression, can become issues as we limit the social interaction that most of us have become accustomed to on a daily basis. During these uncertain times, coping with the stress of losing jobs, deteriorating health, and the possibility of losing loved ones may lead to a sense of hopelessness.

Louise Hawkley, PhD, a senior research scientist with the research organization NORC at the University of Chicago, cited research that even perceived social isolation can be linked with adverse health conditions such as depression, poor sleep quality, and accelerated cognitive decline. The issues only become more substantial when the isolation is no longer just perceived, but immediate and ongoing.

There is also a prevailing concern that extended isolation may heighten risk for the population that have underlying mental health issues. Newcastle University epidemiologist Nicole Valtorta, PhD has said, "...loneliness has been found to raise levels of stress, impede sleep and, in turn, harm the body. Loneliness can also augment depression or anxiety." This isolation may lead those who are already suffering to experience deeper and more sustained problems.

Depression is one of the leading causes of suicide attempts across all ages. Mental or addictive disorders are associated with 90% of suicides. In 2018, the most recent figures available, over 48,000 Americans died to suicide. It is the second leading cause of death for the 12 – 18 (middle and high school aged), 18 – 24, and 25 – 35-year-old age groups. The number of suicide deaths for ages 10 – 14 have more than doubled within the last decade.

Depression can be exhibited in many different ways and we should be cognizant of those exhibiting several signs for an extended period of time. Some of the warning signs associated with depression include the following:

- Sudden, abrupt changes in personality
- Expressions of hopelessness and despair
- Lack of interest in activities once enjoyed
- Increased irritability and aggressiveness
- Withdrawal from family, friends and relationships

Social Isolation and Mental Health

At this point in time, it is more difficult to consult a doctor, speak to a therapist, and rely on the social network that we have built for support. It is increasingly more imperative to use the resources that are in place to get in touch with the professionals that can help us overcome some of the issues that have arisen as we experience less social connectedness. Utilization of telehealth and telephonic communication with our health care professionals will be of the utmost importance in a time where isolation is being recommended. Be sure to research what is available through your insurance or EAP providers.

If you or someone you love is struggling with depression 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 for anyone who is in suicidal crisis or emotional distress. The Crisis Text Line is a free 24/7 text line where trained crisis counselors support individuals in crisis. Text "Jason" to 741741 to speak with a compassionate, trained Crisis Counselor. Confidential support 24/7, for free.

The Jason Foundation is another resource available. The Jason Foundation is dedicated to the awareness and prevention of youth suicide through educational programs that equip youth, parents, educators, and the community with the tools and resources to identify and assist at-risk youth. Many times, a young person will exhibit clear warnings signs prior to an attempt. By knowing the warning signs, and knowing how to help, you could save a life. Visit The Jason Foundation's website to learn more about youth suicide, the warning signs, and how you can help make a difference. The Jason Foundation has never charged a school, community, or individual for the use of their programs or resources. www.jasonfoundation.com

COVID-19, Resiliency, and Connectedness

By now, we have all seen the extent in which our lives have been affected by the COVID-19 pandemic. While physical health is an area of concern for many, we must not lose sight of the mental toll these tempestuous times have thrust upon our everyday lives. The weight of losing or caring for loved ones, job insecurity, economic hardship, and unprecedented social safeguards have the potential to wear down even the most resilient of us. We need to be aware of those that have experienced mental health issues prior to the pandemic, as suffering could intensify during our current circumstances. The concerns raised above could cause feelings of depression, loneliness, and hopelessness to deepen. Depression is one of the leading causes of suicide attempts across all ages. Mental or addictive disorders are associated with 90% of suicides. In 2018, the most recent figures available, over 48,000 Americans died to suicide. Depression can be exhibited in [many different ways](#) and we should be cognizant of those exhibiting several signs for an extended period of time.

There are ways that we can combat these feelings and connect with those that we love. If you have been seeing a mental health professional, be sure to reach out to see if there are avenues to continue treatment. This may come in the form of telephonic communication or face-to-face contact through various online mediums (Facetime, Zoom, etc.). Limit the amount of time devoted to watching news or consuming content on social media. Exposure to copious amounts of negative information can be detrimental to your well-being. Attempt to maintain some form of physical activity, either within your home or outside while practicing safe habits. Connect with family, friends, and loved ones throughout the day. This is an ideal time to get in touch with those who you may not have spoken to in quite a while. Phone calls and video conferencing are great ways to allow yourself social connectedness without physical proximity. As humans, it is completely normal to experience a wide range of emotions, but we want to make sure that we do so in a healthy manner.

There are resources for help that should be utilized if you are experiencing problems. Utilization of telehealth and telephonic communication with our healthcare professionals will be of the utmost importance in a time where isolation is being recommended. Be sure to research what is available through your insurance or EAP providers. If you or someone you love is struggling with depression 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 for anyone who is in suicidal crisis or emotional distress. The Crisis Text Line is a free 24/7 text

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September is Suicide Prevention Awareness Month

September is National Suicide Prevention Awareness Month. National Suicide Prevention Week is September 6 – 12, 2020, 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
- **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.

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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.



[#IWONTBESILENT User Guide](#)

[#IWONTBESILENT Signs](#)

[#IWONTBESILENT for Schools](#)

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

[Crisis Support Team Flyer](#)

[Social Isolation and Mental Health Article](#)

[COVID-19, Resiliency, and Connectedness Article](#)