

Suicide Prevention Awareness Month Informational Packet

September 2021

The Jason Foundation, Inc.

www.jasonfoundation.com

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Why Suicide Prevention Month Matters

This informational packet includes ideas and suggestions for activities in which you can participate to help build awareness within your community. Articles have been provided should you have the opportunity either to share with an individual or for publication. We have also included suggestions for social media outreach.

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 5-11, 2021, with World Suicide Prevention Day on the 10th. Throughout the month, and especially during the week of September 5, individuals and organizations around the country have plans to highlight the problem of suicide and advocate its prevention.

Anyone, regardless of age, can participate in Suicide Prevention Awareness Month. Individuals, schools, offices, churches, and all types of organizations can conduct activities 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 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. There are several activities in which individuals of all ages can participate. 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 creates 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

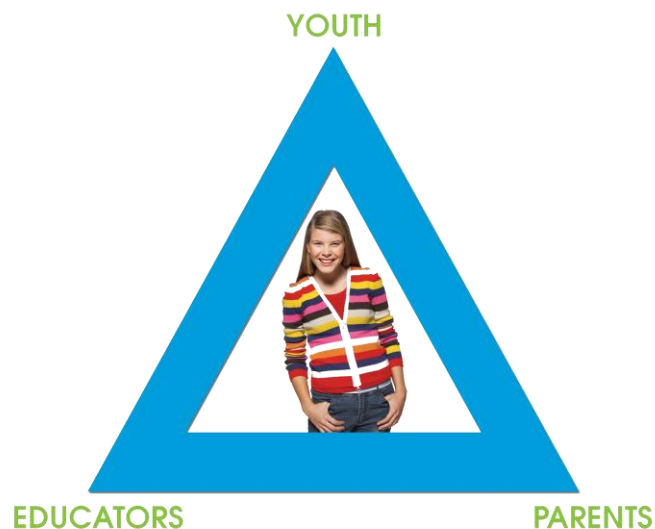
The Jason Foundation, Inc. (JFI) is dedicated to the prevention of the “silent epidemic” of youth suicide through educational and awareness programs that equip young people, educators/youth workers and parents with the tools and resources to help identify and assist at-risk youth.

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. Accomplished through a curriculum unit for students and informational seminars for teachers and parents, our 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 501c3 non-profit.

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 Bs 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 16, 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 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 unaware that the suicide is the second* leading cause of death for our middle and high school aged students (ages 12-18), and that it's only surpassed by "unintentional injuries." Across the nation, we lose more young people to suicide than to the combined total of the fifth through the 10th leading causes of death. For college youth (ages 18-22), suicide is also the second* leading cause of death, ranked only behind "unintentional injuries." According to the Centers for Disease Control, suicide is the second* leading cause of death for young people ages 10-24. Once again, suicide is only surpassed by "unintentional injuries, which includes car accidents, drownings, and accidental drug overdoses. Additionally, suicide is ranked as the second leading cause of death for our nation's youth ages 10-14.

(*) Statistical data from the CDC's WISQARS – 2019 (latest data)

18.8% of students (1 out of every 5) seriously considered suicide during the past 12 months*

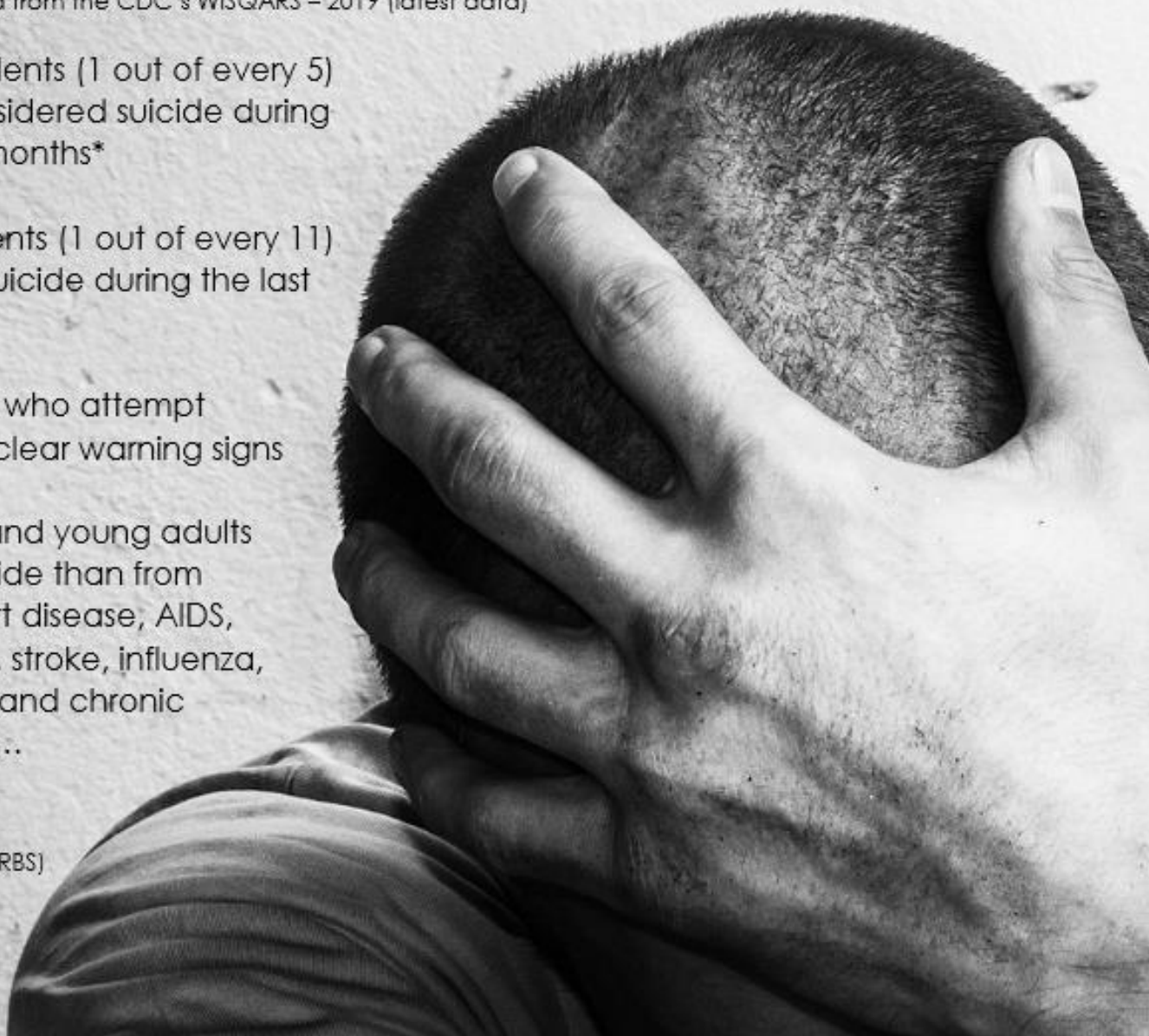
8.9% of students (1 out of every 11) attempted suicide during the last 12 months*

80% of teens who attempt suicide give clear warning signs

More teens and young adults die from suicide than from cancer, heart disease, AIDS, birth defects, stroke, influenza, pneumonia, and chronic lung disease...

COMBINED.

(*National 2019 YRBS)



#IWONTBESILENT

I Won't Be Silent

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 tragedy of youth suicide. Our nation should be familiar with the warning signs, suicide facts and 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 lots of photos 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 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





LIFE IN THE COVID ERA

The following is an excerpt from an article published by The Jed Foundation.

Despite the fact that the worst of COVID-19 seems to be behind us in the United States, we are unlikely to return to life as usual anytime soon. In addition to the sustained economic, political, educational, and social fallout we are struggling with, the cumulative mental health impact of the past year and a half likely will remain significant. Drug overdoses among adults and young people have increased and a number of school systems report that they have lost track of a significant number of students and are not certain if they will return. Families face unique challenges, as well. Divorce rates have crept up and are expected to continue to climb and systems designed to support families and young people in crisis, such as in homes where abuse is occurring, have been compromised and will take time to recover.

Such changes are occurring in a landscape of already emerging negative mental health effects.

Rates of substance use, depression and anxiety in young people (and adults) are on the rise; research suggests that over half (56%) of young adults (ages 18-24) report feelings of anxiety and/or depression and one in four report substance use and suicidal thoughts—significant increases from the previous year. This is echoed by significant increases in private mental health claims for youth ages 13-18, which show doubled rates of mental health service use over the previous year. Similarly, recent CDC data documents a 31% increase in mental health-related emergency room visits for children between the ages of 12 and 17 from March to October of 2020 compared to the same period in 2019.

The disruptions we've experienced are likely to have significant downstream consequences for youth, families, and ultimately for society at large. Experts suggest that many young people will experience profound and long-lasting mental health effects, disproportionately accrued to youth with preexisting mental health conditions, youth from marginalized or minority communities, and youth lacking supportive social networks. In addition, teens and young adults who found online learning exceptionally challenging or who relied on educational support disrupted by the pandemic may return to the classroom with significant educational gaps. For many families, the economic protections put in place by local, state, and federal governments may give way to duress as protections are lifted and current and backlogs of rent and/or mortgage payments come due. Moreover, shifts in work and school arrangements (e.g., in-person schooling to fully digital learning; working in an office to working from home, etc.), meant that youth in families where abuse was occurring were left without critical wrap-around services and will likely need deep support and connection.

It is important to note that, despite the clearly deleterious effects of the pandemic on teen and young adult mental health, not all young people and families suffered. One study of COVID-19 effects on youth ages 6-18, for example, showed that while nearly 70% showed deterioration in at least one mental health area assessed, 19–31% of children/adolescents experienced improvement in at least one domain. Notably, the most important predictor of mental health deterioration was the stress that resulted from social isolation.



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 intended neither as counseling for individuals nor as 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, please visit...

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 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 for free confidential support 24/7. 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 activities is to 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 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 second 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 you 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 you can share with individuals who may want additional information on youth suicide. They can 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.

You should follow certain guidelines and suggestions 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.

Are Suicide Rates Dropping?

Following a decrease in COVID-19 case numbers, the delta variant has once again caused a spike in the numbers of positive cases throughout the United States. Because large populations have chosen to be vaccinated, Americans haven't yet been asked to self-isolate and social distance as we were during the previous year.

The CDC recently reported provisional data from 2020 of COVID-19 deaths within the overall death rate from all other causes in the United States. Multiple causes for death were seen to increase during the pandemic such as heart disease and stroke, but attention has been brought to the decrease in suicides during 2020 as evidence that pandemic impacts did not increase suicides but demonstrated a decrease in reported suicides. Though we are glad that the number of suicides were down in a year when there was a viable concern, we must evaluate the reasons why the number may have decreased and continue to prioritize mental healthcare and suicide prevention as we are still in the pandemic environment.

Proactive suicide awareness campaigns when combined with increased access to mental healthcare have a significant impact on the reduction of suicide-related deaths. As we continue to deal with the impacts of the COVID-19 pandemic, we must not forget that we are not back to a pre-COVID medical, social, or psychological environment. We must continue to educate and create awareness to mental health issues and highlight the risk and preventability of suicide for those not yet being treated. We must focus on continued support from communities, insurers, and governments for mental health therapy and support for outpatient and inpatient psychiatric care programs.

Thankfully, the number of deaths from suicide were down in 2020, a year in which many were concerned about an increase. Addressing mental health issues along with suicide awareness and prevention has driven society to be more open about discussing mental health issues and actively seeking treatment. We must continue the awareness and educational campaigns while simultaneously improving access to mental healthcare treatment.

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.

September Is Suicide Prevention Awareness Month

September is National Suicide Prevention Awareness Month. National Suicide Prevention Week is September 5 – 11, 2021, with World Suicide Prevention Day on the 10th. Throughout the month, and especially during the week of September 5, organizations and individuals across the country will be conducting activities to draw attention to the 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 125 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](#)