



# THE JASON FOUNDATION, INC.

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## A YEAR IN REVIEW



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## A MESSAGE FROM CLARK FLATT

*President of the Jason Foundation and Jason's Dad*

As we concluded 2021, The Jason Foundation and the global community continued to face challenges due to the COVID-19 pandemic. We were experiencing an unprecedented business climate with no insight on how to address the many challenges that the ongoing pandemic posed for businesses and communities. Changes in school climates from in-person to virtual in many of the areas we serve provided additional challenges, as we were not able to deliver our services and resources in the same manner as we have for the last two decades.

The Jason Foundation along with our dynamic “Five Stones” (our National Community Affiliates- Acadia Healthcare, HCA Healthcare, Signature Healthcare, Springstone, and Strategic Behavioral Healthcare) and our Pillar Division took this challenge head-on knowing that our programs and resources were needed more than ever, considering the pandemic’s impact on mental health. As you will see in the following pages, we initiated additional avenues to provide our possibly life-changing/life-saving programs and resources to communities across our nation.

In 2021, we:

- Expanded to over 160 affiliate offices across the nation, making The Jason Foundation one of the largest and oldest non-profits in the nation whose sole mission is the prevention of youth/young adult suicide.
- Excelled in providing our programs and services during unprecedented times
- Nurtured our ongoing relationships with our FIVE STONES and other organizations and state agencies, positioning us well financially to meet our 2022 program goals.
- Began the development of several new programs and resources such as our statewide focused program #TNWontBeSilent.

I believe that 2022 will be another great year for The Jason Foundation despite the continued impact of the pandemic. This is due in large part to our supporters and friends...as it has been for almost twenty-five years in a row.

Thank You!

Sincerely,



Clark Flatt  
President, The Jason Foundation, Inc.

# YOUTH SUICIDE

## *A National Public Health Crisis*

Stigma has been an issue for mental health efforts for decades and it is this same stigma that has also hampered efforts in addressing the pressing issue of youth suicide. To understand the mission of The Jason Foundation and our efforts, it is important to first share about this tragedy of youth suicide and how it is impacting young people and families across the nation.

According to the latest numbers released, we are averaging 125 young people (ages 10-24) lost to suicide each week in our nation. Because of this, The Jason Foundation has dubbed this public health crisis as a “Silent Epidemic” due to the numbers lost and the lack of attention this crisis is receiving. Think about it - what other type of health crisis could be taking an average of 125 young lives each week and we not, as a nation, be demanding it be addressed with all the efforts we have available. Let’s look at some other facts that bring more into focus the impact of youth suicide in our nation today.

- Suicide is the 2nd leading cause of death for our nation’s youth ages 12-18 (our middle and high school aged youth).\*
- For our college-age youth ages 18-22, suicide is the 2<sup>nd</sup> leading cause of death for our nation’s youth.\*
- For pre-teens ages 10-14, suicide is now the 2nd leading cause of death.\*
- For ages 10-24, suicide is the 2nd leading cause of death. \*
- For the overall age group of 10-44, suicide is the 2<sup>nd</sup> leading cause of death – only surpassed by the grouping “Unintentional Injuries” (which includes car accidents, drug overdoses, drowning, etc.). \*

Another good source on the impact of youth suicide in our nation can be found in the Center for Disease Control’s (CDC) “Youth Risk Behavioral Survey” (\*\*) which is conducted every two years by the CDC and 42 state Departments of Education / Health. The 2019 results:

- 36.7% or over 1 out of 3 young people reported that they had felt “sad or hopeless almost every day for two weeks or more in a row” – the possible beginning of depression (one of the leading causes of suicide) in the past 12 months.
- 18.8% - Almost 1 out of 5 – reported they had “seriously considered suicide in the past 12 months.”
- 15.7% - Almost 1 out of 6 – reported they had “made a plan to commit suicide” elevating the situation from a concern to a crisis mode.
- 8.9% - Almost 1 out of 11 young people – reported that they had “attempted suicide one or more times in the past 12 months.”

With almost 1 out of 11 young people (grades 9-12) reporting that they have attempted suicide one or more times in the past twelve months, we must be alarmed at the magnitude of impact that suicide and suicidal ideation has on our society today.

Suicide has been declared a leading cause of death for our nation’s youth...It has also been declared by those same reports as a leading cause of preventable death for our nation’s youth. The key word here is preventable. Prevention begins with awareness and is built upon the foundation of education and training. We at The Jason Foundation are proud to be a part of building that foundation since 1997.

***(\*\*) The Center for Disease Control Youth Risk Behavioral Survey (YRBS) is conducted every two years with the latest report being in 2019. There are 44 states and 28 local surveys conducted among students in grades 9-12. Public and Private schools were utilized. Some states also choose to utilize the report in middle school grades.***

***(\*) Center for Disease Control – WISQARS 2019***

# THE JASON FOUNDATION, INC.

*The Nation's Leader in Youth Suicide Awareness and Prevention*

## OUR BEGINNING

On July 16, 1997, Jason Flatt took his life by suicide at 16 years old. In the aftermath of this tragedy, family and some close friends were desperately trying to understand this “thing called suicide” that had entered and taken a son, a brother, a friend. It was during this effort that we found that suicide (in 1997) was the 3rd leading cause of death for youth. Despite the impact that youth suicide was making across communities throughout the nation, this group found that very little in awareness and prevention was being done... so The Jason Foundation, Inc. (JFI) was born October 1, 1997.

## OUR MISSION

Our mission is simple, The Jason Foundation, Inc. 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 / communities with the information, tools and resources to help identify and assist at-risk youth.

## OUR STRUCTURE

The Jason Foundation is a result of the support of our “Five Stones” – National Community Affiliates. Acadia Healthcare, HCA Healthcare, Signature Healthcare, Springstone, Inc. and Strategic Behavioral Health comprise our “Five Stones”. The Five Stones concept is built upon the story of David and Goliath. David, before the battle with the giant Goliath, prepared himself by going to a stream where he selected five stones to do battle. As JFI faces the Goliath of youth suicide, we also prepared ourselves by selecting “Five Stones” who bring their passion and resources in unity with JFI for the battle for our youth. Through our Five Stones, JFI has created the nation’s largest staffed network of affiliate offices. As of January 1, 2022, the network consisted of 161 Affiliate Offices located in 39 states that provided services for all 50 states.

## OUR OUTREACH

JFI provides programs and resources for youth, educators, youth workers, parents and communities. The Jason Foundation is the #1 provider of youth suicide awareness and prevention Professional Development / In-Service Training for educators. In 2021, we provided over 180,000 trainings of educators in 50 states! We added 591 new school curriculum contracts that impacted over 422,671 new students to JFI programs. With our awareness efforts, we exceeded 7.6 million social media impressions and 7.5 million potential viewing audiences by our print media campaign. Our website had 506,801 sessions / visitors in 2021. This is a daily average of 1,388+ visitors per day in 2021.

## BOARD OF DIRECTORS- 2021

**General Thurbert Baker**  
Former Attorney General – GA,  
Partner – Denton US, LLP

**Coach Todd Berry**  
Executive Director – American  
Football Coaches Association

**Terry Bridges \***  
Healthcare Professional

**Don Bruce**  
CEO / Founder – American  
Home Design

**Clark Flatt \***  
President – JFI

**Connie Flatt \***  
JFI Corporate Partner

**John Flatt, M.D. \***  
Chairman – JFI Board,  
Pediatric Neurologist –  
Marinus Pharmaceuticals

**Mike Garone**  
Vice President of Development –  
Strategic Behavioral Health

**Gordon Gee**  
President – West  
Virginia University

**General Alberto Gonzales**  
Former U.S. Attorney General,  
Dean – Belmont University

**William Helou**  
Member – WSM Legal, PLLC

**General Jim Hood**  
Former Attorney General – MS

**Joey Jacobs**  
Healthcare Professional

**Brent Longtin**  
Regional Vice President – CA  
Signature Healthcare

**David Martin \***  
Business Development / Sports  
Affiliations – JFI

**Osei Mevs**  
Vice President of Government  
Relations – Acadia Healthcare

**Eric Paul**  
President – HCA Behavioral  
Health Services

**Jeff Pritchard**  
Senior Vice President of  
Operations – Springstone

**Michele Ray \***  
Senior Vice President / Chief  
Executive Officer – JFI

**Jim Schnuck \***  
Healthcare Professional

**Jim Shaheen**  
Founder / Chairman – Shaheen  
Strategic Investments, LLC

**Cindy Sheriff**  
Employee Assistance and  
Benefit Advisor

**General Paul Summers \***  
Former Attorney General – TN,  
Former Senior Judge – TN,  
Director of Government / Corporate  
Relations – JFI

**Sandy Webster \***  
Chairman – JFI Board  
Membership Committee

*(\*) Member of Executive Board*



## FIVE STONES- NATIONAL COMMUNITY AFFILIATES

The “heart” of JFI lies within our “Five Stones” National Community Affiliates listed below. Their collaboration with JFI creates the nation’s largest network of affiliate offices serving communities in all 50 states. As of production of this Annual Review (January 2022), the JFI National Affiliate Network consists of 161 affiliate offices located in 39 states. These offices provide the full array of JFI’s programs and resources on a local community effort, and they provide these services at no-charge to any school, youth organization or community to which we agree to provide services. We are very proud to introduce- by order of their affiliation- our Five Stones.

### ACADIA HEALTHCARE

Headquartered in Franklin, Tennessee, Acadia Healthcare was established in January 2005 to develop and operate a network of behavioral health facilities across the country. Acadia provides psychiatric and chemical dependency services to its patients in a variety of settings, including inpatient psychiatric hospitals, specialty treatment facilities, residential treatment centers, outpatient clinics and therapeutic school-based programs. As of September 30, 2021, Acadia operated a network of 230 behavioral healthcare facilities with approximately 10,200 beds in 40 states and Puerto Rico. With more than 20,000 employees serving approximately 70,000 patients daily, Acadia is the largest stand-alone behavioral health company in the U.S. Acadia provides behavioral healthcare services to its patients in a variety of settings, including inpatient psychiatric hospitals, specialty treatment facilities, residential treatment centers and outpatient clinics.



### HCA HEALTHCARE

One of the nation’s leading providers of healthcare services, HCA is made up of locally managed facilities that include 185 hospitals located in 20 states and the United Kingdom. It is headquartered in Nashville, Tennessee. HCA uses its vast clinical knowledge, innovative operating strategies, scale and stability to transform healthcare and help communities thrive. By conducting large-scale clinical research with partners including Harvard Pilgrim Institute and the CDC and using data from more than 32 million patient encounters each year, HCA has published several medical studies in peer-reviewed journals, including the groundbreaking REDUCE MRSA study published in the New England Journal of Medicine. Research and clinical protocols developed by HCA physicians, nurses, pharmacists, data scientists and others are helping develop new standards of care and saving lives in hospitals across the country.



### SIGNATURE HEALTHCARE SERVICES

Signature Healthcare Services, LLC (SHS) based in Corona, California, is one of the largest privately held psychiatric hospital companies in the country, serving thousands of patients every year.

SHS delivers mental health and substance abuse treatment through its hospitals located in California, Illinois, Massachusetts, Nevada, Arizona, and Texas. All facilities are accredited by CMS and The Joint Commission, the highest authorities in healthcare. Each hospital has a comprehensive treatment team to ensure quality patient care. A variety of inpatient and outpatient programs along with aftercare and 12 Step programs are offered at each location. Each hospital contracts with most managed care companies and accepts patients on a voluntary basis. SHS is committed to providing excellence in quality patient care.



## SPRINGSTONE

Springstone, based in Louisville, Kentucky, will transform the delivery of behavioral health services and solve the largest healthcare challenge of our generation, the lack of access to quality care for mental illness and addiction. They:



SPRINGSTONE®

- Engage with patients, families, employees, communities, healthcare providers, and health insurers to increase access to behavioral healthcare
- Provide a continuum of care that delivers the right care, in the right place, at the right time, at the right cost
- Partner to integrate behavioral and medical healthcare to improve the health of populations and reduce the per capita cost of healthcare
- Be nationally known for providing high quality, consistent, evidence-based, and innovative care
- Decrease suicide rates, decrease addiction-related deaths, reverse the decline in life expectancy, and improve productivity in the communities we serve
- Destigmatize mental illness and addiction, which are conditions that transcend race, gender, age, and socioeconomic class

## STRATEGIC BEHAVIORAL HEALTH

Founded in 2006 and headquartered in Memphis, Tennessee, Strategic Behavioral Health (SBH) continues to strive toward being one of the top behavioral healthcare organizations in the U.S.



STRATEGIC  
BEHAVIORAL HEALTH

Their goal at each SBH treatment center is to help their patients overcome their personal challenges and create a positive environment through compassionate caregivers, family, and friends that allow patients to regain control of their life during and after treatment. Each of their unique locations specialize in an innovative and effective treatment process. They understand each patient has a unique set of challenges that almost always require a custom treatment plan. To ensure successful treatment and recovery, each patient works with a team of trained professionals that set up a personalized treatment and recovery plan that addresses each direct and indirect challenge. Using an interdisciplinary team of professionals, their patients and families can rest assured that they will receive an exceptional level of service and care.

## THE PILLARS

Along with JFI's "Five Stones", there are also JFI's "Pillars". The "Pillars" play a role in areas where our affiliate outreach is very limited. These offices serve communities with JFI's programs and resources on a local community effort, and they offer these services at no-charge to any school, youth organization or community.

### CENTERPOINTE HOSPITAL OF COLUMBIA

CenterPointe Hospital of Columbia provides mental health and addiction treatment services for adolescents, adults and senior adults. They provide a wide range of behavioral healthcare services- including acute inpatient, intensive outpatient, detoxification and medication assisted treatment- to youth, adults and seniors. JFI has one office with Centerpointe located in Missouri.



### HAWAII BEHAVIORAL HEALTH

Hawaii Behavioral Health was created in 1993 to develop a system of integrated services to meet the needs of Hawaii's youth and families through innovative, culturally relevant, best practices. Our programs are offered through their locations on the Big Island, Oahu and Kauai.



### NEWPORT ACADEMY

Newport Academy is a series of evidence-based healing centers for adolescents and families struggling with mental health issues, eating disorders, and substance abuse. They treat individuals, ages 12-22, struggling with teenage depression, teen anxiety, eating disorders, teen trauma, teen dual diagnosis, and teenage substance abuse. JFI has two offices with Newport in Connecticut.



Empowering Teens. Restoring Families.

### PERIMETER HEALTHCARE

Perimeter Healthcare is one of the leading behavioral health care providers in the country for children, adolescents, adults and senior adults. They deliver hope to patients through the delivery of comprehensive and dedicated treatment programs. JFI has two offices with Perimeter in Alabama and Tennessee.

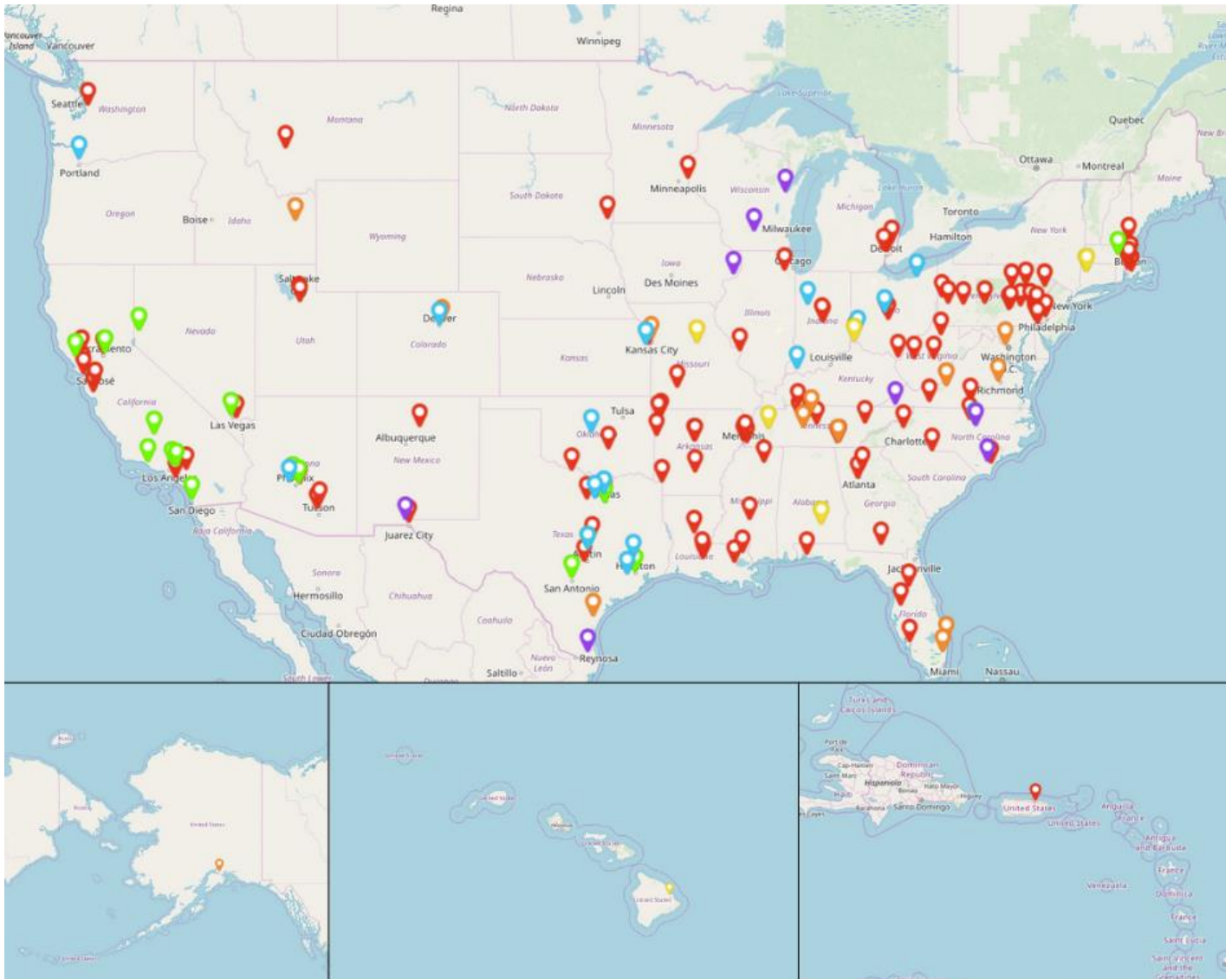


### SUN BEHAVIORAL HEALTH

SUN Behavioral Health is a team of dedicated, compassionate professionals committed to improving the health and well-being of the people and communities they serve. They partner with hospitals, doctors, schools and social service agencies to solve the unmet behavioral health needs that exist in neighborhoods across the country. JFI has one office with SUN in Kentucky.



# OUR AFFILIATE OFFICES



 - Acadia	 - HCA
 - Signature	 - Springstone
 - Strategic	 - Pillars



## NATIONAL AWARENESS AFFILIATES

The Jason Foundation is proud to have four National Awareness Affiliates whose collaboration provides both public and private connections in raising awareness about youth suicide and promoting JFI's programs and resources.

### AMERICAN FOOTBALL COACHES ASSOCIATION (AFCA)

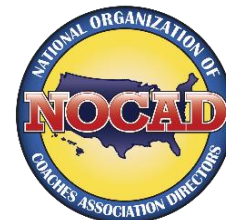
The American Football Coaches Association (AFCA) is an organization made up of more than 11,000 members representing coaches from all divisions across the nation.

AFCA's affiliation with JFI started in January 2004. The Ambassador Program utilizes high-profile coaches to help educate the public about the problem of youth suicide. As Ambassadors, the coaches provide public service announcements (PSAs) in their states and support youth suicide prevention in many other public forums. Many of the nation's top college and university coaches serve as AFCA/JFI Ambassadors.



### NATIONAL ORGANIZATION OF COACHES ASSOCIATION DIRECTORS (NOCAD)

National Organization of Coaches Association Directors' (NOCAD) chartered mission is to generate revenue and provide active support to the member states for the benefit of their high school's multi-faceted student-related activities and athletic programs. NOCAD states reach across the country from Connecticut to Hawaii and Oregon to Florida. Their annual meetings are held at various locations across the country. Each state member is a valuable part of the organization and contributes to its achievements. There are 38 NOCAD membership organization and they reach more than 145,000 coaches.



### NEW DIRECTIONS

New Directions provides support for JFI's telephonic resources. New Directions is committed to improving health through change. For over 25 years, they have been helping people live healthier lives by focusing on the behavioral health of those they serve. Members receive care that is coordinated, focused on whole-person health and individualized. New Directions serves over 15 million people nationwide with high-quality, clinical-first care.



## ATTORNEYS GENERAL

Attorneys General in many states have made a commitment to work with JFI as JFI / AG State Ambassadors. In March 2004, the National Association of Attorneys General (NAAG) passed a resolution urging AGs to become involved in youth suicide prevention and commended JFI for its work nationally. Four former State Attorneys General and a former U.S. Attorney General serve as a part of our Board of Directors. For 2021, the Attorneys General Ambassadors are:



### ATTORNEYS GENERAL STATE PROGRAM



Steve Marshall  
Alabama



Mark Brnovich  
Arizona



Leslie Rutledge  
Arkansas



Phil Weiser  
Colorado



William Tong  
Connecticut



Kathy Jennings  
Delaware



Karl A. Racine  
District of  
Columbia



Ashley Moody  
Florida



Chris Carr  
Georgia



Leevin T. Camacho  
Guam



Holly Shikada  
Hawaii



Lawrence Wasden  
Idaho



Kwame Raoul  
Illinois



Tom Miller  
Iowa



Derek Schmidt  
Kansas



Jeff Landry  
Louisiana



Brian Frosh  
Maryland



Maura Healey  
Massachusetts



Keith Ellison  
Minnesota



Lynn Fitch  
Mississippi



Eric Schmitt  
Missouri



Doug Peterson  
Nebraska



Aaron D. Ford  
Nevada



John Formella  
New Hampshire



Hector Balderas  
New Mexico



Josh Stein  
North Carolina



Wayne Stenehjem  
North Dakota



Ellen Rosenblum  
Oregon



Josh Shapiro  
Pennsylvania



Peter Neronha  
Rhode Island



Alan Wilson  
South Carolina



Jason Ravnsborg  
South Dakota



Herbert H.  
Slatery, III  
Tennessee



Ken Paxton  
Texas



Sean Reyes  
Utah



TJ Donovan  
Vermont



Patrick Morrissey  
West Virginia



Bridget Hill  
Wyoming

## JFI CELEBRITY AMBASSADORS

### PHILLIP FULMER

*Former Head Football Coach- University of Tennessee, University of TN – Athletic Director, National Football Hall of Fame Coach, National Spokesperson – JFI (Since 1998)*

Phillip Fulmer became The Jason Foundation's National Spokesperson in May 1998 and continues today in that same position. Much of the success of The Jason Foundation is the result of Coach Fulmer's passion and support of our mission. Coach Fulmer introduced JFI to the American Football Coaches Association in 2004 which led to the AFCA affiliation with The Jason Foundation...one of the pivotal changes for JFI. Coach Fulmer, along with Charlie Daniels, hosts "The Phillip Fulmer & Charlie Daniels Golf Classic" each year which is a major fundraiser for The Jason Foundation.



### CHARLIE DANIELS

*Country Music Entertainer, JFI Celebrity Champion Ambassador Since 2004*

On July 6<sup>th</sup>, 2020, JFI lost long time supporter and legendary entertainer Charlie Daniels. Charlie Daniels became a celebrity spokesperson for JFI in 2003 and for almost two decades he helped promote our mission through various means including interviews, public service announcements, and co-hosting The Phillip Fulmer & Charlie Daniels Golf Classic. His passion for saving young lives was apparent through his efforts to prevent the tragedy of youth and young adult suicide. Charlie's impact continues today, and we are forever grateful for the many wonderful accomplishments that he helped JFI achieve.



### RASCAL FLATTS

*American Country Music Entertainers: Gary LeVox, Joe Don Rooney, Jay DeMarcus, JFI Champion Celebrity Ambassadors Since 2011*

Rascal Flatts have been instrumental in the development of The Jason Foundation's "B1" program which demonstrates how a friend – especially an informed friend - can make a difference in suicide prevention. From personal appearances to public service announcements for local and national TV spots, Rascal Flatts brought an enormous amount of attention to the B1 Program. They now continue with their individual and collective support.



## NATIONAL ADVOCATES

### MALLORY FULLER

In 2013, Mallory was a sophomore in high school when she lost a dear friend to suicide. The family of this young man worked with The Jason Foundation to help pass The Jason Flatt Act in Texas in 2015. That year, Mallory travelled with the family to testify on behalf of the act. Once in college, Mallory began training her fellow students through a program that we helped her develop titled “Flatt Out of Time.” She connected with and presented to student organizations and Greek-life.



Mallory has been active within the pageant scene for several years and has used her platform to promote suicide prevention and awareness. In her time as Miss Colleyville, she distributed B1 information and materials to others. Mallory was awarded the title of Miss Texas in June of 2021 and continues to promote the message of prevention in all outlets provided by this wonderful achievement. Mallory has also published a children’s book called *Henry’s Happy Heart*. “This book is intended to start a conversation between the reader and the young audience about emotions and mental health. It focuses on the importance of goal setting, talking to trusted adults about our feelings and emotions, and building friendships.”

### BAILEY JAMES

Bailey James became The Jason Foundation’s first National Youth Advocate in 2016. In this position, she brings her passion and outreach to help fight the “Silent Epidemic” of youth suicide. Bailey is a rising country songstress and social media sensation. Bailey provides information about the B1 Project and “A Friend Asks” during her school performances. She helps spread JFI’s mission to the forefront of her social media presence, as well. Unfortunately, Bailey and her family have been affected by the tragedy of youth suicide with the loss of her brother to the Silent Epidemic.



## A LOOK AT 2021

### *The Major Outreach Programs and Numbers*

The outreach numbers for 2021 are the result of the combined efforts of our National Affiliate Office Network made possible by our National Community Affiliates.

### IN-SERVICE / STAFF TRAINING MODULES / JFI'S VIRTUAL LEARNING LIBRARY

JFI provides staff awareness and informational programs for educators, youth workers and others who work with youth organizations. These programs are provided by direct JFI staff presentation, CD/ DVD Resources or by JFI's Online Virtual Library hosted on JFI's website. Many schools utilize these programs to provide In-Service or Professional Development training resources for certification and continuing education credit.

- |                                    |         |
|------------------------------------|---------|
| • DVD Facilitator Module Trainings | 13,572  |
| • JFI Staff Presented Trainings    | 6,614   |
| • Online Library Training          | 160,722 |

*Total 2021 trainings* *180,908 educators*

### "A PROMISE FOR TOMORROW"

A school-based curriculum designed for utilization within a school's current Health and Wellness program. It was designed for use in middle and high school settings. It is a 3-5-unit, classroom presentation that teaches awareness and prevention in the 3rd person – "How I can help a friend". It is a clinical, evidence-based program with over 18 years of field testing by classroom use (updated every two years but basic program remains the same). JFI believes it has one of the best field-tested programs and "do no harm" record of any program in the nation. Recently, the program has been digitalized to allow distribution by CD or by online download which enables higher distribution with lower costs.

- |   |         |
|---|---------|
| • New School Curriculums Signed in 2021 | 591     |
| • Updated School Programs               | 812     |
| • New Students School Curriculum 2021   | 210,119 |
| • Updated Number of Students Reached    | 212,552 |

*Total students reached through new and updated programs* *422,671 students*

***This total does not account for schools and organizations that are utilizing JFI's criteria from previous years***

## PARENT, CIVIC, COMMUNITIES SEMINARS & LUNCH AND LEARN PROGRAMS

Our original communities' seminars are still one of our most popular and important programs provided by JFI. Creating awareness with parents and communities about the magnitude and impact of youth is the first step in building a successful prevention campaign. These programs also help train individuals to recognize "warning signs" that four out of five young people exhibit prior to a suicide attempt. The program stresses the need to put together an action plan before it is needed in order to react timely and correctly should a suicidal situation arise. These programs primarily are for adults and leaders in the communities.

- Event Presentations 568 group events
- Health Fair Presentations 525 events
- Webinar Presentations 223 webinars

*Total adults reached through these programs* 68,216 adults

## SUICIDE AWARENESS AND PREVENTION FOR THE COLLEGE CAMPUS

A program designed to be used on a college or university campus within a classroom or group setting providing students with knowledge, skills and strategies that will enable them to help a friend (or themselves) who may be depressed or considering suicide.

- Event Presentations 20 presentations

*College students impacted through this program* 687 college students

## FAITH BASED PROGRAM

For several years, JFI has had a shortened version of our school-based program that churches have utilized for youth group programs and trainings. It deals with awareness and prevention in a clinical / educational process. JFI was asked repeatedly to develop an additional segment of this program to address "How is my Faith involved with suicide prevention?" After two years of development (representatives from several faiths were involved) and field testing, JFI released its Faith Based Program in the spring of 2009.

- Event Presentations 57 presentations

*Youth impacted through this program* 365 youth

## "A FRIEND ASKS" SMARTPHONE APPLICATION

JFI has created a web-based / smart-phone app that provides information, tools and resources for young people, and those who work with youth, that is always as close as your smartphone. Warning signs, elevated risk factors, how to help a friend, dos and don'ts and an instant connectivity function that will put the caller in touch with the closest available National Suicide Prevention Lifeline Crisis Center that is available to their location.



*New Downloads in 2021*

4,150 downloads

## PUBLIC AWARENESS CAMPAIGNS / SOCIAL MEDIA OUTREACH

(Social Media Platform consists of Facebook, Twitter, Pinterest, LinkedIn, and Instagram) Our social media outreach is tracked on a weekly basis and results of individual posts can be seen in real time on platforms such as Facebook. This has allowed us to see what types of posts / messages garner the most attention by our followers on these social media platforms. Many of JFI's posts direct readers to resources and other support programs.

The JFI website is more than a website to find out more about an organization's mission, programs, location and contact information. JFI's site is quickly being realized as a "go-to" site for the most up-to-date information, tools and resources addressing the national public health crisis of youth suicide. Also, visitors can download complete programs, resources and other tools directly from our site. JFI utilizes our web presence as an educational and awareness tool.

The Jason Foundation markets through multiple traditional means, including billboards, public service announcements, local news broadcasting, and newspapers. Towards the end of 2021, JFI partnered with Sinclair Broadcast Group, the Tennessee Association of Broadcasters, and Lamar advertising to reach communities across Tennessee to promote our *Tennessee Won't Be Silent* Campaign.

- Social Media Impressions / Contacts      7.6 million
- Website Visitors                                506,801 / Approximately 1 per minute
- Radio, TV, Newspaper, Billboard, PSAs    13.7 million potential audience

*Total Outreach 2021*

*21.8+ million*

## "B1" PROJECT

The B1 Project is The Jason Foundation's peer support program. The purpose of the B1 Project is to educate youth, students, parents, youth workers, and the community to recognize the warning signs of youth suicide and how to help a friend, family member, or a loved one. Its theme is "Someone you know may need a friend, B1." We want the user to Be Aware of the issue of suicide, to Be Able to recognize someone struggling, and Be Prepared to react should you identify that friend in trouble.



B1 began as a collaborative effort with Rascal Flatts, and it now continues with their individual and collective support. The program recently underwent a visual overhaul to appeal to a broader audience base. New materials were developed, and the website was redesigned. Find more information by visiting [B1.jasonfoundation.com](https://www.b1.jasonfoundation.com).

## AFFILIATE OFFICES: ONE ON ONE MARKETING PROJECTS / NEW STAFF ORIENTATIONS

JFI's affiliate offices hold many orientations and meetings where our information is presented, including One on One Marketing and new hire orientations. One on One Marketing includes daily introductions to JFI and our programs. Much of the general outreach from our JFI Representatives do not come in the form of extended trainings or curriculum for youth. One on One Marketing contacts are connections with community members to share information on youth suicide, The Jason Foundation, and what is available to them through their Affiliate Office. Our Jason Foundation Representatives throughout the country market our mission and programs to the communities that they serve. It is also immensely important that their colleagues and other employees of the Affiliate Office are aware of what is available to them through our affiliation. New hire orientations are a wonderful outlet to inform staff about JFI and our services.

- Events / Introduction Meetings 2,196

*Numbers Impacted* 158,503

- Number of Orientations 570

*Number of Staff Attending* 4,128

## GUARD YOUR BUDDY – TENNESSEE NATIONAL GUARD – SUICIDE PREVENTION PROJECT

A program/resource for the Tennessee National Guard dealing specifically with suicide prevention and helping with life issues that left unaddressed can result in suicidal ideation. A collaboration with the Tennessee National Guard, The Jason Foundation, and E4 (a national EAP service), "Guard Your Buddy" was launched in December 2011.



*Website Visitors 2021* 2,274

## THE JASON FLATT ACT

This legislation has been passed in 21 states. Tennessee, Louisiana, California, Mississippi, Illinois, Arkansas, West Virginia, Utah, Alaska, South Carolina, Ohio, North Dakota, Wyoming, Montana, Georgia, Texas, South Dakota, Alabama, Kansas, Idaho and Rhode Island have all passed The Jason Flatt Act. The legislation works within the guidelines of a state's In-Service Training / Certification for a teacher and in 19 of the 21 states the training is mandatory. JFI is working with several other states in introducing The Jason Flatt Act legislation to their states in 2022. In 2021, over 180,000 educators / teachers were trained by JFI's National Network of Affiliate Offices.

***When combining all program related events in 2021, The Jason Foundation's Affiliate Office Network conducted 195,470 events / activities / trainings. That represents an average of 535+ events / trainings every day of 2021 accomplished by The Jason Foundation's National Network of Affiliate Offices.***

## A LOOK AT FIVE YEARS OF OUTCOMES

A single year's outcomes sometimes does not demonstrate a consistent impact over time. Even with the unprecedented impact of COVID-19, JFI continued to reach exceptional numbers. We wanted to share some of JFI's major programs outcomes from 2017 – 2021.

### IN-SERVICE / PROFESSIONAL DEVELOPMENT TRAINING FOR EDUCATORS:

- DVD Facilitator Module Trainings 225,665
- JFI Staff Presented Trainings 38,196
- Online Library Trainings 757,484

*Total Educators Trained* 1,021,345

### SCHOOL / STUDENT CURRICULUMS 2017 - 2021

- New Curriculums Signed 4,960

*New Students to Program* 2,166,161

### ADULT TRAININGS / COMMUNITY / CIVIC / PARENT SEMINARS / LUNCH & LEARNS

- Events Held 37,535

*Total Training Attendees* 944,775

### PUBLIC AWARENESS CAMPAIGNS / SOCIAL MEDIA OUTREACH

- Social Media Impressions / Contacts 19,287,135
- Website Visitors 3,812,079
- Radio, TV, Newspapers, Billboard 46,757,172

*Total Outreach* 69,856,386

**\*\* Event Presentations are either presented by JFI Staff, JFI Representatives or DVD Facilitator Modules**



## OUR INVESTMENT FINANCIALLY IN COMMUNITIES

Our National Community Affiliates / Five Stones and the Jason Foundation, Inc. value of major programs in 2021.

- In-Service / Professional Development Training \$ 3,516,072
- Student Curriculums Placed / Updated in 2021 \$ 350,750
- Staffing Value- Affiliate Offices / Corporate \$ 7,297,325

*Total Investment Value* \$11,164,147

These represent only major programs delivery value and not representative of many support programs and resources that are made available such as our smartphone apps, phone support or specialty programs such as Coaches Assistance Program, B1 Project, or Guard Your Buddy – National Guard Program.

***We are proud that \$.98 of each dollar spent goes to program support. Since 1997, The Jason Foundation has never charged any school, church, youth organization, community or state with whom we have agreed to provide services for any of our programs and resources.***

***Thank you to our 161 National Affiliate Offices and our National Community Affiliates- Five Stones for making 2021 such a success!***



## WHAT DO THE NUMBERS REALLY MEAN?

“So, what do all these numbers mean?” was a question Clark got from a friend while he was sharing some of the results a few years ago – a very important question – what do they mean? This question points to the very heart of The Jason Foundation – The more people we can educate and expose to the “Silent Epidemic” of youth suicide and how it impacts our youth, families and communities – the more people will become impassioned to confront this national health issue. The more we train...the more individuals will be able to help identify and assist at-risk youth. Bottom line...More lives will be saved!

The Jason Foundation has long believed that a concentrated effort in a geographical location to “educate” and provide the information, tools and resources to students, educators / youth workers and parents (JFI’s Triangle of Prevention) would reduce the number of suicide attempts and suicides. Such training helps to identify “warning signs” or “signs of concern” for early detection of possible suicidal ideation and helps in knowing how to assist at-risk youth. The Jason Foundation knows that no one organization has all the necessary tools and resources to effect such a change...that is why JFI believes collaboration is the key to building a successful prevention campaign.

“What do all the numbers mean?”, quite simply, the opportunity to save more lives by equipping our youth, educators / youth workers and communities with the information, tools and resources to help identify and assist possible at-risk youth for suicide.

We end this section by asking the reader a question. If all JFI has accomplished over the last 24 years, the efforts of our National Affiliates, volunteers and those who have helped fund JFI has resulted in the life of ONE young person being saved...how important and successful were our efforts? Before you answer, what if that ONE is your son, daughter, grandson or granddaughter...how important and successful were our efforts? I think you will agree as the popular TV commercial states... “Priceless.”





  
The Jason  
Foundation, Inc.

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**Clark Flatt**

President

**Deanne Ray**

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**Brandi Ray**

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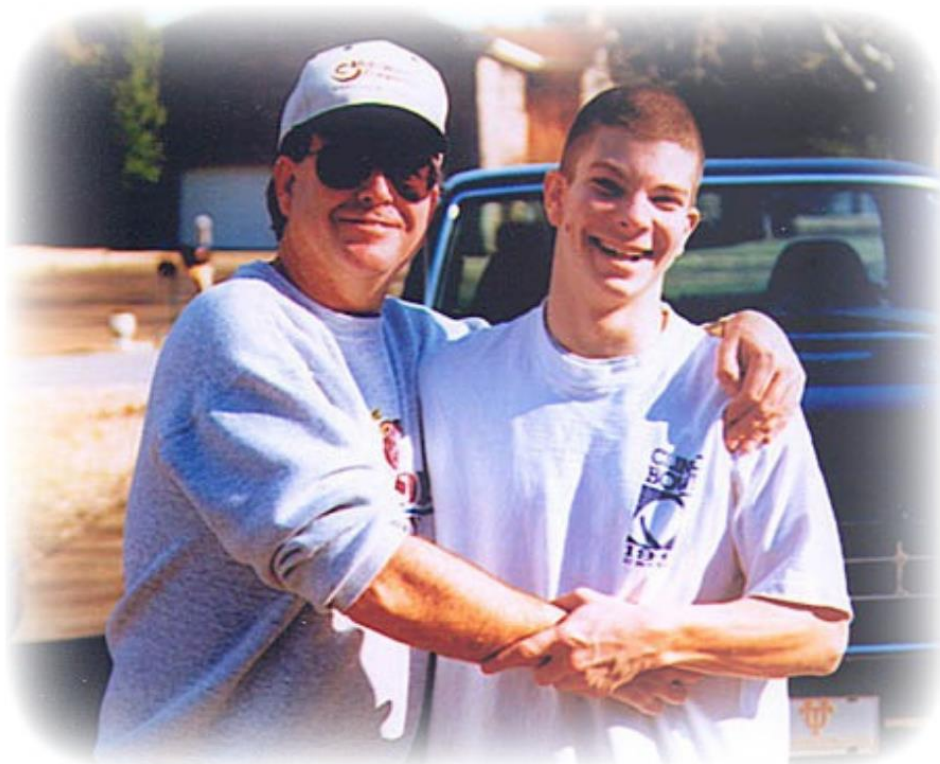
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# THE JASON FOUNDATION, INC.



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FOUNDED IN MEMORY  
OF JASON FLATT

March 20, 1981 - July 16, 1997

*Working Together for the  
Prevention of Youth Suicide*