



THE JASON
FOUNDATION, INC.

A YEAR IN REVIEW

OUTREACH NUMBERS AND
IMPACT OF PROGRAMS

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2022

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A MESSAGE FROM CLARK FLATT

President of the Jason Foundation and Jason's Dad

We have begun to adapt to a new world after the pandemic! Although we are still dealing with COVID and its continued impact, we are returning to more normal operations at The Jason Foundation as schools re-open and communities begin to embrace gatherings once again.

Looking back at 2022, JFI was extremely fortunate to continue to discover new ways to offer our programs and resources during, and in the aftermath of, the pandemic while maintaining our financial resiliency during one of the most difficult economic times in our twenty-five-year existence. Our management team, passionate staff, and JFI representatives worked hard to keep our programs and resources available to individuals, families, and communities during some of the most needed times. Our National Community Affiliates (Acadia Healthcare, HCA Healthcare, Signature Healthcare, and Springstone) and Pillar Division Affiliate Offices not only helped deliver programs and resources, but their financial support enabled JFI to weather the financial storm brought on by the pandemic's impact on our economy.

In 2022, we not only persevered but we grew! We had over 170 Affiliate Offices at the end of the year and invested more in program development and outreach than in the history of JFI. We released and developed new programs such as a new Professional Development Module for elementary school educators and a brand-new Foster Care Training Module. We provided more than 190,000 trainings to educators and youth workers in youth/young adult suicide prevention and our social media outreach touched more than 8.3 million individuals. A summary of our full outreach is on the following pages.

I want to thank all those who have and continue to support The Jason Foundation with their prayers, talents, and financial resources. Since 1997, we have never charged for any program or resource. As we say good-bye to 2022, we look forward to 2023 being an even more successful year for JFI and our mission thanks to our many supporters.

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 to address 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 impacts 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 as a nation, not be demanding it be addressed with all the efforts we have available. Let’s look at some other facts that bring the impact of youth suicide in our nation today into focus.

- 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 3rd 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 3rd leading cause of death. *
- For the overall age group of 10-44, suicide is the 2nd leading cause of death – only surpassed by the grouping “Unintentional Injuries” (which includes car accidents, drug overdoses, drowning, etc.). *

Another valuable 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 44 state Departments of Education and 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 attempt 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.

() Center for Disease Control – WISQARS 2020*

*(**) 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 27 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.*

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, parents and 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 and Springstone, Inc. 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. The Jason Foundation currently has four national community affiliates due to one being purchased by another health company. We are evaluating our options regarding a fifth stone. JFI has created the nation’s largest staffed network of affiliate offices. As of January 1, 2023, the network consists of 174 Affiliate Offices located in 37 states that provide 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 and In-Service Training for educators. In 2022, we provided over 190,000 trainings of educators in 50 states! We added 605 new school curriculum contracts that impacted over 274,671 new students to JFI programs. With our awareness efforts, we exceeded 8.2 million social media impressions and 39.9 million potential viewing audiences through our media campaigns. Our website had 491,608 sessions and visitors in 2022. This is a daily average of 1,346+ visitors per day in 2022.

BOARD OF DIRECTORS- 2022

General Thurbert Baker
Former Attorney General- GA,
Partner- Denton US, LLP

John Fisher
Vice President of Business
Development- Springstone

John Flatt, M.D. *
Medical Science Liaison-
Marinus Pharmaceuticals, Inc.

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

Joey Jacobs
Healthcare Professional

Eric Paul
President- HCA Behavioral
Health Services

Jean Scallon
Regional VP Operations-
Signature Healthcare Services

Cindy Sheriff
Employee Assistance and
Benefit Advisor

Coach Todd Berry
Executive Director- American
Football Coaches Association

Clark Flatt *
President- JFI

Mike Garone
Vice President of Development-
Strategic Behavioral Health

William Helou
Member- WSM Legal, PLLC

David Martin *
Business Development and Sports
Affiliations- JFI

Brandi Ray
Chief Marketing Officer- JFI

Jim Schnuck *
Healthcare Professional

General Paul Summers *
Former Attorney General- TN,
Former Senior Judge- TN,
Director of Government and
Corporate Relations- JFI

Terry Bridges *
Healthcare Professional

Connie Flatt *
JFI Corporate Partner

Gordon Gee
President- West
Virginia University

General Jim Hood
Former Attorney General- MS

Osei Mevs
Vice President of Government
Relations- Acadia Healthcare

Michele Ray *
Senior Vice President and Chief
Executive Officer- JFI

Jim Shaheen
Founder and Chairman-
Shaheen Strategic Investments,
LLC

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 2023), the JFI National Affiliate Network consists of 174 affiliate offices located in 37 states. These offices provide the full array of JFI’s programs and resources on a local community level at no-charge to any school, youth organization or community to which we agree to provide services. We are very proud to introduce our Five Stones, by order of their affiliation. The Jason Foundation currently has four national community affiliates due to one being purchased by another health company. We are evaluating our options regarding a fifth stone.

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 June 30, 2022, Acadia operated a network of 246 behavioral healthcare facilities with approximately 10,800 beds in 39 states and Puerto Rico. With more than 22,500 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

HCA Healthcare is one of the nation’s leading providers of healthcare services with 182 hospitals and approximately 2,300 sites of care, including surgery centers, freestanding emergency rooms, urgent care centers, home health and hospice agencies, and physician clinics, 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 35 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

Established in 2000, Signature Healthcare Services, LLC began as the parent company of two freestanding acute psychiatric care facilities located in Southern California. Today, Signature owns and operates 19 freestanding acute psychiatric



hospitals throughout the United States, with hospitals located in Arizona, California, Massachusetts, Nevada, and Texas. With a mission of improving public awareness and reducing societal stigma surrounding the unyielding need for mental health care at every level, Signature centers its care on the patient experience and provides a model of excellence for the future of behavioral health. As part of that mission, Signature is constantly expanding its footprint in the behavioral health sphere. Several of our hospitals have been built from the ground up, recently renovated, or expanded.

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 will:



- 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.

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 level, and offer these services at no-charge to any school, youth organization or community.

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.

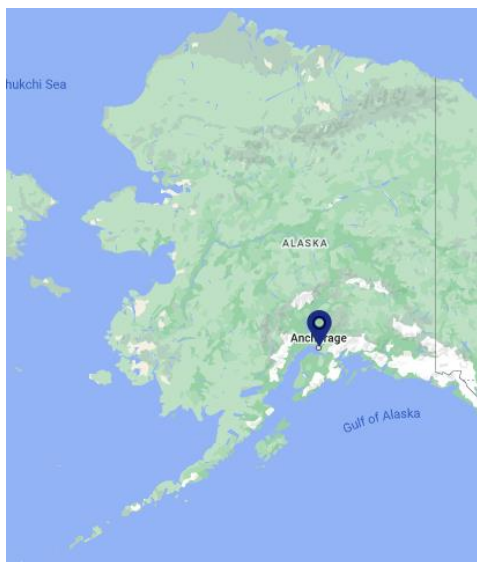



SUN BEHAVIORAL HEALTH

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 Healthcare
-  HCA
-  Corporate
-  Perimeter Healthcare
-  Signature
-  Springstone
-  Newport Academy
-  Sun Behavioral Health

NATIONAL AWARENESS AFFILIATES

The Jason Foundation is proud to have three National Awareness Affiliates whose collaboration provides both public and private connections to raise awareness about youth suicide and promote 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.



ATTORNEYS GENERAL

Attorneys General in many states have made a commitment to work with JFI as Attorneys General 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. Three former State Attorneys General and a former U.S. Attorney General serve as a part of our Board of Directors. The 2022 Ambassadors are pictured to the right.



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, has hosted The Jason Foundation's annual golf tournament each year since becoming our National Spokesperson. The Golf Classic represents our largest and only annual fundraiser.



CHARLIE DANIELS

Country Music Entertainer, JFI Celebrity Champion Ambassador Since 2004

On July 6th, 2020, JFI lost longtime 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.



PROJECT TENNESSEE

The Jason Foundation is headquartered in Hendersonville, TN and has called the Volunteer State home since our inception. A few years ago, we began a concerted effort within our home state. Project Tennessee, Project Tennessee II, and #TNWontBeSilent

#TNWontBeSilent



is the only combined effort of its type that we are aware of in the nation. The goal is to help unite non-profits, state agencies, churches, and communities across the great state of Tennessee to raise the positive conversation and address the national/state public health issue of suicide.

These efforts have several goals that we will strive to achieve. First, we want to raise the awareness of all Tennesseans about suicide and how it impacts all communities across the state. While we plan on providing information, tools, and resources to major population areas, we will also specifically target rural communities/counties to provide awareness and access to current programs and resources available from The Jason Foundation, the Tennessee Department of Mental Health and Substance Abuse Services, Tennessee Department of Health, and Tennessee Department of Education. These resources address various mental and emotional health issues, including suicide prevention. Finally, we will continue to inform, educate, and provide training for new generations of youth, young adults, families, and aging populations.

WEBSITE

As part of the *Tennessee Won't Be Silent* campaign, we have created a dedicated website (tnwontbesilent.com) which will allow Tennesseans to educate themselves on the warning signs they can look out for in their family, friends, neighbors, and community, as well as learn about how they can get involved, information about the state partners who have joined us in this effort, and hear a message from Governor Bill Lee urging citizens not to be silent when it comes to suicide prevention.



Within the website is a dedicated training module. The *Tennessee Won't Be Silent* training module focuses on suicide awareness within the state. This module discusses statistics in various ages and demographics, signs of concern and risk factors, and resources available throughout Tennessee.

A vital aspect of tnwontbesilent.com is our county resource portal. We have compiled resources across Tennessee that specialize in mental health or mental health crises. The resource portal is intended to educate communities about the resources that are available to them. There is a resource PDF where the organizations are listed by county for all 95 counties in Tennessee. There is also a resource map, where you can click on your county to access the available resources in your area. These resources are updated regularly and can be viewed at tnwontbesilent.com/resources.



We are currently reaching out through various mediums to reach citizens across the state.

- Social media platforms are an effective means for communication and sharing information. By reaching out to specific locations with targeted messages, which include region-specific information and resources, we are employing social media in two major initiatives, both of which are ongoing actions.
- We have also teamed up with the Tennessee Secondary School Athletic Association to sponsor middle and high school athletic events to get our message in front of youth and families. We have had the privilege to sponsor state championship games in basketball, baseball, softball, soccer, and track. Included in these sponsorships is signage, public service announcements, representatives on location to distribute information and much more.
 
- Our broadcast television campaign began in August of 2021 and continued throughout 2022. Our public service announcements have been featured during local high school sports games, college football coverage, on cable programming, such as Jeopardy, and throughout the day during local news broadcasts.
- While traditional broadcast television has long been the most widely utilized medium for video, more and more viewers are turning to online digital outlets to consume programming. Our digital video advertising campaign allows us to target viewers on many different levels (demographics, geo-location, etc.). Working with Sinclair Broadcasting Group and EfficTV (a Comcast company), we have been able to pinpoint and target the areas within the state with messages that provide resources they may need.
- With a significant focus for the TNWontBeSilent campaign being awareness, we wanted to expand our reach and diversify our methods. In 2022, The Jason Foundation partnered with Lamar Advertising to reach areas of Tennessee with digital and static billboards.
 
- In 2022, The Jason Foundation sponsored banners and other printed and digital materials in several local schools as a community outreach effort. Banners and printed materials to benefit schools were purchased for display through the 2022-2023 school year.
- To expand community awareness of suicide prevention and the resources available, The Jason Foundation hosted community outreach events throughout the state. These events include a presentation on suicide awareness and prevention and vendor tables with other community organizations offering suicide prevention and mental health programs or resources. We conducted multiple events throughout the state during 2022.
 

A full report regarding Project Tennessee is available upon request.

PROJECT ILLINOIS

Building upon the success of Project Tennessee, The Jason Foundation was able to extend the same campaign north to Illinois. Meridian of Illinois, a leading government-sponsored managed care organization in Illinois, and The Jason Foundation announced their collaboration on March 31. Much like Project Tennessee, the campaign focuses on building awareness and providing information, tools, and resources to better identify and/or assist an individual who may be struggling with suicidal thoughts.



While we utilized some of the same mediums of outreach in Tennessee (social media platforms, broadcast and digital television, billboards, etc...), Project Illinois was accentuated by two large projects that were completed in 2022. JFI's Educator Library Box and Foster Care Training Module was provided to the public at no cost thanks to the financial support of Meridian of Illinois, a Centene Corporation Company.

EDUCATOR LIBRARY BOX

The Jason Foundation provided an Educators DVD Resource Library to more than 4,000 Illinois public schools in November. The packaged Library represents a comprehensive youth suicide prevention program for schools and includes The Jason Foundation's staff development trainings, student curriculum, and Parent & Community Seminar. The 13 DVD set was provided to all public schools in Illinois.



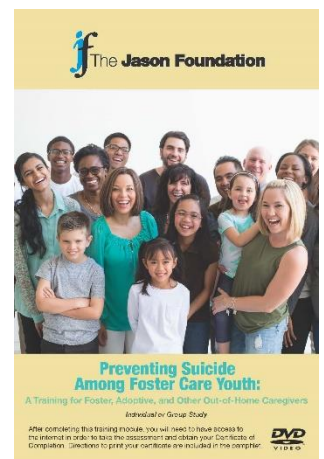
FOSTER CARE TRAINING MODULE

The Jason Foundation also developed a new training aiming to reduce suicides of youth in the foster care system. Preventing Suicide Among Foster Care Youth: A Training for Foster, Adoptive, and Other Out-of-Home Caregivers is available at no cost and can be streamed through JFI's website.

While suicide is a significant public health crisis for the general population, the risk for suicidal ideation and behavior increases for youth in care because of the complex circumstances they often face.

- At any given time, there are estimated to be approximately 400,000 youth in care.
- Youth in care may have complex medical, mental, and behavioral health concerns stemming from a trauma history.
- Children who are adopted wait an average of almost three years.
- Youth in care may struggle with separation anxiety.

This training module discusses facts, myths, and signs regarding suicide risk for youth involved with the child welfare system. Specialized topics such as trauma and adverse childhood experiences are also discussed. Material is presented by a professional speaker and people with lived experience (former foster youth, foster and adoptive families, and experts in the field). Suggested protective factors and recommendations are provided for caregivers.



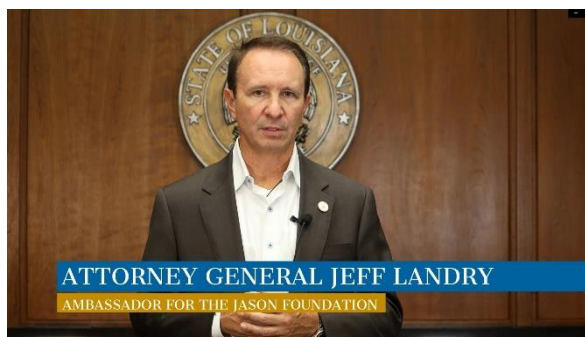
PROGRAM HIGHLIGHTS FROM 2022

#IWON'TBESILENT CAMPAIGN

The Jason Foundation's #IWon'tBeSilent campaign was created to challenge people to start the positive conversation about the "Silent Epidemic" of youth suicide. Since then, JFI has taken on three state-focused campaign projects in Tennessee, Illinois, and Louisiana to spread awareness even further and provide local county resources for the entire state.

#LOUISIANAWON'TBESILENT

Building upon the success of our State Won't Be Silent Campaigns, we launched Louisiana Won't Be Silent in 2022. We worked with the Archdiocese of New Orleans and Diocese of Houma-Thibodaux to provide programs for their teachers and schools in the first year of concentrated outreach. The Jason Foundation provided more than 14,000 educator trainings within the state last year utilizing our Online Professional Development Series. There are five Affiliate Offices located throughout the state to supply communities with our programs and resources. Louisiana Attorney General Jeff Landry is a Jason Foundation Ambassador who helps us raise awareness of the problem of suicide and its preventability. Head Football Coach Willie Fritz of Tulane University signed on as an AFCA/Jason Foundation Ambassador before the beginning of football season. We were honored to present him with the Grant Teaff "Breaking the Silence" Award for Outstanding Leadership in Youth Suicide Prevention during the AFCA Convention.



UPDATED WEBSITES

This year, The Jason Foundation made a concerted effort in 2022 to update multiple websites associated with our current programs. Below you will find a list and description of the programs we updated.

GUARD YOUR BUDDY

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 and JFI launched “Guard Your Buddy” in December 2011.



PARENT RESOURCE PROGRAM

The Parent Resource Program (PRP) is a web-based program designed specifically for parents; however, the information provided is an excellent resource for educators, coaches, youth workers, other adults, and young people. The main focus of the PRP is to provide information that will assist parents to recognize changes in behaviors that may indicate suicidal thoughts and know what to do to help an at-risk child. The PRP contains:



- Youth Suicide Facts & Statistics
- Resources for Assistance
- Parent and Community Seminar

COACHES ASSISTANCE PROGRAM

The Jason Foundation recently updated our Coaches Assistance Program (CAP). CAP is designed for athletic department personnel, like coaches, trainers, and academic advisors, to equip them with the tools and resources to be able to help identify and assist at-risk youth.



A LOOK AT 2022

The Major Outreach Programs and Numbers

The outreach numbers for 2022 are the result of the combined efforts of our National Affiliate Office Network made possible by our National Community Affiliates.

PROFESSIONAL DEVELOPMENT SERIES

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, DVD Resources or by JFI's Online Virtual Library. Many schools utilize these programs to provide In-Service or Professional Development training resources for certification and continuing education credit.

DVD Facilitator Module Trainings	46,193
JFI Staff Presented Trainings	5,563
Online Library Training	140,665
<i>Total 2022 Trainings</i>	<i>192,421</i>

“A PROMISE FOR TOMORROW”

The student curriculum “A Promise for Tomorrow” presents a positive look at how students can help friends who may be depressed or having suicidal thoughts. This curriculum aims to provide information and strategies needed to be a lifesaving influence. The program is designed to be used within a school's current Health and Wellness program for grades 7-12. The 2022 revision is based on a two-lesson format (instead of a 3-5 lesson format) for the traditional high school schedule of 50-to-60-minute classes. The curriculum content is delivered via DVD (instead of entirely teacher-led) with facilitator-led sections to reiterate information and lead discussion.

	<i>Number of Curriculum Units</i>	<i>Total Outreach</i>
Yearly Updates	1,027	279,140
Curriculum Orders and Downloads	411	187,500
Streaming	194	87,020
<i>Total Students Reached</i>		<i>553,660</i>

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 community 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 of those considering suicide might exhibit. 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	690
Health Fair Presentations	479
Webinar Presentations	390
<i>Total Adults Reached</i>	<i>88,209</i>

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	52
<i>College Students Impacted</i>	<i>1,459</i>

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 and 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	78
<i>Youth Impacted</i>	<i>863</i>

“A FRIEND ASKS” SMARTPHONE APPLICATION

JFI has created a 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, do’s and don’ts, and an instant connectivity function that will put the caller in touch with the Suicide and Crisis Lifeline



New Downloads in 2022

53,422 downloads

PUBLIC AWARENESS CAMPAIGNS AND 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 and 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. During 2022, JFI partnered with Sinclair Broadcast Group, the Tennessee Association of Broadcasters, Lamar Advertising, EffectTV, and local media outlets to reach communities in multiple states.

Social Media Impressions and Contacts	8.2 Million
Website Visitors	491,801
Radio, TV, Newspaper, Billboard, PSAs	45.2 Million

Total Outreach in 2022

53.9+ 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.

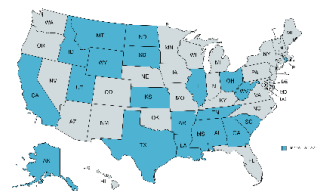
AFFILIATE OFFICES: ONE-ON-ONE MARKETING PROJECTS AND NEW STAFF ORIENTATIONS

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 and Introduction Meetings	2,831
<i>Numbers Impacted</i>	<i>60,510</i>
Numbers of Orientations	565
<i>Number of Staff Attending</i>	<i>3,978</i>

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 and 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, over 190,000 educators trainings were provided by JFI’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 2018 – 2022.

PROFESSIONAL DEVELOPMENT SERIES

DVD Facilitator Module Trainings	199,252
JFI Staff Presented Trainings	35,969
Online Library Training	735,974
<i>Total Educators Trained</i>	<i>971,195</i>

SCHOOL AND STUDENT CURRICULUMS 2018 – 2022

New Curriculums Signed	4,310
<i>New Students to Program</i>	<i>1,584,860</i>

ADULT TRAININGS, COMMUNITY, CIVIC, & PARENT SEMINARS, LUNCH & LEARNS

Events Held	6,754
<i>Total Training Attendees</i>	<i>416,507</i>

PUBLIC AWARENESS CAMPAIGNS / SOCIAL MEDIA OUTREACH

Social Media Impressions and Contacts	25,292,676
Website Visitors	3,604,235
Radio, TV, Newspapers, Billboard	85,417,171
<i>Total Outreach</i>	<i>114,314,082</i>

**** 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 2022.

In- Service and Professional Development Training	\$ 3,840,516
Student Curriculums Placed and Updated in 2022	\$ 408,000
Staffing Value- Affiliate Offices and Corporate	\$ 7,886,500

Total Investment Value *\$12,135,066*

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 the / *Won't Be Silent* state campaigns.

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 174 National Affiliate Offices and our National Community Affiliates- Five Stones for making 2022 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 and 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 25 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.”





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THE JASON FOUNDATION, INC.



FOUNDED IN MEMORY
OF JASON FLATT

March 20, 1981 - July 16, 1997

*Working Together for the
Prevention of Youth Suicide*