



THE JASON  
FOUNDATION, INC.

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# A YEAR IN REVIEW

OUTREACH NUMBERS AND  
IMPACT OF PROGRAMS

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2023

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## A MESSAGE FROM CLARK FLATT

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

It is our pleasure to provide you with a glimpse into the mission and work of The Jason Foundation, Inc. (or JFI, as our friends call us!) For over twenty-six years (26), JFI has been providing the information, tools, and resources to help prevent the national public health crisis of suicide. Starting literally at a kitchen table in the back of an insurance agency, we have been blessed to become one of the largest and oldest non-profits in our nation addressing suicide prevention. Today, we have a National Network of Affiliate Offices numbering 221 located in 35 states that, along with Corporate JFI, provides programs and services to all fifty states. We have provided these programs and services since our beginning at no charge. Our National Community Affiliates – Acadia Healthcare, HCA Healthcare, Signature, and Springstone – provide the resources for this robust National Network of Affiliate Offices and the support for our “no-charge” policy.

We are excited about launching our first new Division in our 26 years, The Phoenix Division. The Phoenix Division will focus on the correlation between substance use disorders (SUD)/opioid use disorders (OUD) and mental health issues related to suicidal ideation. With seventy (70) Community Resource Centers to begin, The Phoenix Division represents one of the largest and most comprehensive attempts to address both issues growing rapidly in our nation. It also represents, as far as we know, the most extensive effort to address SUD/OUD and mental health issues related to suicidal ideation by a partnership of non-profit entities.

We are proud of our accomplishments, programs, and resources, but there is still much to do! Mental health issues such as depression and anxiety, two of the most significant problems affecting suicide, are at an all-time high, and an end to the increase is not in sight. Along with our partners' and supporters' help, we pledge to continue passionately working to stop suicide in our nation. With your help, we can do this one life at a time!

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 137 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 137 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 2<sup>nd</sup> 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 3<sup>rd</sup> leading cause of death for our nation’s youth.\*
- For pre-teens ages 10-14, suicide is now the 2<sup>nd</sup> leading cause of death.\*
- For ages 10-24, suicide is the 2<sup>nd</sup> 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 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 2021 results:

- 42.3% or almost 1 out of 2 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.
- 22.2% - Over 1 out of 5 – reported they had “seriously considered suicide in the past 12 months.”
- 17.6% - Over 1 out of 6 – reported they had “made a plan to attempt suicide” elevating the situation from a concern to a crisis mode.
- 10.2% - Over 1 out of 10 young people – reported that they had “attempted suicide one or more times in the past 12 months.”

With over 1 out of 10 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 2021*

*(\*\*) The Center for Disease Control Youth Risk Behavioral Survey (YRBS) is conducted every two years with the latest report being in 2021. 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.*

# 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, 2024, the network consists of 221 Affiliate Offices located in 35 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 2023, we provided over 185,000 trainings of educators in 50 states! We added 1,568 new school curriculum contracts that impacted over 537,403 new students to JFI programs. With our awareness efforts, we exceeded 16.5 million social media impressions and 48.3 million potential viewing audiences through our media campaigns. Our website had over 1 million sessions and visitors in 2023. This is a daily average of 3,046 visitors per day in 2023.

## BOARD OF DIRECTORS- 2023

**General Thurbert Baker**  
Attorney General – Georgia  
(Retired),  
Partner- Denton US, LLP

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

**Terry Bridges (\*)**  
Healthcare Professional

**John Fisher**  
Vice President of Business  
Development- Springstone

**Clark Flatt (\*)**  
President- JFI

**Connie Flatt (\*)**  
JFI Corporate Officer

**John Flatt, M.D. (\*)**  
Pediatric Neurology – Private  
Practice

**Joe Franks**  
Executive Director - NOCAD

**Mike Garone**  
Sr. VP of Business Development  
and Marketing – New Season

**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 -  
Mississippi

**David Martin (\*)**  
Business Development and Sports  
Affiliations- JFI

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

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

**Brandi Ray**  
Chief Marketing Officer- JFI

**Deanne Ray**  
Executive Director/VP/COO - JFI

**Michele Ray (\*)**  
Sr. VP/CEO - JFI

**Jean Scallon**  
Regional VP Operations – Signature  
Healthcare Services

**Jim Schnuck (\*)**  
Healthcare Professional

**Jim Shaheen**  
Founder & Chairman –  
Shaheen Strategic Investments,  
LLC.

**Cindy Sheriff (\*) Vice-Chair**  
Employee Assistance and Benefit  
Advisor

**Gen. Jonathan Skrmetti**  
Attorney General - Tennessee

**Gen. Paul Summers (\*) Chair**  
Attorney General – TN (Retired),  
Senior Judge – State of TN  
(Retired),  
Director of Government/Corporate  
Relations - JFI

**Sandy Webster (\*)**  
Community Advocate

**(\*) 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 2024), the JFI National Affiliate Network consists of 221 affiliate offices located in 35 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 September 30, 2023, Acadia operated a network of 253 behavioral healthcare facilities with approximately 11,100 beds in 39 states and Puerto Rico. With more than 23,000 employees serving approximately 75,000 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 37 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.



## PILLAR AFFILIATES

Along with JFI's "Five Stones", there are also JFI's Pillar Affiliates. 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.



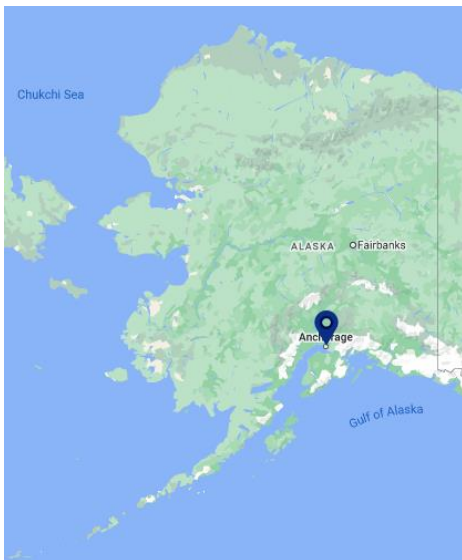
Empowering Teens. Restoring Families.

### 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



Springstone



HCA



Signature



Corporate



Newport Academy



Sun Behavioral Health

## PHOENIX DIVISION



The Jason Foundation is proud to announce the formation of our Phoenix Division that took place on December 1, 2023. The Phoenix Division of The Jason Foundation is dedicated to raising awareness and providing information, tools, and resources that addresses substance use disorders (SUD)/opioid use disorders (OUD) and co-occurring mental health issues that can result in suicidal ideation. Our mission is to educate the public about the increasing issues surrounding drug abuse, specifically opioid abuse, and mental health. Through education, we hope more people will avoid drug abuse and those who are struggling with drug abuse will with less stigma search out resources for help.

According to the CDC's National Vital Statistics System, for the 12-month period ending in January 2023, there were 107,260 reported drug overdose-related deaths in the US. Of these deaths, 81,269 (or 75.8%) were related to some type of opioid use. The CDC suspects these numbers are underreported.

According to a 2018 article, "substance use disorders confer a risk of suicide that is 10-14 times greater than that of the general population. Deaths related to substance use are highest among persons with alcohol use disorders followed by persons who abuse opiates."

In Tennessee there are six Community Resource Centers that will provide information regarding SUD/OUD and their relation to mental health issues. They will also provide resources for those that are struggling.

- Volunteer Comprehensive Treatment Center (Chattanooga)
- Clarksville Comprehensive Treatment Center
- Delta Comprehensive Treatment Center (Memphis)
- Bradley County Comprehensive Treatment Center (Cleveland)
- Hermitage Comprehensive Treatment Center
- South Nashville Comprehensive Treatment Center

## 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 43 NOCAD membership organization and they reach more than 150,000 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. One current State Attorney General, three former State Attorneys General, and a former U.S. Attorney General serve as a part of our Board of Directors. The 2023 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.



### RASCAL FLATTS

*American Country Music Entertainers: Gary LeVox, Joe Don Rooney, Jay DeMarcus, JFI 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.



### CHARLIE DANIELS

*Country Music Entertainer, JFI Celebrity Ambassador Since 2004*

On July 6<sup>th</sup>, 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 suicide and his commitment to our armed services. Charlie's impact continues today, and we are forever grateful for the many wonderful accomplishments that he helped JFI achieve.



## 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 concentrated effort within our home state. Project Tennessee, Project Tennessee II, and *Tennessee Won't Be Silent* 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.

# #TNWontBeSilent



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.

## TNWONTBESILENT.COM

As part of the *Tennessee Won't Be Silent* campaign, we have created a dedicated website ([tnwontbesilent.com](http://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.



DAVIDSON - Resource Description

**Behavioral Health Safety Net**  
**Telephone:** (800) 560-5767  
**Website:** [www.tn.gov/behavioral-health/bhsn](http://www.tn.gov/behavioral-health/bhsn)  
**Description:** Essential mental health services for adults 18+ who have no other means to pay and meet eligibility criteria. Essential mental health services for children ages 3-17 who are uninsured or underinsured with no limits on family income for eligibility.

**Ascension St. Thomas Behavioral Health**

**Telephone:** (615) 338-9077 or (877) 325-0218

**Website:** [www.saintthomasbehavioral.com](http://www.saintthomasbehavioral.com)

**Description:** This facility provides multiple levels of care for adults and seniors struggling with mental health and addiction concerns.

**Centerstone - Madison**

**Telephone:** (615) 460-4300 or (888) 291-4357 **Crisis Line:** (800)-681-7444

**Website:** [www.centerstone.org](http://www.centerstone.org)

**Description:** Centerstone services include primary care, a mobile crisis response team, phone crisis support, outpatient counseling/psychiatric care for children and adults, and addiction recovery.

**Centerstone - Nashville**

**Telephone:** (615) 279-6700 or (888) 291-4357 **Crisis Line:** (800)-681-7444

**Website:** [www.centerstone.org](http://www.centerstone.org)

**Description:** Centerstone services at four Nashville locations include primary care, a mobile crisis response team, phone crisis support, outpatient counseling/psychiatric care for children and adults, children and family services, therapeutic foster care, and addiction recovery.

**Health Connect America - Nashville**

**Telephone:** (615) 656-0227 or (615) 567-6726

**Website:** [www.healthconnectamerica.com](http://www.healthconnectamerica.com)

**Description:** Health Connect America provides mental and behavioral health services to children, families, and adults across multiple states. There are twenty-two offices across Tennessee. Services offered include

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](http://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](http://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 2023. Our public service announcements have been featured during local high school sports games, college football coverage, on cable programming, 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 2023, The Jason Foundation partnered with Lamar Advertising to reach areas of Tennessee with digital and static billboards.



- In 2023, 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 during the 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 2023.



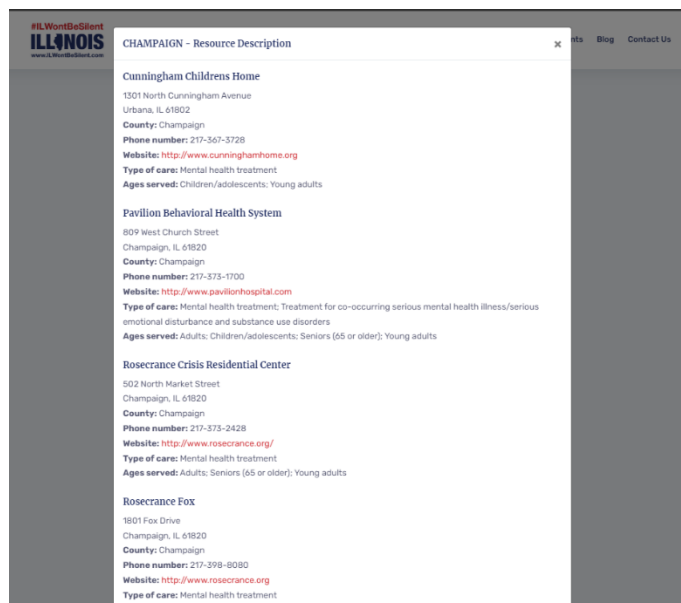
***A full report regarding Project Tennessee is available upon request.***

## I WON'T BE SILENT STATE PROJECTS

The Jason Foundation's #IWontBeSilent 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.

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.

At launch, we utilized some of the same mediums of outreach in Tennessee (social media platforms, broadcast and digital television, billboards, etc...). The campaigns continue through promotion of their respective websites and the resources that are available in both states.





## A LOOK AT 2023

### *The Major Outreach Programs and Numbers*

The outreach numbers for 2023 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 via live presentation by JFI staff, DVD, or JFI's Online Professional Development Library. Many schools utilize these programs to provide in-service or professional development training for certification and continuing education credit.

DVD Facilitator Module Trainings	34,218
JFI Staff Presented Trainings	7,983
Online Library Training	142,889
<i>Total 2023 Trainings</i>	<i>185,090</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 latest version is based on a two-lesson format for the traditional high school schedule of 50-to-60-minute classes. The curriculum content is delivered via DVD or streaming (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	940	259,057
Curriculum Orders and Downloads	249	120,139
Streaming	379	158,207
<i>Total Students Reached</i>		<i>537,403</i>

***This total does not account for schools and organizations that are utilizing JFI's curriculum 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 are primarily for adults and leaders in the communities.

Event Presentations	1,234
Health Fair Presentations	2,268
Webinar Presentations	103
<i>Total Adults Reached</i>	<i>105,049</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	50
<i>College Students Impacted</i>	<i>1,075</i>

## FAITH BASED PROGRAM

JFI has 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	87
<i>Youth Impacted</i>	<i>1,177</i>

## “A FRIEND ASKS” SMARTPHONE APPLICATION

A Friend Asks is JFI’s smartphone app designed to provide users with the information, tools, and resources to help recognize when someone may be struggling with thoughts of suicide and how to help. The app has been very well received since its launch. Recently, we completed an update to the app to include a Spanish translation. Once in the app, a dropdown menu is available in the upper, right-hand corner. The new feature will allow you to seamlessly switch between English and Spanish. All pages have been translated to better serve a variety of communities. Search “Jason Foundation” on the Apple App Store or Google play.



*New Downloads in 2023*

*53,030 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. 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 2023, JFI partnered with Sinclair Broadcast Group, Lamar Advertising, EfficTV, and local media outlets to reach communities in multiple states.

Social Media Impressions and Contacts	16.6 Million
Website Visitors	1.1 Million
Radio, TV, Newspaper, Billboard, PSAs	48.3 Million

*Total Outreach in 2023*

*66+ 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 they 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](http://B1.jasonfoundation.com).

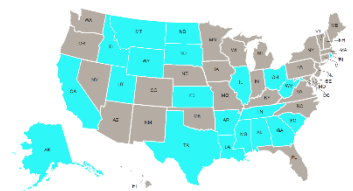
## AFFILIATE OFFICES: ONE-ON-ONE MARKETING PROJECTS AND NEW STAFF ORIENTATIONS

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 does 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	3,065
<i>Numbers Impacted</i>	<i>45,429</i>
Numbers of Orientations	577
<i>Number of Staff Attending</i>	<i>3,134</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 teachers and public-school personnel. In 19 of the 21 states, the training is mandatory. JFI is working with several other states to introduce The Jason Flatt Act legislation to their states. In 2023, over 185,000 educator trainings were provided by JFI’s National Network of Affiliate Offices.



## A LOOK AT FIVE YEARS OF OUTCOMES

A single year's outcomes sometimes do 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 2019 – 2023.

### PROFESSIONAL DEVELOPMENT SERIES

DVD Facilitator Module Trainings	147,056
JFI Staff Presented Trainings	35,189
Online Library Training	743,826
<i>Total Educators Trained</i>	<i>926,071</i>

### SCHOOL AND STUDENT CURRICULUMS

New Curriculums Signed	4,222
<i>New Students to Program</i>	<i>1,168,782</i>

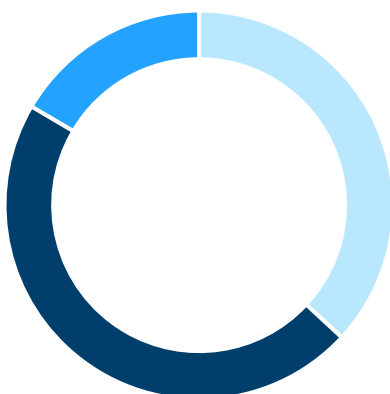
### PARENT, CIVIC, AND COMMUNITY SEMINARS; LUNCH & LEARNS; HEALTH FAIRS

Events Held	8,588
<i>Total Training Attendees</i>	<i>414,732</i>

### PUBLIC AWARENESS CAMPAIGNS/SOCIAL MEDIA OUTREACH

Social Media Impressions and Contacts	39.6 Million
Website Visitors	3.7 Million
Radio, TV, Newspapers, Billboard	123.4 Million
<i>Total Outreach</i>	<i>166.8 Million</i>

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



- PROFESSIONAL DEVELOPMENT TRAINING FOR EDUCATORS
- SCHOOL AND STUDENT CURRICULUMS
- PARENT SEMINARS, ADULT TRAININGS, LUNCH & LEARNS

## OUR INVESTMENT FINANCIALLY IN COMMUNITY

Our National Community Affiliates, Five Stones and The Jason Foundation, Inc. invested a significant amount of money to support our major programs in 2023.

In-Service and Professional Development Training	\$ 3,571,440
Student Curriculums Placed and Updated in 2023	\$ 392,000
Staffing Value- Affiliate Offices and Corporate	\$ 10,610,210

*Total Investment Value* **\$14,573,650**

These represent only major programs delivery value and is 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 *I Won't Be Silent* state campaigns.

***We are proud that \$.97 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 221 National Affiliate Offices and our National Community Affiliates- Five Stones for making 2023 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 deaths. 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 26 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.”





**Michele Ray**

Senior Vice President  
Chief Executive Officer

**Clark Flatt**

President & Founder

**Deanne Ray**

Executive Director, Vice  
President, COO

**Brett Marciel**

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Director,  
Chief Communications  
Officer

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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*