

SUICIDE PREVENTION AWARENESS MONTH INFORMATIONAL PACKET

SEPTEMBER 2025

[JASONFOUNDATION.COM](https://www.jasonfoundation.com)

WHY SUICIDE PREVENTION MONTH MATTERS

Suicide is the second leading cause of death for young people ages 10 – 24. It is also one of the leading causes of *preventable* death. We lose approximately 125 young people in this age group to suicide each week. Four out of five individuals considering suicide give some sign of their intentions. That means in 80% of those considering suicide, we have an opportunity to recognize the warning signs and intervene!

September is Suicide Prevention Awareness Month. National Suicide Prevention Week is September 7– 13, 2025, with World Suicide Prevention Day on September 10. During this day and week, individuals and organizations alike will be drawing attention to the problem of suicide and advocating the prevention of this tragedy.

Anyone can participate in Suicide Prevention Awareness Month. There are activities that individuals, schools, offices, churches, and all types of organizations can conduct to bring awareness to suicide prevention. The awareness raised in September has the power to create a lasting impact across our nation and even save lives. The Jason Foundation would like for you to consider being a part of this very important week by helping create awareness.

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

Thank you for taking the time to review this information. At The Jason Foundation, we believe that *awareness* and *education* are key to prevention.

If you have any questions or would like to discuss how you can further help fight the “Silent Epidemic” of youth suicide, visit our website at JasonFoundation.com.

To obtain materials for distribution, visit JasonFoundationmaterials.com



ABOUT THE JASON FOUNDATION

MISSION STATEMENT

The Jason Foundation, Inc. (JFI) is dedicated to the awareness and prevention of youth and young adult suicide by providing educational programs and resources that empower students, parents, educators, and the community to be better able to recognize and assist at-risk individuals.

ABOUT JFI

JFI believes that awareness and education are the first steps to prevention. We want to establish a Triangle of Prevention by providing students, parents, and teachers the tools and resources to help identify and assist at-risk youth. Our programs achieve this goal through a curriculum unit for students and informational seminars for teachers and parents. The materials are easy-to-use and are intended to provide educational information. There is no intent to diagnose or treat suicidal ideation. JFI's intention is to empower youth, educators, and parents to help recognize when young people are in pain and know to get professional help involved as soon as possible. From day one, JFI has been dedicated to the prevention of the "silent epidemic." JFI has never charged a school, educator, church, youth group, or community for any program or service that they use. This assures that "lack of funding" is never the sole deciding factor of who can receive these life-changing/life-saving programs and resources. From a kitchen table start-up, JFI is now considered to be a national leader in youth suicide awareness and prevention. The Jason Foundation, Inc. is a 501c3 non-profit.



A LETTER FROM JASON'S FATHER

Dear Friend,

Jason was my youngest son. He was an average 16-year-old. He got mostly Bs on his report card, and he loved sports. Especially football. He was active in his youth group, and he had a lot of friends. Jason was the one who was always up for going places and trying new things. From all appearances... my son loved life.

But on July 16, 1997, everything changed. My son, Jason, became a statistic of the "silent epidemic" of youth suicide. In trying to come to terms with what happened, I began researching youth suicide. The statistics are alarming. Did you know that, on average, over 125 young people per week will become victims of youth suicide?

Youth suicide can be prevented, and that is what The Jason Foundation is all about. I urge you to get involved. Together, we can help stop this epidemic. Ask for our material. Read it. Then share it with your friends, family, and others. Please help us reach out to hurting teens with another choice.

I will never hug my son again, but I can and will work alongside you... perhaps to save your friend, your neighbor's child, a relative, or even your own son or daughter.

Thank you for your support of any kind,



Clark Flatt

President

The Jason Foundation, Inc.



HOW TO GET INVOLVED

BUSINESSES:

- Hang JFI Posters within your workplace. Posters are available for download later in this packet.
- Place a link to resources on your website
- Distribute information to customers. Materials are available for download later in this packet.

SCHOOLS:

- Have students download the A Friend Asks app for resources and tools about suicide prevention and awareness
- Set up a computer station within the school lunchroom or library to encourage students to take the B1 Challenge at b1.jasonfoundation.com
- Share suicide prevention protocols with staff to ensure that they know the steps to take should they recognize a student who may be struggling
- Invite teachers and students to informative suicide prevention and awareness school trainings

RELIGIOUS INSTITUTIONS:

- Hang Posters within your church or building
- Invite adult members of your community and stream The Jason Foundation's [Parent & Community Seminar](#)

ATHLETIC ORGANIZATIONS:

- PA Announcer Scripts - Having your PA Announcer read public service announcements is an easy way to inform attendees about The Jason Foundation, suicide prevention, and resources available to them. These can be read before, after, or during the game.
- Hang signs, flyers, and banners that are available for your use. These can be displayed within your school, around the gym or playing field, and near concessions stands.
- Informational Booths – Display booths can be set up before your games for attendees to obtain information.
- Collaborate with Opposing Team for Themed Night – While this may be the most demanding and time consuming of our suggestions, collaborating with an opposing team during a game has the potential for a significant impact within your school and community. An entire week or night can be devoted to suicide prevention.

FAMILIES:

- Go to JasonFoundation.com and take the online training at no-cost – we suggest "Youth Suicide: A Silent Epidemic" for general knowledge about specifically youth/young adult suicide.
- Check to see if your local schools are providing programs for their students and educators. If not, share information with them about how they can find resources and materials.
- Ask organizations in your community to jointly host a "Community Day" training about suicide prevention. The Jason Foundation, as well as other partners, can help with training materials.
- Like and share suicide prevention information across your social media platforms
- Take the B1 Challenge at b1.jasonfoundation.com
- Download the "A Friend Asks" App and encourage others to do so too
- Post warning signs and resources for help on your social media accounts

I WON'T BE SILENT

#IWONTBESILENT is an awareness campaign by The Jason Foundation to amplify the national conversation of the Silent Epidemic of youth suicide. Learn the warning signs associated with suicide, and challenge the people you know to learn them, as well. Challenge your co-workers, school, social club, friends, or family to join you. Taking just a few minutes to challenge those you know can help break the silence surrounding the tragedy of youth suicide. Our nation should be familiar with the warning signs, suicide facts and statistics, and how to find help for at-risk youth.

Visit IWontBeSilent.com, and learn how you can help raise the national conversation of youth suicide prevention. The site will provide you with ideas on how you can conduct an awareness campaign within your school, business, church, or other organization. Materials are available for download and can be accessed within minutes. Be sure to take lots of photos during your event and share them with us. We would love to include them with others who have taken the challenge. Share your photos on social media with the #IWontBeSilent, and be sure to tag us.

All the information necessary to hold a successful event is included in our User's Guide and is available for download at IWontBeSilent.com website. Alternatively, you can download the User Guide and additional information from The Jason Foundation's website on the Suicide Prevention Month page. To obtain, simply click on "Suicide Prevention Month" under the How to Get Involved tab at JasonFoundation.com



#IWONTBESILENT

The Jason Foundation, Inc.

SUICIDE & CRISIS LIFELINE

The Suicide & Crisis Lifeline, or simply "988," is a three-digit phone number in the United States that connects individuals in emotional distress, including those experiencing thoughts of suicide, with trained counselors and mental health professionals. Similar to 911 for immediate physical crises, 988 is intended to provide quick access to critical mental health support. The establishment of this number aims to make it easier for individuals in crisis to reach out for help, reducing barriers to accessing mental health services and potentially preventing suicides.



CRISIS SUPPORT TEAM

The Jason Foundation and Acadia Healthcare teamed up to create the Crisis Support Team (CST) as a resource that your communities in need have free access to. The Crisis Support Team is a free resource for guidance and advice when dealing with traumatic events that could affect a young person's emotional health. CST will provide telephonic assistance from clinical professionals who will listen to your situation and share insights on the most appropriate way to respond to these traumatic events. The service is NOT crisis counseling for individuals but intended to offer guidance for administration or leadership responding to groups dealing with adverse events. These events could range from suicide, suicide attempt, auto accident, or school violence. Reading a protocol or watching an informational module does not allow for the opportunity to ask questions or receive clarification for your specific situation. The Crisis Support Team will act as a sounding board where professionals will help guide your efforts to ensure that the youth involved receive proper care and instruction.



This resource provides an excellent opportunity to reach out to your schools, school districts, colleges, places of worship, and anywhere else that awareness of this program could benefit. The Jason Foundation has rack cards, full page flyers and business cards to promote this FREE resource.

SOCIAL MEDIA OUTREACH

One of the simplest ways to participate in Suicide Prevention Month is by promoting suicide prevention efforts on your social media. The Jason Foundation will be conducting social media outreach of various kinds throughout the month. Be sure to follow us on Facebook, X (Formerly known as Twitter), Instagram, and LinkedIn. Sharing our posts and information with your followers can play a vital role in expanding our outreach during the month.

Below are examples of social media posts you can utilize from your facilities page which promotes suicide prevention and the partnership between JFI and your facility.

Examples of posts for your social media:

- Four out of five individuals considering suicide give some sign of their intention, either verbally or behaviorally. You can take an active role in the prevention of suicide by visiting The Jason Foundation's website for more information at JasonFoundation.com.
- Did you know that suicide is the second leading cause of death for ages 10-44 in our nation? This Suicide Prevention Month #IWontBeSilent, and neither should you! Visit, iwontbesilent.com to learn how you could make a difference in someone's life today.
- #IWontBeSilent about the "silent epidemic" of youth suicide! Learn the warning signs associated with suicidal thoughts at iwontbesilent.com
- Simply taking the B1 Pledge promising to Be Aware, Be Able to Identify, and Be Prepared to React when someone you love is struggling, you already have the potential to help save lives. Learn more about helping a friend in need at b1.jasonfoundation.com
- Did you know there is a FREE smartphone app that provides tools and resources to help a friend who may be struggling with thoughts of suicide? "A Friend Asks" is one tool that The Jason Foundation offers at no cost to help you fight the "silent epidemic" of youth suicide. Learn more at JasonFoundation.com
- You wouldn't let a friend suffer in silence. Check out The Jason Foundation's B1 Pledge and encourage others to speak up about youth suicide prevention and awareness. Learn how you can B1 at b1.jasonfoundation.com
- Suicide prevention and mental health awareness are things everyone should be able to talk about without fear of judgement or stigma. You can learn how to say #IWontBeSilent this September. Visit, iwontbesilent.com to learn more.

Find us on social media!



[The Jason Foundation, Inc.- Youth Suicide Prevention and Awareness](#)



[@JasonFoundation](#)



[@thejasonfoundation1997](#)



[The Jason Foundation, Inc.](#)

B1 PROJECT

A friend, especially an informed friend, can help make a difference for someone who may be struggling with thoughts of suicide or self-harm. The B1 Project is designed to be quick, informative, and target the most important aspects of youth suicide prevention.

The purpose of B1 is to give you some of the information, tools and resources to better:

- Respond to a friend who may come to you for help
- Help recognize when a friend might be struggling with thoughts of suicide
- Help you prepare a plan on how you can help that friend



We are not trying to make you a counselor but assist you in guiding a friend to help in your school or community. By working together, we can help our friends get the support they need when facing life's challenges or struggling with thoughts of suicide. Share that you have taken the B1 Pledge with others via social media. Encourage your friends to B1, too.

The Jason Foundation offers several materials that you could use to market the B1 Project in your community. Visit the B1 website at b1.jasonfoundation.com.

“A FRIEND ASKS” APP

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. 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 allows you to seamlessly switch between English and Spanish. All pages have been translated to better serve the variety of communities. If you have not done so already, download the app today. Search “Jason Foundation” on the Apple App Store or Google play. Alternatively, you can find more information [here](#).



DOWNLOADABLE MATERIALS

The links below provide access to download useful resources for September. You can also find them on The Jason Foundation's website by clicking "Suicide Prevention Month" under the How to Get Involved tab at JasonFoundation.com.

[#IWONTBESILENT User Guide](#)

[#IWONTBESILENT Signs](#)

[#IWONTBESILENT for Schools](#)

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

[B1 Poster](#)

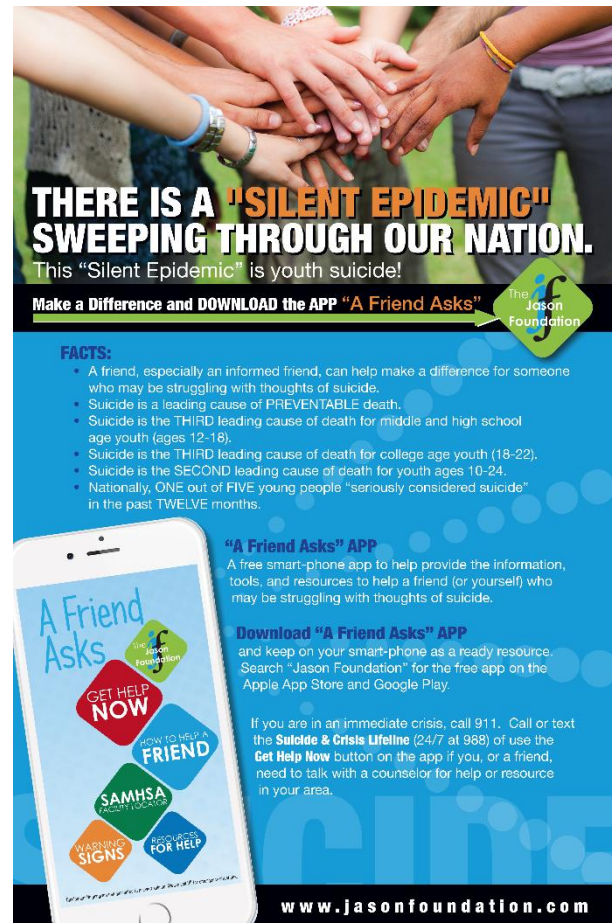
[B1 Flyer](#)

[Crisis Support Team Poster](#)

[First Responder Rack Card](#)

[Youth App Phone Card](#)

[A Friend Asks App Poster](#)



THERE IS A "SILENT EPIDEMIC" SWEEPING THROUGH OUR NATION.
This "Silent Epidemic" is youth suicide!

Make a Difference and DOWNLOAD the APP "A Friend Asks"

FACTS:

- A friend, especially an informed friend, can help make a difference for someone who may be struggling with thoughts of suicide.
- Suicide is a leading cause of PREVENTABLE death.
- Suicide is the THIRD leading cause of death for middle and high school age youth (ages 12-18).
- Suicide is the THIRD leading cause of death for college age youth (18-22).
- Suicide is the SECOND leading cause of death for youth ages 10-24.
- Nationally, ONE out of FIVE young people "seriously considered suicide" in the past TWELVE months.

"A Friend Asks" APP
A free smart-phone app to help provide the information, tools, and resources to help a friend (or yourself) who may be struggling with thoughts of suicide.

Download "A Friend Asks" APP
and keep on your smart-phone as a ready resource. Search "Jason Foundation" for the free app on the Apple App Store and Google Play.

If you are in an immediate crisis, call 911. Call or text the **Suicide & Crisis Lifeline** (24/7 at 988) or use the **Get Help Now** button on the app if you, or a friend, need to talk with a counselor for help or resource in your area.

www.jasonfoundation.com



#IWONTBESILENT

The **Jason Foundation**

Contact

(615) 264 – 2323

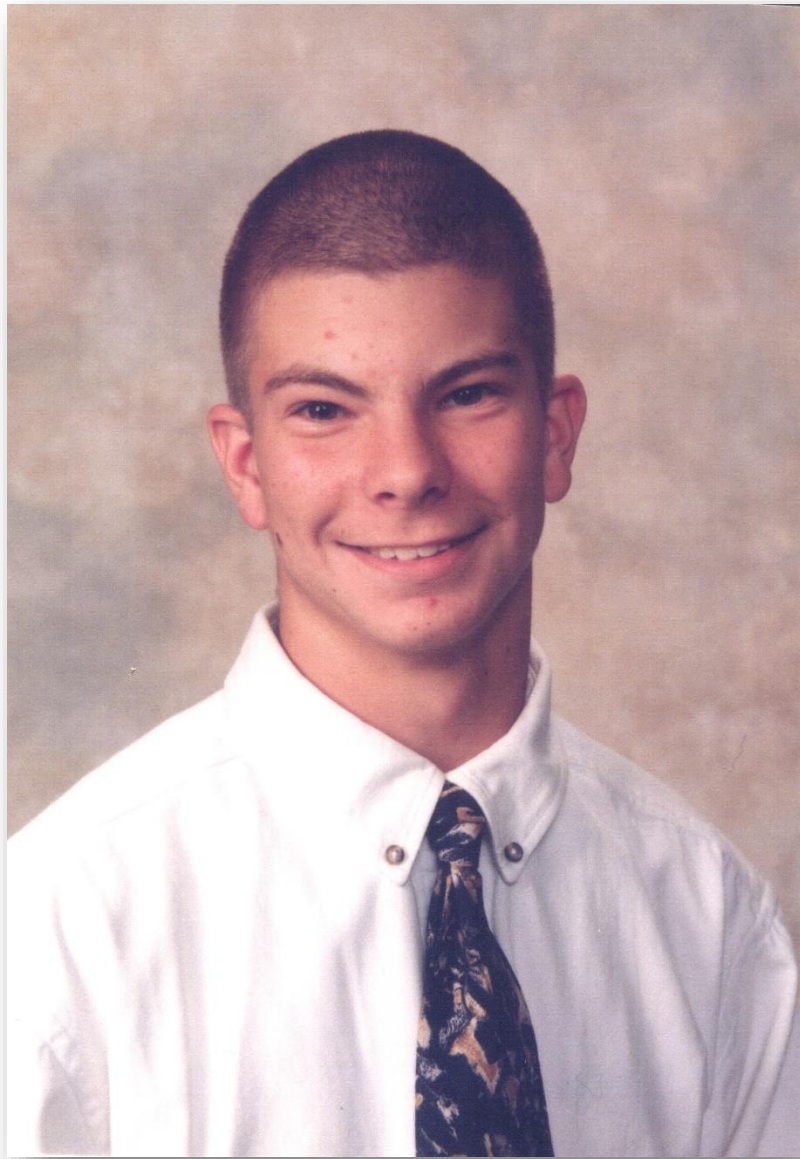
contact@JasonFoundation.com

Address

18 Volunteer Drive

Hendersonville, TN 37075





The Jason Foundation, Inc.

Founded in memory of Jason Flatt March 20, 1981 – July 16, 1997



*Keeping more than
dreams alive.*