


Tough Doesn't Mean Silent: *Coaching Minds Changing Lives*


COACHING MINDS CHANGING LIVES: A RESOURCE FOR COACHES, EDUCATORS & YOUTH LEADERS

What Is Coaching Minds Changing Lives?



Coaching Minds Changing Lives (CMCL) is an initiative between The Jason Foundation, Acadia Healthcare, and the American Football Coaches Association. The goal of this collaboration is to strengthen suicide prevention and awareness programs, while providing life-saving resources to coaches throughout the country. CMCL includes a National Resource Line for coaches supporting student-athletes struggling with mental health or substance use challenges. Through this dedicated service, clinical advisors will provide insights into a coach's or school's specific situation, offer suggestions on actions, and help locate mental health or addiction services when necessary.


What CMCL Is

- 
- A guidance and support resource for coaches and leaders responding to mental health or substance use concerns
 - A sounding board for advice on how to handle emotionally difficult situations
 - A connection to behavioral health professionals who can offer insights on best practices
 - A non-clinical, telephonic service—you'll typically speak with a clinical advisor within 24 hours

What CMCL Is Not

- 
- Not a crisis hotline
 - Not individual or group counseling
 - Not a replacement for emergency, professional mental health, or school student mental health services

Why It Matters for Coaches and Leaders



You may be the first adult a student-athlete turns to when they're struggling. Whether it's due to personal loss, academic pressure, or emotional distress, knowing how to respond can make a huge difference. While some athletic programs have mental health teams, many coaches feel alone or unsure of what to do. CMCL offers reassurance and expert advice—so you don't have to navigate these moments alone.

If this is a crisis situation, please call 911 or go to the nearest emergency room.



**TOUGH DOESN'T MEAN SILENT.
WE'RE HERE FOR YOU.**

Tough Doesn't Mean Silent: Coaching Minds Changing Lives

CMCL PLAY CALL: MENTAL HEALTH SUPPORT – 24 GUIDANCE

PLAY BREAKDOWN

1. Read the Field (*Recognize the Situation*)

A student-athlete is showing signs of distress—emotional overwhelm, substance use, depression, or suicidal thoughts. You need a game plan. **If this is a crisis situation, please call 911 or go to the nearest emergency room.*

2. Call the Audible (*Contact CMCL*)

Reach out to the Coaching Minds Changing Lives Resource Line at (850) 530-0932. This is your audible to bring in expert guidance.

3. Wait for the Snap (*Advisor Response*)

A clinical advisor will return your call—usually within 24 hours (next business day if it's a weekend or holiday).

4. Execute the Play (*Follow Guidance*)

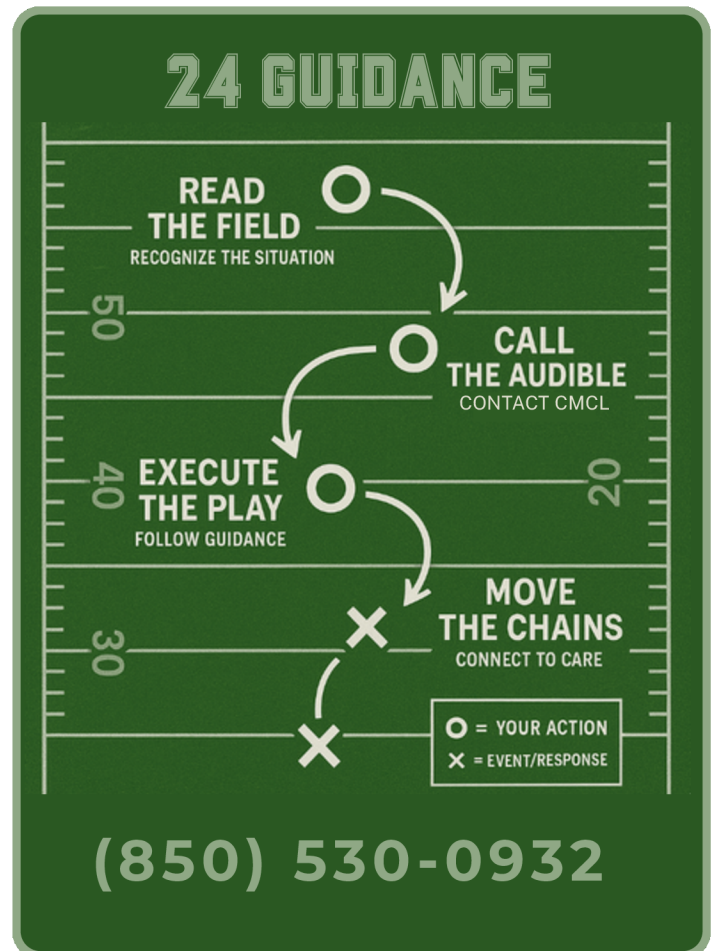
The advisor helps you navigate the situation, offering best practices for supporting your student-athlete.

5. Move the Chains (*Connect to Care*)

Use CMCL's advice to refer students to appropriate mental health resources and keep the momentum going toward healing.

FORMATION: LEADERSHIP HUDDLE

You're the coach. The team or player is looking to you for direction when mental health challenges arise.



(850) 530-0932

A National Resource Line for Coaches

**TOUGH DOESN'T MEAN SILENT.
WE'RE HERE FOR YOU.**