

SUICIDE PREVENTION AWARENESS MONTH INFORMATIONAL PACKET



Suicide is Preventable. Learn the Signs. Save a Life.



2026

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. Some studies have shown that almost 80% of those with suicidal thoughts show warning signs. That means we have an opportunity to recognize the warning signs and intervene!

September is Suicide Prevention Awareness Month. National Suicide Prevention Week is September 6– 12, 2026, 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 for 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 you to consider being a part of this very important month by helping create awareness.

This informational packet includes ideas and suggestions for activities that you can participate in to help build awareness within your community. 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 and young adult 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. JasonFoundation.com



A LETTER FROM JASON'S FATHER

Dear Friend,

Suicide is the 2nd leading cause of death among youth and young adults ages 10-24 in our nation today! It is not only one of the leading causes of death for young people, but the CDC and SAMHSA have identified suicide as a leading cause of **preventable** death.

September is **National Suicide Prevention Month**, a time to raise awareness about the “Silent Epidemic” of youth and young adult suicide. It is also an opportunity to engage communities, companies, organizations, and individuals in the prevention effort... saving lives... and making lives better!

This toolkit provides several ways you can become part of this important mission. Inside, you will find downloadable posters, educational resources, and social media posts that you can share on your social media platforms to help raise awareness and connect people with lifesaving resources.

This Suicide Prevention Month, don't stay on the sidelines. Get involved and help your community, schools, and individuals prevent the tragedy of suicide!

Hope – Help – Healing

Thank you for your support, and let's work together to save lives!

(**) Please send comments (and photos, if you have any) about how you implemented the toolkit and how you believe it made a difference. Send to: contact@jasonfoundation.com



Clark Flatt

Jason's Dad/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 concession 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

SOCIAL MEDIA OUTREACH

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

Key messages and weekly themes to inspire content creation.

Downloadable social media graphics to spread awareness across your platforms.

Hashtags to boost visibility and engagement on social media.

Digital stickers and email signatures to reinforce the message.

Virtual backgrounds to personalize your online meetings.

Overall theme: Suicide is preventable. Learn the signs. Save a life.

Suicide is one of the leading causes of preventable death in the United States. Each week, we lose approximately 125 young people to the “Silent Epidemic” of youth and young adult suicide. Suicide is preventable. There are warning signs. By learning the warning signs, you can better recognize and assist at-risk individuals. Together, we can make a difference.

- Understanding suicide (Awareness)
- Recognize the warning signs (Education)
- Be prepared to have the conversation and listen without judgment (Intervention/Support)
- Reduce stigma and raise awareness (Hope and Resources)

The Jason Foundation believes awareness and education are the first steps to prevention. Financial barriers should never be the determining factor in who receives life-saving resources. That is why JFI has never charged a parent, educator or community for access to its programs or materials.

Social Media Best Practices:

Awareness saves lives. Share one of our suicide prevention graphics on your social media to help raise awareness and let people know that support is available. Tag The Jason Foundation!



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



[@JasonFoundation](#)



[@thejasonfoundation1997](#)



[The Jason Foundation, Inc.](#)

Week 1 Theme: Understanding the magnitude of the issue. (Awareness) “Suicide Myth vs Fact” ([graphic 1](#), [graphic 2](#), [graphic 3](#)), “Risk Factors” ([1 graphic](#))

- What suicide is and isn’t, myth vs facts
- Current stats
- Risk Factors
- The impact on families and communities
- Emphasis: reducing stigma and having open conversations

Week 2 Theme: Recognizing the warning signs. (Education) “Warning Signs” ([1 graphic](#))

- Behavioral signs (social withdrawal, giving away prized possessions, drastic change in appearance and/or appetite)
- Verbal cues (hopelessness, feeling like a burden)
- Mood changes (depression, anxiety, increased irritability)
- High risk events (divorce, breakup, loss of a loved one)
- Emphasis: Recognizing and taking warning signs seriously.

September 10: World Suicide Prevention Day (WSPD) ([1 graphic](#))

- Raise awareness.
- Provide resources.

Week 3 Theme: Taking action (Intervention and Support) “Conversations Matter” ([1 graphic](#))

- How to start a conversation with someone who may be struggling.
- What to do/what not to do
- How to listen without judgment
- Encouraging professional help (therapy, counseling/therapy, crisis services)
- Immediate steps if someone is in danger (never leave them alone, go/stay with them)
- Emphasis: Empowering people to act, not just observe.

Week 4 Theme: Building long-term prevention (Hope and Resources) “Building Long-Term Prevention” ([1 graphic](#))

- Protective factors (connection, purpose, coping skills)
- Self-care and resilience strategies
- Community resources and ongoing support systems
- How to stay involved beyond September (advocacy, volunteering, donations, fundraising)
- Emphasis: Prevention as an ongoing, community effort

Hashtag Guidance: It’s a small step that helps people who are struggling to find support, join the conversation and know they’re not alone.

- | | |
|---------------------------|--------------------|
| • #SuicidePreventionMonth | • #LearntheSigns |
| • #SPM2026 | • #MakeADifference |
| • #TheJasonFoundation | • #YouthSuicide |

Social Media Posts:**Week 1: Awareness**

Suicide Myth vs. Fact ([graphic 1](#), [graphic 2](#), [graphic 3](#))

Caption:

Myths and misconceptions about suicide can increase stigma, make it harder to talk openly about suicide and prevent people from seeking or offering help. By learning the facts, we can reduce stigma, encourage open conversations and better support those who may be struggling. Knowledge can save lives. Visit JasonFoundation.com to learn more about suicide and how you can help make a difference.

Learn the facts. Share the truth. Start the conversation. 🗣️

Week 2: Education

Warning Signs ([1 graphic](#))

Caption:

Suicide is one of the leading causes of preventable death. There are warning signs. Some studies have shown that almost 80% of those with suicidal thoughts show warning signs. By learning these warning signs, you can better recognize and respond when someone may be struggling. Visit JasonFoundation.com to learn the warning signs associated with suicide.

Learn the signs. Start the conversation. Save a life. 💙

Risk Factors ([1 graphic](#))

Caption: Suicide does not happen suddenly. It is often the result of a buildup of stressors that can contribute to anxiety, unhappiness, and a growing sense of hopelessness over time. Recognizing these warning signs early can make all the difference. Visit JasonFoundation.com to learn more about the risk factors and warning signs associated with suicide.

September 10: World Suicide Prevention Day ([1 graphic](#))

Caption:

Today is World Suicide Prevention Day. A reminder that you are not alone, and help is available. This day is about raising awareness for suicide prevention, while also encouraging connection, compassion, and checking in on those around us. Learning the warning signs of suicide can help you recognize when someone is struggling. Together, we can make a difference. Visit JasonFoundation.com to learn how you can get involved.

Week 3: Intervention and Support

What to Do/What Not to Do ([1 graphic](#))

Caption:

When a friend, or even yourself, is struggling with suicidal thoughts, these conversations can feel difficult. It doesn't have to be that way. By downloading The Jason Foundation's A Friend Asks app, you can be better prepared when a friend comes to you for help. The app provides guidance on what to say, what not to say and how to support someone who may be struggling. Visit JasonFoundation.com to learn more about A Friend Asks app and download this free resource today. It could help you save a life.

Week 4: Hope and Resources

Building Long-Term Prevention ([1 graphic](#))

Caption:

Suicide prevention is a year-round effort, not just a focus for September. Every day is an opportunity to raise awareness, inspire hope and support those who may be struggling. You can make a difference by learning the warning signs, advocating for suicide prevention, making a donation or starting a fundraiser to help provide JFI's life-saving programs and materials at no cost to those who need them most. Visit JasonFoundation.com to learn more about its resources, programs and materials.

Together we are keeping more than dreams alive. ✨

ADDITIONAL WAYS TO RAISE AWARENESS

Virtual Backgrounds (Zoom Calls): ([background 1](#), [background 2](#), [background 3](#))

This September, swap your Zoom background for one of ours. It's an easy way to show your support and let colleagues, clients and friends know that help is always available.

Email Signature: ([signature 1](#), [signature 2](#), [signature 3](#), [signature 4](#))

Make every email count. Update your email signature with one of our Suicide Prevention Month messages to help raise awareness and show your support.

Digital Stickers: ([sticker 1](#), [sticker 2](#))

This September, digital stickers offer a simple way to raise awareness during Suicide Prevention Month. Drag and drop the PNGs onto social media graphics, Word documents or PowerPoint slides.

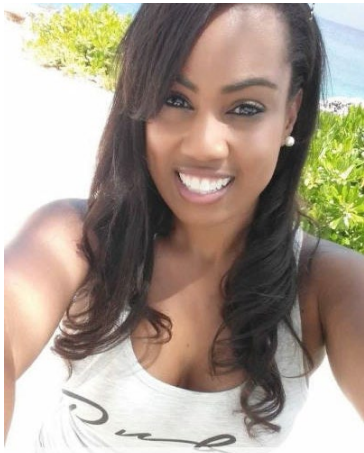


I WON'T BE SILENT

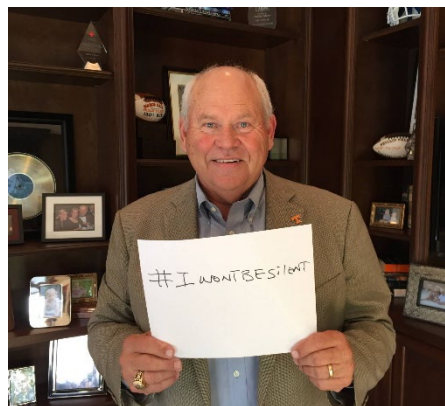
#IWONTBESILENT is an awareness campaign by The Jason Foundation to amplify the national conversation of the Silent Epidemic of youth suicide. Learn the warning signs associated with suicide, and challenge the people you know to learn them, as well. Challenge your co-workers, school, social club, friends, 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 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. 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
www.iwontbesilent.com



#IWONTBESILENT

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 provide 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 information, tools, and resources to help recognize when someone may be struggling with thoughts of suicide and how to help. The app includes a Spanish translation, making it even more accessible. Once in the app, a dropdown menu is available in the upper, right-hand corner. The 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](#)

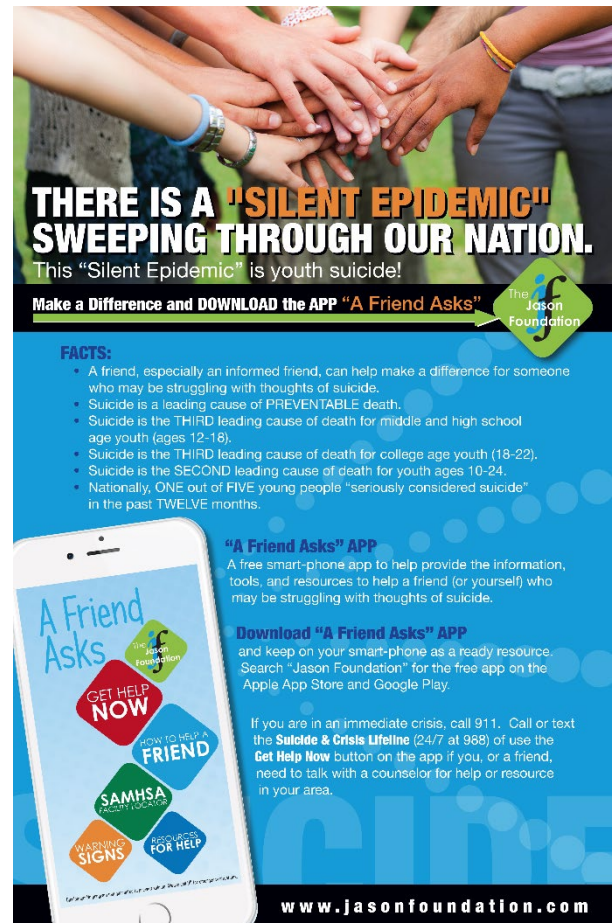
[B1 Flyer](#)

[Crisis Support Team Poster](#)

[First Responder Rack Card](#)

[Youth App Phone Card](#)

[A Friend Asks App Poster](#)



#IWONTBESILENT

HELP IS AVAILABLE: RESOURCES & SUPPORT

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, a suicide attempt, an auto accident, or school violence. Reading a protocol or watching an informational module does not provide an 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.

The **Jason Foundation**

Contact

(615) 264 – 2323

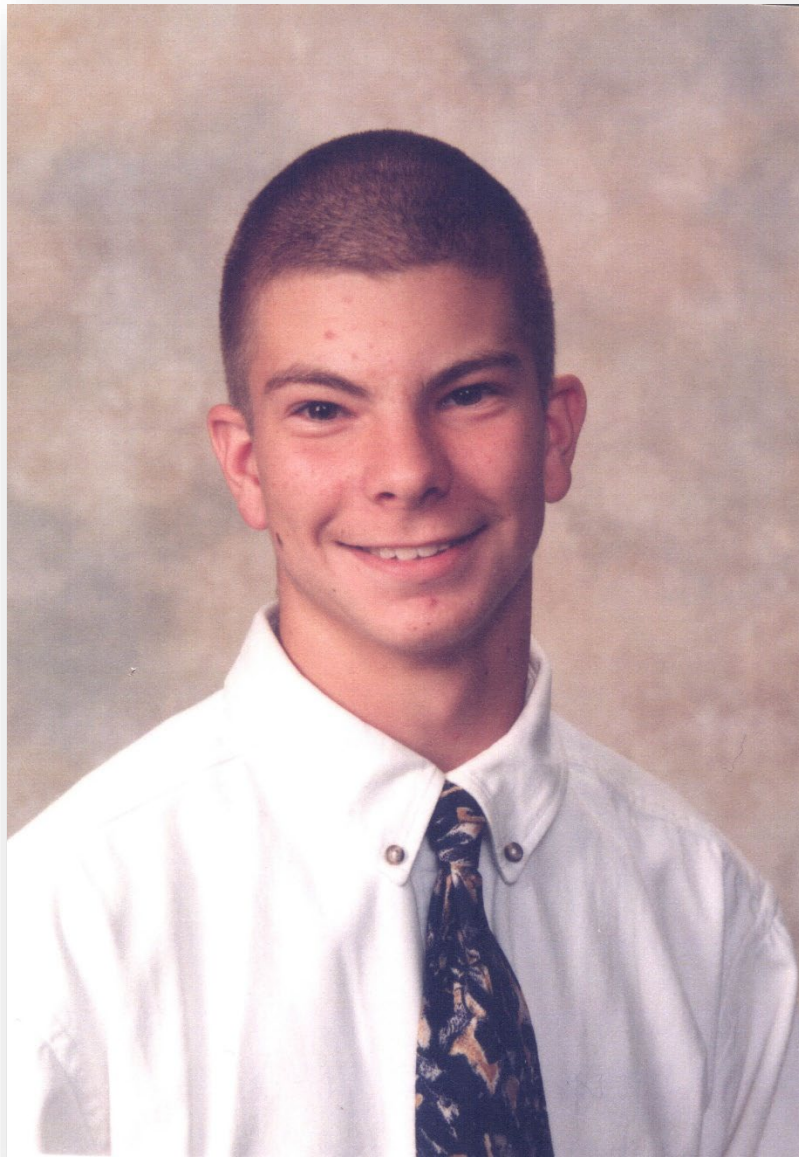
contact@JasonFoundation.com

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.*