

MISSION

Making Suicide Prevention Accessible to Everyone and Removing Barriers to Help by

- Empowering communities and individuals through leadership, awareness and education;
- Identifying and collaborating with support networks to save lives.

COMMENTS

"I am pleased to be able to commend the Yellow Ribbon Suicide Prevention Program as a valuable and timely contribution to the fight against Youth Suicide. Young people are our most valuable asset". **Australian Prime Minister, John Howard, 2000**

"The Yellow Ribbon Suicide Prevention Program, founded by Dar and Dale Emme, literally saves boys' lives daily". **William S. Pollack, Ph.D., Real Boys' Voices, Random House 2000**



Duluth MN YR Chapter

FEEDBACK

"When I compared the teen suicides 4 years prior to the Yellow Ribbon launch with the 4 years since the launch, there was a 62% decrease in the teen suicide rate". *MI 2005 - Macomb County Medical Examiner, Gary Burnett, Macomb County Mental Health*

"96 % of participants agreed that they have been given the tools to train participants to respond effectively to a young person in crisis and would recommend the training to others". *A Commitment to Life Project, Healthy Communities Alliance Inc. NY*

TOOLS AND MATERIALS

- **Ask 4 Help - Be A Link!® Card**
To Get Help and to Give Help
10 Free. 10-99 Donation. 100/\$12. *Volume prices avail.*
- **Lapel Pins, Bracelets, Lanyards, Shirts**
See www.yellowribbon.org/merchandise
- **Program Toolkit*** *Call for more information*
 - Community Action Guidelines (Manual)
 - Suicide Prevention Training Handbooks
- **Children's Program Toolkit*** *Call for information*
 - Training for Adults working with K-5 children
 - Lesson Plans for the children sessions
- **Membership**

Supporting:	Student/Senior: \$15	Individual: \$25
	Family: \$50	Organization \$100
Operational*:	Program Site: \$150*	Chapter: \$150*
	Subordinate Chapter 501(c)(3): \$750*	

* To use training materials and/or be a trainer/presenter, membership and satisfaction of Yellow Ribbon Training Guidelines is required. Information 303.429 3530

Ordering: (or www.yellowribbon.org/store)

Organization Name: _____

Contact Name/Title: _____

Address: _____

City/ST/Zip: _____

Email: _____

Phone: _____

Yellow Ribbon is an IRS recognized charity and needs your support. Donations will help provide YR Cards, materials and programs.

YR Cards (100/\$12) Amount# _____ \$ _____

Membership: *Complete at yellowribbon.org* _____ \$ _____

Donation _____ \$ _____

Honor/Memory of _____

Payment

Check Visa MasterCard AmExp

Credit Card #: _____

Exp: _____ Zip on card: _____

*MAIL ORDER & PAYMENT TO: (U.S. Funds only):
Yellow Ribbon Int'l, PO Box 644 Westminster CO 80036-0644
Credit card and purchase orders may be faxed: 303.426.4496*

Suicide Awareness, Education and Prevention for Youth, and the community that surrounds them.



*Start the Conversation
Save a Life!*

YELLOW RIBBON

SUICIDE PREVENTION PROGRAM®
P.O. Box 644 • Westminster, CO 80036-0644
Offices: 303-429-3530 • Fax: 303-426-4496

www.yellowribbon.org

ask4help@yellowribbon.org

It's OK to Ask 4 Help!®

800-273-TALK (8255) ~ Text 'Help' 741741

WHAT IS YELLOW RIBBON?

A community-based organization developed to address youth/teen suicide through public awareness campaigns, education and training, to help communities build sustainable suicide prevention programs, and to help strengthen existing community programs.



ABOUT YELLOW RIBBON

The Spirit of Yellow Ribbon is its people. The program began in 1994 in response to heartfelt pleas from teens and adults after the death of a friend and loved one. Words of help and hope said by the teen's family were put on bright yellow paper and shared at the services. **Why Yellow?** For their friend who was known for the bright yellow 1968 Ford Mustang he had rebuilt. Teens shared the messages locally and began to mail them to friends and loved ones. Within three weeks word came of a girl who got help when she gave the hallmark of the program - the Ask 4 Help!® Card (that bright yellow message) to her teacher.

*The ripple effect began ~
a bright yellow bridge was built.*



Yellow Ribbon Program was founded in Loving Memory of Mike Emme

WHAT YELLOW RIBBON DOES

- Provides unique, bridging the gap, **suicide prevention trainings** and **community development** for all ages - youth and adults - lay people and professionals.
- Has Chapters throughout the U.S. and globally.
- Has Program Sites in over 5,000 schools in U.S. (Public, Private, Tribal and Faith-based)
- Provides technical assistance for developing state plans, state and community coalitions.
- Founders served as Commissioners developing Colorado's State Suicide Prevention Plan, Office of Suicide Prevention and Suicide Prevention Coalition of Colorado.
- Founding member of National Council for Suicide Prevention
- Created International Suicide Prevention Week (1995), observed annually the 2nd Week of September. Recognized by U.S. House, U.S. Senate, and U.S. Governors.
- National Partners: American Osteopathic Association (AOA), Advocates to the AOA, American Psychiatric Assoc. Alliance, & more.

YOU CAN HELP YELLOW RIBBON!

- 82% of donations go directly to program. As a grassroots organization of dedicated volunteers financial support is vital & makes a positive difference for young people to get the help they need to stay alive. **Please donate!**

If you or a friend/loved one is need of help:



1-800-273-TALK
(8255)



Text 'Help' to
741 741

PROGRAMS AND TRAININGS

Be A Link!® and Ask 4 Help!® Gatekeeper trainings are listed on the **Best Practices Registry**

COMMUNITY ACTION GUIDELINES

Empowering communities through education and collaboration to develop local planning, preparedness and readiness, along with helping them identify local and national resources and partners to create a sustainable suicide prevention program.

ADULT TRAININGS

Be A Link!® Suicide Prevention Gatekeeper Trainings. Non-clinical trainings appropriate for ALL adults. Training tracks for:

- ⌘ School Staff Development Training
- ⌘ First Responders
- ⌘ Faith Leaders
- ⌘ Parents and Community Members

TEEN/YOUTH PROGRAMS

⌘ Ask 4 Help!® Peer gatekeeper training to increase help seeking behaviors and links between peers and caring adults.

CHILDREN'S PROGRAM

Learn to identify protective factors and connectedness to increase help seeking behavior.

- ⌘ Be A Link!® -E - Suicide Prevention Gatekeeper Training for Adults working with children (K-5)
- ⌘ Ask 4 Help!® -E - A primary prevention approach that moves 'upstream' with teaching life skills to children (K-5) so that by the time children reach adolescence, help seeking behavior is ingrained.

ASK 4 HELP ~ BE A LINK!® CARDS To Get Help & To Give Help

