



Introduction

YELLOW RIBBON

Suicide Prevention Program®

is dedicated to preventing youth suicide & attempts by **making suicide prevention accessible to everyone** and removing barriers to help by

- ⌘ empowering communities and individuals through leadership, awareness and education; and
- ⌘ by collaborating and partnering with support networks to save lives

Respect – Honor - Love

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, Mike Emme.

Words of help and hope said by Mike’s family were put on bright yellow papers and shared with teens at Mike’s services. Teens began to share the words and to send those messages “everywhere”.

Within *three weeks*, word came of a girl saved when she used the bright yellow message, the hallmark of the program – the Ask 4 Help!® Card to ask for help. A bright yellow bridge was built (after Mike’s cherished Yellow ‘68 Mustang) and the ripple effect is felt around the world.



The HEART in the Ribbon is for Survivors.

Story can be read in:
Chicken Soup for the Soul:
3rd Serving (1996) ~ Teenage Soul (1997)
Teenage Soul Letters (2001)
And other periodicals

Making prevention accessible by:

- ⌘ Giving the *critical first step*: to ask for/get help by providing tools & lifeskills so youth can:
 - turn away from suicidal ideation (thinking)
 - gain coping skills and mechanisms to deal with their issues
 - strengthen help seeking behaviors; and
- ⌘ By teaching a *critical second step*: how to start an effective and sustainable prevention program in communities; and
- ⌘ By collaborating with community partners who provide therapy and counseling on a pro-bono, sliding scale basis and other important professional partners; clergy, spiritual counselors and specialists.

A National ‘Best Practices Registry’ Program

Core Principles:

- ⌘ Bring together and train both peer leaders and caring adults
- ⌘ Messages of Hope and Help are used with the Restore Hope Campaign with local voices and faces saturating local schools and communities with stories of resiliency and social connectedness.

Suicide is Preventable¹ through preparedness & readiness.*

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Yellow Ribbon’s trainings address the need to be prepared and educate all members of the community before (prevention) and after (postvention) any suicide or attempted suicides in order to recognize factors that place individuals at risk for suicide and to learn appropriate interventions.

Yellow Ribbon is best described as a comprehensive program for:

Empowering communities:

- a. to **engage in suicide prevention at all levels**
- b. in **Awareness & Action**
- c. with ongoing **Technical Assistance**
- d. in **Prevention Training** (*community friendly, non-clinical approach*) for
 1. First Responders
 2. Schools: Admin/ALL Staff
 3. Faith Communities
 4. ALL Community Adults
 5. Youth
 6. Children (K-5 & Staff) (*Wellness & Prevention*)
 7. Diverse Populations

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* Natural disasters like Katrina (and the depression that can follow) and man-made events such as 9/11 and suicide-related incidents at schools have shown the need to be prepared. *Suicide attempts and completions often spike after these types of disasters.*

1 National Strategy for Suicide Prevention: Goals and Objectives for Action 2001 Goal 1 (pg 44)