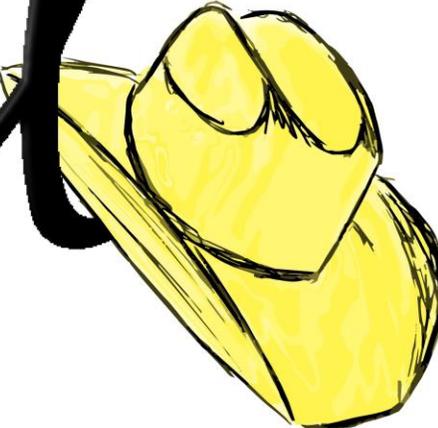
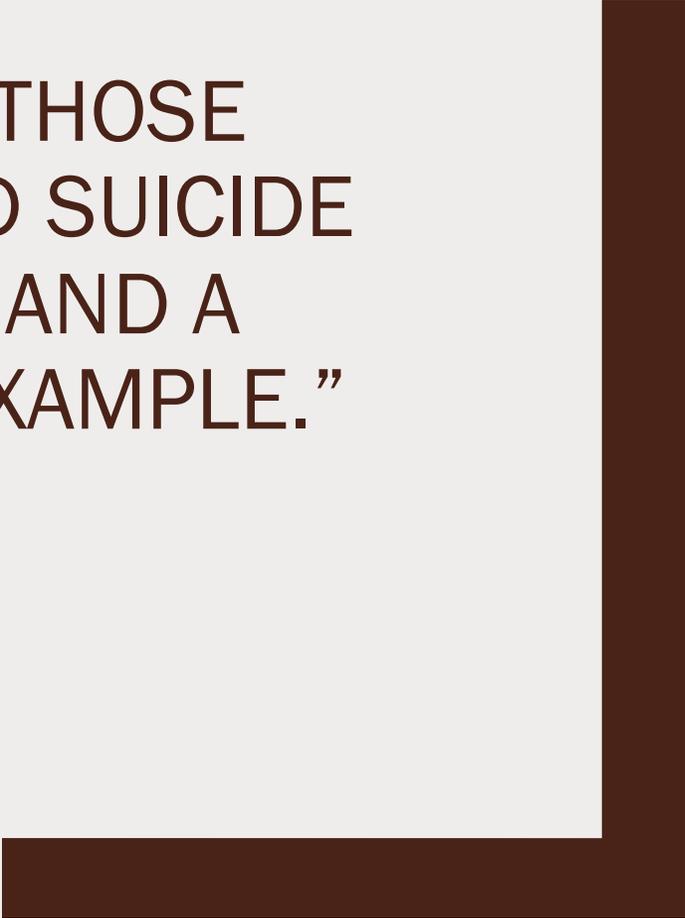


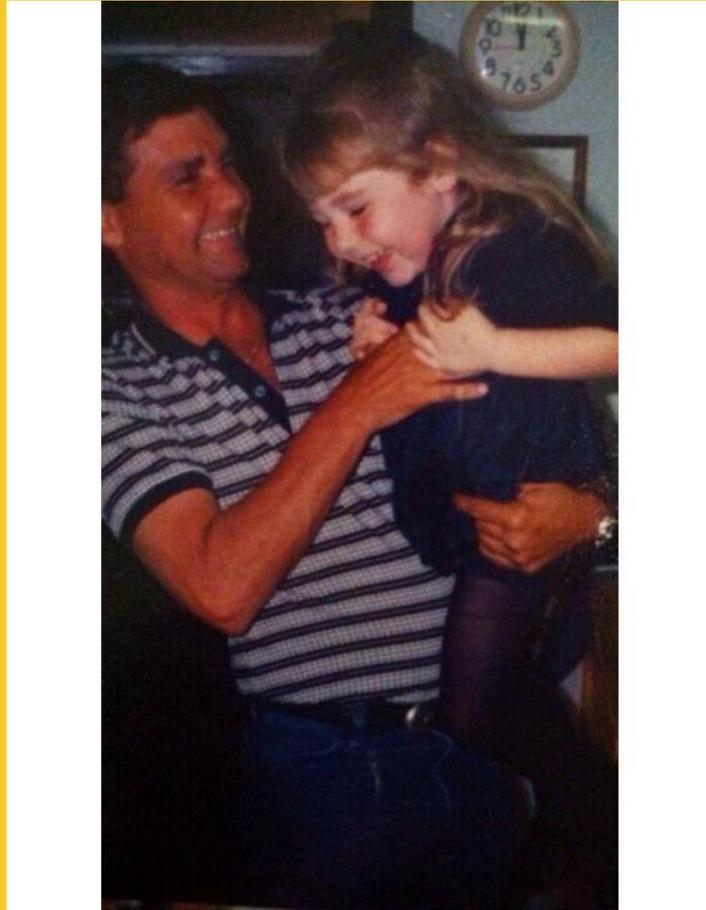
YELLOW FELT
Soul

A yellow felt hat with a dark band, positioned to the right of the word 'Soul' in the logo.



“MY MISSION IS TO *INSPIRE* THOSE
AFFECTED BY DEPRESSION AND SUICIDE
THAT THEY MAY HAVE A *LIFE* AND A
PURPOSE BY BEING A *LIVING* EXAMPLE.”





Donny Joe McCamey

August 31, 1994 –
April 20, 2001



- Healthy place to grieve
- Grow in knowledge
- Find peace and comfort
- Know they're not alone in their battles



Every **40** seconds someone loses their life to suicide.

1. Assume you're the only one who will reach out. Let them know their life matters to you. One conversation could save a life.
2. Listen to their story and let them know you care. Ask directly about suicide, calmly and without judgement. Show understanding and take their concerns seriously.
3. Encourage them to seek proper help. Keep them safely from lethal means like firearms and drugs and remind them that their suffering is temporary.

1 Ask.

2 Listen.



DOES ANYONE KNOW
WHAT U.S. STATE HAS
THE HIGHEST SUICIDE
RATE FOR BOTH MEN
AND WOMEN?

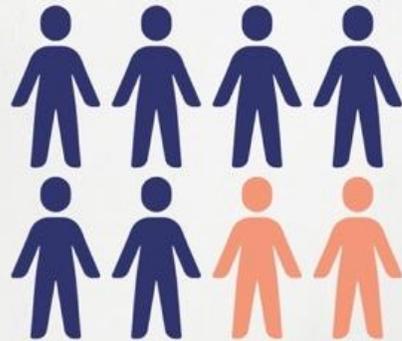
OCCUPATION

Farmers/Ranchers, Fishermen, Construction Workers, and men in Mining, Quarrying, and Oil and Gas Extraction (roughnecks) run the highest risk of dying by suicide. Contributing factors include financial uncertainty, physical demands, poor mental health, and lack of social support..

- Farmers and Ranchers face elevated rates of suicide compared with the general public.
- These stressors may result in suicidal thoughts or attempts. The stigma that exists around mental health may be even stronger in farming communities.
- Farming and Ranching culture often enforces social norms that may make people less likely to reach out for social support from friends or family.

HIGH RISK

75% of all people who die by suicide are male. Men who live in rural areas are at the greatest risk of suicide.



DEATHS PER 100,000

The rate of suicide among men & women in rural areas is higher than those in urban areas.



The suicide rate is nearly twice as many in rural areas compared to people who live in urban areas. Men's rate in rural areas is 30.6 vs. Women whose rate is 7.3 (per 100,000).

Risk Factors for Suicide



Risk Factors for Suicide

- Mental disorders, particularly mood disorders, schizophrenia, anxiety disorders and certain personality disorders
- Alcohol and other substance use disorders
- Hopelessness
- Impulsive and/or aggressive tendencies
- History of trauma or abuse
- Major physical illnesses
- Previous suicide attempt

- Family history of suicide
- Job or financial loss
- Loss of relationship
- Easy access to lethal means
- Local clusters of suicide
- Lack of social support and sense of isolation
- Stigma associated with asking for help
- Lack of health care, especially mental health and substance abuse treatment
- Cultural and religious beliefs, such as the belief that suicide is a noble resolution of a personal dilemma
- Exposure to others who have died by suicide (in real life or via the media/Internet)

- Suicide is the 12th leading cause of death.
- More than 30,000 Americans lose their battle to suicide and hundreds of thousands more attempt but fail.
- More than one-third of U.S. high school students reported feeling sad or hopeless and nearly one-fifth seriously considered suicide in the 12 months before the survey.
- Adolescents attempt suicide more than any other age group.

Language Matters

Do say	Don't say	Why?
'non-fatal' or 'made an attempt on his/her life'	'unsuccessful suicide'	To avoid presenting suicide as a desired outcome or glamourising a suicide attempt.
'took their own life', 'died by suicide' or 'ended their own life'	'successful suicide'	To avoid presenting suicide as a desired outcome.
'died by suicide' or 'ended his/ her own life'	'committed' or 'commit suicide'	To avoid association between suicide and 'crime' or 'sin' that may alienate some people.
'concerning rates of suicide'	'suicide epidemic'	To avoid sensationalism and inaccuracy.

Suicide Warning Signs



HELP



- Talking about wanting to die or to kill themselves.
- Looking for a way to kill themselves, such as searching online or buying a gun.
- Talking about feeling hopeless or having no reason to live.
- Talking about feeling trapped or in unbearable pain.
- Talking about being a burden to others.
- Increasing their use of alcohol or drugs.
- Acting anxious or agitated; behaving recklessly.
- Sleeping too little or too much.
- Withdrawing or isolating themselves.
- Showing rage or talking about seeking revenge.
- Displaying extreme mood swings.

www.yellowfeltsoul.org

Bringing suicide and
depression awareness to
the western community.



Life can be
tough but YOU
ARE TOUGHER!!
Let's Saddle Up
for life because
YOU make this
world a better
place!