please LIVE PRESS KIT
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WHAT IS PLEASE LIVE?

Please Live is an education and awareness nonprofit designed to teach middle school, high school, and college aged students about mental health and suicide prevention. We do this through a comprehensive three-pronged approach that trains staff members, provides student education and coordinates a community health fair to bring families and service agencies into the conversation.

WHO DO WE SERVE?

Please Live focuses on youth, but in being student-focused we also reach adults who work closely with youth. Our three-pronged approach brings education into all areas of a student’s life; their teachers, their families, and the students themselves.

WHERE?

Our base of operations is in Mechanicsburg, PA, but Please Live is excited to bring our program to any school, church, or community venue that will open their doors to us!

HOW MUCH?

As a nonprofit, we operate fully on grants, donations, and the hard work of dedicated volunteers to offer our program at the lowest possible costs — free!

WHO DO I CONTACT?

For more information, please send all inquiries to support@pleaselive.org.

Alexa Moody
President & Founder
Please Live was founded by **19-year-old Alexa Moody** in May 2010.

Please Live became a **501©3 nonprofit organization** in April 2014.

The Board of Directors for Please Live is primarily made up of **young adults in their 20’s**.

Please Live strives to **connect human service agencies** together for an eclectic approach to mental health.

We believe that money should never be a barrier for mental health education; hence **everything we do is absolutely free**.

Please Live generates most of its income from **donations, merchandise sales, and grants**.

Please Live works based on the **multi-dimensional framework**, meaning we educate how mental illnesses affect the biological, psychological, social, and spiritual dimensions of individuals.

One goal of Please Live is to **pay the way for a core team of teachers to receive suicide prevention training** in every school, specifically Youth Mental Health First Aid Training.

Another goal of Please Live is to **coordinate a mental health fair** in every school to promote education and awareness among students.

Please Live primarily targets **middle school, high school, and college students**. However, we can bend our program to reach elementary students or adults.
PLEASE LIVE STARTED WITH A CARING TEENAGER WHO SAW A NEED IN THE WORLD AND DECIDED TO ADDRESS IT.

During the 2009-2010 school year, Alexa Moody, a 19-year-old volunteer youth leader at a local church in Camp Hill PA, noticed a rise in teen suicides in the Central PA region. Just minutes outside of Pennsylvania’s capital, Alexa heard of five teen suicides within the course of five months. She was heartbroken over the loss. Although she did not personally know any of the teens, her heart was torn for the friends and families left behind (known as suicide survivors). It was from this hurt that Alexa heard God’s voice telling her to do something about it.

So armed with a broken heart and a message from God, Alexa started Please Live in May 2010. Over the course of a few months, Please Live has roused the support from people all over the community. Over the next two years Alexa worked at forming the foundation for Please Live, creating the first Board of Directors and subcommittees to get Please Live running. In April 2014, Please Life officially received its 501©3 tax exempt status with the IRS.
OUR MISSION

To *cultivate mental wellness* through education and awareness of mental health challenges, focusing primarily on depression, anxiety, and suicide prevention.

OUR VISION

Mentally well communities.
Around the age of 9 Alexa began experiencing symptoms of depression. Not knowing that her feelings of hopelessness, her isolation from friends, and her lashing out at others were signs of a mental illness, she continued to spiral downwards over the course of five years. By freshman year of high school she had become passively suicidal. Eventually she opened up to her parents about her feelings and began seeing a counselor once a week over the course of roughly six months. During this time she learned that what she was dealing with was a treatable illness, and she learned how to cope with her feelings and recover.

By the end of high school she knew she wanted to work in mental health field with hurting teenagers. She received her associate’s degree in human services with an emphasis on counseling. During her second semester in college, when she was only nineteen, Alexa received her message from God prompting her to begin her own education and awareness nonprofit. She recalls that she struggled with depression for five years – almost reaching crisis – before finally getting the help she needed. She hopes through improved education and awareness efforts, today’s teenagers won’t wait so long to get the help they need.

Shortly after graduating from college, Alexa interviewed and selected Please Live’s first board of directors, organized and held several events in the community, and then received federal nonprofit status for Please Live in 2014.

Her passion for mental health has also inspired her to become certified in Mental Health First Aid, a certified QPR instructor, and a certified Life Coach. In addition to Please Live, Alexa works with the Mental Wellness Awareness Association, is a member of the Cumberland/Perry Suicide Prevention Taskforce P.U.L.S.E., and previously held positions on the United Way Youth and Adolescent Mental Health Subcommittee and the PA Adult/Older Adult Suicide Prevention Coalition.

Alexa’s dream is to be able to make a lasting impact on not only the local community but the nation at large. She hopes that someday mental health education will be a crucial aspect of early education and dreams of a day when the stigma surrounding mental health will be non-existent. She is proud to be a symbol of recovery and a representative of the next generation of mental health.
BOARD OF DIRECTORS

LAURA COOK
Secretary

COREY SNYDER
Treasurer

SARAH ALVAREZ
Chair of Love Life Ministries

LORAH FELDMAN
Creative Director

DAVID COOK
Web Developer

ANDREA KEMBLE
Education Chair

KATHERINE (KATIE) PETERS
Grant Writer

TIFFANY YOUNG
Marketing Chair
YOUTH+TEEN SUICIDE STATISTICS

EACH DAY

- An average of 5,400 students in grades 7-12 attempt suicide.
- Firearms are the most common method of death by suicide, 51%.
The next most common methods are suffocation at 24.5% & poisoning at 16%.

SUICIDE IS THE 2ND LEADING CAUSE of death for youth aged 10-24.

- 1 in 7 high school students have considered suicide within the past school year.
- 1 in 14 high school students have attempted suicide within the past school year.

IN AMERICA, SUICIDE IS THE 10TH LEADING CAUSE of death for all ages.

- 90% of people who die by suicide have a diagnosable and treatable psychiatric disorder at the time of their death.

For every youth suicide, there are an estimated 25 attempts.

More teenagers and young adults die from suicide than from cancer, heart disease, AIDS, birth defects, stroke, pneumonia, influenza, and chronic lung disease combined.

SOURCES:
- American Foundation for Suicide Prevention
- Jason Foundation
- CDC WISQARS, 2013
- CDC’s Youth Risk Behavior Survey, 2007
Feel free to use these suggestions to help you develop a story about Please Live.

**STORY SUGGESTIONS**

1. Please Live Targets Suicidal, Depressed Teens
2. Please Live Brings Hope to Schools
3. Please Live Offers Hope to the Capitol Region
4. What Please Live is Doing to Fight Suicide
5. Suicide Prevention For Schools
6. Rise in Suicides Prompts Teen-Centered Nonprofit
7. Mental Health Education Needed in Schools

**INTERVIEW QUESTIONS**

1. What are Please Live's long-term goals?
2. How can parents help their hurting teens?
3. What role does bullying play in at-risk youth?
4. What factors put students at a higher risk for suicide?
5. Where would you like to see Please Live in 5 years? 10 years?
6. What can the community do to help Please Live complete its mission?
7. Do you have any plans on making Please Live a national organization?
8. How does internet usage contribute to depression, suicidality in teens?
9. Are there any recent trends that may contribute to higher rates of depression, suicide?
10. How have mental illness rates changed over the past 10 years?
Certain types of news coverage, related to the amount, duration, and prominence of coverage, can increase the likelihood of suicide in vulnerable individuals. Covering suicide carefully can change public misperceptions and correct myths, which can encourage those who are vulnerable or at risk to seek help.

DOWNLOAD THE PDF GUIDE FOR REPORTING ON SUICIDE:

www.ReportingOnSuicide.org
THANK YOU

FOR YOUR PARTNERSHIP IN SAVING LIVES