

please
LIVE

**PRESS
KIT**

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CONTACT- ACT

CONTACT
US ↓

PLEASE LIVE

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ALEXA MOODY

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facebook.com/pleaselive

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INSTAGRAM

instagram.com/wearepleaselive

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linkedin.com/company/pleaselive

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INTRO- DUCTION

Thank you for your interest in Please Live, a teen suicide awareness and prevention nonprofit organization in central PA. In this kit you will find resources that will help you to spread the word about Please Live.



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

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.




SHEET FACT SHEET



OUR STORY

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.



ALEXA MOODY

PRESIDENT & FOUNDER

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



COREY SNYDER
Treasurer



LAURA COOK
Secretary



SARAH ALVAREZ
Chair of Love Life Ministries



LORAH FELDMAN
Creative Director



ANDREA KEMBLE
Education Chair



DAVID COOK
Web Developer



TIFFANY YOUNG
Marketing Chair



KATHERINE (KATIE) PETERS
Grant Writer

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
& TREATABLE**

psychiatric disorder at
the time of their death

SOURCES:

American Foundation for
Suicide Prevention
Jason Foundation
CDC WISQARS, 2013
CDC's Youth Risk
Behavior Survey, 2007

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

STORY & SUGGESTIONS INTERVIEW QUESTIONS

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?

**THANK
YOU**

**FOR YOUR PARTNERSHIP
IN SAVING LIVES**