

## The Jed Foundation: Highlights of Recent Media Coverage

In the past several months, national media coverage surrounding the Jed Foundation has showcased the organization's key initiatives and increased national awareness about the high prevalence of suicide among college students. From May 2004 through January 2005, the Jed Foundation appeared in approximately 15 top-tier media outlets that reached an estimated audience of **20 million**, which included parents, current and prospective students, and college administrators, and educated them about the need for better mental health resources on college campuses.

Highlights of recent top-tier media coverage include:



"The Jane Pauley Show" on NBC dedicated a full episode to focus on depression in adolescents. Donna and Phil Satow discussed their personal story, and focused on the importance of identifying and screening for symptoms of Ulifeline. Donna also explained the mission of the Foundation and stated that "we found ourselves feeling almost an obligation to educate college students about signs and symptoms—what you might see in a person who may have a problem." (January 2005)



A segment on CBS' "The Early Show" reported on the prevalence of suicide among college students. Donna and Phil Satow discussed potential risk factors, the mission of the Jed Foundation and the responsibility of college administrators and parents to face this crisis. Donna emphasized that "part of what the Jed Foundation is trying to do is bring attention to these college presidents that this is extremely important because a healthy student body, a healthy student community is a better student community for the entire school." (November 2004)



"The Today Show" on NBC featured a six-minute segment reporting on the urgency of the growing crisis of youth suicide and called for national recognition of the importance of mental health services on college campuses. The interviews with Donna and Phil Satow and Ron Gibori focused on the Foundation's initiatives, and the entire segment addressed a critical need for sufficient resources for young adults at risk for depression and other emotional disorders before they become suicidal. Phil Satow stressed that "I think that one of the important things that parents do is they should ask the school questions. 'So under what circumstances will you or won't you notify me if my son or daughter is in trouble?'" (October 2004)



A feature article entitled "Taking Depression On" reported on various mental health resources and policies established on college campuses, to increase public awareness and prevent youth suicides. The Jed Foundation was cited and Donna Satow was quoted urging colleges to screen all students for depression and advising "all parents to ask colleges such things as 'What kind of support do you have in case my youngster gets in trouble?'" A portion of the parental checklist was also included in the article. (August 2004)



In a segment on college suicides on NBC's "Dateline," Dr. Morton Silverman reported on the prevalence of psychiatric disorders and suicidality among college students, and Ron Gibori discussed the importance of educating college students about the symptoms of suicidal behavior and explained the mission of the Jed Foundation. "The only way from preventing suicide is truly through your friends and family. Because we're the ones that see them on a daily basis, and especially in a college environment, your family isn't there." Ulifeline was mentioned and a screen shot of the Web site was included in the piece. (August 2004)



An article entitled "Preventing Suicide" cited statistics regarding the high prevalence of college suicide and included risk factors that students, parents, and administrators need to know. The Jed Foundation's efforts to reduce the youth suicide rate by improving mental health services offered to college students were highlighted, including the pilot program and parental checklist. "Four years ago, Satow and his wife, Donna, created the Jed Foundation, a nonprofit devoted to preventing college suicides. It is developing tools for parents, students, and schools, including a checklist for families to help gauge the quality of mental health resources at colleges and universities." (August 2004)

### THE CHRONICLE OF HIGHER EDUCATION

"When Students Kill Themselves, Colleges May Get the Blame," reported on the responsibility of colleges and universities to implement programs to raise awareness about youth suicide, risk factors, and symptoms of suicidal behavior. The Jed Foundation was cited for providing a beneficial online screening program [Ulifeline] that reaches students directly and encourages them to seek treatment. "Although such programs are not legal necessities, they certainly can advance student well-being." (June 2004)