

## About Brown County Yellow Ribbon

The Brown County Yellow Ribbon Suicide Prevention Program uses the Be-A-Link and the Ask-4-Help programs to prevent suicide in the community. The Yellow Ribbon Program was developed by Dale and Dar Emme of Colorado when they lost their son Mike to suicide. Through scientific research, community involvement, and dedicated volunteers, Yellow Ribbon Suicide Prevention Program is a global program. Together we can protect those we love from suicide.

## How to Respond to a Cry for Help

- Breathe!
- Be honest, caring and show respect.
- Don't make promises you can't keep.
- Don't try to solve their problem.
- Tell them:
  - “I am glad you called/came/talked to me.”
  - “I do care. What's happening?”
  - “How can I help?”
  - “Let's find someone who can help you through this.”
- Remember, **you can call the crisis line (988)** to help you help someone else.



Looking for a way to help?  
Please consider donating via Venmo above.

*Suicide victims are not trying to end their life, they are trying to end the pain!*

If you are experiencing a crisis  
Call or Text **988**

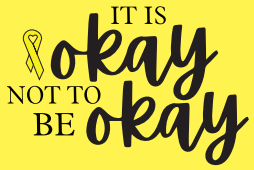
For updates and volunteer opportunities,  
please check us out on social media.



[www.browncoyellowribbon.com](http://www.browncoyellowribbon.com)  
108 N. Minnesota St., Suite 1030, New Ulm, MN 56073

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## Mission Statement

The mission of Brown County Yellow Ribbon is to provide non-judgemental support and instill hope throughout our community by promoting awareness, fostering connections, and encouraging inclusion.

## Vision Statement

We are shining the brightest light on suicide awareness and prevention throughout our community.

## What is Yellow Ribbon?

A community-based organization dedicated to preventing suicide and attempts by making Suicide Prevention accessible to everyone and removing barriers to help by:

- Empowering individuals and communities through leadership, awareness & education
- Collaborating and partnering with support networks to reduce stigma and help save lives.

## Risk Factors

- Problems with Work, School or the Law
- Depression, lack of self-esteem
- Breakup of a romance or unexpected pregnancy
- A stressful family life
- A serious illness or injury to oneself
- Stress due to new situations or loss of security
- Major loss...of a loved one, a home, divorce in the family, a trauma or a relationship

## Warning Signs

- Acting differently than they normally do
- Talking about wanting to die or to kill oneself
- Talking about feeling hopeless or trapped
- Talking about being a burden to others
- Increasing use of drugs or alcohol
- Acting anxious or agitated; behaving recklessly
- Sleeping too much or too little
- Withdrawing or feeling isolated
- Giving away possessions

## What if I am going through a crisis?

Know that no matter what, no matter how severe the problem is, there are people who care. ***Suicide talk is not crazy, it is serious and a cry for help!*** Always take your pain or someone else's pain or crisis seriously. Sometimes getting the words out seem like the most difficult thing to do, but please ask for help!

## Coping Strategies

- Spend time with family and friends
- Consider the importance of spirituality in your life
- Get involved in volunteering, school or church
- Exercise, eat right and have some chocolate!
- Laugh and keep your sense of humor
- Try to be open with your feelings
- Do not tolerate abuse. Get help immediately!
- **Needing help is not failing, it's being human.**

