



## Coaching Minds Changing Lives

**Coaching Minds Changing Lives is a collaborative initiative between The Jason Foundation, Acadia Healthcare, and the American Football Coaches Association (AFCA).** The goal with this collaboration is to strengthen suicide prevention and awareness programs while providing lifesaving resources for coaches throughout the country. The first program developed under this initiative is a National Resource Line for coaches supporting student-athletes who are struggling with mental health and addiction concerns.

Acadia Healthcare, the country's largest stand-alone behavioral healthcare provider, has partnered with The Jason Foundation for many years and has offered to host a toll-free number for AFCA coaches. By calling this line, coaches can receive guidance and be directed to community resources to connect student-athletes with treatment when they are experiencing symptoms of depression or other mental health disorders, struggling with suicidal ideation, or battling substance use concerns. This dedicated line is not meant to serve as a form of counseling or a source of treatment, but it is there to help coaches navigate and identify appropriate resources for student-athletes based on their specific circumstances.

**Call (850) 530-0932  
for assistance.**

*If you are in a state of crisis or need emergency services, please call 911 or go to your local emergency department.*