



# ZERO

## SUICIDE MARION

A local initiative of Zero Suicide Communities hosted by LSF Health Systems

September 3, 2026

Harvey R. Klein Conference Center  
3001 SW College Road • Ocala, FL 34474

*"Every life lost to suicide is a preventable tragedy. Marion County's data demands that we act - and this Summit is where that action begins."*

2×

YOUTH SUICIDE  
RATE VS. STATE  
AVERAGE

27%

HIGHER TEEN  
SELF-HARM  
HOSPITALIZATIONS



RISING VETERAN  
SUICIDES, 2019-  
2023

## 01 Marion County Has a Mental Health Crisis

Behind every death by suicide is a family shattered, a seat left empty, a neighbor gone too soon. Marion County is not a passive observer of Florida's mental health crisis - it is one of its most urgent epicenters.

### 15.3

YOUTH SUICIDES PER  
100K (AGES 12-18)

More than **double** Florida's rate

### 85.5

TEEN SELF-HARM  
HOSPITALIZATIONS PER 100K

27% above the statewide rate

### Top 5

FL COUNTIES WITH LARGEST  
VETERAN SUICIDE INCREASE

2019-2023, *The Fire Watch*

When most Florida counties saw suicide rates drop during COVID-19, Marion County's **rose** - reflecting deep structural gaps in mental health access that this summit is designed to address.

*"These are not statistics. These are children."*

— Florida Department of Health, Marion County (September 2022)

Marion County's veteran population, rural communities, and rapidly growing senior population all carry elevated suicide risk. The convergence of these factors makes this county one of the most critical sites for intervention in the state.

**The broader context:** Florida's statewide suicide rate reached 14.4 per 100,000 in 2023 - 14% above the national average. Marion County consistently **exceeds** even that elevated baseline.

02 **Organized by Experts.  
Built for Marion County.**

LSF Health Systems brings decades of behavioral health expertise and proven results to organize this summit - giving sponsors confidence their investment is in capable hands.

**About LSF Health Systems**

As a 23-county behavioral health management organization, we create communities where every child, adult, and family has access to the behavioral health care they need to live well and be well. LSF Health Systems pursues that vision every day - developing and sustaining an integrated system of behavioral health care through a network of services built on integrity, innovation, and collaboration. This summit is not a side project. It is our mission in action.

**Clinical Expertise Driving the Agenda**  
Every session and workshop is shaped by LSF Health's frontline experience - ensuring evidence-based, outcomes-focused programming.

**A Proven Convener**  
LSF has a demonstrated history of aligning healthcare systems, government agencies, and nonprofits around shared mental health goals.

**Statewide Reach, Local Roots**  
LSF Health operates across Florida with deep local relationships in Marion County - connecting providers, schools, veterans' groups, and faith organizations.

**Accountability Beyond the Summit**  
LSF Health will steward commitments after the event - tracking outcomes and ensuring sponsor investments translate into lasting results.

**Summit Focus Areas:** Youth & School-Based Prevention · Veteran Mental Health · Rural Access to Care · Faith Community Integration · Crisis Response Training (QPR / Mental Health First Aid)

03

# Meet This Year's Keynote: A Voice That Has Stood at the Edge



2026 KEYNOTE SPEAKER

## Sergeant Kevin Briggs

*"Guardian of the Golden Gate Bridge" • Ret. California Highway Patrol • International Crisis & Suicide Prevention Speaker*

- TED Talk: 6M+ Views
- 200+ Lives Saved
- 23-Year CHP Career
- Amazon Best-Selling Author
- AFSP Award Recipient
- FBI & Secret Service Trainer

For over two decades, Sergeant Kevin Briggs patrolled the Golden Gate Bridge - one of the most frequently visited sites for suicide in the world. Through compassion, eye contact, and an extraordinary gift for listening, he talked more than 200 people back from the edge.

<p><b>200+</b> LIVES BROUGHT BACK FROM THE BRIDGE'S RAIL</p>	<p><b>6M+</b> TED TALK VIEWS: "THE BRIDGE BETWEEN SUICIDE AND LIFE"</p>	<p><b>23 yrs</b> CALIFORNIA HIGHWAY PATROL CAREER</p>
--	---	---

*"I know you must be in tremendous pain. If you want to talk, I'm here to listen."*  
 — Kevin Briggs, spoken to a person on the bridge's railing, whose life was saved that day

Today Briggs trains first responders, educators, and community leaders worldwide through **Pivotal Points**, the organization he founded. His book *Guardian of the Golden Gate* is an Amazon bestseller. His story has been optioned by Hollywood.

**Why Kevin Briggs at this Summit?** Marion County needs to hear - from someone who has stood at the very edge with the most desperate of souls - that prevention works and that every person is one caring conversation away from choosing to live.

# 04 Your Investment. Real Lives. Lasting Legacy.

Sponsoring this summit is a strategic investment in the health, workforce, and future of Marion County - and the data shows it works.

## LSF Health Systems' Zero Suicide Summit - Jacksonville, 2025

LSF Health Systems has already proven this model delivers. Here are the results from the Jacksonville pilot.

300

SUMMIT ATTENDEES

3.7M

ADVERTISING IMPRESSIONS

\$248K

EARNED MEDIA VALUE

50%

ADDED-VALUE MEDIA LIFT

**Community action in 45 days:** 4,500 website visitors, 20 corporate pledges, and 27 personal testimonials.

**Media that multiplies your investment:** 64 earned placements reaching 1.59 million people - at no added cost.

*"Suicide prevention is everyone's business. Sponsoring this summit is not charity - it is community stewardship of the highest order." - Dr. Christine Cauffield*

**Who will be in the room:** Healthcare executives, school leaders, county commissioners, faith leaders, nonprofit CEOs, veterans' groups, law enforcement, clinicians, and hundreds of community members. Your brand will be at the center of the most important conversation Marion County has had in years.

## 05 Sponsorship Tiers & Benefits

We offer meaningful partnership opportunities at every level. All sponsors receive acknowledgment, recognition, and the shared honor of investing in something that matters deeply to this community.

TIER	INVESTMENT	SPEAKING OPP.	VIP SEATING	NAME ON FLYERS	VENDOR TABLE	SOCIAL MEDIA	DIGITAL PROGRAMS
<b>Presenting Sponsor</b>	\$10,000	✓ 10 min keynote	✓ 10 seats	✓	✓ Prime	✓	✓ Cover logo
<b>Champion of Hope</b>	\$5,000	✓ 3 min	✓ 6 seats	✓	✓ Prime	✓	✓ Inside front
<b>Lifeline Sponsor</b>	\$2,500	—	✓ 4 seats	✓	✓ Prime	✓	✓ Full page
<b>Community Advocate</b>	\$1,000	—	✓ 2 seats	✓	✓	✓	✓ Half page
<b>Supporting Friend</b>	\$500	—	✓ 2 seats	✓	—	✓	✓ Name listed

All tiers include logo/name placement on summit signage, event website recognition, and a certificate of community partnership. Custom packages available upon request.

### In-Kind & Special Sponsorships

We also welcome in-kind contributions including venue support, catering, AV services, printed materials, and mental health resource bags for attendees. Named in-kind sponsors receive equivalent recognition at the same tier value.

# Join Us in **Saving Lives** in Marion County.

The numbers are clear. The need is urgent. And the community is ready to act - we are simply asking you to stand with us. Your sponsorship signals to every family, every young person, and every veteran in this county that they are worth fighting for.

This is not a check to a cause. This is a seat at the table where Marion County's mental health future is decided.

#### TO DISCUSS SPONSORSHIP

**Sherry Carlin**

#### EMAIL

**sherry.carlin@lsfnet.org**

#### PHONE

**(904) 437-8941**

#### DO YOU OR SOMEONE YOU KNOW NEED HELP?

**Call or Text 988**



#### **RESERVE YOUR SEAT OR BECOME A SPONSOR**

Scan to Register or Sponsor

Scan the QR code to reserve your seat at the summit or to discuss sponsorship opportunities for your organization.

**EVERY LIFE MATTERS.**  
**EVERY SECTOR HAS A ROLE.**  
**JOIN THE MOVEMENT FOR ZERO SUICIDE.**

