



# ZERO

## SUICIDE ST. JOHNS

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

A Community Call to Action

August 12, 2026

Embassy Suites St. Augustine Beach  
300 A1A Beach Boulevard · St. Augustine, FL 32080

*"St. Johns County's explosive growth has brought extraordinary opportunity — but the mental health infrastructure hasn't kept pace. Every new family arriving deserves a community that can catch them when they fall."*

#1

FASTEST-GROWING COUNTY IN  
FLORIDA  
2020-2022 (FL ECONOMIC DEV.  
REPORT)

16.5

SUICIDE RATE PER 100,000 —  
ABOVE FLORIDA'S 14.4 STATE  
AVERAGE

27% ↑

POPULATION GROWTH 2020-2025 —  
THREE TIMES THE STATEWIDE RATE

## 01 St. Johns County Is Growing Faster Than Its Safety Net

Behind every death by suicide is a family shattered, a seat left empty, a neighbor gone too soon. St. Johns County is Florida's most explosive growth story - and its mental health infrastructure must be prepared to keep pace.

#1

**FASTEST-GROWING COUNTY IN FL**  
2020–2022, Florida EDR; 27% total  
growth 2020–2025

16.5

**SUICIDE RATE PER 100K**  
Above FL's 14.4 average (FL Dept. of  
Health / Talkable Communities)

175+

**SELF-HARM INCIDENTS IN ONE YEAR**  
Hospitalizations & ED visits, FL  
Department of Health

When a community grows at twice the state average, demand for mental health services surges in lockstep - but providers, school counselors, crisis centers, and community support networks often take years to catch up. In St. Johns County, that lag can cost lives. Simply put, the infrastructure that catches and cares for people in crisis must quickly scale to match the population boom.

*"Population growth without proportional investment in mental health infrastructure is a recipe for a crisis hiding in plain sight."*

— National Council for Mental Wellbeing, 2024

St. Johns County's rapidly expanding population of young families, military veterans, and seniors - all groups at elevated risk - are arriving into a county where mental health services are and will be vital to the success of the community. The county's prosperity masks the pain beneath the surface, making intervention harder and stigma more entrenched. New residents, without established community roots, face uniquely elevated isolation risk.

The Northeast Florida region - including St. Johns County - has already seen veteran suicides drop 25% between 2019 and 2023 through targeted intervention by The Fire Watch network. That proof of concept is powerful: when communities invest in prevention, lives are saved. This Summit is how St. Johns County makes that investment - and how your sponsorship becomes part of the solution.

### THE BROADER CONTEXT

Florida's statewide suicide rate reached 14.4 per 100,000 in 2023 - 14% above the national average. St. Johns County's rate of 16.5 per 100,000 already exceeds that elevated baseline, and rapid population growth is widening the gap between need and available care every single year.

## 02 Organized by Experts. Built for St. Johns County.

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

### About LSF Health Systems

As a 23-county behavioral health management organization, LSF Health Systems creates communities where every child, adult, and family has access to the behavioral health care they need to live well and be well. With more than 40 years of service, LSF is one of Florida's largest and most trusted human services organizations - serving over 60,000 individuals and families annually across the state. 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 tailored to St. Johns County's unique rapid-growth challenges.

#### A Proven Convener

LSF has a demonstrated history of aligning healthcare systems, government agencies, and nonprofits around shared mental health goals - including a successful summit in Jacksonville

#### Statewide Reach, Local Roots

LSF Health operates across 23 Florida counties with deep local relationships in St. Johns County - connecting providers, schools, veterans' groups, faith organizations, and civic leaders where they are.

#### Accountability Beyond the Summit

LSF Health will steward commitments after the event - tracking outcomes, reporting to sponsors, and ensuring every dollar invested translates into lasting, measurable results for the community.

40+

**YEARS SERVING FLORIDA**  
*One of FL's largest human services organizations*

60K+

**INDIVIDUALS SERVED ANNUALLY**  
*Children, adults, and families statewide*

23

**COUNTIES COVERED**  
*Behavioral health management across Florida*

#### SUMMIT FOCUS AREAS

Youth & School-Based Prevention · Veteran Mental Health · Rapid-Growth Community Resilience · 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. His TED Talk, "The Bridge Between Suicide and Life," has been viewed over six million times worldwide.

200+

LIVES BROUGHT BACK FROM  
THE BRIDGE'S RAIL

6M+

TEDTALK VIEWS: "THE BRIDGE  
BETWEEN SUICIDE AND LIFE"

23 yrs

CALIFORNIA HIGHWAY  
PATROL CAREER

*"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. He is a recipient of the American Foundation for Suicide Prevention's Leadership Award, a trainer for the FBI and Secret Service, and the author of *Guardian of the Golden Gate* - an Amazon bestseller whose story has been optioned by Hollywood.

### WHY KEVIN BRIGGS AT THIS SUMMIT?

St. Johns County's rapid growth brings new residents who often lack community roots and local support systems - exactly the conditions that elevate crisis risk. Briggs embodies the truth 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 St. Johns 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 their Jacksonville pilot - the same Northeast Florida community that St. Johns County calls home. Sponsors received measurable brand exposure alongside genuine, lasting community impact that resonated far beyond the event day.

**300**  
**SUMMIT ATTENDEES**  
*Healthcare, education, faith, and civic leaders*

**3.7M**  
*Across the Jacksonville market*

**\$248K**  
*Delivered to all event sponsors*

**50%**  
**ADDED-VALUE MEDIA LIFT**  
*Above baseline sponsorship value*

**Community action in 45 days:**  
 4,500 website visitors, 20 corporate pledges, and 27 personal testimonials generated in the six weeks following the event.

**Media that multiplies your investment:**  
 64 earned placements reaching 1.59 million people across print, digital, and broadcast - at no added cost to sponsors.

*"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 St. Johns County has had in years.

## 05 Sponsorship Tiers & Benefits

We offer meaningful partnership opportunities at every level -because preventing suicide takes a whole community. Every sponsor, at every investment level, plays a role in making this summit possible and helping St. Johns County build the mental health infrastructure its growing population deserves.

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

### VISIBILITY & BRAND REACH

Your logo and name will reach hundreds of local decision-makers in the room - and thousands more through print, digital, and broadcast coverage. Summit sponsors in Jacksonville received 3.7 million advertising impressions from a single event.

### COMMUNITY LEADERSHIP

Sponsoring this summit positions your organization as a leader in St. Johns County's health and wellness future - not just a business, but a committed partner in the community's most important work.

### WORKFORCE & EMPLOYEE IMPACT

Mental health affects your team, your productivity, and your culture. Your investment in this summit sends a powerful message internally - that your organization cares for the whole person, not just the bottom line.

### LASTING LEGACY

Every dollar raised goes directly toward crisis training, awareness campaigns, and community resource development that outlives the event itself. Your name will be associated with measurable, lasting change in St. Johns County.

### 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. Custom packages are available upon request.

# Join Us in Saving Lives in St. Johns 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 the future of St. Johns County's mental health will be changed.

**TO DISCUSS SPONSORSHIP**  
Sherry Carlin

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**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.**

