

EMIIY Inc.

## **SMASH SUICIDE MOVEMENT: “The EMIY WAY”**



### **WHY SUPPORT EMIY “SMASH SUICIDE” MOVEMENT?**

*There are very few voices that are speaking for the silent cries of boys starting at age 5 who are both contemplating (Suicidal Ideation) and completing the finality of suicide. Many of us are in disbelief that this is even a problem in boys this young at all. We turn a blind eye and we fail them by our disbelief and inaction. Black boys starting at age 5 complete the finality of suicide more than any other race but all boys of all races are at high risk! There are lots of reasons why this occurs to our boys but one strategy that works in prevention is ENCOURAGEMENT. EMIY’s focus is on solutions; what we can do now! We would like to share the “EMIIY Way” to prevention as we encourage others to join the movement and use our strategies to SMASH Suicide!*

### **Purpose:**

Together we are stronger! Just like individual fibers make up the elements to the strongest rope (used to secure and bind) and so it is by our joining together for this purpose! Everyone knows someone; even a child, who can use encouragement; a kind word, a show of care, a demonstration of their value and importance. Our positive messaging apparel; shirts, hats and socks are more than a brand; it is a solution. When you give the positive message on our t-shirts it comes with a smile, a kind word, a show of care and a demonstration of value and importance. The same information is mirrored back when they see others wearing the brand and positive messaging. The wearer immediately experiences a sense of belonging to a group of people who care! **Visit [EMIIYWorld.com](http://EMIIYWorld.com) and sign up!**

### **Long Term Impact:**

There are 3 campaigns that benefit from your support; 1) EMIY Inc. 501c3 non-profit organization dedicated to the restoration of families through seeding the lives of boys; 2) EMIY Future Leaders leadership & mentorship program for boys 8-14 years old (our most vulnerable population of boys); and 3) Our EMIY Empowerment Center; a space to expand the work of EMIY by providing safe spaces for boys to gather to learn, grow, and become the future leaders of tomorrow. Boys impacted by EMIY have a sphere of influence that increases the number of boys that benefit from the growth of just one EMIY Future Leader! His Impact is between 5-25 boys per session.

### **Task:**

Your thoughts, words, and deeds have the power to change! As an EMIY Advocate, you can use the “EMIIY WAY” to effect change! The EMIY WAY to effect change is to pick a role and use your platform to ENGAGE, EMPOWER, and ENCOURAGE! Your role can be a Champion – Contributor – Change Agent.

**ENGAGE** – Get involved in and around where you live, work, play, learn, worship, and/or serve! Identify a boy you know or might see who could use some encourage to lift his spirits and help him to feel good about himself and important to you! First, call him by name (learn his name)! Give him an EMIY t-shirt, a kind word, a compliment. Being genuine and sincere is key! Kids are the best lie-detectors!

**EMPOWER** – Tell them they are possible! That their dreams are possible! That they have the power to make a difference in the world every day. Remind them that every day is a new day and how each day brings them closer to their future. Give them the affirmative thoughts and “seed” ideas for his present and his future.

**ENCOURAGE** – Praise his efforts. Nurture his humble beginnings. Redirect his missteps and turn accidents into opportunities. Talk about next time and the best ways to use today as the do-over for tomorrow. Encourage every little accomplishment.