

Mama Dragons  
1996 Allison Way  
Syracuse, UT 84075-8516  
EIN 82-5393053

## Mama Dragons Program Proposal

Suicide Prevention - Parachute Course

### **Executive summary**

Mama Dragons serves over 9,000 mothers and their 11,000 LGBTQ children in fostering affirming parenting. One of the greatest needs of Mama Dragons journey of parenting LGBTQ children is understanding the signs of suicidal ideation. Research shows that LGBTQ youth are at least **4x more likely to attempt suicide** with suicidal ideation on the rise in the LGBTQ community.

Mama Dragons is seeking support to offer a Suicide Prevention course to mothers with LGBTQ children to help them understand how to recognize the signs of suicide and how seek support for their children. We estimate training 3,000 people in suicide prevention in the next two years with a build cost of \$45,000. Every two years the course will need updates to content that will cost around \$5,000. We are seeking financial support of \$40,000 to pay for development, creation and launch of the course, the additional \$5,000 is being raised through individual donors. Ongoing program development after launch will be provided by income generation from selling of courses outside of Mama Dragons.

Mama Dragons is a nonprofit, 501(c)3 organization that supports, educates, and empowers mothers of LGBTQ children. Since 2013, it has grown from just a handful of moms to an organization that supports 9,000 mothers impacting countless youth. Mama Dragons' focus is on education programs and safe online spaces where mothers can learn and connect with other Mama Dragons traveling similar paths as they learn accepting and affirming parenting practices that can help prevent LGBTQ youth suicide, self harming behaviors, depression, and homelessness.

Mama Dragons mothers go through many commonalities through their parenting journey of their LGBTQ children. These include lifting, celebrating, sharing their learnings, and unfortunately grieving with each other. Research shows that LGBTQ youth are 4 to 6 times more likely to attempt suicide, which results in injury, poisoning, or overdose that requires medical treatment than heterosexual youth (Aranmolate, 2017). According to the Trevor Project national survey, 42% of LGBTQ youth seriously considered attempting suicide in the past year, including more than half of transgender

and nonbinary youth (2021). This increased rate of attempted suicide has been shown to be connected to negative cultural and social attitudes towards LGBTQ people that leads to isolation, family rejection, and lack of access to support (Aranmolate, 2017). Additional stressors of LGBTQ youth also include discrimination and bullying received at school (Aranmolate, 2017). These additional stressors are connected to increased depression and substance abuse that greater increase suicidal ideation and behaviors (2021).

PROTECTIVE FACTORS	RISK FACTORS
Family Acceptance	Mental Health Problems
Connectedness	Alcohol or Drug Use/Abuse
Sense of Safety	Prejudice and Discrimination
Access to Competent Mental Health Care	Social Isolation

Source: Suicide Prevention Resource Center,  
[http://www.sprc.org/library/SPRC\\_LGBT\\_Youth.pdf](http://www.sprc.org/library/SPRC_LGBT_Youth.pdf)

## The Need

**Parents have the most impact on LGBTQ youth mental health**, with research showing affirming parenting is the most impactful tool to lower LGBTQ depression, homelessness, and suicide (Ryan, Russell, Sanchez, Diaz & Huebner, 2010).

More than 50% of our mothers' children within Mama Dragons experience suicidal ideation or suicidal behaviors and/or self harm with their LGBTQ children. Mama Dragons mothers have a great need of additional training related to suicide prevention and how to parent a suicidal LGBTQ child. Mothers of LGBTQ children often go through months and years of their LGBTQ child's suicidal ideation and behaviors that need additional training to support.

Currently Mama Dragons teaches mothers suicide prevention by providing members free QPR gate keeper training. This is a 1-2 hour education program which shows that students show improved effectiveness in asking questions around suicidal ideation, their ability to persuade the individual to seek help, and how to refer them to those that may be able to help them. This has proved to be an important first step in supporting mothers with LGBTQ children but is only a fraction of education needed to support LGBTQ children experiencing suicidal ideation and behaviors.

As of today, no online LGBTQ parenting curriculum is available that is directed at the greater skills and resources needed for parents to support children struggling with suicidal risk factors, suicidal ideation, self harm, and suicidal behaviors.

In 2021, Mama Dragons developed and launched a unique eLearning platform called Parachute. Parachute serves thousands of mothers and parents teaching them about parenting an LGBTQ child from using academic research but sharing this data through a storytelling lens.

**Mama Dragons seeks support in building an additional eLearning course to be launched within our Parachute curriculum portal directed at parenting LGBTQ children struggling with suicidal risk factors, thoughts, and behaviors.**

Learn more about our current Parachute courses here.

<https://parachute.mamadragons.org/>

Income generation by selling courses to outside Mama Dragons users is used to support operational costs related to Parachute after courses are launched.

#### Goals of Suicide Prevention Course

1. Increase availability and access to suicide prevention to mothers of LGBTQ children.
2. Reduce LGBTQ children's access to lethal means.
3. Increase parental support, increasing coping and problem-solving skills.

Mama Dragons Parachute Suicide Prevention course will be offered for free to Mama Dragons 9,000+ members and it is anticipated that we will have 3,000 participants complete this course within the first year.

This curriculum will teach mothers:

- How to recognize suicide risk factors vs teenage behavior
- How to seek mental health support
- How to build safety plans with mental health providers
- How to seek support with self-harm and other related mental health issues
- When and how to call for immediate help
- How to make your home safe
- Learn about what to do if they need inpatient care
- How to support for long term care
- How to reduce parenting fatigue

## Outcomes

Through the course survey, mothers will self-report the measurement through a Likert scale of impact indicating:

- Participants have improved understanding of suicide risk factors and their role in suicide prevention.
- Participants know how to locate support resources in their area and how to build a safety plan.
- Participants better understand signs to seek immediate help and know how to build a plan
- Participants have a better understanding of the impact of parenting fatigue and how to seek their own support.

## Course Cost

### Parachute Suicide Prevention Budget

#### Budget Request

Total Grant Award Requested (USD)		\$45,000.00	
Expense Type (line item)	Description of Expense Type (line item)	USD Budgeted Expense	Other Notes / Comments
<i>Learning Management System (LMS) Software</i>	<i>Cost for monthly LMS System for building and testing course 12-months (\$299/ month) 20%</i>	<i>\$718.00</i>	<i>12 months (\$60/ month)</i>
<i>Customer Relationship Management (CRM ) software tool costs</i>	<i>Costs to maintain CRM Tool for email advertising and organization of course members 12 months (\$320/ month) 20%</i>	<i>\$768.00</i>	<i>12 months (\$64/ month)</i>
<i>Audio Studio Rental</i>	<i>Audio Studio cost, 8 sessions,</i>	<i>\$400.00</i>	

	<i>Voice Recording</i>		
<i>Video production and editing</i>	<i>3 short videos for Parachute, 3 15 - 30 sec shorts for marketing</i>	<i>\$5,000.00</i>	
<i>(Labor ) P/T Contract worker - Curriculum Content Creation &amp; Project Management</i>	<i>Employ part-time 1099 contract curriculum content creator</i>	<i>\$17,000.00</i>	
<i>(Labor) P/T marketing expert, record audio and update LMS</i>	<i>Labor costs related to recording, editing, and embedding audio into LMS system for course. 60 labor hours</i>	<i>\$2,400.00</i>	
<i>(Labor) P/T marketing expert update audio in course and videos</i>	<i>Marketing payroll costs related to updating audio in LMS system and adding subtitles to videos, 40 labor hours</i>	<i>\$1,600.00</i>	
<i>(Labor) Employ P/T graphic designer</i>	<i>Graphic design costs related to course development including branding, graphics, and graphs, 100 labor hours</i>	<i>\$8,600.00</i>	
<i>(Temporary contract services) Content Creator</i>	<i>Employ part-time 1099 worker to build written framework for LMS content</i>	<i>\$1,400.00</i>	
<i>(Temporary contract services) Copywriter</i>	<i>Employ part-time 1099 worker for copywriting services</i>	<i>\$1,400.00</i>	
<i>(Labor) Administration costs</i>	<i>Executive Director program development and oversight</i>	<i>\$3,500.00</i>	
<i>(Labor) P/T marketing expert</i>	<i>Marketing related to education curriculum launch, 40 labor hours for plan, prep, and execution of 4 week launch campaign</i>	<i>\$1,600.00</i>	<i>Course Launch</i>
<i>Advertising</i>	<i>Marketing Ads to launch new gender course</i>	<i>\$2,000.00</i>	<i>Course Launch</i>



Audio Production												
Curriculum Testing with Audio & Visual												
<b>Marketing/PR</b>												
CRM												
Marketing												
Print												
Graphic Design												

## References

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- Wrigley, B., Roundy, J., Caso, B. (2021, December 3). Guest: Acceptance key for reducing suicide among LGBTQ+ in Utah. Retrieved August 15, 2022 from <https://www.heraldextra.com/news/opinion/2021/dec/03/guest-acceptance-key-for-reducing-suicide-among-lgbtq-in-utah/>