

**To stop suicides every 40 seconds:  
Jacob Coyne with [StayHere.live](https://stayhere.live) discusses  
Christ-centered suicide prevention**

**TRANSCRIPT**



**NOTE: This transcript was AI-generated and has not been fully edited.**

**Mark Turman 00:01**

Welcome back to The Denison Forum Podcast. I'm Dr. Mark Turman, Executive Director of Denison Forum and host for today's conversation. The Denison Forum exists to ignite a movement of culture changing Christians who use their influence to engage the culture in Christ-redeeming ways. And we're glad that you're part of this conversation. Thank you for your encouragement and support for our podcast.

**Mark Turman 00:27**

We seek to have conversations here on the Denison Forum Podcast that matter, that talk about the intersection of faith and life, things going on in our culture. And today we're going to have a big conversation in that area. Let me tell you a little bit about Denison Forum in some other ways.

**Mark Turman 00:45**

We are primarily a digital ministry that produces Christ centered resources that helped to serve that purpose of mobilizing culture changing Christians. Not only do we have Denison Forum that engages the culture issues of our day with biblical truth, we do that through Dr. Denison's daily article many are familiar with that. We also do it through additional resources in Christian Parenting. We have a brand of Bible study resources under what we call Foundations. And we also have a devotional resource that you can use to spend time with God each and every day called First15. You can find each of those on our website at DenisonMinistries.org. You can also find them under their individual names Denison Forum, Christian Parenting, Foundations, and First15, first one five.org. All of those are available, we'd love for you to be engaged with us in those various ways.

**Mark Turman 01:42**

We also have an in person worship service that we host out near a lake west of Fort Worth. The lake is called Possum Kingdom Lake and we have a chapel inside a community called the harbor community. And if you're in the area, we'd love for you to join us worship is at 930 Every Sunday, and we'd love to have you there some great folks.

**Mark Turman 02:03**

Today we are taking up the very very important topic of suicide. One of the things that's most significant for us at Denison Forum and in our culture is the sanctity of human life, that every human life is an expression of the image of God and is therefore sacred, holy, valuable and important. And you may or may not know but September is suicide awareness month. The week of September 10 is suicide awareness week and September 10 this year is global suicide awareness day.

**Mark Turman 02:39**

And helping us with this subject is Jacob Coyne. Jacob is a speaker, Christian content creator, and founder of the ministry and website Stay Here dot live. This is a mental health organization that raises awareness through bold and encouraging messaging that equips others to save lives from suicide. With more than 2.9 million social media followers, Jacob is known for offering tangible hope and help for the brokenhearted and for the hurting. He and his wife Maria have three daughters and they live in East Tennessee. He's also written a book by the same title, Stay Here, that will release this month of September. And we're going to talk with him about that book and about the larger ministry of Stay Here dot live. So Jacob, we are glad to have you with us. Welcome to the Denison Forum Podcast.

**Jacob Coyne 03:35**

Glad to be here, Mark, thanks for having me.

**Mark Turman 03:37**

I look forward to the conversation even though it's a pretty tough subject. But one very, very needed about just the beauty and wonder and sanctity of life and how the devil tries to steal that through self harm through suicide. But before we get to that larger conversation, what you've

written about what you're working on in some very creative ways in our culture. Tell us a little bit about Jacob Coyne. Number one is I love the spelling of your name. I hope I'm saying the last name right coin. Okay, got it. Got it. So tell us about you. A little bit of your background story faith journey. Tell us a little bit about who you are.

**Jacob Coyne 04:20**

Yeah, well, I'll just start with where I am right now. I live in East Tennessee. I'm married, been married for eight years, to my beautiful wife Mariah and we have four daughters. We've got three here, currently, and she's pregnant with our fourth daughter during October. So big, big house full of girls.

**Mark Turman 04:39**

My wife is the youngest of four girls. So I remember my one of my conversations with her dad years ago was you know, I just didn't stand a chance with five women in the house. You could as somebody said you could throw a basketball up in the air and the hairspray would cause it to stick you know

**Jacob Coyne 04:56**

that's a good one. It's wild. But it's beautiful here, I love it. So, you know, going all the way back to my faith journey. I grew up in a Christian household. But I totally rebelled against Jesus and our values when I hit those teenage years, as many people do. And I just got into all sorts of sin in trouble sneaking out of the house, getting into all sorts of stuff.

**Jacob Coyne 05:26**

But one day, my dad got invited to a men's Bible study, it was at a house, it was at a house on a Monday night. And when he got home, late Monday night, I was playing video games, I was 16 years old, playing video games downstairs in the dark, and he gets home. And I'm telling you, there's something different about him. When I looked at him, there was something different in his eyes. And it actually scared me. And I began to and I began to cry. And I said, Don't go near me, don't get any closer to me, dad. I knew that he didn't even have to explain himself. I knew that he had an encounter with Jesus Christ at this Bible study.

**Jacob Coyne 06:06**

And it was going to change everything for me and my younger brother, because if my dad was going to lead our household, in the way of Jesus, we would have to make a choice, a real choice. Where are we going to follow him or not? So when he got, he did get closer to me, he didn't listen to what I said. He's the man of the house. So he's like, what's wrong with you? What's going on? I just started to confess all my sins to my dad. And he told me what happened to him. He gave his life back to Jesus rededicated his life to Jesus at this Bible study and had a very powerful encounter with Jesus Christ and with the Holy Spirit at this Bible study.

**Jacob Coyne 06:46**

So I said, Can you take me there right now I need to empty and he didn't take me was like 10 o'clock at night. So he took me and my brother the next week. And there, every single man in

that house looked like my dad, their eyes were full of love and purity. I just looked like they were they all knew who they were in Christ. They knew that their sins were forgiven, they had assurance of salvation. They were free men. They weren't, you know, lukewarm on the fence type of Christians. They were really followers of Jesus.

**Jacob Coyne 07:18**

So I raised my hand at the end of the Bible study, and I said, help me. I want to give my life fully to Jesus. I want what my dad has, please help me. And a bunch of men came and prayed for me, laid hands on me, and I've been on fire for Jesus ever since age 16. I haven't gone back. That changed everything for me. There was it was a big deliverance moment for me I have a lot of the sin habits and patterns in my life just stopped immediately since that night. And I've been living for Christ ever since.

**Jacob Coyne 07:54**

I wanted to be a pastor. I knew I was called to preach the gospel from age 16. So that was what I was. That's what I was. I was a youth pastor for a few years, starting at age 20. Really young to be a youth pastor. But I started at age 20. And then I was a Bible teacher for four years at a private Christian school teaching the Gospels of Jesus and the letters of Paul to freshmen and juniors. That was an amazing job. I love doing that. I had so much fun doing that. I was also the director of spiritual life leading mission trips, chapels, all that good stuff. And I thought that was the next step to me being a senior pastor at a church.

**Jacob Coyne 08:37**

But in 2015, my uncle took his life. And he was a believer. He even sang and led worship at our at our church that we were going to call Washington. He had Parkinson's disease and the disease really messed with his mind. After years of suffering with it, he started to have hallucinations and all sorts of stuff because of the medication. And he ended up taking his life in 2015. And that was where things really began to start for me and then being a youth pastor and Bible teacher, seeing students battle with suicidal thoughts or ideation, self harm, even in Christian schools and churches.

**Jacob Coyne 09:18**

You know, I had two students in my youth ministry that took their lives. And then in 2018, I lost a stepbrother to a drug overdose. And in 2018, my wife and I even had our own battles with mental health. It was tough with with miscarriages, losing your stepbrother, still grieving the loss of my Uncle Greg, to suicide.

**Jacob Coyne 09:43**

And then really the last straw for me it was in 2019 on World Suicide Prevention Day, September 10. A friend of mine who was a pastor named Jarrid Wilson took his life. Wow. And that was it for me. I just was like, You know what this is? This is way too close to me. I'm tired of seeing people die by suicide. And I'm tired of just seeing awareness about suicide and mental health. What about prevention? What are we doing to change this? Jarrid Wilson isn't the only pastor I know that's taken his life. There have been too many to pastors are taking their lives,

you know that there's a major issue in our country and in the globe, around the globe with mental health illness.

**Jacob Coyne** 10:24

So after a Jarrid took his life, I began to get serious about this topic, study it research, take courses, classes, phone calls, do whatever I can to understand it. And one of the biggest misconceptions or, you know, light bulbs that turned on for me, around the topic of suicide or mental health, is I always just thought, don't talk about it. Don't talk about suicide, because it's going to make things worse, if you talk about suicide, you're going to plant a temptation in someone's mind. I mean, life's already hard for a lot of people. If I bring up this topic, I might be giving them an idea to take their own life. But as I began doing research, again, and again, and again, I began to understand that the more we expose and talk about this topic, the more we give people an opportunity to confess that that's what they're struggling with. So if we create areas and places where people can safely confess that they're struggling with it, if we provide safe, safe places for people, we can help them find freedom. So that's really one of the time to,

**Mark Turman** 11:30

that's really one of the myths around this whole topic, right? Is that if you, if you're concerned about a person, and you ask them that question, Hey, are you are you having dark thoughts? Are you thinking about harming yourself? That we've had this long standing idea or myth really, that that implants the idea when it really to ask that question? You know, you don't ask that question flippantly. Obviously, you don't ask that question. Just because somebody's having a hard time or a bad day, or they're frustrated or something like that. But if you see a pattern, right in their life, it by asking that question and doing it, obviously with a whole bunch of humility and a whole bunch of compassion, you're actually showing love to them, and you're giving them an opportunity to what I would say come into the light in some way, because they're already Yeah, they're already sensing the darkness. Even if they haven't had that specific thought. They they sense the darkness around them. And they're wondering if there is any hope they're wondering if there's a way out, right? It just really is one of the major myths that needs to be knocked down.

**Jacob Coyne** 12:48

Yes, yes. And that's what got what caused us to want to start this organization to not just have an organization where we raise awareness. But we understood that if we actually teach people how to ask this question, to a friend or a family member, we can change statistics, we can save lives, we have to just teach people how to do this, it's so much more simple than people think.

**Jacob Coyne** 13:19

So if you know if suicide is one of the leading causes of death in around the globe, we should be actively especially as believers, we should be actively trying to change that we should get serious about about this, because, you know, it says in John 10, that the enemy or the thief comes to steal, kill and destroy the enemy wants to steal this generation away from us. He wants to steal people's destiny in their future and their lives away. But Jesus came to give us life and life to the full. So that's what we do at stay here. We want to bring people life.

**Jacob Coyne 13:51**

And we do that through training people through it's very simple. We teach people how to ask the question, Are you battling with suicidal thoughts? Have you thought about harming yourself? Are you struggling with depression, anxiety, and then how to convince people to get help to find freedom. And then we take action with that person, we keep that person accountable. We don't just say great. You prayed the sinner's prayer or you said you don't want to kill yourself. Go ahead and don't do that anymore. We all know that discipleship is so important relationship is so important. So that's a serious thing for us with this organization, and **with what I teach is, if you want to save a life, here and now and along the road to eternity with Christ, you've got to walk with that person. Right? So that's what** we do. And it's been incredible over the last three years of how many lives we've seen, changed and saved.

**Mark Turman 14:47**

And I read a little bit of your story that you are sensing this, that this was catalyzing in your life, again, out of a lot of your own pain and as a pastor for 30 be five years, I've certainly walked with some people, you know, I remember this one later in, in our church, you know, she lost her stepson. He just got into a dark place and took his life. And, you know, it's one of those things you would, you would have never expected this in this family, right? Everybody probably says that when this kind of when this kind of tragedy comes when somebody takes their life, you'd never expected it in that family. But I just remember how, how much, and how hard it was for his parents, for his family and for the entire community to grieve and, and we'll come back around to this in a moment as well, that this, this is a really pervasive problem in all of our culture, both inside the church and outside the church, we'll talk about that I know of two pastors, just in our region in the last couple of years. One in the last few months. The pastor went to the church he pastored and took his life in the building where he pastored and we'll talk about how the church needs to come and embrace this topic.

**Mark Turman 16:11**

But unpack the if people go to your website, stay here dot live, one of the things that they'll see there is, is training specific training for helping people to help others. unpack that a little bit more. What can people expect this? Are we talking about a four hour commitment, a 10 hour commitment? You know, you've been very careful in the things that I've seen your website, your book, hey, I'm not I'm not a medical professional. I'm not a psychiatrist, or a psychologist. Tell us a little bit more about the the framework of this training and kind of where it came together and what people can expect if they if they go and engage with it.

**Jacob Coyne 16:55**

Yeah. So yeah, this training is called the act suicide prevention training, and it's free. Or you can donate to take the training, we just want to make it available to anybody and everybody. Because this is such an urgent time for people need to understand how to save lives.

**Jacob Coyne 17:11**

And what the training consists of is teaching you first of all, the vision behind wants to hear it wants to do we want to train a million people with this training. We want to see statistics change,

we want to see lives saved and we need to train as many people as possible. And then we talked about the stats of what's really going on in the world, and why this is important to understand how to save a life. And then so if someone is battling suicidal thoughts or self harm, how do you even find that?

**Jacob Coyne** 17:41

So we teach people how to spot the risk factors are the warning signs behind suicide? And then, after you find those things, how do you approach someone who's battling those issues? How do you how do you set up a safe conversation? How do you meet with someone and actually ask the question? And what are ways that are good? What are good ways to ask the question? And what are unhealthy ways to ask the question? Are you thinking of taking your own life?

**Jacob Coyne** 18:07

So we unpack that, and then we go through that three step process of ask, convince, take action. When we took a lot of this stuff that we we teach is just straight from the CDC and the statistics and fresh data, we're always updating the training because there's new statistics every year or so. And right now, unfortunately, the stats are getting worse. So we need as many people to help with this mission as possible. So that's what you can find on our website, free training to act suicide prevention training.

**Jacob Coyne** 18:42

We also just partnered with BetterHelp counseling. BetterHelp is a telehealth service. They also have Christian counseling called faithful counseling. And our partnership with BetterHelp offers free therapy to anybody who accesses it through stay here dot live. So on our resources tab, you can click on the tab free therapy and you could sign up for four sessions of free therapy with better health or the Christian faithful counseling, which is just incredible.

**Jacob Coyne** 19:12

That was a huge thing that we've been working on because of the you know, if there's a school shooting, or if there is a suicide in a school, we want to be boots on the ground right there visiting that school and saying, Hey, we want to offer this to every staff member, every parent, every student right away. This is free therapy that everyone can access right now because I know it costs a lot of money to find that I know from experience and it's very hard to find therapy. So we're so grateful for that partnership with better help and faithful counseling. I know that amongst that there's there's quick readables and now tons of tons of great resources on our site.

**Mark Turman** 19:53

But some of the some of the best power of the internet really right in the in the digital world is because you Every every strong counselor good counselor I know in my region has has a almost a waiting list now of people trying to get in, it's just it's an indication of just how much of a mental health crisis anxiety, depression, suicide, those other other other things as well, just an indication of how much of a crisis and a pandemic of mental health that we have that is driving people in the direction of self harm. And being able to mobilize resources, such as what is on

your website, as well as better health and immobilize that into a particular place. Because of what the inner the reach of the internet and technology can do is a is a great vision and a great way of approaching this.

**Mark Turman 20:47**

And I said that the immediate intervention, the triage, but kind of sounds like the training that you're you've put together and continue to refine, it's almost like, what jumped into my mind was, it kind of parallels the idea of learning CPR, you know, if somebody in your presence, you know, all of a sudden grabs their chest and can't breathe and falls to the floor, we're all hoping that there's somebody around immediately, or that that we would be trained to give appropriate CPR until, you know, medical crew could arrive? And that's kind of what this sounds like, is, how do we walk people back from that edge of harming themselves? Get them out of that moment of intense crisis? And then start to surround them with a bunch of other resources? Am I Am I on the same page with you?

**Jacob Coyne 21:41**

Exactly, exactly. Yeah. Because you know, if you don't know what to do in a situation like that, or if you do spot the warning signs, we're gonna, you're gonna either lose that person, they might go through with it, you know, if you don't know how to reach out to that person, because most people don't. Or that person is going to try to find help elsewhere. And it might not be a good source of help. So we know what works. And it has, we have a track record of this training working, we have verified lives that have been saved, because of people taking this training. And using this training on somebody who's battling with suicidal thoughts, and had plans to end their life. And they're still here. They're still here. So it's been incredible to see this, this whole thing worked out. And we've trained over 20,000 people now, since we launched it in August 2021.

**Mark Turman 22:35**

It was it's growing in in that way, which is great. Let me ask you to drill down on that just a moment, because I can imagine that some listening to our conversation are going to ask are going to be thinking to themselves, you know, I was in this moment. And somebody that I know, somebody I care about, somebody I love said to me that they were thinking about hurting themselves I as a pastor, I would get that question, I would get these desperate phone calls from somebody saying, hey, my so and so has just told me that they're thinking about hurting themselves. If somebody finds themselves in that position, even today, when they listen to this conversation, tell us just kind of a real brief response to that somebody says to you, I'm thinking about hurting myself. What should be the first response to that? If somebody is in that situation?

**Jacob Coyne 23:30**

Yeah, I would, I would say, hey, that's, thanks for telling me that. Thanks for trusting me with that information. That means a lot that you would trust me? How serious are you about doing that? Do you have a plan to do that? Do you have something you are thinking of using to hurt yourself? Do you really want to do that? Or can I help you choose to not hurt yourself?



**Jacob Coyne** 23:57

If the person, four out of five times statistics tell us, that person is going to choose, I want, they're going to say I want you to help me to live, I want you to help me to get rid of everything that I would potentially use to harm myself. And I need help, what do I do next? So that's the odds are in your favor. If you reach out to somebody in a positive way like that, I would, I would immediately go to that person, go to that person's house or whatever, their car or their house, whatever they have, that they've been thinking of using to harm themselves, and I would help them remove that thing. And I would check up on them.

**Jacob Coyne** 24:37

And then also in our training, we have resources at the end of the training on what to do next, how to find therapy. And it's an absolute emergency. How to go through that was that what would you say? How can you how can you deescalate the situation? So those are the first couple things that I would say how serious are you and Can I help you choose to arm yourself right now? Let's let's cancel that plan right now, if you're willing,

**Mark Turman** 25:07

right. And over the years, I've gained different pieces of knowledge and training around this myself. And the idea of, if that person can articulate to you some specifics of a plan that gets that does give you an indication of seriousness in their thinking, right?

**Jacob Coyne** 25:22

Yeah.

**Jacob Coyne** 25:23

And yes. And what we what we would want to encourage people is, is that this is hard. Is it hard to be in these conversations, and it's, it is scary, and it can be awkward and messy. And I, I've had, you know, we kind of jokingly flippantly sometimes say this, well, hey, we, we took all the knives out, well, sometimes it is about taking all the knives out of the house.

**Mark Turman** 25:47

You know, I had a person that was struggling in this way. And we we worked with them got them through kind of the first phases of intense situation. But but you know, about 12 hours later, he said, Hey, can I bring all of my firearms to you, and you steward them for me for a season until I get better. And I thought, I've never been in that position before. But that's not a hard thing for me to do, I can take possession of those firearms, and I can put them in a safe place. And I can hold on to them until he and his family, not just him, but until he and his family come back and say Hey, he is good, he is doing better. He is in a place of, of hope and, and vitality. And he can be this, it can be safe again, for him to, you know, go hunting and to do those things that he might want to do with his firearms. But it was, it was a very surreal moment when that happened. And just, you know, just you just never quite ready for that to actually play out in front of you. But great to be able to do that if you can, right?

**Jacob Coyne** 27:00

Yes, that's powerful, that that person would trust you like that, and just cuts you off?

**Mark Turman 27:06**

Yeah, it's a ministry. And, you know, our lives are messy. And we just have to be willing to get messy. In this kind of thing, talk a little bit, Jacob, your book describes some of this about how the church just has to find a way to open up and to bring this conversation more to the forefront, both inside the church and out in the communities where the church exists. Talk about what you've experienced what you've learned from that angle.

**Jacob Coyne 27:40**

Oh, my goodness, yeah, it's it's difficult for me at this point to not give a call for this while I'm preaching, because I'm not confident we as a church in America do enough of this. So I like to try to set an example if I'm guest speaking somewhere to just show the pastoral staff. This is what's going on in your in your your home church right now.

**Jacob Coyne 28:07**

So if you know, someone wants me to come and speak on this topic, I'm going to do a call or you know, if I introduce myself, usually I tell them that I lead a ministry called stay here, and we focus on suicide prevention and mental health awareness. So I'm going to do a call at the end of this gospel message. If you are battling with suicidal thoughts and ideation, we're going to pray for you, we're going to get you some help. So at the end of the **day, the messages that I'm preaching this year, I do, I do calls for if you have been thinking of taking your life, or if you have a plan, you actually have a date set to take your own life. With every eye close, I want you to open your eyes, look up, look at me and raise your hand, then I want you to look around. If that was you, and you're gonna see that you're not you're likely not the only person in the room. And there has never been just one person. It's** staggering.

**Jacob Coyne 29:07**

There's many people there's been times where there's been hundreds of people in one room with plans to end their life. And I can't it's hard to do that call without crying. I cry every time. But man, just that alone, what I communicate to pastors is doing that step alone has broken so much so many chains off people, because they feel so seen in a church where they want to feel safe. They want to they want to feel accepted and loved. And for them to be able to confess right there. Hey, this Yeah, this is me. I've been battling this. Am I still welcome here and can you help me? It's huge.

**Jacob Coyne 29:51**

And man, so many times Mark. When people make that confession, they'll come up to me or some of the pastoral staff after and they're like Just Just the fact that I raised my hand had my eyes open, and saw that I wasn't alone. I don't, it's like I'm free. I don't want to do this anymore. I don't want to take my life I want to live, I want to live for Christ, I want to be in this community. **So it's not difficult to do this in the church, you just have to bring it up. And you've got to bring it up.**

**Jacob Coyne 30:24**

Once you understand the severity of how this issue is right now in our generation with drug over fentanyl, drug overdoses, suicide rates. If we don't bring it up, we're going to lose people. But if you if you give an opportunity, maybe every every six weeks, just call it out, call it out at the end of your message, hey, if you're if you're here, right now, we've been struggling with depression, anxiety, self harm thoughts of self harm, temptations to take your life, we want to take some extra time after this service talk with you pray with you. We want to give you resources. And so that's what stay here does with churches, we partner with so many churches. And we we obviously trained the pastoral staff with our app training. But we're getting more resources than that we have we have sermon series that we offer. We have a Bible plan on the YouVersion Bible app and all those things link back to that free therapy that we offer. And we we have a partnership with the helpline, which is a Christian live chat 24/7. So that helps churches where it feels like okay, there's, there's more resources out there, it's not all on one man, the one pastor here, right, we can help bring the hurting people in our congregation to these resources. So you just got to talk about it more.

**Mark Turman 31:47**

Yeah, such a such a good word. Because you know, those people, they're coming instinctively to our churches in search of hope. And they may Yeah, they may look fine. When they first come in the door, they're going to put on their game face, and they're going to try to look like everything is fine. But the you know, we sometimes talk about right that the the the church is not a temple for perfect people. It's it's a hospital for spiritually broken and sick people, you know, and I know,

**Mark Turman 32:17**

I have one pastor friend who, you know, few years ago, he stood up and he just started asking people, if they were courageous enough, he started, he said, basically listed about seven or eight, nine different mental health challenges. He said, If you've ever battled this, or you are battling this, and you're courageous or willing to would you stand, and he went through about 7, 8, 9 of them. And by the time he got through basically 95% of the room is standing. And he's like, yeah, yeah, that's who we are. We're, we're just a bunch of broken people in search of hope and redemption and, and transformation. And that's why we all showed up here this morning is because we all need it in one way or another. And some of us need it in very intense ways, and very intense ways right now.

**Mark Turman 33:07**

What else do you think the local church can do? To be intentional in this area, they can get training through you and through others, they can bring the conversation forward. What are the things that would you possibly suggest to a local congregation of believers?

**Jacob Coyne 33:27**

Yeah, one of the things I would suggest is get, if you don't have a counselor, on staff at your church, I would be searching for the best ones in your in your area. And refer, you know, we you can refer people to our thing, but it's I love meeting in person. Obviously, I'd rather meet with

someone in their office over a telehealth thing, to be honest. So I would find that, and that's something that I did go to therapy a couple of years ago, just because of doing this ministry, I needed to offload some of the stuff that I hear and see when it comes to suicide. And it was really hard for me to even find a good Christian counselor in my city that I was in. It took me months. So that's a great resource. If a church had that where they would say, hey, we have vetted Christian counselors. We wanted to make sure this is good biblical counseling. We trust these counselors, our pastors go to these counselors. That's how much we trust them. We recommend them to this congregation and even I recommend this to some churches.

**Jacob Coyne 34:32**

Ask amongst you the board. Is this something that we want to invest in? Do we want to give scholarships to people to members of our church to get discounted or free counseling if they're in crisis? In our city? That's huge. And I know some churches that have raised funds to do that, for their entire congregation. Some churches have raised millions of dollars for their congregation and people outside of the church to access therapy, local therapy in offices and their cities. And I think that's such an incredible thing to do.

**Jacob Coyne 35:03**

And other things, I think it's important for the church to be the hands and feet of Jesus within the community. So if there is a suicide that takes place, I think the church should be one of the first, the first people there on the scene to the school, if it was a student who took their life, the pastor should be calling the principal right away the superintendent, hey, this is Pastor so and so we want to help, what can we provide? We is it meals? Can we help with the candlelight service outside of the school? Can we get in touch with the fam? We'd love to bring flowers? What can we do? Do you need crisis care? We, our pastors can be there all week long, talking with people if that's what you'd like. So I would say the church should be actively there no present in their community, if there's crisis like that, yeah,

**Mark Turman 35:59**

good, good, good thoughts, good ideas. And I'd also say, to those who are leaders in their churches, lead by example, not only in your engagement, but also in your own testimony, you know, I would refer people regularly to counseling for various kinds of situations. And, you know, and I would tell them, hey, the only the only thing you need to be aware of is you might bump into me, because I may be sitting in the waiting room waiting for my conversation. And, and that actually happened on occasion where I would walk in to go see a counselor that I was working with, and I'd see two or three of my own members, either, you know, on the way in or on the way out. And we usually just laugh together and, and say, you know, we all need help. And, and we're grateful that there's a place where we can come get it. And it's so, so important to, you know, take down this facade that even after we come to Christ that we we have it all figured out very quickly, because that's just not the case. And we need, you've done a lot of work in this ministry already.

**Mark Turman 37:04**

Particularly there's a, there's a not an exclusive, exclusive focus. But there is an intentional focus on Gen Z, those that are roughly between the ages of 10 and 25. They're in the upper areas of our children's ministry, through our student ministry into our college and starting life ministry. Why that focus? Why? Why do you print t shirts that say Gen Z will be suicide free? Why an intentional focus in that area? And again, not to exclude anybody, but why particularly focus on that

**Jacob Coyne 37:46**

Yeah, that's a that's a the biggest focus of our ministry right now. And it's it'll change throughout the years. But it's the biggest focus because the stats are so telling what that generation the suicide rates are higher in that generation than any other generation. It's, it's awful, what students are going through, it's awful the daily battle that young teens go through. Four out of 10 teens struggle with suicidal thoughts every single day. And that's when you understand when you hear a stat like that, you got to do something about it, we have to help these teenagers.

**Jacob Coyne 38:26**

And throughout this ministry, when when we started it, most of the stories we were hearing were teen about teen suicides. And when that happens in a school, it's an epidemic. It happens again and again. And again. It's usually when one student takes their life in an illness, if they're a student at a school, public school, private school. It creates, it just wreaks havoc on that community. It affects so many people, and there's multiple suicides every year, because of that one suicide.

**Jacob Coyne 38:58**

So we knew that if we can reach students, and statistically Gen, this generation Gen Z is a they are a volunteer generation. They're looking for things to get behind and serve. They're a huge social justice generation. So we just thought if we create if we can create a cause behind this, that's easy to get behind. It doesn't take much like our trainings. 40 minutes, takes 40 minutes to take our training online or in person. They can do that and understand that they can save a life we're gonna have an army of young people that want to save their jet their own generation. So that's, that's how it's been for us. We have so many people that are that are ages 16 to 25 that are all about this organization. They're they're wearing the T shirts, they're saving lives. They're inviting people to church with them. As they're speaking on this topic, all over the all over the globe, we have representatives in Norway, we have Spanish speaking ambassadors for stay here. And once they take the training, we just say go for it, and let them loose. Speak on this, preach on this start clubs about this, do everything you can. So it's been, it's been a wildfire over the last three years in a good way.

**Mark Turman 40:26**

Yeah, that's good news to hear. Why do you think it is that this generation that's emerging has come to the place where statistically they're struggling so much, what are some of the factors that you've learned that you've seen? That's that's driving this really scary uptick in the number of suicide attempts and suicide actual actual happenings in this generation? What are some of the things that you can see that are driving that?

**Jacob Coyne 41:01**

Yeah. Number one, its isolation started with the pandemic. That's, that's an easy one. We all struggle, we all struggle with that and still are. Many people are sore recovering from that. So that's number one, the isolation

**Jacob Coyne 41:18**

number two, purpose. This is something that Viktor Frankl talked about. He was a Holocaust survivor. And his his whole thing is, if you don't have purpose, you don't have a will to live. If you don't know your purpose in life, why? Why do you even want to exist? That's what that's what goes on in people's mind. So it's so important to know your purpose and to live for our purpose.

**Jacob Coyne 41:43**

And many young people don't, this is statistically it's, it's becoming a very God, God, God is leaving the the minds of many people, they're not thinking about church, they're not thinking about Christianity, they're not thinking about Jesus. So **if you don't have community, if you don't have God, if you don't have a purpose in your life that you're living for, it's hard to keep going.**

**Jacob Coyne 42:07**

And the average Gen Zers spends about eight hours a day on their phones, watching video content, Tik Tok, Snapchat, Netflix, videos, pornography. And that's something that I didn't deal with growing up. They're getting disciplined online by, the majority of it is garbage. It's not good, if they're looking at what they're consuming. And, you know, we're seeing people who are saying My purpose is to sell images of myself online for a couple of \$1,000 an image or a video. This is what people are applauding right now, amongst in in Gen Z. It's becoming okay to pornified yourself on these websites. This is a career choice that many people are choosing or to be a TikTok are going live stream all day long, doing weird things on online for everyone to watch you. This is what people are choosing to do right now. And it's becoming more and more acceptable. You know, I can tell you I'm I'm an influencer, I have a million subscribers on over a million subscribers on YouTube Tick Tock 100,000 subscribers on Instagram. It gets old really quick. I don't know if I could speak for everybody.

**Jacob Coyne 43:29**

But what the problem with this generation is, everyone needs dopamine, everyone needs to feel a reward. You know, it's in your it's in your DNA, you want to feel a reward, you want to feel like you did something great purpose, right. But all these social media apps that everyone's on all day long, it's it's crushing them, because they're thinking their brains are being trained to find purpose and it like in a video view in a video that they make of themselves exposing themselves and that gets, that crushes you from the inside out. It's demeaning. And it doesn't do anything. It doesn't do anything.

**Jacob Coyne 44:10**

For me seeing all the followers the likes, right behind me is this YouTube trophy. You get like a gold plaque for getting a million subscribers. So funny when I got that in the mail. I was like,

Hey, girl, here's the golden idol. It's just like, I didn't feel any any excitement when I got that in the in the mail because I know that my excitement is what matters to me is it's my relationship with Jesus, in my family on the other side of this door right now that I'm in my family that this is this is what's meaningful to me. And this is what keeps me going.

**Jacob Coyne 44:49**

And then the ministry that we lead, that's what keeps me going. But for a lot of people, they don't know what keeps them going. It's a like it's a round of applause. What happens when you don't get that? What happens when people don't like you what happens when people don't watch your video, but what happens when people don't follow you? And they don't think you're, you're good enough? If that's all you're looking for the applause of men, it's going to destroy you. **So that's why this generation, it's definitely the generation is hungry for purpose. And Jesus is the answer, he gives you purpose, it gives you life, He gives you something** to live for. So, that was a long rabbit, rabbit. it's

**Mark Turman 45:30**

No, great. It's great. And, you know, certainly, you know, technology is, in and of itself is just technology, it's not good or bad. But it can be used for either purpose, and lots of good information coming out these days about technology and about social media. You know, one of the one of the overarching ideas in there is that this generation because of the power of a smartphone and access to the internet, that we, we basically have thrown them into a huge social experiment, and we have no idea where it's going to come out. But some of the things that we're seeing, particularly with depression, anxiety, suicide, are indicating that it's, it's not good, a lot of it is not good. And that we've just decided, because it was here that it would be a good thing to use it in all of these different ways. And without really stepping back and saying is this going to ultimately result in something good, and especially in the environment of, of preteen and teenage life?

**Jacob Coyne 46:35**

That is already hard. It's just, it's just hard to be a teenager, we all know that. You're trying to find yourself you're trying to find a group of people to have community with you're trying to build your identity. And you add technology and social media to that, and it becomes exponentially difficult. And we've we've entered into this social experiment with no real idea of where it may go or where it may land. And it's ending up hurting a lot of people in a lot of ways. We've written a good bit about that in our ministry, parents are starting to come much more quickly to an understanding of what it means to to limit some of these things control technology, particularly. But that's a piece of it.

**Mark Turman 47:21**

Let me turn for a moment if we could well, we have a few minutes left. September is suicide awareness month, and September 10 is global suicide awareness day and you and your ministry at stay here dot live have connected to one of the big cultural phenomena in the United States, the beginning of fall football season, and particularly the launch of the NFL season, talk a little bit about that partnership, and just some of the crazy things that God has

opened up for you and for this ministry, and what is that all about? How people can anticipate that they're going to see it?

**Jacob Coyne 48:01**

Yeah, yes. So this has just been over the last the course of the last few months, I got connected with an incredible man named Jeff Hostetler. He is a retired NFL quarterback. He played for the Raiders and the Bills. And he's just an amazing man of God.

**Jacob Coyne 48:19**

We connected with an idea of what if we, so every year stay here does a campaign during the month of September called the 40, or 40 for 40. We want people to take 40 seconds to pray that the stats would change that lives would be saved, give \$40, take 40 minutes to take our training. And it's all based around the stat that every 40 seconds someone dies by suicide.

**Jacob Coyne 48:45**

So Jeff suggested What if we got caught some quarterbacks to make a video together, saying maybe it's a 40-second video? And maybe we wouldn't we would have we got players to stand in a 40 yard line on September 10. Opening day for the NFL, just linking arms telling, hey, we don't, it's not, life's not just about football here. We care about you in the stands. We care about you watching this game right here. We're going to stop here on opening day. Because it's also World Suicide Prevention Day and we want to change lives we want to save lives.

**Jacob Coyne 49:19**

So I started calling any quarterbacks that he knew of. He's not very you know, once you retire you don't stay connected with a bunch of quarterbacks. So he had a lot of old phone numbers and some of the some of them still the same number. And one after another people said yep, I'm in, I'm in, I'm in, and they're all just doing this on their own. They're doing it for free. We're not, no one's getting paid to do this. They're offering their time which is so unheard of, for a lot of these these quarterbacks. You know, this is not like a brand deal that they're doing. They're just giving this their time to do this.

**Jacob Coyne 49:52**

So months later, we now have 57 NFL quarterbacks, tons of Super Bowl winners legends, it's incredible, all of the quarterbacks that are involved in on this video, it's a 60-second video or so it's going to be posted on September 10 by over 40,000 people, we've already have over 30,000 people who have signed up to post this video. And by the time we get to September 10, I believe we're going to have over 40,000 signups that are all posting it on September 10, at noon, Eastern Standard Time. And if you want to post the video, you can go to [QBUnited.org](http://QBUnited.org), you can just sign up your name and your email and that video will be emailed to you the morning of September 10 to post.

**Jacob Coyne 50:39**

Now, if you miss if you miss posting it on September 10 At noon Eastern we have all week long, September 10 to the 16th is World Suicide Prevention Week. But our goal is to have more views



with this video campaign that a Superbowl commercial. So our goal is to reach over 250 million people with this life saving video all these quarterbacks saying stay here, your life matters. We need you here reach out to a friend reach out to a family member.

**Jacob Coyne 51:09**

And it's not just an awareness PSA video, we've partnered with better help to get free counseling with the Suicide Prevention Lifeline 988 number with the American Foundation of suicide prevention, they have signed off and endorsed this campaign. So all on QBUnited.org, or WorldSuicidePreventionDay.com It's all going to be the same website. You can find all those resources all month long, from September to October.

**Jacob Coyne 51:36**

We believe that we're going to see tens of 1000s of people say I'm canceling my plans to take my own life. So we're so excited to see what God does with this. But we need help. So if you're listening to this, or if you're going to read this, or watch this later on, sign up, go to QBUnited.org, so that you can download that video and post it with us. And let's see, let's see this, this stat change. It's been such an inspirational thing.

**Jacob Coyne 52:02**

What's really cool. Last thing I'll say about this, too, is I'm gonna be in New York on September 10. Because the New York Giants at MetLife Stadium, they're playing the Dallas Cowboys, they're on September 10, right. And the Giants have decided to play the video on the big screens. While they're going to stop during the two minute warning in the second quarter right before halftime, they're going to play the video for everyone to watch, they're going to stop, you know, let's let's all be quiet to watch this video. And then the owner of the New York Giants, John Mara is going to come down to the 50 yard line and give a check to Jeff Hostetler for being a part of this and that a couple other quarterbacks are going to be there as well on the 50 yard line. So we're going to there's a whole segment of suicide prevention at the actual game. Wow. And it's primetime 8pm game on NBC. So it's, it's been amazing just to see all these mountains that have moved. And all those people really step up to say we want to stop suicide, just so inspiring, and you just so grateful.

**Mark Turman 53:09**

I mean, just listening to that whole story is to bang, okay, that only God can make something like that happen, you know it to open up those kinds of doors, connect all those people and get, you know, all kinds of different people from all sectors to become involved and to be compared to be concerned and to be willing to participate in this. You know, it's just, it's just ironic, in some ways, right?

**Mark Turman 53:33**

You and I know, from our reading of the Bible and everything, the significance of the number 40. You know, Jesus was in the wilderness for 40 days, the we know, the 40 years, we know we know num that number is significant. But it's ironically, significant in the world of football, you know, the play clock, the clients that determines whether or not you're gonna get your play off is

40 seconds long, right? Or 30 seconds. And then this reality, this incredibly awful reality that we've come to in our world, that every 40 seconds, somebody is taking their life, you know, and, you know, even you know, statistical things kind of boggle my mind. But, you know, if we could move that needle to 45 seconds or to 90 seconds, just imagine what an impact of cutting down the number of people that take their own life, what an impact that could be. And yeah, I appreciate you.

**Mark Turman 54:32**

Just thanks for telling the story and for just man how God is opening doors around this because, you know, as we talked a few minutes ago, the Bible tells us that our enemy comes to steal, kill and destroy. And what he wants to do is stop a life from ever being born. That's the tragedy of abortion. But once a person is born, he wants to stop that life as soon as he can anyway that he can start right. And this is a predominant way in which he's doing that today by bringing people to a place of hopelessness and despair, where they think that there's no reason to go on. And just number one, Jacob, thank you for the work that you're doing. Thank you for mentioning the National Suicide Hotline that we now have 988 if you need help, if you need help today, 988 is a resource for you,

**Mark Turman 55:25**

Jacob, as we wrap up, I just wonder, statistically, it could be possible somebody listening to us in this moment, or they know someone in this moment. Before we finish up, what would you want to say to that person now? What would you want them to hear from you?

**Jacob Coyne 55:47**

Yeah, if you're listening to this right now, and you're looking for a reason or a sign to live, this is it right here. We are, we are calling out to you. If you're listening right now, please stay, please choose life. It's not worth it. I want you to just think about your life right now. There is so much more for you. Please just stay stay for yourself. Stay for the plans that God has for you. Stay for your family, stay for your friends and for your future. It's so bright, it's so bright, even if it's been so difficult for you. I'm sure it has been. God can turn everything around. I'd love to even pray for that person right now.

**Mark Turman 56:24**

And if that is you, please go to our website right now. There's, there's all the resources you need right there. You can talk to someone right now, someone's ready to talk to you from the helpline. Or you can sign up for therapy. And I love email, email us. That was you. But let me pray for for you.

**Mark Turman 56:42**

If that's you, Jesus, I pray for this person who may be battling with suicidal thoughts or ideation. And they've been battling with this or, or just the darkness of depression and heaviness God grief. Lord, I pray that you would begin to remove that from their life. And I pray that you would just show them right now that you're not finished with them yet. Their story isn't over, Lord. Their story isn't ending right now with a period you're putting a comma on their life right now, Lord,

and I pray that you show them that there's so many more beautiful chapters in this life. And God, I pray that you'd hold them by the hand right now and lead them to another day, help them to stay another day, and to choose life and to reach out and find help Lord, God bless this person listening to this. And I pray that they would stay here in Jesus name.

**Mark Turman 57:28**

Amen. Amen. Jacob. Thank you, man. So beautiful. So good. Thank you. Yeah, and just again, thank you for what you're doing, folks. It's stay here dot live. To find the video and get connected to the NFL focus is QBunited. You can connect that way. Remember, if you or someone you know needs any of these resources, stay here dot live or 988. If you just remember three numbers 988, you can get to the hope line.

**Mark Turman 57:58**

And I just want to say again to our audience, thanks for being a part of this conversation. If it's been helpful encouraging to you, please rate and review us that helps other people to find us. Please pass this along to family and friends. So they can be a part of their journey as well. Jacob, we look forward to hearing more great things about your ministry and about you. Blessings on you, your wife, your daughters and the daughter that is soon to be with you. And may God gave you grace and mercy and strength as you guide your family and all those things.

**Jacob Coyne 58:32**

That means a lot. It's a great, great podcast. Thanks for having me here.

**Mark Turman 58:37**

All right. God bless you.