



**The GY6 Initiative** is a national campaign by **Life Line Chaplaincy, Inc** to push back the alarming rate of suicides among first responders.

It funnels vital wellness resources to first responders via regional wellness conferences, a world-class documentary, and an app/website repository of interactive, multimedia wellness materials.



**THE GY6  
INITIATIVE**

# INTRODUCTION

**GY6** is code for “I’ve got your 6,” which among military and first responders means “I have your back.”



# INTRODUCTION

**The GY6 Initiative** establishes a comprehensive online portal for the first responder community, complete with supportive resources, designed to help them do their jobs, care for their families, and most importantly care for themselves ... better.



# INTRODUCTION

**The GY6 Initiative** will reduce suicides, strengthen families, and improve mental health among first responders.

# The Staggering Statistics

Three times more  
police officers die annually  
from suicide than from  
criminal gunfire.



THE  
DILEMMA

# The Staggering Statistics

Three times more police officers die annually from suicide than from criminal gunfire.

**Firefighters and EMS are 13 times more likely to attempt suicide than the general population.**



THE  
DILEMMA

**First Responders are called to do the impossible every day ... at great risk to their lives, and sometimes in service to those who would seek to destroy them.**



## THE DILEMMA



**They operate in a culture of rugged individualism in which there is no room for perceived weakness.**



**THE  
DILEMMA**

**Many/most refuse to utilize available resources, often resulting in PTSD, substance abuse, and suicide.**



**THE  
DILEMMA**



THE  
SOLUTION

**The GY6 Initiative** will create a vital wellness resource for the first responder community that will:  
  
reach a skeptical audience.



THE  
SOLUTION

**The GY6 Initiative** will create a vital wellness resource for the first responder community that will:

reach a skeptical audience.

**break through traditional barriers.**



**THE  
SOLUTION**

**The GY6 Initiative** will create a vital wellness resource for the first responder community that will:

reach a skeptical audience.

break through traditional barriers.

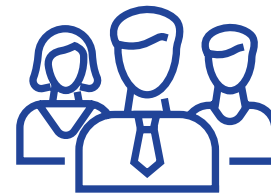
guide first responders to available resources, even those not directly affiliated with **The GY6 Initiative**.

**THE  
SOLUTION**

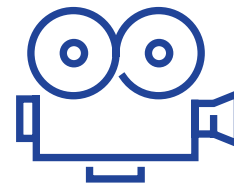
## **Wellness resources include the following components:**



**Short Video Clips**



**Training Sessions**



**Documentary Film**



**Suicide Hotlines**



**Local Employee Assistance Programs**

An apparatus is needed that provides helpful, healing content and that reaches directly into the first responder community. **The GY6 Initiative** accomplishes this by combining the three following components:



THE  
PROGRAM

**Conferences, seminars, and live events will launch the initiative and provide material for the app and documentary.**

**Topics include:**

- ◆ **Managing Trauma**
- ◆ **Helping Your Family Survive Your Job**
- ◆ **Overcoming the Horror of Moral Injury**



**THE  
PROGRAM**



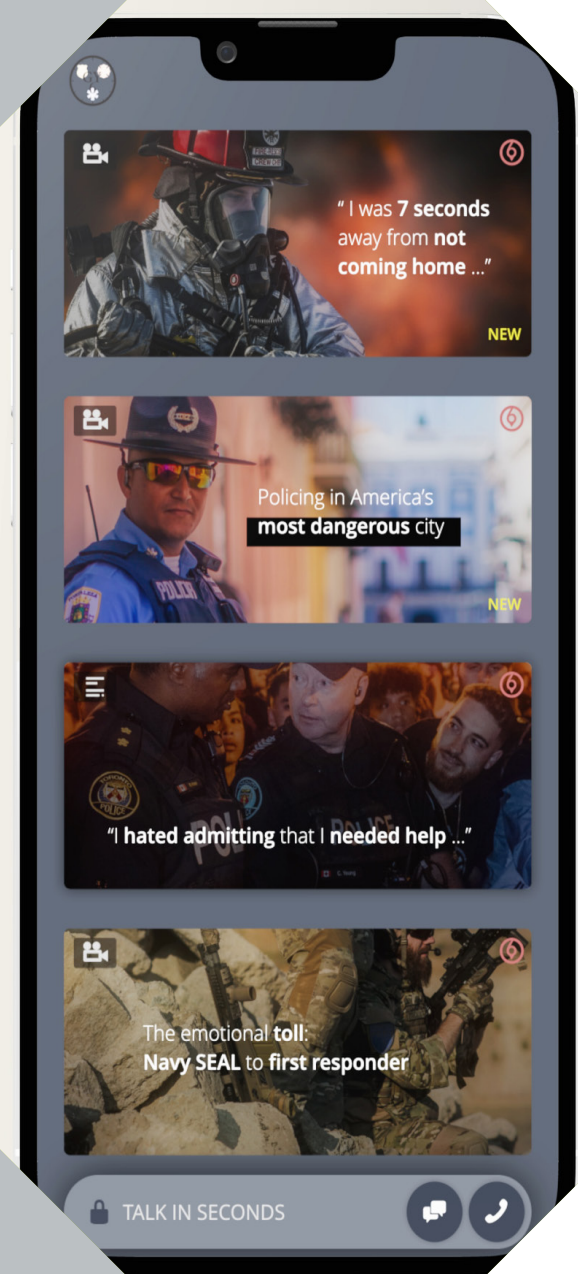
A world-class **documentary** focusing on the challenges of first responders, featuring interviews and actual footage of first responders in action.

A professional video camera on a tripod is shown in a close-up, slightly blurred view. The camera is black and has various attachments, including a microphone and a small screen. A teal-colored diamond-shaped overlay is positioned in the foreground, partially obscuring the camera. Inside this overlay, the words "THE PROGRAM" are written in white, bold, uppercase letters.

THE  
PROGRAM

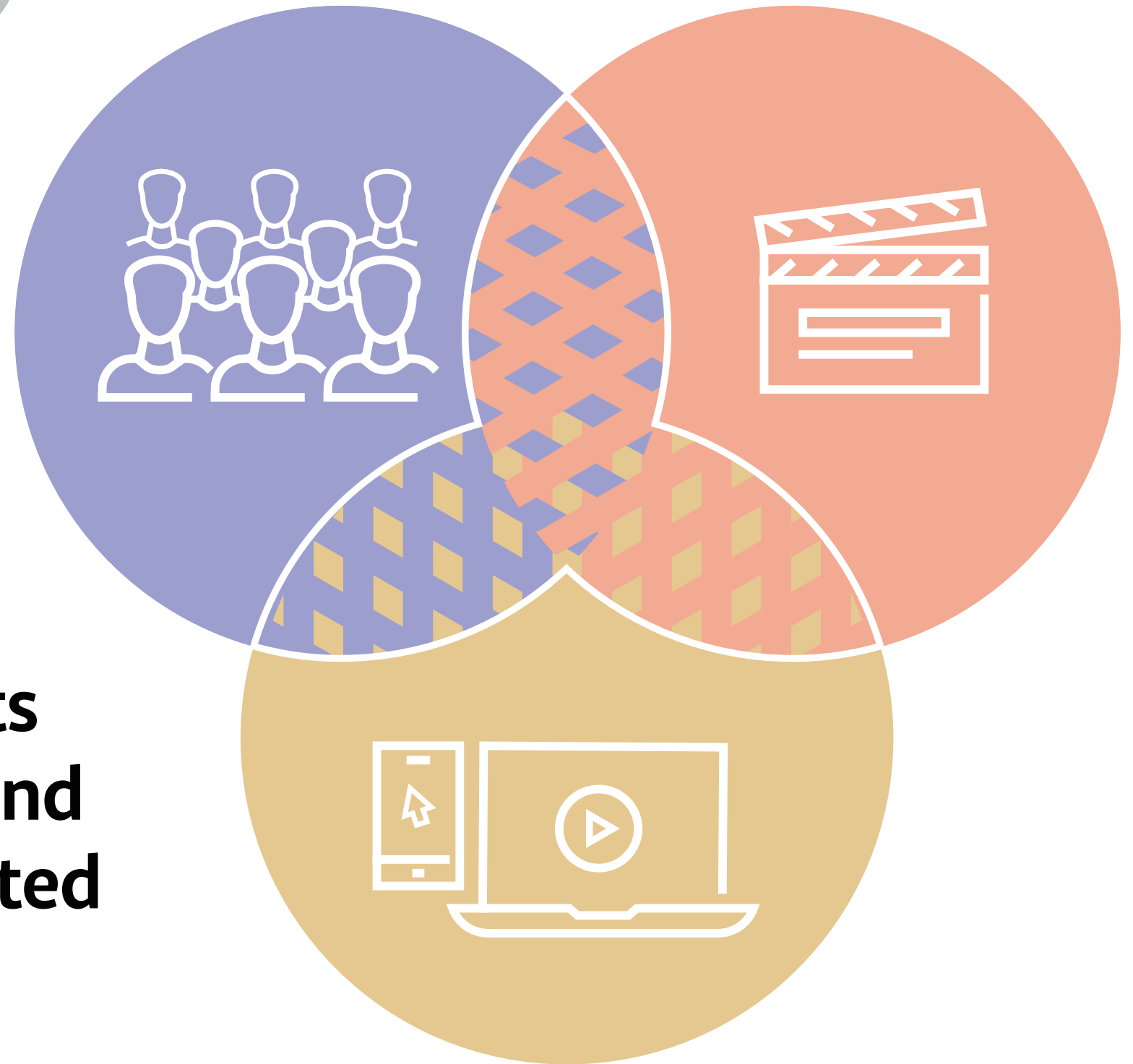
**An app and online media resource center that offers a diverse collection designed to engage and impact the community, ranging in topics from the serious side to humorous side, from informational to inspirational and motivational.**

## THE PROGRAM



# THE PROGRAM

**These three components are individually distinct and essential, yet interconnected in [The GY6 Initiative](#).**



# THE STRATEGY



## Use “Insiders” to break down barriers.

One of the greatest obstacles in addressing the mental health crisis among first responders is breaking through their hesitance to seek help for the issues that plague them. **The GY6 Initiative** breaks down that barrier from the inside by utilizing the community of first responders sharing their stories.

# THE STRATEGY




## Use “Insiders” to break down barriers.

“I really struggled following a series of traumatic calls. I went to our chaplain, and that helped a lot, but he also encouraged me to follow up with one of our approved counselors. Together they helped me process those horrors and helped me survive. I strongly encourage every first responder to take full advantage of the wellness resources available to them!”

911 Dispatcher

# THE STRATEGY

**Use “Funnel” to direct users to app and website.**

- 
- The diagram shows a smartphone screen with a funnel shape overlaid on it. The funnel is divided into seven horizontal sections of varying widths, narrowing from top to bottom. Each section is connected to a label on the right by a horizontal line. The funnel starts wide at the top and narrows significantly by the bottom. The background behind the phone is a grey, abstract shape.
- NATIONAL PROMOTION
  - WELLNESS CONFERENCE
  - DOCUMENTARY FILM
  - GY6 APP AND WEBSITE
  - VIDEOS
  - ARTICLES
  - LOCAL RESOURCES

# PARTICIPATION LEVELS

Gold Donor

**\$10-\$25K**

Platinum Donor

**\$25-\$100K**

Sponsor

**\$100-\$250K**

Associate Producer

**\$250-\$500K**

Producer

**\$500K-\$1 Million**

Executive Producer

**\$1 Million-\$4 Million**

Executive Producer of Documentary,

Senior Campaign Sponsor

**\$5 Million**

(Spotlight recognition on documentary; Logo on all video, app, websites, and conferences; and spotlight presence at all conferences and events)

# THE GY6 INITIATIVE ADVISORY BOARD



**Pat Ridenhour**  
Police Chief Danbury, CT  
President, CT Police Chief's Association



**Armen Keteyian**  
Producer,  
Emmy Award Winner



**Mike Fedele**  
Lieutenant Governor (former)  
State of Connecticut



**Ted Jankowski**  
Deputy Chief (retired)  
FDNY



**Rodney Valdes**  
Trooper First Class, CSP  
Coordinator CSP Peer Support





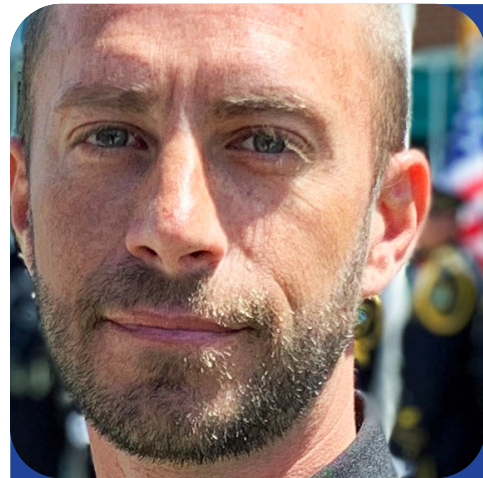
**James Rascati**  
First Responder  
Trauma Specialist



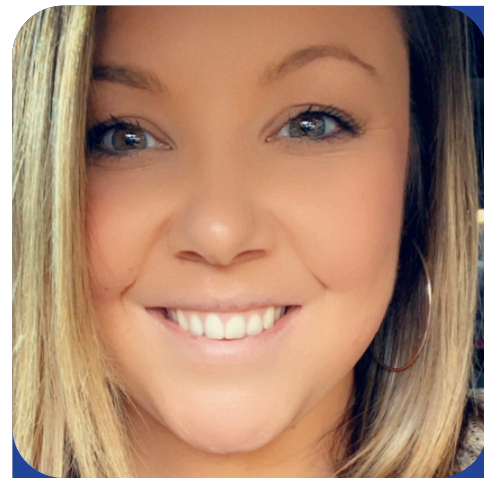
**George Faller**  
Family Counselor,  
former FDNY and NYPD



**Joan Austin**  
Chaplain,  
Minneapolis PD



**Brian McKay**  
Police Officer, Stamford PD  
Peer Support Coordinator



**Kristen Ostrowski**  
911 Dispatcher, Stamford, CT  
Peer Support Coordinator

# THE GY6 INITIATIVE ADVISORY BOARD



**John Revell**

President, Life Line Chaplaincy  
CEO, The GY6 Initiative



**Alex Dudley**

Principal, Cloudbreak Communications  
Project Manager, The GY6 Initiative



**William F. Baker**

Emmy Award Winning Producer  
Documentary Producer/Director



**Justin Lawrence**

Premier App and Web Designer  
Initiative App/Website Developer

# THE GY6 INITIATIVE MANAGEMENT TEAM

# BENCHMARKS

## When we reach ...

**\$500,000**

we host four GY6 conferences in strategic cities with videographers present for each.

**\$1 Million**

we edit and compile all conference videos in preparation for web use.

**\$2 Million**

we start production of documentary, initiating interviews, ride-alongs with police and fire fighters, and gathering video footage.

**\$3.5 Million**

we complete documentary production.

**\$4 Million**

we complete the GY6 app and website.

**\$5 Million**

we launch multipronged national advertising campaign for simultaneous launch of GY6 documentary, app, and website.

# TIMELINE

**With full funding, the project is completed and the initiative is launched in 24 months.**

**9 months prep and promotion of conferences**

**3 months post production of conference video**

**12-18 months documentary writing, filming footage, interviews, editing;**

**12-18 months app and site development**

**6 months nationwide, multi-platform promotional campaign**



# The GY6



# Initiative



P.O. Box 3013 • Stamford, CT 06905

For more information, contact Rev. John Revell  
(203) 517-4762 • [johnrevell@LLChaplaincy.org](mailto:johnrevell@LLChaplaincy.org)

[www.LLChaplaincy.org](http://www.LLChaplaincy.org)

All logos, graphic combinations, contents, and concepts in this presentation are copyrighted by  
Life Line Chaplaincy, Inc © 2022.  
All rights reserved.