**Objective Zero**

[00:00:00] **Adam:** Hi everybody, and welcome back to the next episode of the Rocky mountain MIRECC short takes on suicide prevention podcast. I'm your host, Adam Hoffberg and I'm joined now by the team from objective zero a welcome, Justin and Chris,

**Justin:** thank you for having us.

**Chris:** Thanks so much for having us. This is great.

**Adam:** Great. Well, we're so grateful to have you guys on the show. Maybe we'll just jump in with some introduction, it's, and let you all tell us a little bit about yourself and where you came from, what you do, and why you're here today at that VA suicide prevention conference.

**Justin:** All right. so where this all started? Uh, I served a little over 11 years in the infantry two deployments. Uh, I was medically retired in 2014. Um, that was August the 14 and by Thanksgiving of 14, I, I hit rock bottom. Um, I felt like I had nobody to talk to. Uh, felt like I was a failure. Um, just was felt like I was alone.

And when I finally did reach out [00:01:00] for help I was put on hold and schedule an appointment for two days later, which just sucked the life out of me cause I'm like me, I'm the one organization is supposed to be there for me. I felt like. it Failed. Thank God. Seconds. Later I received a text message from Chris who said, you know, Hey, you see, like, I got this, this, um, thing going on at school for my masters.

Uh, if you'd like to participate, give me a call. So I called him up and, um, that phone call ended up lasting about six hours. He could hear the difference in my voice, and he just, he's like, Hey man, I hate to ask this, but are you thinking about killing yourself? And I was so dead at the time, and I just laughed.

And yes as a matter of fact, if my gun's loaded this morning, I wouldn't even be having this conversation. Um, and that's when he kind of took my mindset and took me from feeling sorry for myself, feeling like I failed, feel like I was broken, feeling like that I was, you know, shoved to the side. [00:02:00] And he kind of.

Turn that outlook And it was like, you know, look, the VA is not paying. You look at that as a way of, you know, they're paying you to take care of your brothers and sisters. He's like, your story is Powerful. Your story is going to save lives. And, uh, I like always procrastinated. You know, I didn't think I had a story.

Um, and then, uh, you know, one day I was in church and just looking for an answer and, uh, I heard clear as day, you know, quit feeling sorry for yourself. I look at everything that I've pulled you through, what good is it to have an answer to a secret? If you keep it a secret, share your pain and your struggles with others to give them hope and the power to push forward.

And, uh, that's when I, well, crap, I'm not going to go home and write my story no more and we're procrastinating on that. And, um, and you know, Chris took my chicken scratch and turned it into a. Piece [00:03:00] that has been read thousands of times now. It's been republished every year. I'm on strategy bridge and medium.com and it's just grown.

You know, Chris was right. I had a story to tell him, and it was going to save lives. Um, but he's been the main push. He's the one that's just kept reminding me that, Hey, we're doing something big. You know, we're doing something bigger than us. And your story. Like I told you before, your story's your stories going to save lives and uh, now after months of dealing with this, I'm realizing that he's right.

You know, the hardest part that you live through is what's going to save somebody else. Help heal others. You know, through your healing. Share your deepest, darkest secrets. Don't hold on timid. Don't do any good. If you're holding onto it, it's got power on you. When you talk about it, guess what? You've just released all of that.

You just said, you know, it don't hurt me to [00:04:00] where I'm not ashamed. I'm not embarrassed about that. Cause I now realized that everybody has struggles. People of all walks of the world are committing suicide. They feel ashamed. They feel embarrassed about it feel like it's something that they should hide. Well that's what's killing us.

Quit hiding it. Talk about it. We are the only ones that's going to make a difference. So. As we are today. Yeah. VA's finally picked this up and now we're just rolling with it.

**Chris:** Yeah. I think the, uh, if you don't mind me jumping in at the, um, the original idea for objective zero really came from that, that phone conversation that Justin and I had.

Uh, it was, you know, kind of in the fall of my first semester at Georgetown university. Um, and, you know, after we publish sessions, Justin story, we had such tremendous. You know, outreach, you know, people reaching out to Justin and letting them know that his story had inspired them and, you know, had made a difference in their lives.

And we realized that we had an [00:05:00] opportunity to, uh, you know, kind of replicate that call between Justin and I at scale. Right? And we wanted to use technology as that, as that medium. And so we decided, uh, to, you know, use a mobile app. Uh, that would connect, you know, the military community to, you know, nationwide and global peer support instantly and anonymously.

And so what we did is we created the objective zero foundation, which is a 5-01C3 It's a nonprofit organization. Currently we are an all volunteer force and no one gets paid anything. And, um. What we've done is we've created a mobile application that's free for download on both Apple and Android.

So you can download it for free on, you know, uh, you know, the Apple app store or Google play. And it's also free to use. And what it does is it connects, uh, an individual, uh, whether that's a, you know, active duty service member or a guardsman reservist, a veteran like Justin. Uh, you know, or even someone in a military family or military caregiver to, uh, instant [00:06:00] and anonymous peer support through voice, video or text messaging, you know, in order to replicate that call.

And I think what's really neat about it is that, you know, a user can actually filter who they speak to. So if you're like me, who, uh. Is an active duty service member and you want to speak to another active duty service member. You have that, that flexibility, you know, or if you know, you're like Justin, you're an infantry man and you want to speak to another infantrymen and you have that ability.

Uh, you know, we have filters that allow you to filter through campaigns, served branch of service, gender, proximity. Uh, and I think those filters are very powerful because it allows you to make the most meaningful connection possible. Um, which is unlike anything that's out there right now. And then like Justin mentioned, you know, we're really, really grateful to the department of veterans affairs for, uh, recently signing an MOU with us.

You know, we are now a community partner of the, of the VA, which has been extremely powerful. Uh, that partnership has helped us tremendously and, you know, we're really grateful to be able to give back to the VA, uh, you know, [00:07:00] anonymized data, which, you know, just talks about, you know, how many downloads we have, how many people are accessing VA services through the app.

But, um. Know, the partnership of the VA has been extremely powerful. So we're, we're really grateful for that opportunity.

**Adam:** Thank you. And thank you, Justin, for sharing your story. Cause I really do think it brings it to that level where we can, we can make meaning out of that. And it's, it's so fascinating to me that, you know, you took, you know, your guys's interaction and said, how can we bring this to scale?

And I love, you know, the power of technology and assisting with that. So, um. Take us through a little bit more like the roots of, of how you went from, you know, you two had a call to, here we are today at the suicide prevention conference. You guys have a table. You have kind of a lot going and I'm really excited to, to hear where you are now.

**Chris:** Well at the time, like I said, I was going through Georgetown, and when we published a Justin's story originally on medium.com, um, the, uh, the outreach was, was tremendous. And in fact, many of the, uh, many of my peers at Georgetown reached [00:08:00] out to me specifically and said, Hey. We don't know what we want to do, but we want to help.

We want to be involved. Justin's story was so powerful, so inspirational. We know we want to do something, and one of them, a good friend of mine named Ryan, had an idea for a mobile application. His original idea was that it would be something kind of like Yelp. Where you could see, uh, you know, your place on a map and kind of see what facilities and resources were around you.

Uh, but over time, that idea really, you know, fleshed out that in a, in a moment of crisis or in a moment where someone needs help, you know, they don't really have the time to sort through all those resources. They just need peer support now. And that's where the idea behind it came from. And we spent about what, a year or two, Justin and, you know, doing research and, you know, kind of identifying like how we could go through this process.

And, um. I think it was January of 2017 we launched a CRA launched a crowdfunding campaign on Kickstarter

**Justin:** Christmas.

**Chris:** you're right, it was Christmas day.

**Justin:** And [00:09:00] our thing was, you know, give the gift of life, donate today to help us save somebody. Um. That was already, yeah, that was the most miserable 30 days in my life because you are so stressed, you either make it or you don't.

And we set our goal for 35,000 because at the time we were told between 60 and a hundred thousand what was that and what was going to cost for our app? So they said, you know, if you come to us with, you know, $35,000 you know, we'll take 30 of it as a down payment and start building this app. And then we'll allow you guys the rest of the time to continue building this.

And then if you don't make your numbers for some reason, then you know, we'll write off the rest of it and we'll work with you to make this happen. Um,

**Chris:** it really came down to the wire to, I mean, I think we had days, days left. We were. I think probably about five or $10,000 short, if I'm not mistaken. And in the final days, we came through, ended up pulling out a [00:10:00] $38,000 in a month.

We met our goal, uh, and then, uh, we started the development process and it took us a year, a year of development in December of 2017. The, uh, you know, the, we call it the MVP, minimally viable product. The core functionality in the app was released. Um, and since then, we've just continually been in a process of improvement, you know, identifying new features, new integrations, new capabilities that we want to release.

And, you know, we kind of go through these rounds of fundraising and then, you know, releasing those updates and new integrations and new features.

**Adam:** Nice. I, I want to kind of, uh, start from the, uh, the name you know, it's really struck me and it's very powerful, objective zero. And I just was curious what was the inspiration or story behind that and, and you know, did you land on that right away or that took a few iterations

**Justin:** The important thing is, Chris, Ryan and myself were on the phone. We're like, Hey, you know, what can we, we're throwing all these names out, just coming up with everything. And Chris [00:11:00] goes silent. He said. How about objective zero and I was like, I said, that has a ring to it. He goes, because you know, he goes, our objective is zero suicides and we have committed our lives to fighting for our country, for our veterans.

It was willing to give everything for this country. We've committed the rest of our lives to make sure that there is something out there, that there's somebody in their corner fighting for them to make it. Um, so yeah, objective zero, they're like, dang, that's, we'll stop this when we're at zero suicides. And that's our goal.

So yeah, Chris came up with that. And, and then also my thing is like, Oz, the world of the unknown, you know, that's what the hell. And here we are. We're unknown. We've stepped out in the, you know, uncomfortable zone. You've got to step out of your comfort zone and make stuff [00:12:00] happen. You gotta be vulnerable.

You gotta be willing to be embarrassed, be, you know, whatever laugh that dumped it out, right? But once you release it, boom God, the healing, the sense of relief, when you have somebody come up to you crying their eyes out saying, you know what, the last seven to 10 days I struggled getting out of bed. But after I heard your story, you know what?

You lit my fire and you gave me hope. And we're going to, I'm jumping on your team and we're going to make a fricking difference. And a said, man, I was, in fact, we're here and I'm so pumped

**Adam:** right on. Yeah. I can feel that energy. I mean, I know listeners, you're not in the room with us right now, but you know, we've got these two guys here.

You guys are wearing your nice blue objective zero. And you know, there is some real enthusiasm, some real momentum here. And I'm super excited to kind of catch a little piece of it.

**Justin:** Yeah. We, um. During this time we were starting all this, the VA and the [00:13:00] government was being pointed at, Oh, what are you doing?

You're failing. You're not doing this. You're not doing that. And we're like, you know what good is it doing pointing fingers and blaming somebody else? Guess what? Us as a nation sent us to war. Us as a nation needs to come together and heal. You know, don't point fingers. It doesn't do any good. Say, Hey, what can I do?

To help alleviate some of your pains, some of your issues and struggles to make your life easier. Guess what? The suicide hotline was struggling. Now we have made a virtual suicide hotline. Basically, we consider ourself a warm line. Um, you know, because we're not trained professionals that deal with that.

But we're there to listen. And, uh, we decided that we're done pointing fingers. We decided we're going to step up and do something. If we want to see a difference in our nation and our country, we have to do something. We can't rely on somebody else. So, yeah, pointing fingers.

**Chris:** Yeah, exactly. To your point, does, and if you don't mind me [00:14:00] cause I got, I get passionate about this, this, cause we've talked about this before, but you know, there's over 20 million veterans in the U S right now, uh, of which I think, um, around, you know, 9 million, seven to 9 million, or, you know, in the VA's care.

So the VA, you know, you pointed out they, they kind of get, you know, they get a bad. a kind of a bad shake, right? Because it's an enormous organization. Um, and even if they get it right, 99% of the time. You know what's going to be broadcast is that 1%, you know, maybe less, you know, suboptimal experiences.

It doesn't matter that they got it right 99% of the time, because if everyone is only looking at that 1%, uh, then that's, that's the news that's going to carry. And you know, the VA, I think he's doing a tremendous job. And I think that that's, you know, that's shown in the evidence and in the data in terms of, you know.

Fewer veterans die by suicide or die by their own hand who are in enrolled in VHA or you know, veterans administration, healthcare than are outside of it. Right? So that [00:15:00] is there. And I think you're right that there's, there's no point in pointing fingers. You know, what we really need to do is come together as a nation.

We have a collective responsibility to carry that burden of war and warfare. And you know, when we bring our veterans and service members back home. We need to carry that burden along with them and we can't just pass that off. We have a moral responsibility to carry it along with them so that, that one always, whenever we talk about that, and I always like it jumps out at me.

**Adam:** Nice. Nice.

**Justin:** Yeah, I, you know, to put it in terms for, you know, our active duty people that are listening, you know, or even our veterans, the VA is like having that superstar stud 300 40 out of 40. Kicking in doors, taking names known by the battalion, but then he goes and he gets a DUI. Guess what? Now he's a piece of crap.

But are you really a piece of crap Or did you just make a mistake. Everybody wants to point fingers, at a mistake. They don't care about what you did yesterday. It's what you did [00:16:00] today. And unfortunately that's what happens to the VA. you know, you're going to have your bad apples. It happens. But most of them want to make a difference as an organization.

They're killing it. I mean. Look how many people they got to take care of You know, now the 20 a day that are killing themselves. 14 haven't been seeing the system in the last two years. Yeah. People don't want to trust the VA cause guess what? We talk crap about the VA. But if we start talking about the good things the VA did on and forgive the mistakes, and you know what?

People might start trusting the VA and be willing to go back and give it a shot or. Find out that they actually qualify. A lot of them don't even think they deserve it because, Oh, I never went to combat oh I never did this. You know what? You served your country. You know, there's 327 million Americans in this country, and right now we got 1.3 million.

That's a third of a person less than a third of a percent that had the guts to stand up and say, you know what? I'm [00:17:00] going to do what everybody else doesn't want to.

**Chris:** I think too, um, you know, we, we talked about that 14, you know, out of those 20 aren't enrolled in VA services. A big, big part of the problem is that many of the veterans in the U S are actually rural.

You know, they, they don't live very close to VA facilities and sometimes it's difficult for them to actually have access to care. And I think that's where, you know, nonprofit organizations just like objective zero can come in and help bridge that gap and connect, you know, veterans to Care whether that's to peer support or to higher levels of care.

You know, because we have a national reach and we have, you know, right now, over a thousand, uh, we have trained over a thousand peer support ambassadors in all 50 States, but we also have them around the world as well. We have them in 15 countries around the world. Um, and you know, what we can do and what other nonprofit organizations can do as well as help the VA to reach those and penetrate into those rural communities where they don't traditionally have a [00:18:00] reach.

**Adam:** Absolutely. So, yeah, you guys touched on such great points there. I want to circle back to a couple of them. One was just your peer support model and how, how does that build into sort of veteran and military culture and the supporting each other and have each other's backs and, you know, how does that piece of your model kind of help make it the success that it is?

So maybe we'll start there.

**Chris:** Hmm. Um. While you're thinking about that, just so you know, I, I like to go back to some of the, the writing of Victor Frankel. I don't know if you're familiar with him, but you know, he talks a lot about meaningful purpose and meaningful relationships. And, you know, when we were in the army together, Justin and I were part of two 12 infantry and we deployed to one of the most dangerous.

You know, places on earth at the time we were in Baghdad, Iraq during the height of general Petraeus surge of troops in Iraq. So from 2006 to 2008, uh, certainly one of the most dangerous places in the world at that time. [00:19:00] And you know, together, you know, we were part of something much larger and much.

More important than ourselves. Uh, and as a team, as a unit, we were able to accomplish some really tremendous speeds, you know, bringing security law and order back to, you know, the lawless lands of Dora and central Baghdad. Um, very, very dangerous deployment. And it created some extremely powerful bonds between, you know, us specifically, but just within the unit generally.

Uh, and you know, I think that's true of any service member and any veteran of the military. When you're a part of a unit like that and you're contributing, you know, you're serving something much more important than yourself. You build these meaningful bonds, these meaningful relationships, and you're part of something larger than yourself.

So you've got that meaningful purpose. And when you leave the military, oftentimes those bonds are severed. And you're no longer part of that, that higher purpose. You're now on the outside, [00:20:00] you kind of lose connection. I think some folks had called it losing connection to your tribe. Uh, and I think what's really neat about objective zero is we're trying to restore that social connectedness, reconnect veterans, uh, with each other, uh, and restore that meaningful purpose by allowing them to serve as a peer support ambassador.

So our app actually works on a dual persona kind of model where you can get support. Or give support and, or that kind of reflects what we go through on kind of a day to day basis where some days maybe, you know, you're really struggling and you know, you're kind of in a hole and he needs someone who's been in that hole before to climb down in there with you and talk to you and help pull you out.

Or maybe on other days you're doing really well and you happen to walk by someone who's in a hole and you can reach down and help them out of that hole. And you know, I think that that's how, at least how I see it anyways, the app really kind of. You know, capitalizes on peer support because by you know, connecting with someone who's been where you've been, seeing what you've [00:21:00] seen, done, what you've done, they can really relate and connect That's, that's how it really, you know, I think for me, um, capitalizes on peer support,

**Justin:** you know, we've, uh, we, we hear all the time, thank you for your service. I, I can't even tell you how many times I've heard that. Um. And it's just become a normal line to throw out there because it's the right thing to do.

But we went a step ahead and stuff. Instead of you just saying thank you for your service, we're giving you the opportunity to say, Hey, let's talk about your service. Tell me about it. What's going on right now that makes you think you don't need to be here? What makes you think that your kids don't need you, that your wife doesn't need you?

You know. We just wanted to give everybody the opportunity to make a difference, to go above and beyond. Do something bigger than yourself. Cause that's one people's [00:22:00] biggest regrets on their deathbed. I don't think I did enough. Well, you know, this is an opportunity to do something, to make a difference. Um, you think about the generations we're affecting.

A lot of people don't talk about this. But if a service member commits suicide, they're, their children are 300 times more likely to commit suicide. Think about that. Now we're losing over 7,000 a year. Now what are we going to be losing in the next five, 10 15 years? You know? So when you're actually reaching out on that phone to talk to this person, or you're answering that phone, if you're not only saving that person's life.

But you're protecting their kids, their wives, their parents, their brothers or sisters and everybody they've served with. You just kept all of them, gave them hope because it doesn't get easier. Every time you lose a friend, it's one less person that you can talk to that's lived and tasted the same thing that you have.

We need to stick together. Day one, they're taught have each other's [00:23:00] six. That's, that's what they pound in your head all the time. How come it stops when we get out?

**Chris:** Yeah. You know, it's funny you say that too because I was thinking about that. And today at the DOD VA suicide prevention conference this morning, you and I both sat through that introduction by Preston Sharpe, the, uh, the young man, uh, who started like I was, I'm glad that I was kind of off on the sidelines and no one can see me.

There's no cameras on me cause I was. Like I, he was talking, but he said something and it just stuck with me and I wrote it down as a quote. Um, you know, Preston said, I love meeting new veterans and hearing their stories. Their stories are so amazing. I don't want them to be forgotten. Right. And that just, I mean, it just resonated with me and the whole, the whole conference here this week, you know, it's, they say hashtag be there.

Right? And you know, whether it's objective zero, whether you're with the VA, whether you're with one of these other nonprofit organizations, we're all here together so that we can be there. Right? And [00:24:00] that's why it's so important, I think, for people to be ambassadors on our network so they can be there so they can hear those stories like Preston was talking about.

So they can share those stories. And so that they can make sure that our veterans are never forgotten because whether it's Memorial day or veterans day, we shouldn't have just two days a year where we're thinking about our service members and our veterans. Every day is Memorial day. Every day is veterans day.

We should be thinking about and taking care of our veterans and service members every day.

**Justin:** Absolutely. Um. Just real quick about this kid, 12 years old, he is put over 220,000 flags and flowers on veteran's headstones. And he said, and you know what? Every time I go there and put one, he goes, I say their name out loud.

I want to say it so I don't forget it. I want to keep them alive. If we don't say their names, they die. It's our jobs to keep them alive. So. In fact, [00:25:00] did a kids 12 years old and, and he's been doing this 220,000 and makes me feel like I'm sucking. I'm 35 and I haven't done 220,000 of anything except for maybe pushups.

**Adam:** But we're all doing our part and contributing to this bigger picture, which I think it's like you mentioned, like when everyone comes together in these conferences, you start to see it take shape a little bit more because here I am in healthcare here. You guys are there. And it's, it takes the whole, you know, the whole network to really make a difference.

Um, so as we kind of start to wind down, I know we began with Justin's really powerful story. I wonder if there's a story of, with the app as somebody who kind of came to objectives zero and you know, something. Positive happened, something changed. And, and where did they go from there and what, what can you share with us?

**Chris:** Yeah, that's a great question. We actually have a many different stories so that we could share. I could talk about, uh, you know, a good friend of mine is an ambassador on the app. He's in Seattle, [00:26:00] uh, and he actually had a homeless veteran reach out to him for help. And that homeless veteran. Um, you know, he, he was unemployed.

His wife had left him. Uh, he didn't have a place to stay, didn't have anything to eat, and our objectives zero ambassador My friend was able to actually connect with him, uh, help, get him into a shelter, help connected him to, you know, you know, survival subsistence living, got some food. Uh, and then later continued to build that relationship, helped him get employment.

Um. And then, you know, kind of maintain that connection over time. And to this day, they still remain connected. And you know, that's a, you know, just a friend of mine. And then I personally actually had, um, and I found out later that it was one of my former soldiers, but had reached out to me through the app.

I didn't know he was one of my soldiers at the time, but he was struggling with his own transition out of the military. Um, he was unemployed, uh, addicted to alcohol. Uh, wife was about to leave him. Just didn't know where to go, didn't know what to do and wanted someone to talk to. And, you know, over the course of [00:27:00] probably about three months, you know, we remained connected.

Uh, eventually I was able to help get him enrolled into a, an alcohol treatment facility, you know, kind of a program to deal with his addiction to alcohol. Uh, I stayed in contact with him after he was released, helped him get employment. Um, and you know, to this day he remains healthy, happy still with his family.

Family unit is still connected. And we get stories like that kind of all the time that come up to our ambassadors in there. They share with us. Um, you know, so we, you know, when, when, when we deal with nonprofit organizations, oftentimes we. We get asked to talk about impact, how many lives have you saved?

You know, how many connections have you made? And you know, as an organization, sometimes we struggle with, with communicating our impact. Now we have phenomenal stories, you know, like that homeless veteran in Seattle who was connecting to an ambassador and was saved, or my own experience with one of my former soldiers reaching out to me through the app.

Um, but those are harder to [00:28:00] communicate because they're not, you know, Ron numbers. They're not, you know, quantifiable data that we can, you know, put up and say, you know, we've saved X number of lives in a given month. Um, it's much, much more difficult. But, um, when we started this, you know, we said, if we save even one life and only one life, it will have all been worth it.

And you know. Today, I can honestly say that we know, you know, for a fact, we've saved dozens and dozens of lives of active duty service members, reservists, and guardsmen veterans. Uh, and, you know, we continue to press on every single day. And for me, just being a part of this, I think is so incredible, just to be a part of such an amazing team and, and, you know, give back to the community.

It's very powerful, very meaningful.

**Justin:** One of my favorite stories, um. She's actually a very good friend of mine, and she worked, uh, the, um, at the hospital there on Fort Stuart Uh, and she, [00:29:00] had a phone call from a female who was struggling. I don't know all the details. Um, however, she walked out of her house with her daughter in the house and her mom, there keeping on her walk down the street.

and shot herself. Uh, my friend, she felt like she, it was her fault. All that pressure is on her. She felt like she failed. She just, and she struggled every day since. And then when she saw what we had going on, she's like, Oh man, this is, if I can do this, you know, if this was here, she might've still been here.

So she became an ambassador and then she's like, Hey, you know, I'm not getting any messages, you know, and I haven't been reached out to yet. So, you know, let it go. Let it take its course. You know, eventually something will happen. Then all of a sudden I get a call from her. She goes, you're not going to believe this.

She goes, I had two calls this morning, two different people that are struggling. They were ready to kill themselves and end it, [00:30:00] and she goes in. After that call, I ask them how they're feeling. They said, you know, I feel great. I feel lifted. I feel new because I finally dumped all this crap to somebody who listened and didn't judge me.

I had no words about it. She said, you know what? She goes, I've always wondered if I was going to ever make a difference or make up for that failure. And she goes, finally today, after I was able to save two lives, she was, that gave me the comfort and I now know that I'm making a difference. And this is my way of giving back and keeping her alive.

She's not cause you know what? I'm going to do this the rest of my life for her. So, um, some of the stories has just been crazy, man. It's been such a cool ride.

**Adam:** Yeah. Yeah. Thank you. Thank you both for sharing that and, and you know, uh, you know, I had little goosebumps on my arm because, you know, that's real and that's what helps, especially listeners who [00:31:00] may have, you know, walked into this episode not knowing what objective zero is, to go into that level where you're like, I get it.

Like, this is filling a huge gap and, and we're saving lives here, so I'm really happy for the, for you guys, for the work you're doing. Um, before we let you go, uh, can you kind of let folks, how. Let folks know how they can get involved if maybe a, they want to become an ambassador or become part of this network.

And also just, you know, if listeners want to, if they're clinicians, they want to help make sure their clients have the resource at their fingertips. Uh, where can folks go to learn more?

**Chris:** Absolutely. So if you're interested in learning more, you can go to our website, which is www.objectivezero.org. Uh, if you want to become an ambassador, you can access it through Google play or Apple, Apple, Apple's app store.

All you need to do is search for objective zero. And then you can find us on the web at, um, you know, on Twitter at zero VAT, zero vet suicides or objective zero app on Facebook. Just do a search. [00:32:00] Um, when you download the app, all you have to do is, uh, you know, complete, uh, your, your. Baseline training, which is provided by the VA.

It's called operation save. There's a video that you can watch. Uh, it, you know, it's gateway training and you know, kind of, we provide to all of our ambassadors. Once you're complete with that a video, you then take a short quiz. And, um, once you've completed the quiz, you're then certified to be an ambassador and you can access additional training within the app provided through our partnership with psych armor.

Uh, and at that point, you're available to take a call and you just set your settings, your availability, uh, and, um, you know, we'd be grateful for any help or support. We can get, uh, new ambassadors and users.

**Justin:** Yeah. Um, you know, the one cool thing about our app is it is completely customized. Yeah. You can get on there and say, Hey ha, I hate talking to people.

I hate doing video chats, but I'll text all day long. You can put on there, Hey, from 8:00 AM to 9:00 PM I'm awake. I'm willing to respond to text. [00:33:00] So then you only there available for text. You know, it's Becoming an ambassador doesn't even mean that you're going to be answering the phones. An ambassador is just somebody who gives a crap, somebody who is going to take some extra time, whether it's help us raise funds to fix the app, whether it's help to spread the word, whether it's the go, you know.

Start fires on military bases by going and pointing to the general and saying, Hey, you said you're going to pass this down the chain and guess what? There's nobody there. So what? What did you really do? You know? So that's what we need. We need people that are tired of burying their friends, tired of burying their sons and their daughters and want to make a difference.

If you've lost a friend, do it in their name. Yo keep them alive and share their stories with others. You know? That's how, that's how it's going to happen.

**Adam:** Well, we'll end [00:34:00] on that note. So I want to thank you, Justin and Chris for taking time out of this busy conference to sit down with me and share, share this knowledge and this wealth of wisdom.

And you know, I hope to speak with you guys again soon.

**Chris:** Thanks for having us.

**Justin:** Yeah, thanks for having me.