



LAW ENFORCEMENT WELLNESS INITIATIVE

The Roll Call Listening Campaign

Eight songs. Eight briefings. Eight weeks of conversation that most patrol rooms never have.

Written from 40 years of lived experience and delivered where officers already are.

8-WEEK ROLL CALL CAMPAIGN

- 01 End of Watch**
Officer suicide & silence
- 02 Warrior to Guardian**
Culture & mindset shift
- 03 Beast in the Living Room**
Hypervigilance & family
- 04 The Edge**
Alcohol & coping
- 05 Thief of the Night**
Sleep deprivation
- 06 The First Goodbye**
Marriage & partnership
- 07 Which Cliff**
Cumulative weight
- 08 The Finish Line**
Retirement & identity

“Music reaches officers when traditional interventions won’t. Officers won’t go to therapy, but they’ll listen to a song. Stories break through when statistics don’t.”

THE PROBLEM

20-30% OF FIRST RESPONDERS— STRUGGLE WITH SUBSTANCE USE DISORDERS	7 of 15 LEADING CAUSES OF DEATH LINKED TO SLEEP DEPRIVATION	54% MORE LIKELY TO DIE BY SUICIDE THAN THE GENERAL POPULATION
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HOW IT WORKS

Song plays at roll call Delivered directly via QR-linked pamphlet — no extra technology required.	Supervisor facilitates A one-page guide gives sergeants specific prompts, silence protocols, and closing language.
Topics addressed directly Suicide, drinking, sleep, family, hypervigilance, burnout, retirement — no euphemism.	Resources follow every session Crisis lines, EAP, peer support — included in every guide and ready at briefing close.

WHAT YOU RECEIVE

THE MUSIC 8 campaign songs from <i>The Cost</i> — streamed directly via QR link in the patrol briefing pamphlet.	SUPERVISOR GUIDES 8 facilitator guides — prompts, silence protocols, table references, and crisis resources for every session.	BRIEFING PAMPHLETS One-page tri-fold per week with topic overview, discussion anchor, and direct song link for officers to keep.
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The Cost · Sheriff Bob Jonsen

CRITICAL INCIDENT TRAUMA · CUMULATIVE WEIGHT

The Toll

"One stone, you don't even feel the weight / A thousand stones, you can't stand up straight / They pile up slow, invisible and small / Till one day you're carrying them all."

30+%

OF OFFICERS MEET CRITERIA FOR PTSD AT SOME POINT IN THEIR CAREER

3.5

RESEARCH SHOWS THAT POLICE OFFICERS EXPERIENCE TRAUMATIC EVENTS EVERY SIX MONTHS.

90%

A 2025 PORAC research brief reports that stigma discourages officers from seeking mental-health help.

WHY THIS IS A CRISIS

Law enforcement officer encounter traumatic incidents at a rate that would overwhelm most human nervous systems – and are trained to suppress their response in order to function. The operational necessity of this suppression becomes a career-long liability. **Critical incident trauma does not resolve on its own.** It accumulates. Each unprocessed event adds weight to what officers carry, invisibly, until the load produces crisis: suicide, substance dependence, cardiac events, relationship collapse, or sudden breakdown years after the precipitating incidents.

The profession has normalized this accumulation without providing the tools to counter it. Officers know how to clear a scene. They are rarely taught how to clear their minds after one.

WHAT THE SONG DOES

The "pebbles" framework is this campaign's signature concept – and this song introduces it with a specificity that policy memos cannot match. It names real incident types: a child who didn't survive, a son in the ER, secrets carried for years. The bridge lists the stones by category, giving officers a vocabulary for their own inventory.

The outro offers what the profession rarely does: **permission to put the stones down.** That reframing – from carrying as duty to releasing as survival – is the foundation on which the entire 8-week campaign rests.

WHAT THE BRIEFING ACCOMPLISHES

- Establishes the pebbles framework as the conceptual lens for the entire campaign – officers carry this image into every subsequent session
- Gives officers language for cumulative trauma that doesn't require clinical terminology or therapeutic context
- Opens the door for officers to privately inventory their own stones without public disclosure
- Positions decompression as a tactical necessity rather than a wellness luxury
- Creates a shared vocabulary – "stones" and "pebbles" – that supervisors and officers can use informally throughout the campaign