

LaLa Speaks – The Movement

Annual Report 2024–2025

Silence is Deadly. Awareness Saves Lives.

Turning pain into passion.

Letter from the Founder

LaLa Speaks – The Movement was created from lived experience, profound loss, and an unwavering commitment to ensure that other families are not caught off guard by a silent and devastating medical emergency.

In May 2024, my daughter, Jacqueline “LaLa” Rhone, passed away from a ruptured brain aneurysm. Like so many families, we did not know the warning signs until it was too late. What followed was grief, unanswered questions, and the realization that awareness could have changed the outcome.

LaLa Speaks exists to transform pain into action. This movement is grounded in public health education, community trust, and the belief that knowledge saves lives. Over the past year, we have focused on building awareness, fostering conversations, and forming partnerships rooted in prevention, equity, and impact.

This Annual Report reflects our early progress, growing credibility, and commitment to sustainable, life-saving education. Thank you for standing with us and for helping ensure that silence no longer costs lives.

Jazzie Ford

Founder, LaLa Speaks Foundation

The Public Health Reality

Brain aneurysms affect approximately 1 in 50 people. Symptoms often go unrecognized, medical response is delayed, and outcomes can be devastating. Underserved communities face compounded risk due to gaps in access, education, and early intervention.

Awareness changes outcomes. When individuals recognize the signs and understand when to seek emergency care, lives can be saved.

LaLa's Legacy

Jacqueline “LaLa” Rhone was 39 years old. She was a counselor, a minister, a motivator, and deeply rooted in her community. Her passing was sudden and unexpected, leaving behind a legacy that now fuels a movement.

LaLa Speaks honors her life by ensuring that education reaches communities before crisis occurs. Her story represents countless families who did not know the signs until it was too late.

Our Mission in Action

LaLa Speaks – The Movement advances brain health awareness through community-centered education, public storytelling, and culturally responsive outreach. Our work prioritizes trust, accessibility, and prevention-focused messaging that empowers individuals to act.

Signature Initiative: Silent Sounds, Loud Impact

Silent Sounds, Loud Impact is LaLa Speaks Foundation's signature initiative. It is a community-based awareness experience designed to engage participants through education, storytelling, and interactive dialogue.

Through Silent Sounds, Loud Impact and related outreach efforts, LaLa Speaks has reached hundreds of households through education, resource distribution, and community engagement delivered in schools, community spaces, and trusted environments..

Medical Leadership and Advisory Support

LaLa Speaks Foundation is guided by medical expertise to ensure accuracy, responsibility, and public trust.

Dr. Abdullah Hakoun, MD

Assistant Professor of Neurology

Division of Neurocritical Care

Department of Neurology

The University of Tennessee Health Science Center

This leadership reinforces our commitment to evidence-based education and responsible public health engagement.

Impact Snapshot 2024–2025

Since launching in June 2024, LaLa Speaks Foundation has delivered measurable community impact through education, outreach, and trauma-informed support:

- 700 households served through community-based relief and outreach initiatives
- 600 relief kits delivered to families impacted by crisis and displacement
- 50 mental health referrals facilitated in partnership with NAMI St. Louis
- 10 community pop-up events hosted providing education, resources, and support

These efforts represent the foundation of a scalable awareness model rooted in trust and lived experience.

LaLa Speaks Foundation works in collaboration with trusted healthcare, education, media, and community organizations to expand brain health awareness and deliver trauma-informed support.

Healthcare and Medical Partners

- Dr. Abdullah Hakoun, MD
- Dr. Salah G. Keyrouz, MD, FAHA, FCCM
- Barnes-Jewish Hospital
- Missouri Baptist Hospital

Mental Health and Recovery Partners

- NAMI St. Louis (Sharing Hope)

Education and Youth Partners

- Shenandoah Middle School
- Child & Family Empowerment Center
- Gamble Community Center

Media and Awareness Partners

- VOP News
- AH TV Network

Corporate and Community Partners

- Regions Bank
- Old Vienna of St. Louis
- Walmart
- Sam's Club
- The Little Bit Foundation
- Grow with Google
- Delux Cares
- BabyDoll Glam
- Major Moves Innovation

Educational Resources and Toolkits

LaLa Speaks Foundation provides free, accessible educational resources designed to support brain health awareness, early recognition, and community education. All materials are offered digitally to ensure ease of access, timely updates, and broad community reach.

[The More You Know: Brain Aneurysm Awareness Toolkit](#)

[A Road to Recovery Toolkit](#)

[Advocacy Toolkit](#)

[Silence is Deadly. Awareness Saves Lives. Printable Resource](#)

Organizations and schools may request a LaLa Speaks awareness session at:

<https://lalaspeaksfoundation.org/pages/request-lala-speaks-foundations-attendance>

Looking Ahead

As LaLa Speaks continues to grow, our focus remains on expanding workplace awareness, school engagement, and medical collaboration. We are committed to prevention, early recognition, and empowering communities with the knowledge to act.

Closing

Silence is deadly. Awareness saves lives.

Together, we can ensure that fewer families are left without answers and more lives are protected through education.