

MENTAL HEALTH AWARENESS “Know the Signs”

TV and Radio Public Service Announcement :30-Script

(National Association of Broadcasters • American Foundation for Suicide Prevention, AFSP)

VISUAL

(A community gathering with a variety of age, gender & ethnic mix of neighbors bringing in potluck, sitting together talking with one exception, who is a person who is clearly stressed and having emotional issues. A welcome sign transforms to a GFX on the side of screen to illustrate the phrases of the signs.) A character approaches the person who is withdrawn to have a side conversation.

NARRATOR VOICE OVER *(WITH PARTY SOUNDS IN BACKGROUND) **“WELCOME TO THE PARTY”**

SOMEONE YOU KNOW MAY BE SUFFERING FROM SEVERE EMOTIONAL PAIN. IMPORTANT SIGNS TO RECOGNIZE INCLUDE:

- **CHANGES IN BEHAVIOR**
- **HOPELESSNESS**
- **ACTING WITHDRAWN**
- **AGITATION**
- **POOR SELF-CARE**

STARTING A CONVERSATION COULD SAVE A LIFE.

ON-CAMERA-CONGRESSIONAL MEMBER

“HELLO (OR HI), I’M (CONGRESSMAN / CONGRESSWOMAN / REPRESENTATIVE/ SENATOR)_____”

LOOK FOR THESE SIGNS IN THOSE AROUND YOU. THEN, TAKE A MOMENT TO SHOW YOU CARE. START A CONVERSATION.

OR

ON-CAMERA-CONGRESSIONAL FAMILY MEMBER

**“HELLO (OR HI), I’M _____
MY (HUSBAND / WIFE), (CONGRESSMAN / CONGRESSWOMAN / SENATOR)
_____ AND I**

URGE YOU TO LOOK FOR THESE SIGNS IN THOSE AROUND YOU. THEN, TAKE A MOMENT TO SHOW YOU CARE. START A CONVERSATION.

(NAB logo) (American Foundation for Suicide Prevention logo)

For more information visit: www.afsp.org

NARRATOR VOICE OVER

This message brought to you by the National Association of Broadcasters and this station.