

MENTAL HEALTH AWARENESS “Start the Conversation”

TV and Radio Public Service Announcement :30-FINAL

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

VISUAL

(Montage of people representing groups most likely to complete suicide, hearing their voices expressing frustrations, then reaching out to talk, touch and help each other.)

VOICES (OVERLAPPING)

“I’M STRUGGLING.”

“I FEEL SAD.”

“TOTALLY OVERWHELMED.”

“WHO DO I TALK TO?”

(WWW.AFSP.ORG AND/OR HOTLINE NUMBER ON SCREEN)

NARRATOR VOICE OVER

IF SOMEONE YOU KNOW IS STRUGGLING WITH DEPRESSION OR ANXIETY, DON’T ASSUME SOMEONE ELSE WILL REACH OUT.

LET THEM KNOW YOU CARE BY STARTING A CONVERSATION.

YOU MIGHT JUST SAVE A LIFE.

ON-CAMERA-CONGRESSIONAL MEMBER

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

ANXIETY AND DEPRESSION CAN BE SUCCESSFULLY TREATED, BUT THOSE SUFFERING OFTEN DON’T ASK FOR HELP.

ENCOURAGE THEM TO REACH OUT.

OR

ON-CAMERA-CONGRESSIONAL FAMILY MEMBER

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

KNOW THAT DEPRESSION AND ANXIETY CAN BE SUCCESSFULLY TREATED.

ENCOURAGE THOSE YOU LOVE TO SEEK HELP.

(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.