



**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, reaching out to talk, touch and help each other.)

VOICES (OVERLAPPING)

**“I’M STRUGGLING.”**

**“I FEEL SAD.”**

**“TOTALLY OVERWHELMED.”**

**“WHO DO I TALK TO?”**

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.**

NARRATOR VOICE OVER

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

(NAB logo) (American Foundation for Suicide Prevention logo)  
For more information visit: [www.afsp.org](http://www.afsp.org)