



Dear Public Service Director,

Did you know that 90% of adults believe our country is facing a mental [health crisis](#)?

It's true. Research shows the U.S. is experiencing a mental and behavioral crisis. High rates of anxiety, depression, grief, and suicide ideation continue to persist coming out of the pandemic. The crisis disproportionately affects key populations, particularly in communities of color and youth.

The series titled "Your Mental Health Is in Your Hands," will address topics such as mental/behavioral health and technology among young people, prevention of substance use disorder, anxiety and stress management, and suicide prevention – all of which disproportionately affect people of color in the U.S. The series also invites younger generations to use their personal electronic devices as tools to connect, share and get informed to improve their well-being.

By airing this timely [new multicultural mental and behavioral health PSA campaign](#), your organization will help millions of young adults and teens facing barriers to accessing mental health services and resources. Your valuable airtime will support those with limited access to learn about free available behavioral health resources that can even save their lives.

The multimedia campaign launched on January 22, 2024. For more information and access to resources, we invite you to visit wearelatinequis.com/yourmentalhealthinyourhands and melaninthriving.com/mentalhealthinyourhands. A parallel initiative in Spanish is also available via La Red Hispana at laredhispana.org/tusaludentusmanos.

The campaign was launched by two 501(c)(3) nonprofit organizations [World Voices Media](#) and the [Robert Wood Johnson Foundation](#), working in partnership for this seventh edition of Culture of Health / la Cultura de Salud, a bilingual multimedia programming series that addresses social determinants of health affecting Latino and Black communities in the U.S.

Thank you in advance for your support. It will save lives.

Sincerely,

Patricia Frausto-Rodríguez
Executive Director
World Voices Media 501(c)3
patricia@worldvoicesmedia.org

RADIO PSA SCRIPTS

We See You" (:60)

NARRATOR 1 V/O: Did you know that those with mental health challenges can be right in front of our eyes but still go unseen?

Behind some smiles, there's hidden pain. Because our struggles aren't always on the surface. And they can affect anyone... anywhere... at any time. Our Black youth are at a higher risk for depression, anxiety, and other mental health struggles. Only one in four seeks treatment. And the stigma lingers. It's OK not to feel OK. There's strength in connecting and seeking help. Break the barriers. Break the silence. Sharing is healing. Share. Connect. Get informed.

Your Mental Health Is in Your Hands.

Visit MelaninThriving.com/MentalHealthInYourHands.

NARRATOR 2 V/O This message brought to you by the Robert Wood Johnson Foundation.

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RADIO PSA SCRIPTS

“Suicide Prevention” (:60)

NARRATOR 1 V/O: Every year more than 240,000 Hispanics attempt to end their own lives in the United States. In 2020 alone, more than 4,500 Hispanic men and women died by suicide in this country, according to the CDC. Among Latino youth, one in six high school students had serious thoughts of suicide. But it's not all bad news. Our culture, rich in family and community connections, can help prevent suicide.

The CDC recommends some relief measures, such as reducing access to lethal means among people at risk for suicide and engaging them in shared activities. The good news is that there is help at your fingertips.

If you or someone you know needs help now, call or text 988. Find free available resources at wearelatinequis.com.

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AVAILABLE FOR DIGITAL DOWNLOAD

These Radio PSAs are available for digital download below:

www.causewaypsa.com/WVM

These PSAs have no end date for use.

We See You (:60, :30)
Suicide Prevention (:60, :30)

Please visit the following website to provide PSA usage information for this campaign:

<http://psa.causewaypsa.com/?p=C143968>

Please let us know your preferences on receiving PSAs by contacting info@causewaypsa.com

YOUR MENTAL
HEALTH
IS IN YOUR HANDS





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