



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

TV PSA SCRIPTS

We See You" (:30)

NARRATOR V/O: 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. It's OK not to feel OK. There's strength in connecting and seeking help. Sharing is healing.

Share. Connect. Get informed.

Your Mental Health Is in Your Hands.

We See You" (:15)

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Share. Connect. Get informed.

Your Mental Health Is in Your Hands.

TV PSA SCRIPTS

“Mental Health In Your Hands” (:30)

NARRATOR V/O: Connect. Get informed. Take control of your mental health. Use your smartphone as a tool to find free resources and seek support. Like talking to a doctor in your language. Because sharing is healing.

GIRL O/C: Thank you doctor.

NARRATOR V/O: Remember you're not alone. Together we can break the stigma on mental health. Your mental health is in your hands.

“Mental Health In Your Hands” (:15)

NARRATOR V/O: Connect. Get informed. Take control of your mental health. Sharing is healing.

GIRL O/C: Thank you doctor.

NARRATOR V/O: Remember you're not alone. Your mental health is in your hands.

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

www.causewaypsa.com/WVM

NO END DATE FOR USE

We See You (:30, :15)

Mental Health In Your Hands (:30, :15)

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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