



2024 Public Service Announcement Contest

PSA Topic: Mental Health: It's Ok to Talk about It

In this PSA, we invite you to raise awareness about the importance of mental health and reaching out for help.

A few points to help you generate ideas:

- When someone is suffering, reaching out for help can be hard, but this is the first step to feeling better. According to the National Alliance on Mental Illness (NAMI), 1 in 5 young adults is dealing with mental illness, but as many as half are struggling in silence.
- Many risk-taking behaviors for, such as substance use for example, can start during teenage years as an unhelpful strategy to cope with emotional difficulties and can severely impact a teen's mental and physical well-being.
- Mental illness, also called mental health disorders, refers to a wide range of mental health conditions — disorders that affect your mood, thinking, and behavior. Examples of mental illness include depression, anxiety disorders, eating disorders, and addictive behaviors.
- It's hard to engage in school when someone's dealing with mental health issues. It's important to recognize and address it.
- Just talking about mental health issues, even to one person, helps break down the stigma. Some teens might be afraid of being judged or of not being taken seriously, and don't ask for help. Being a supportive friend and encouraging them to talk to a trusted adult can make a big difference.
- In your PSA, you can also talk about the 2NDFLOOR helpline as an available resource to youth and young adults. Here is some information about it:

2NDFLOOR is a Confidential and Anonymous Helpline for NJ Youth and Young Adults. The organization is available to youth and young adults to help find solutions to the problems they face. Helpline is available 24/7 - 365 days a year. Problems, questions, or non-life threatening situations: dial or text the youth helpline at 888-222-2228 or send an e-mail at: info@2NDFLOOR.org.

2nd Floor website: <https://www.2ndfloor.org/>

*****Note: If someone is experiencing a mental health crisis, call 911 or 988.**

Visit www.cmchcc.org/psa for more information and to submit your PSA.

If you have any questions, contact Natalia Leusner – natalia@capeassist.org

Cape Assist
3819 New Jersey Avenue
Wildwood, NJ 08260

P: (609) 522-5960
F: (609) 522-4074

www.capeassist.org
Email: info@capeassist.org



**Cape May County
Healthy Community Coalition**
3819 New Jersey Avenue
Wildwood, NJ 08260

P: (609) 522-5960
F: (609) 522-4074

www.cmchcc.org
Email: hcc@capeassist.org