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Cape May County Healthy Community Coalition

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2024 Public Service Announcement Contest

PSA Topic: The Power of Connection

This PSA should emphasize the importance of meaningful connections with other people.

While it is important to practice individual self-care, there is great power in community and connection to other people. Offering help and support to one another, being able to reach out for help, and checking in on friends are all part of making meaningful connections.

Why is it important? Below are a few points to help you generate some ideas:

- Human beings are deeply social. Our brain is wired for connection with other people. In the early days of humanity, being with other people was critical for our survival (protection from wild animals, hunting together, caring for the young, etc.), and our brain still perceives loneliness as a threat although it's not a literal threat anymore. And loneliness may cause many uncomfortable or even painful feelings.
- Connecting with other people gives us a sense of belonging.
- Meaningful relationships with other people promote and support both mental and physical well-being.
- When people feel seen, heard, understood, and valued, they are less likely to be aggressive and commit acts of violence.
- Having a good support system of family, friends, and neighbors helps people overcome challenges more easily.
- People who feel more connected to others have higher self-esteem, more empathy for others, and lower levels of anxiety and depression.
- On the other hand, the stress of disconnection contributes to addiction, anxiety, depression, and many physical ailments.
- In the digital age, where we have the ability to instantly connect to hundreds of people, we shouldn't lose sight of the importance of genuine in-person connections with family, friends, and our communities.
- Great quote: "Connection is a disposition you have toward people—it's more of a mindset than a relationship status. It's the way you treat friends, family, or the person in the Burger King checkout line. Do you aim to really see, know, and value people? And do you let others see, know and value you?" (Dr. John Delony)

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

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