



2023 Public Service Announcement Contest

PSA Topic: Let's Connect!

This PSA should emphasize the importance of human connection and ways to connect with other people.

The increasing use of social media and the recent pandemic has made the issue of isolation worse. What can we do to improve the situation? What are your ideas for connecting with other people?

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 this may cause many uncomfortable or even painful feelings.
- Human connection is a bond that's formed between people when they feel seen/heard and valued.
- Connecting with other people gives us a sense of belonging.
- Having a strong support system helps people overcome challenges more easily and maintain a state of mental well-being.
- Human connection improves and supports physical well-being as well.
- The stress of disconnection contributes to addiction, anxiety, depression, and many physical ailments.
- 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)
- Communication doesn't always equal connection. An example of it could be social media platforms like Snapchat or Instagram. Just because someone has "friends" or followers there, and they communicate, does it always mean that they are truly connecting?

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

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