



2026 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 Council for Mental Wellbeing, 1 in 5 teens are experiencing a mental health challenge. Many are struggling in silence.
- Many risk-taking behaviors 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 health disorders refer to a wide range of mental health conditions that affect 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 could also talk about the 2NDFLOOR helpline and the Saluna App (NJ) as resources available to youth and young adults in NJ. Here is some information about them:

2NDFLOOR is a confidential and anonymous helpline for NJ youth and young adults ages 10 to 24. 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 download the 2NDFLOOR App. For more information, visit the 2NDFLOOR website <https://www.2ndfloor.org/>

Soluna App is a free, safe, confidential mental health service for New Jersey teens ages 13 to 18. Mental health coaching and counseling, secure peer community, and tools for self-care. <https://solunaapp.com/newjersey/>

*****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

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