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Cape May County Healthy Community Coalition

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2025 Public Service Announcement Contest

PSA Topic: Words Matter

In this PSA, we invite you to raise awareness about the importance of words in preventing bullying and promoting a culture of kindness and respect both in real life and online.

These ideas can help you get started:

- Show how words can have the power to uplift or do harm. Positive words can build confidence and self-esteem and foster a supporting environment, while negative words can cause emotional pain and long-lasting harm.
- Explore the connection between verbal bullying and mental health issues, emphasizing the need for supportive communication. Negative words can lead to anxiety, depression, and other mental health issues. It's important to recognize the impact our words can have on others and strive to communicate with kindness and empathy.
- Encourage students to consider the impact of their words before speaking or posting online. This simple habit can prevent many instances of verbal bullying. Encourage the use of positive and supportive language both in person and online.
- Focus on the importance of respectful and kind communication in digital spaces to prevent cyberbullying. Online platforms can amplify the reach and impact of hurtful words. Cyberbullying can be particularly damaging because it can happen 24/7 and reach a wide audience quickly.
- Bystanders can play a crucial role in preventing bullying by speaking up against hurtful words and supporting the person. Bystanders have the power to use their words to intervene and stop bullying and help create a safer environment.
- Promote a school culture where respect and kindness are valued. Encourage students to celebrate differences and use their words to support and uplift each other. Compliments, encouragement, and kind words can create a positive atmosphere and help prevent bullying.

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

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