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Dear Public Service Director,

The coronavirus pandemic has been hard on kids and teens everywhere — especially those who were already dealing with mental health challenges. Mental health and learning disorders are the most common illnesses of childhood and adolescence. One in five young people will struggle with depression, dyslexia, ADHD, OCD, anxiety and more. More than two-thirds of these young people never get help. Those who do receive treatment wait between two and ten years from symptom onset.

In spite of the magnitude of the problem, lack of awareness and entrenched stigma keep the majority of these young people from getting help. Untreated, mental health and learning disorders increase risk for dropout, drug abuse and suicide. When we ignore mental health, we lose our children.

The Child Mind Institute is an independent, national nonprofit dedicated to transforming the lives of children and families struggling with mental health and learning disorders. Their teams work every day to deliver the highest standards of care, advance the science of the developing brain and empower parents, professionals and policymakers to support children when and where they need it most.

Please join us in our mission to transform mental health care for children everywhere by airing our Public Service Announcements. The first PSA, titled "**A Voice For Children**" (:60, :30, :15) features Academy Award-winning actress and member of the Child Mind Institute's Board of Directors Emma Stone, who is shedding light on the importance of paying attention to children's mental health. In the second PSA, "**Changing Children's Lives**" (:60, :30, :15) we see the struggle faced by children living with mental health disorders and the positive impact that the Child Mind Institute can have on these children's lives. The PSAs, which have **no end date for use**, encourage viewers to visit childmind.org to learn more about children's mental health. We hope you will help us share these important messages with your audience by airing these PSAs as soon and as often as possible.

Thank you in advance for your support and consideration.

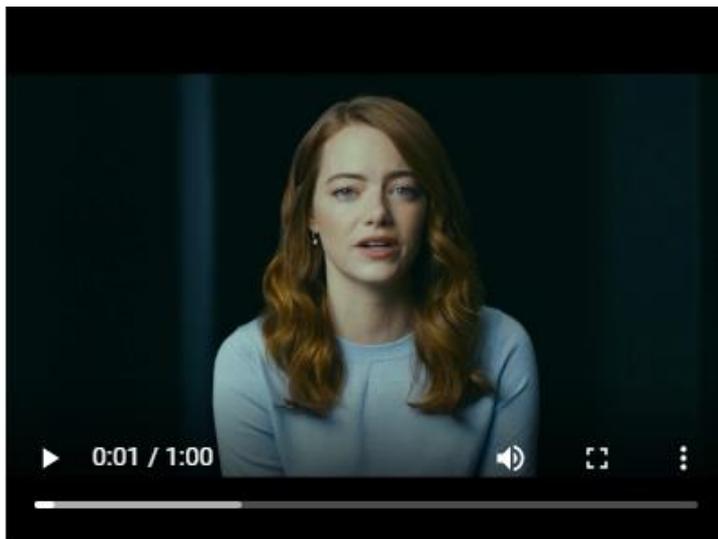


Harold S. Koplewicz, MD
President, Child Mind Institute

The Child Mind Institute

Dyslexia, social anxiety, anorexia, ADHD, depression and other mental health and learning disorders are real, common and treatable. Yet two-thirds of youth with a mental health or learning disorder never get care. Depending on the disorder, families wait an average of 2 to 8 years between the onset of symptoms and getting care. Together, we can change that. The Child Mind Institute is dedicated to transforming the lives of children struggling with mental health and learning disorders.

To learn more, please watch the Child Mind Institute's PSA below titled "**A Voice For Children**" (:60) featuring Emma Stone. This PSA is also available in (:30) and (:15) lengths. Also available for use is the PSA titled "**Changing Children's Lives**" (:60, :30, :15). We ask that you please air these PSAs, which have no end date for use as soon and as often as possible



"A Voice For Children" (:60)	
1. Shot of Emma Stone speaking to the camera.	<u>MUSIC UP AND UNDER</u> <u>EMMA STONE O/C:</u> Mental health and learning disorders are the most common illnesses of childhood and adolescence.
2. Close-up shot of Emma Stone speaking to the camera.	<u>EMMA STONE O/C:</u> 1 out of 5 young people struggle with disorders like depression, dyslexia, ADHD, OCD, eating disorders, and anxiety.
3. Shot of Emma Stone speaking to the camera.	<u>EMMA STONE O/C:</u> I was one of them.
4. Close-up shot of Emma Stone speaking to the camera.	<u>EMMA STONE O/C:</u> As a child, I struggled with crippling anxiety,
5. Shot of Emma Stone speaking to the camera.	<u>EMMA STONE O/C:</u> the most common and least recognized childhood mental health disorder.
6. Close-up shot of Emma Stone speaking to the camera.	<u>EMMA STONE O/C:</u> The mental health crisis in America is really a children's mental health crisis.
7. Shot of Emma Stone speaking to the camera.	<u>EMMA STONE O/C:</u> Every year, over a million young people visit the ER because of suicidal ideation and suicide attempts.
8. Close-up shot of Emma Stone speaking to the camera.	<u>EMMA STONE O/C:</u> 5,000 die by suicide. When we ignore mental health, we lose our children.

TV PSA SCRIPTS

[Download All PSA Scripts](#)

"A Voice For Children" (:60 continued)

9. Shot of Emma Stone speaking to the camera.	<u>EMMA STONE O/C:</u> We have the tools to stem this crisis if we're willing.
10. Close-up shot of Emma Stone speaking to the camera	<u>EMMA STONE O/C:</u> The Child Mind Institute is the leader in the field. It's the place where kids are getting better.
11. Shot of Emma Stone speaking to the camera	<u>EMMA STONE O/C:</u> And the place that is doing the research and developing the programs that will change the landscape of children's mental health.
12. Close-up shot of Emma Stone speaking to the camera.	<u>EMMA STONE O/C:</u> To learn more visit childmind.org .
<u>GRAPHIC:</u> Child Mind Institute logo Transforming children's lives childmind.org	<u>FADE SOUND AND PICTURE OUT</u>

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

www.c360m.com/PSAConnect/cmi/

No End Date For Use

A Voice For Children :60, :30, :15

Changing Children's Lives :60, :30, :15

Please let us know your preferences on receiving
PSAs by contacting:

Holly Mulé via email at hmule@c360m.com
or by phone at (212) 624-9196.



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Institute**