

VA



U.S. Department
of Veterans Affairs

National Center for
PTSD
POSTTRAUMATIC STRESS DISORDER



ABOUT **FACE** A F



A Radio Public Service Campaign from the
U.S. Department of Veterans Affairs (VA)

ABOUT THE NATIONAL CENTER FOR PTSD, A DIVISION OF THE U.S. DEPARTMENT OF VETERANS AFFAIRS

The National Center for PTSD is the world's leading research and educational center of excellence on PTSD and traumatic stress. As a part of the U.S. Department of Veterans Affairs, the National Center for PTSD ensures that the latest research findings inform clinical care. The National Center for PTSD has information and resources for Veterans, providers, and the general public on PTSD and PTSD-related matters. Among its many resources, the National Center for PTSD has apps, videos, booklets, online courses, and other publications and tools to disseminate information about PTSD symptoms, treatment, and more, all of which are free to use.



**Learn more about the National
Center for PTSD, a division of the
U.S. Department of Veterans Affairs**

[NCPTSD Website](#)

[AboutFace Website](#)



[Facebook](#)



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Dear Public Service Director,

There are more than 23 million Veterans in the United States. As many as two out of every ten of them have been diagnosed with posttraumatic stress disorder, or PTSD. Most Veterans who have PTSD don't get the help they need, even though effective treatments are available. There are many reasons for this gap, including stigma and a lack of awareness that effective treatment options are available.

Although most commonly associated with Veterans, trauma and PTSD can happen to anyone. This past year in particular has presented many challenging events for the general public. Feelings of isolation, anxiety and grief have affected many people during the coronavirus pandemic. Racial tensions have sparked social movements but have also caused significant trauma and left many feeling vulnerable. As a result, the need to provide resources for self-care and to raise awareness about mental health issues and treatment options are now more important than ever.

June is PTSD Awareness Month, which means now is a great time to spread the word that PTSD treatment works. Everyone with PTSD—whether they are Veterans or civilian survivors of sexual assault, serious accidents, natural disasters, or other traumatic events—needs to know that treatment is available and that it is effective.

The enclosed PSA from the National Center for PTSD, a division of the U.S. Department of Veterans Affairs, has been designed to help promote the importance of seeking PTSD treatment leading up to, during, and after PTSD Awareness Month in June 2021. The National Center for PTSD is the world's leading research and educational center on PTSD, offering expertise to Veterans, family members, providers, and the general public.

Through sharing this PSA, titled "**About Face**" (:30) our hope is to increase the number of Veterans and trauma survivors seeking help for PTSD, reduce stigma associated with seeking help for PTSD and other mental health concerns, and promote evidence-based treatment as the best method for managing and treating PTSD. For more information, please visit [NCPTSD's website](#) and it's [Facebook](#) and [Twitter](#) accounts.

Would you help us get the word out by scheduling our PSA in your regular PSA rotation? We'd appreciate if you could fit our PSA into your rotation starting in early-mid April to maximize airplay leading up to PTSD Awareness Month.

Thank you very much for your time and consideration of our request.

Sincerely,



Paula Schnurr, Executive Director

AboutFace

June is PTSD Awareness Month, which means now is a great time to spread the word that PTSD treatment works. Everyone with PTSD—whether they are Veterans or civilian survivors of sexual assault, serious accidents, natural disasters, or other traumatic events—needs to know that treatment is available and that it is effective. To learn more, please listen to the PSA titled "**About Face**" (:30) below.

The PSA helps promote the importance of seeking PTSD treatment. There is no end date for use.

The image shows a SoundCloud player interface. On the left, there is a white box containing the VA logo and the text "U.S. Department of Veterans Affairs". To the right of this box is a large red play button. Further right, the SoundCloud logo is visible, along with a heart icon for likes and a "Share" button. Below these elements is a waveform visualization of the audio track, with a progress bar showing the current time at 0:02 and the total duration at 0:30. At the bottom left, there is a "Cookie policy" link, and at the bottom right, there is a play button and the number "5".

RADIO PSA SCRIPT

"About Face" (:30)

VETERANS V/O: MY NAME IS CORPORAL BRADLEY JOSEPH SEITZ. JERRY REED. KATE WEBER.

NARRATOR V/O: THESE ARE REAL VETERANS, FACING A REAL CHALLENGE.

VETERANS V/O: I HAVE PTSD. AND I HAVE PTSD. I HAVE PTSD.

NARRATOR V/O: POST TRAUMATIC STRESS DISORDER CAN HAPPEN TO ANYONE

VETERAN V/O: I WAS STILL IN A WAR ZONE IN MY MIND.

NARRATOR V/O: BUT TREATMENT CAN TURN YOUR LIFE AROUND.

VETERAN V/O: TREATMENT HAS REALLY SAVED MY LIFE.

NARRATOR V/O: TO LEARN ABOUT PTSD AND HOW TREATMENT CAN HELP YOU CALL YOUR LOCAL VA MEDICAL CENTER OR VISIT PTSD.VA.GOV.

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