



Robert

Mental health care works when

You Make the Call



Lizzie



Simone

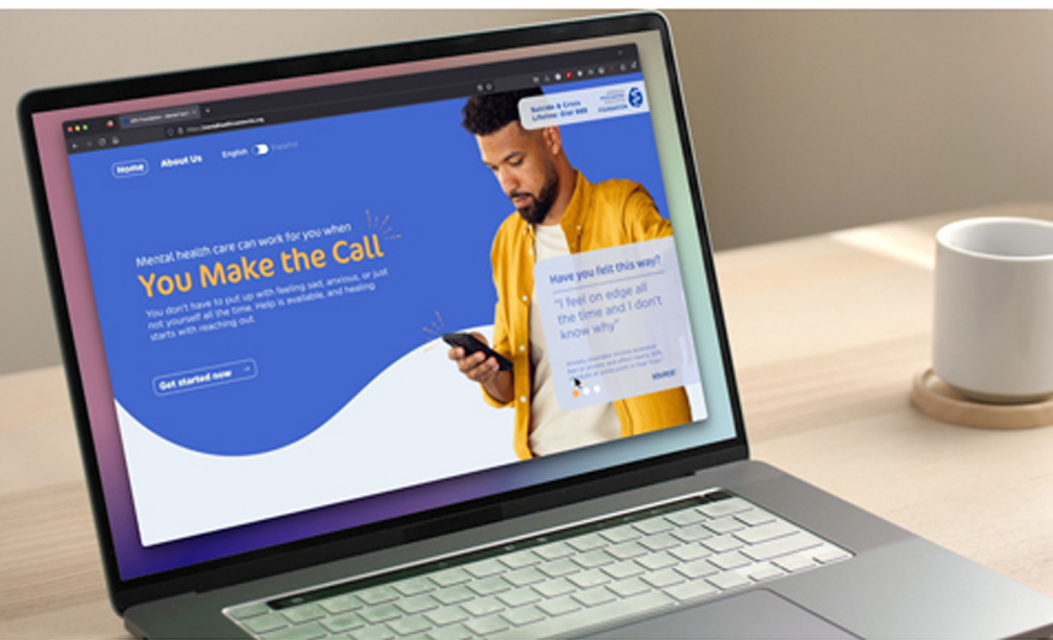
RADIO PUBLIC SERVICE CAMPAIGN

About American Psychiatric Association Foundation

The American Psychiatric Association Foundation (APAF) believes there is no health without mental health. That's why APAF's mission is to promote the mental health and well-being of individuals and communities. Unfortunately, there are still many people in the nation who are underserved when it comes to getting the mental health care they need. But APAF is committed to solving this issue which is why we're doubling down on our efforts with a new public service awareness campaign.

The campaign, which is titled Mental Health Care Works, raises awareness around the signs and symptoms of mental health disorders, showcases the efficacy of seeking help and encourages individuals to start conversations and take action.

Learn more at mentalhealthcareworks.org.



Learn more about the American Psychiatric Association Foundation

MENTAL HEALTH CARE WORKS



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Dear Public Service Director,

As the country continues to face an ongoing mental health crisis, it has never been more important to provide people with the tools that they need to prioritize their mental well-being and ensure that their mental health is on par with their physical health. According to a recent national tracking poll conducted by the American Psychiatric Association Foundation (APAF) in collaboration with Morning Consult, nearly 40% of respondents indicated that they would be either very likely or somewhat likely to seek out resources about mental health conditions if they were struggling with their mental health. After viewing public service announcements (PSAs) from the APAF, 65% of respondents stated they would be inclined to seek help for their mental health condition. These findings from the APAF's polling underscore the value of offering mental health resources and information to those facing mental health challenges, as well as the public at large.

The APAF promotes mental health literacy and connects underserved communities to services and support. APAF also influences behaviors and attitudes toward mental wellness. We hope your station will join APAF in its mission to give individuals access to free mental health resources and to build a mentally-healthy nation by airing the latest PSAs that are part of the "**Mental Health Care Works**" campaign. The [Mental Health Care Works](#) initiative aims to empower individuals to take the first step in addressing their mental health by encouraging them to make the call for help. The campaign raises awareness around the signs and symptoms of mental health disorders and showcases the efficacy of seeking help. The goal is to show people that mental health care works and that it can work for them.

This public service campaign presents **new and updated testimonial-style PSAs** inspired by real people who are seeing (and feeling) the benefits of mental health care. The featured PSAs include "**Robert**" (:30, :15) which depicts how alcohol use disorder and addiction can take a toll on one's mental health and well-being. Also included are updated versions of the "**Lizzie**" (:30) and "**Simone**" (:30) PSAs. Each PSA highlights how these individuals overcame mental health conditions such as anxiety and depression thanks to mental health care. **The "Robert" PSA has no end date for use. The additional PSAs are available for use through December 31, 2026.**

The PSAs encourage audiences to learn more by visiting the campaign's informational website, mentalhealthcareworks.org, which has been updated with a number of important enhancements. This includes a direct, and simple call to action to help users understand their treatment options and take an active role in getting the mental health care they deserve. Additionally, the website features an expanded portfolio of relatable storytelling through personas struggling with addiction and OCD, along with a robust selection of condition-specific resources, providing users with even more ways to make the call.

We hope you can share these important messages with your listeners by airing these PSAs as soon and as often as possible. Thank you in advance for your support.

Sincerely,



Rawle Andrews Jr., Esq
Executive Director, APA Foundation

RADIO PSA SCRIPTS

"Mental Health Care Works - Robert" (:30)

ROBERT V/O: I never considered myself to be a heavy drinker. At first, I only drank with friends then to get through the day. I hit rock bottom when I realized I was choosing alcohol over my family. That's when I made the call. With my doctors help I was diagnosed with alcohol use disorder. Now, I am getting to the root of my addiction and finding better ways to cope.

NARRATOR V/O: Mental health care works when you make the call. Visit [mental health care works dot org](http://mentalhealthcareworks.org). A message from the American Psychiatric Association Foundation.

"Mental Health Care Works - Robert" (:15)

ROBERT V/O: I was choosing alcohol over my family. That's when I made the call. Now, I'm finding better ways to cope.

NARRATOR V/O: Mental health care works when you make the call. Visit [mental health care works dot org](http://mentalhealthcareworks.org). A message from the American Psychiatric Association Foundation.

RADIO PSA SCRIPTS

"Mental Health Care Works - Lizzie" (:30)

LIZZIE V/O: For the longest time, it was hard for me to even get out of the house. It took me a bit to understand what was going on but eventually I learned I had anxiety. Now I'm getting help for it and feeling so much better. Sure, some days are better than others. But the whole thing about getting out of the house? That's not really an issue anymore.

NARRATOR V/O: Mental health care works when you make the call. Visit [mental health care works dot org](http://mentalhealthcareworks.org). A message from the American Psychiatric Association Foundation.

"Mental Health Care Works - Simone" (:30)

SIMONE V/O: When I first had my baby, I'd get comments all the time about how happy I must be. I remember thinking. I want to be happy, why don't I feel that way? It was hard to admit that even to my doctor, but I'm glad I did. She told me it was postpartum depression and that it's very treatable. These days, things are feeling good. And we're both happier about that. Right little man? I'll take that as a yes.

NARRATOR V/O: Mental health care works when you make the call. Visit [mental health care works dot org](http://mentalhealthcareworks.org). A message from the American Psychiatric Association Foundation.

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

<https://psaconnect.c360m.com/apaf/>

Mental Health Care Works - Robert (:30, :15)

No end date for use

Mental Health Care Works - Lizzie (:30)

Mental Health Care Works - Simone (:30)

Available for use through December 31, 2026

Connect360 has developed an easier way for stations to report PSA airings via a new website. This replaces our PSA reply forms and sending responses by fax or e-mail.

Please visit the following website to provide PSA usage information for this campaign:

<http://psa.c360m.com/?p=M144272>

Please let us know your preferences on receiving PSAs by contacting Holly Mulé via e-mail at hmule@c360m.com or by phone at (212) 624-9196.

501 (c)(3) certificate



Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
PO Box 2508
Cincinnati, OH 45201

AMERICAN PSYCHIATRIC ASSOCIATION FOUNDATION
800 MAINE AVE SW STE 900
WASHINGTON, DC 20024

Date: June 30, 2022
Employer ID number: 13-0433740
Form 990 required: 990, Yes
Person to contact: Name: Ms Whitehead
ID number: 0777295

Dear Sir or Madam:

We're responding to your request dated December 15, 2021, about your tax-exempt status.

We issued you a determination letter in April 1982, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

We also show you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Section 509(a)(2).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax-deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading, we indicated whether you must file an annual information return. If you're required to file a return, you must file one of the following by the 15th day of the 5th month after the end of your annual accounting period.

- Form 990, Return of Organization Exempt From Income Tax
- Form 990-EZ, Short Form Return of Organization Exempt From Income Tax
- Form 990-N, Electronic Notice (e-Postcard) for Tax-Exempt Organizations Not Required to File Form 990 or Form 990EZ
- Form 990-PF, Return of Private Foundation or Section 4947(a)(1) Trust Treated as Private Foundation

According to IRC Section 6033(j), if you don't file a required annual information return or notice for 3 consecutive years, we'll revoke your tax-exempt status on the due date of the 3rd required return or notice.

You can get IRS forms or publications you need from our website at www.irs.gov/forms-pubs or by calling 800-TAX-FORM (800-829-3676).

If you have questions, call 877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific time).

Thank you for your cooperation.

Sincerely,

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

AMERICAN
PSYCHIATRIC
ASSOCIATION

FOUNDATION

