

VA



U.S. Department
of Veterans Affairs

National Center for
PTSD
POSTTRAUMATIC STRESS DISORDER



GET TREATMENT



A TV 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](#)



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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 **“Get Treatment” (: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

Get Treatment

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 watch the PSA titled "**Get Treatment**" (:30) below. The PSA helps promote the importance of seeking PTSD treatment. There is no end date for use.



TV PSA SCRIPT

"Get Treatment" (:30)	
1. Shot of male veteran speaking.	<u>MALE VETERAN O/C</u> : PTSD isn't something that is just going to go away on its own.
2. Shot of female veteran speaking.	<u>FEMALE VETERAN O/C</u> : Treatment works. It helps.
3. Shot of male veteran speaking.	<u>MALE VETERAN O/C</u> : There's no shame in treatment.
4. Shot of female veteran speaking.	<u>FEMALE VETERAN O/C</u> : Just do it. Your world will be so different afterwards.
5. Shot of male veteran speaking.	<u>MALE VETERAN O/C</u> : It's a warrior sickness; it's not a coward sickness.
6. Shot of male veteran speaking.	<u>MALE VETERAN O/C</u> : Never too late.
7. Shot of male veteran speaking.	<u>MALE VETERAN V/O</u> : I guarantee it will help you.
8. Shot of female veteran speaking.	<u>FEMALE VETERAN V/O</u> : It will change your life.
9. Shot of male veteran speaking.	<u>MALE VETERAN O/C</u> : It turned my life around.

TV PSA SCRIPT

"Get Treatment" (:30 continued)	
10. Shot of male veteran speaking.	<u>MALE VETERAN O/C:</u> You can find peace.
11. Shot of male veteran speaking.	<u>MALE VETERAN O/C:</u> Never thought I could feel this good.
12. Shot of male veteran speaking.	<u>MALE VETERAN O/C:</u> Walk through those doors, take the step.
13. Shot of male veteran speaking.	<u>MALE VETERAN O/C:</u> Go get help. It's the best and the bravest thing you could ever do.
14. <u>GRAPHIC:</u> TREATMENT WORKS Learn more at www.ptsd.va.gov	<u>FEMALE VETERAN V/O:</u> <i>Treatment works.</i>
15. <u>GRAPHIC:</u> ABOUTFACE LOGO NATIONAL CENTER FOR PTSD LOGO U.S. DEPARTMENT OF VA AFFAIRS LOGO	<u>FADE SOUND OUT</u>

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