



Mental health care works when

You Make the Call



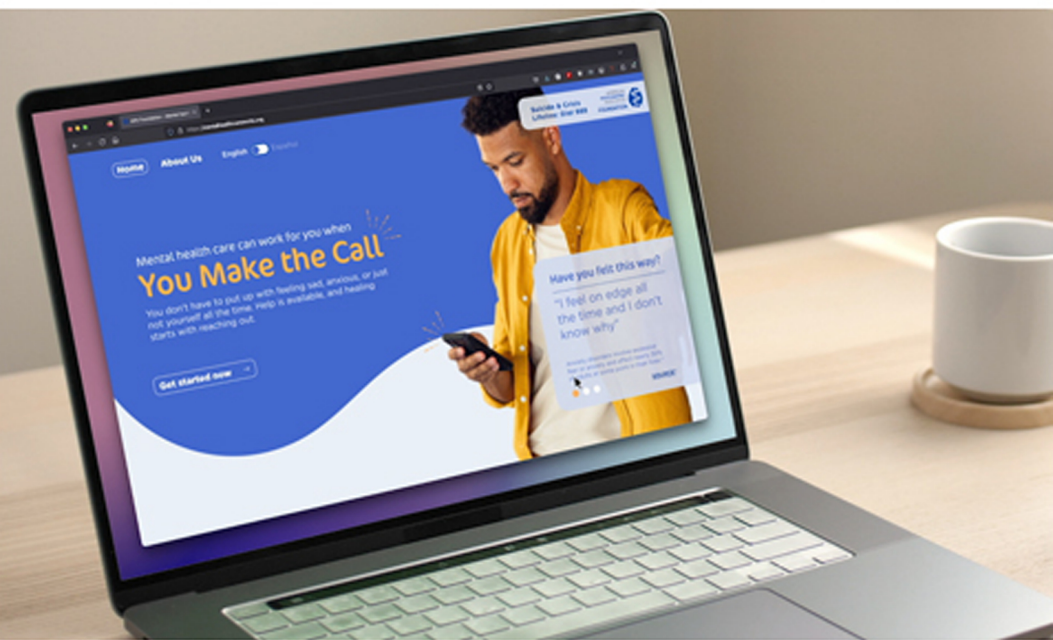
TV PUBLIC SERVICE CAMPAIGN

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,

For many veterans, coming home does not mean leaving the challenges of service behind. A culture of silence surrounding mental health can cause many veterans to keep their experiences and struggles to themselves, making the transition back to civilian life more challenging. About 1 in 3 veterans report experiencing a mental health condition during their lifetime. According to the National Library of Medicine, although only 6% of Americans have served in the military, veterans account for 17.8% of suicides in the United States — more than 6,300 deaths each year.

To support veterans' mental health, the American Psychiatric Association (APA) Foundation has expanded its national public awareness campaign, [Mental Health Care Works](#), with a new public service announcement video series featuring veterans and family members sharing firsthand experiences with PTSD, depression, suicide and the challenges of transitioning to civilian life. The stories offer personal perspectives on the mental health challenges veterans and their loved ones may face and the importance of recognizing when it is time to seek help. By putting real experiences at the forefront, the campaign aims to break down the stigma around seeking mental health care, reinforce that mental health challenges are treatable, and encourage veterans to get the support they need.

We hope your station can join APAF in supporting the mental health of veterans and their families by airing the new PSAs titled **"Veterans Mental Health" (:30, :30, :30)**. The PSAs highlight true stories of PTSD, depression, and other mental health conditions in the veteran community—as told by veterans and their families. Also available for use is the PSA titled **"Mental Health Care Works - Robert" (:30, :15)** which depicts how alcohol use disorder and addiction can take a toll on one's mental health and well-being. The PSAs, which have **no end date for use**, encourage audiences to learn more by visiting the campaign's informational website, mentalhealthcareworks.org. The website features personal storytelling and information along with a robust selection of condition-specific resources. This includes *Building a New Mission: Finding Purpose and Connection After Service*, a suite of new materials designed to support the mental health of veterans and their families.

We hope you can share these important messages with your viewers 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

TV PSA SCRIPTS

"Veterans Mental Health" (:60)

SEAN MCNEVIN: I'm Lieutenant Commander Sean McNevin.

HELEN TIN: My husband was Army Major Stewart McGurk.

SEAN MCNEVIN: It wasn't long after I came home that I started not to recognize myself. The anger came out of nowhere, I pushed people away, I told myself I was fine.

HELEN TIN: Stewart went through things that stayed with him long after he came home. I thought he was good, but I didn't find out how much he struggling until it was too late.

SEAN MCNEVIN: My family refused to let me disappear. With their support, I got treatment. Getting help didn't fix everything. But it kept me from losing everything.

HELEN TIN: I wish he knew that asking for help doesn't mean you are broken. It means you don't have to carry the weight alone.

SEAN MCNEVIN: Millions of veterans are where I was.

HELEN TIN: No Veteran, or family member should suffer in silence.

SEAN MCNEVIN: Mental health care works when you make the call. Visit mental health care works dot org.

"Veterans Mental Health - Alyssa" (:30)

ALYSSA VASQUEZ: I'm Staff Sergeant Alyssa Vasquez and I was an Army Drill Sergeant.

In the Army, I had a clear mission. When I got out, I felt lost. I tried to handle it on my own but my mental health spiraled to a dark place. I thought asking for help meant I was weak. But when I finally reached out for support, I found the true meaning of strength. Millions of veterans struggle with their mental health. But you don't have to do it alone. Mental Health Care Works When You Make the Call. Visit Mental Health Care Works dot org to get the support you deserve.

TV PSA SCRIPTS

"Veterans Mental Health - Helen" (:30)

HELEN TIN: My husband was Army Major Stewart McGurk.

Stewart went through things that stayed with him long after he came home. I thought he was good, but I didn't find out how much he was struggling until it was too late. I wish he knew that asking for help doesn't mean you are broken. It means you don't have to carry the weight alone. No veteran, or family member should suffer in silence. Mental Health Care Works When You Make the Call. Visit [Mental Health Care Works dot org](http://MentalHealthCareWorks.org)

"Veterans Mental Health - Sean" (:30)

SEAN MCNEVIN: I'm Lieutenant Commander Sean McNevin.

It wasn't long after I came home that I started not to recognize myself. The anger came out of nowhere, I pushed people away, I told myself I was fine. My family refused to let me disappear. With their support, I got treatment. I'm still working on it, but I'm still here. Millions of veterans are where I was. You don't have to wait as long as I did. Mental Health Care Works When You Make the Call. Visit [Mental Health Care Works dot org](http://MentalHealthCareWorks.org)

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

ROBERT: I never considered myself to be a heavy drinker. At first, I only drank with friends and 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. Mental Health Care works when you make the call.

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

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

Veterans Mental Health (:60, :30, :30, :30)

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

No end date for use

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.

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 990-EZ
- 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

