



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
www.samhsa.gov



Hurricane Mental Health Awareness

Campaign Sponsor: Department of Health and Human Services'
Substance Abuse and Mental Health Services
Administration

Volunteer Advertising Agency: Grey Advertising

CAMPAIGN OBJECTIVE:

The Hurricane Mental Health Awareness Campaign encourages parents, adults, and first responders who may be experiencing psychological distress following the recent hurricanes to consider seeking mental health services.

BACKGROUND:

In our recent past, natural disasters have had a devastating impact on the lives of thousands of Americans. People who were displaced by the storms have lost their homes, schools, communities, places of worship, daily routines, social support, personal possessions and much more. This was coupled in many cases with losing loved ones and witnessing death, destruction and criminal violence. According to the Department of Health and Human Services' Substance Abuse Mental Health Services Administration (SAMHSA), research shows the psychological impact of these experiences can be both serious and long-lasting. Symptoms of post traumatic stress disorder, depression, grief and anger are to be expected among some who survived the hurricanes, as well as physical health and behavior problems, such as substance abuse disorders among adults and conduct problems among children. Some of these problems may not surface for months or years.

CAMPAIGN DESCRIPTION:

The PSA campaign is designed to help adults, children, and first responders who have been impacted by the hurricanes and are in need of mental health services. The campaign includes television and radio spots, which are available in English and Spanish, and addresses the fears, thoughts, concerns and questions faced by the victims. The PSAs aim to reach adult victims and first responders directly as well as parents and caregivers who can assess their children's emotional well-being. Viewers and listeners are encouraged to take time to check in on how they and their families are doing, and call a confidential toll-free number (1-800-789-2647 for adults/parents and 1-800-273-TALK for first responders) to speak to a trained professional who can assist with information and referrals to local services, or visit www.samhsa.gov.

TARGET AUDIENCE:

Parents and Caregivers, Adults and First Responders

DID YOU KNOW:

- In areas that have been significantly impacted by the hurricanes – 25% to 30 % of the population may experience clinically significant mental health needs and an additional 10% to 20% may show sub-clinical, but not trivial, needs.
- Up to 500,000 people may be in need of professional assistance.

FOR ADDITIONAL CAMPAIGN INFORMATION, PLEASE CONTACT:

Anthony Signorelli
Campaign Director
The Advertising Council, Inc.
261 Madison Avenue, 11th Floor
New York, NY 10016
asignorelli@adcouncil.org
Phone: (212) 984-1989
Fax: (212) 922-1676
www.adcouncil.org

Mark Weber
Director, Office of
Communications
Substance Abuse and Mental
Health Services Administration
U.S. Department of Health and
Human Services
Substance Abuse and Mental
Health Services Administration
1 Choke Cherry Road, Rm. 6-1071
Rockville, MD 20857
mweber@samhsa.hhs.gov
Phone: (240) 276-2128
Fax: (240) 276-2135
www.samhsa.gov

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Hartford Direct
P.O. Box 7382
Berlin, CT 06037-7382
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Fax: (860) 829-2343