



Suicide Prevention

Frequently Asked Questions

What is the campaign?

The campaign is a national public service advertising (PSA) campaign created by the American Foundation for Suicide Prevention and The Jed Foundation in partnership with the Ad Council. The campaign empowers teens and young adults to reach out to and support their friends who may be struggling with mental health issues by encouraging them to “Seize the Awkward” – use an awkward silence or moment as an opportunity to talk to a friend about their mental health. The new PSAs were developed pro-bono by Droga5 and feature the personification of “Awkward Silence” in various situations to encourage young adults to talk about mental health.

Who is the target audience?

The friends of teens and young adults (16-24 years old) struggling with mental health issues

- Young adulthood is a critical time in a person’s life when mental health issues frequently emerge and there are often long delays between the first appearance of symptoms and when people go to receive counseling or treatment.
- Young adults are ready to crack open the cultural conversation about mental health, but they’re missing the language and behaviors to do so.
- 76% of young adults will turn to a peer in a time of crisis for support

What are the media components of the campaign?

The campaign includes the following assets, each available in English and in multiple sizes where applicable:

- Video (longform, :60, :30, :15, :06)
- Web Banners

A campaign website will go live as part of the creative launch, and will provide resources and information about:

- Mental health and common warning signs/risk factors of which to be aware
- Tips and suggestions for ways to start (and continue) the conversation
- Guidance on when, where and how to find additional support if needed

How do I get copies and access the public service announcements?

PSAs are available on the PSAs tab of this toolkit. The toolkit also contains a link to psacentral.org, a place for all media outlets to access broadcast/print-quality materials.

- Media can register for a free PSA Central account.
- Locate the campaign by selecting “Suicide Prevention” under the “Campaign” drop down menu.
- Please adhere to talent expiration dates as noted on PSA Central. Ad Council will update dates as needed over time.

- Please note that PSAs on PSA Central cannot be altered in any way, including the addition of logos or local statistics.

What is the Ad Council?

The Ad Council is a private, non-profit organization with a rich history of marshaling volunteer talent from the advertising and media industries to deliver critical messages to the American public. Having produced thousands of public service campaigns addressing the most pressing current social issues, the Ad Council has affected, and continues to affect, tremendous positive change by raising awareness, inspiring action and saving lives. To learn more about the Ad Council and its campaigns visit adcouncil.org, like us on [Facebook](#), follow us on [Twitter](#) or view our PSAs on [YouTube](#).

What are the campaign objectives?

The objective of the campaign is to empower teens and young adults to help friends who are struggling with mental health issues. Our campaign, Seize the Awkward, aims to help young adults create more vulnerability in their friendships. In doing so, they will create a safe space for their friends to open up about mental health.

What is the main message?

Nobody enjoys an awkward silence. But when it comes to mental health, awkward silences don't have to be a bad thing. In fact, you can embrace the awkwardness and use it as an opportunity to reach out to a friend. To learn more visit SeizeTheAwkward.org.

How and when was the campaign distributed?

The Ad Council distributed the PSA campaign materials in January 2018.

How will the campaign be evaluated?

Program evaluation is a critical component of every Ad Council campaign. To assess a campaign's effectiveness and impact, the Ad Council adheres to a rigorous framework of evaluation for each campaign. This framework establishes metrics early in the campaign process to measure each campaign's exposure, recognition, engagement and impact among identified target audiences.

Specific methodologies used to measure each of these evaluative components include: donated media support, press coverage, consumer response, consumer tracking studies and national trend studies. These methods continue to evolve based on the new media landscape and consumer behavior. Interactive metrics have become an important element in campaign evaluation including web analytics, website usability testing and social media tracking.

How can I get involved with the campaign?

There are many ways to get involved. The [Seize the Awkward Toolkit](#) includes helpful information and thought-starters on how to engage your community or organization in the

important conversations about mental health. Additionally, sharing messages and social media content about suicide prevention on your channels is an easy and quick way to lend your support. Sample social media posts and copy can also be found on the campaign toolkit.

If you have more time, you can help promote the campaign with your local media. See the “How to Get PSAs Placed” document for thought-starters. Please contact your primary contact at AFSP or JED for further assistance.

Who do I email with questions?

Please contact your primary contact at AFSP or JED with questions.

For questions related to specific media requests, you may also contact the Ad Council media team at www.psacentral.org/contactsus

JED

JED is a nonprofit that exists to protect emotional health and prevent suicide for America’s teens and young adults. They partner with high schools and colleges to strengthen their mental health, substance abuse and suicide prevention programs and systems. They equip teens and young adults with the skills and knowledge to help themselves and each other. They encourage community awareness, understanding and action for young adult mental health. For more information, visit jedfoundation.org

The American Foundation for Suicide Prevention

[The American Foundation for Suicide Prevention](http://www.afsp.org) is dedicated to saving lives and bringing hope to those affected by suicide. AFSP creates a culture that’s smart about mental health through education and community programs, develops suicide prevention through research and advocacy, and provides support for those affected by suicide. Led by CEO Robert Gebbia and headquartered in New York, and with a public policy office in Washington, D.C., AFSP has local chapters in all 50 states with programs and events nationwide. Learn more about AFSP in its latest [Annual Report](#), and join the conversation on suicide prevention by following AFSP on [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).