



PROGRAM LEADER TALKING POINTS

Why do we need a SOS campaign?

If you have 15 seconds...

- Because in the course of a year, one in four Americans is affected by mental illness.
- That's <<insert number that equals 1/4 of staff population>> of our employees! And, less than one-third of those affected will receive the treatment they need.

If you have 30 seconds...

- Because in the course of a year, one in four Americans is affected by mental illness.
- That's (insert number) of our employees!
- And, less than one-third of those with a mental health issue will get help.
- But for those who do seek treatment, up to 90 percent are able to significantly reduce symptoms.
- Although mental illness is one of the most common health conditions, it can be one of the hardest to come to terms with or talk about. We want to change that.
- Let me tell you more about the campaign. Visit www.stampoutstigma.com.