



Mental Health Public Service Announcements (PSAs) Outreach Toolkit

The Los Angeles County Department of Mental Health (LACDMH) School Based Community Access Point (SBCAP), with the assistance of several mental health providers, has developed a series of PSAs in various languages. These videos serve as a resource and tool for individuals who work or live with children/youth to identify when there is a need for mental health services and supports. The videos also provide general information about the different resources available at community mental health agencies.



LOS ANGELES COUNTY
**DEPARTMENT OF
MENTAL HEALTH**
hope. recovery. wellbeing.

Videos

The “Healthy Mind, Healthy Life (Questions to Ask)” PSAs are 1-3 minutes long and provide information that can help individuals identify whether or not a child or youth of any age would benefit from support services. These PSAs are available in English, Cantonese, Farsi, Khmer, Korean, Russian, Spanish, Tagalog, and Vietnamese.

Click on a language below to watch:

- [English](#)
- [Cantonese](#)
- [Farsi](#)
- [Khmer](#)
- [Korean](#)
- [Russian](#)
- [Spanish](#)
- [Tagalog](#)
- [Vietnamese](#)

Additional “Healthy Mind, Healthy Life” PSAs are available in English and Armenian. These videos are 1-7 minutes long and focus on community mental health and identifying students in need. **Click on a video link below to watch:**

1. Healthy Mind, Healthy Life: Community Mental Health in [English](#), [Armenian](#)
2. Healthy Mind, Healthy Life: Identify Students in Need in [English](#)

Want to share a PSA in a PowerPoint or on your website?

You can find embed codes and additional links for sharing [here](#).



Social Media

The PSAs can be easily shared across different social media platforms. Below are captions and social squares you can use to share.

Click [here](#) and [here](#) to download two high-resolution graphics for your socials.



Instagram

Caption: Are you caring for a child or youth? Community Mental Health Services is here to support you. In a video created @LACDMH School Based Community Access Point (SBCAP), providers discuss signs to look out for and where to locate additional resources to support youth wellbeing. Watch today! Link in bio.

Facebook

Caption: Are you caring for a child or youth? Community Mental Health Services is here to support you. In a video created by @LACDMH School Based Community Access Point (SBCAP), providers discuss signs to look out for and where to locate additional resources to support youth wellbeing. Watch here [LINK URL].

Twitter

Caption: Do you work or care for youth? Community Mental Health Services is here to support you. Watch here to learn of resources to support youth wellbeing [LINK].

Website

Share a PSA on your organizations website! Here are some useful video descriptions you can use.

Sample Website Content:

Are you concerned about the mental wellbeing of a child or student in your life? You and the child do not have to face this alone. Community resources are available to provide support. Learn how below:

Healthy Mind, Healthy Life: Community Mental Health (English)

Community resources are available to support children and families. Connect with community health services online or by text.

[[LINK TO / EMBED VIDEO]]

Healthy Mind, Healthy Life: Identify Students in Need (English)

Watch out for signs of student distress and support student wellbeing in hybrid and remote learning environments.

[[LINK TO / EMBED VIDEO]]

Healthy Mind, Healthy Life: Questions to Ask (English)

Are you concerned about a child or student in your life? There are resources available to support you. Connect with community health services online or by text. [[LINK TO / EMBED VIDEO]]

