WHY WE'RE HERE: Empower young adults to get involved when they suspect a friend is experiencing mental health issues or may be at-risk for suicide by:

- Encouraging friends to start a conversation about mental health
- Equipping our audience with information and tools needed to act confidently to support one another.

WHO WE'RE REACHING: Friends of young adults ages 16-24 (bullseye of 18-21) who may be struggling with mental health issues.

MAIN MESSAGE: If you suspect a friend is struggling, reach out and check-in (this can be face-to-face, text, or online).

OUR GOAL: Provide young people with inspiration and resources to help them get over the awkward hump and onto the conversation that matters.

CALL-TO-ACTION: Reach out to a friend about their mental health. Learn how you can help at SeizeTheAwkward.org

CAMPAIGN COMPONENTS: The SeizeTheAwkward.org website and @SeizeTheAwkward Instagram page provide a variety of resources for young adults that:

- Expands knowledge about mental health and common warning signs
- Features tips on how to start (and continue) the conversation
- Provides guidance on when, where and how to find additional support if needed
- Feels approachable, straightforward, and relatable to this audience

Campaign Results

52% PSA Awareness
3B Total Impressions
42M Total Video Views

Talent Engagement

256M Total Audience Size
51+ Talent Engaged