

Young adulthood is a critical time in a person's life when they may experience great stress from multiple life changes like leaving high school, moving from home and beginning college. We also know through research, that the teen years are a time when mental health conditions often present for the first time. While effective treatment options are available, for some people, getting help takes time and finding the right treatment option may also take persistence to find what works best.

The friends of those struggling with mental health issues can be incredibly supportive by simply checking in and staying connected and listening. However, if things don't begin to get better or you notice changes in normal behavior, reach out to a trusted adult or access help at SeizeTheAwkward.org to get the help that they need when they need it.

The problem young adults are facing

2nd

leading cause of death among 16-24 year-olds is suicide.

1 in 4

young adults experience a mental health challenge each year

2.6M+

college students will have serious thoughts of suicide

The opportunity to help

76% of young adults will turn to a peer in a time of crisis for support

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](https://www.instagram.com/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