



U.S. Department
of Veterans Affairs



Dear Public Service Director,

There are more than 23 million Veterans in the United States. As many as two out of every ten of them have been diagnosed with posttraumatic stress disorder, or PTSD. Most Veterans who have PTSD don't get the help they need, even though effective treatments are available. There are many reasons for this gap, including stigma and a lack of awareness that effective treatment options are available.

Although most commonly associated with Veterans, trauma and PTSD can happen to anyone. This past year in particular has presented many challenging events for the general public. Feelings of isolation, anxiety and grief have affected many people during the coronavirus pandemic. Racial tensions have sparked social movements but have also caused significant trauma and left many feeling vulnerable. As a result, the need to provide resources for self-care and to raise awareness about mental health issues and treatment options are now more important than ever.

June is PTSD Awareness Month, which means now is a great time to spread the word that PTSD treatment works. Everyone with PTSD—whether they are Veterans or civilian survivors of sexual assault, serious accidents, natural disasters, or other traumatic events—needs to know that treatment is available and that it is effective.

The enclosed PSA from the National Center for PTSD, a division of the U.S. Department of Veterans Affairs, has been designed to help promote the importance of seeking PTSD treatment leading up to, during, and after PTSD Awareness Month in June 2021. The National Center for PTSD is the world's leading research and educational center on PTSD, offering expertise to Veterans, family members, providers, and the general public.

Through sharing this PSA, titled **"About Face" (:30)** our hope is to increase the number of Veterans and trauma survivors seeking help for PTSD, reduce stigma associated with seeking help for PTSD and other mental health concerns, and promote evidence-based treatment as the best method for managing and treating PTSD. The PSA is currently shared on [NCPTSD's website](#) and its [Facebook](#) and [Twitter](#) accounts.

Additional campaign information is available here:

https://c360m.com/EPK/37186_VA_Radio/

<https://www.c360m.com/PSAConnect/va/>

Your usage of our PSAs is very important to us. Please use this website to provide us with your PSA airing information: <http://psa.c360m.com/?p=R140880>

Would you help us get the word out by scheduling our PSA in your regular PSA rotation? We'd appreciate if you could fit our PSA into your rotation starting in early-mid April to maximize airplay leading up to PTSD Awareness Month.

Thank you very much for your time and consideration of our request.

Sincerely,

Paula Schnurr, Executive Director