



## **We Are Connecticut (#WeAreCT and WeAreCT.org) (TV Spot)**

### **The Challenge:**

Despite the fact that more than 500,000 in Connecticut have a mental health condition (4x the size of New Haven) and that more than 125,000 adults contemplated suicide, there are not enough resources, and stigmas remain stubbornly in place that prevent transparent, supportive conversations. Two state entities – the Department of Mental Health and Addiction Services (DMHAS) and the Department of Children and Families (DCF), supported by legislation, came together to improve access and remove the stigma associated with seeking help. Realizing that this need impacts every zip code, every generation, and every aspect of our communities, the We Are Connecticut Brand was developed and had a soft launch in May of 2024 – National Mental Health Awareness Month.

### **The Solution: *The launch of one website, with countless resources.***

Following extensive conversations with consumers, providers and referrers, testing a variety of images and communication models, all aspects of the market shared with us that individuals that reflect the varied profiles of our communities and identifiable locations that conveyed a sense of authenticity combined with clarity the information was from a trusted/vetted resource... would all be effective elements in driving traffic to this newly launched web portal. During the soft launch month for the website, we began our messaging through sponsored content on NBC30/Telemundo. Spots were created in both English/Spanish and featured real Connecticut residents on the Connecticut shoreline. Immediately, the site began seeing 600 unique visitors a day and those numbers are now exponentially greater.

