



## **We Are Connecticut (#WeAreCT and WeAreCT.org) (*website, outdoor, digital advertising, etc.*)**

### **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: *One website, countless resources.***

There are more than 17 internet-based resources sponsored or hosted by the State of Connecticut, representing a wide network of programs and services. WeAreCT.org, using real-time aggregate/search technology, created a constantly updating archive of ALL these sites and offers a single-source search portal, directing those seeking help, to the best solution. More accessible and easier to navigate, this site offers dropdown menus, search bars, and one-click solutions as well as instant access to 211 and 988 support. The associated campaign highlights that 1 in 5 adults experience a mental health issue and that virtually all of us are impacted directly or indirectly. The campaign reminds us, “We are brothers and sisters. We are parents and children. We are friends and neighbors. And sometimes, we all need help.”

