

Campaign Against the New COVID Threat

Situation	<p>Since early 2020, the nation has been in the grip of the COVID-19 pandemic. In addition to the serious health threats posed by the virus, many communities were seeing higher levels of mental health stress caused by COVID-19, resulting specifically in more cases of depression, alcohol and drug abuse, trauma, and suicide. The Frederick County Health Department (MD) enlisted the Channel team to develop a broad-based PSA campaign to let county residents know that resources and guides for identifying and getting help for these conditions were available for family members or friends who were suffering or endangering others.</p>	
Solution	<p>One of the first campaign elements that we established was a theme line that assured county residents that they didn't have to face their difficulties alone—"A Way Forward Together." In addition, our online research, in conjunction with resources provided by Frederick County, yielded content that served as the foundation for messaging. The theme line, and an accompanying graphic identity and overall campaign look-and-feel we designed, anchored a wide scope of communications that included online assets, social media, print, TV and radio spots, outdoor, and collateral materials which directed audiences to appropriate resources for help.</p>	
Result	<p>The "A Way Forward Together" campaign was launched in the fall of 2020 and included the following components:</p> <ul style="list-style-type: none"> – "A Way Forward Together" campaign theme line – AWayForwardTogether.org microsite focused on depression, alcohol/drug abuse, trauma, and suicidal behavior – Four :30 and :15 TV spots individually addressing the four areas – Four :30 and :15 radio spots – Outdoor billboard displays – Brochure – Downloadable information cards – Digital banner ads – Social media ads – Newspaper print ad – Newspaper insert – Printed post-it notes for newspaper front page – Transit advertising 	

- campaign positioning and theme
- campaign identity

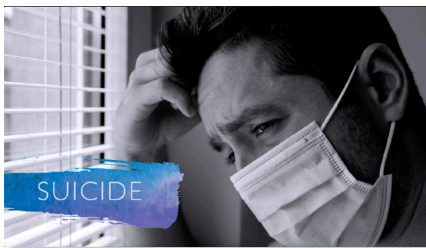
The pandemic is causing stress that manifests itself in a wide range of ways depending on the individual. Excessive drinking/substance abuse, depression, threats to family/household members, or thoughts of suicide—or a combination of these—can be traced to the upheaval in many areas of our lives.

Prevention is always preferable to treatment, so it's critical to communicate that help is immediately available to anyone who is experiencing early signs and symptoms, or witnessing these among loved ones.



A WAY FORWARD TOGETHER

- television spots
- radio spots

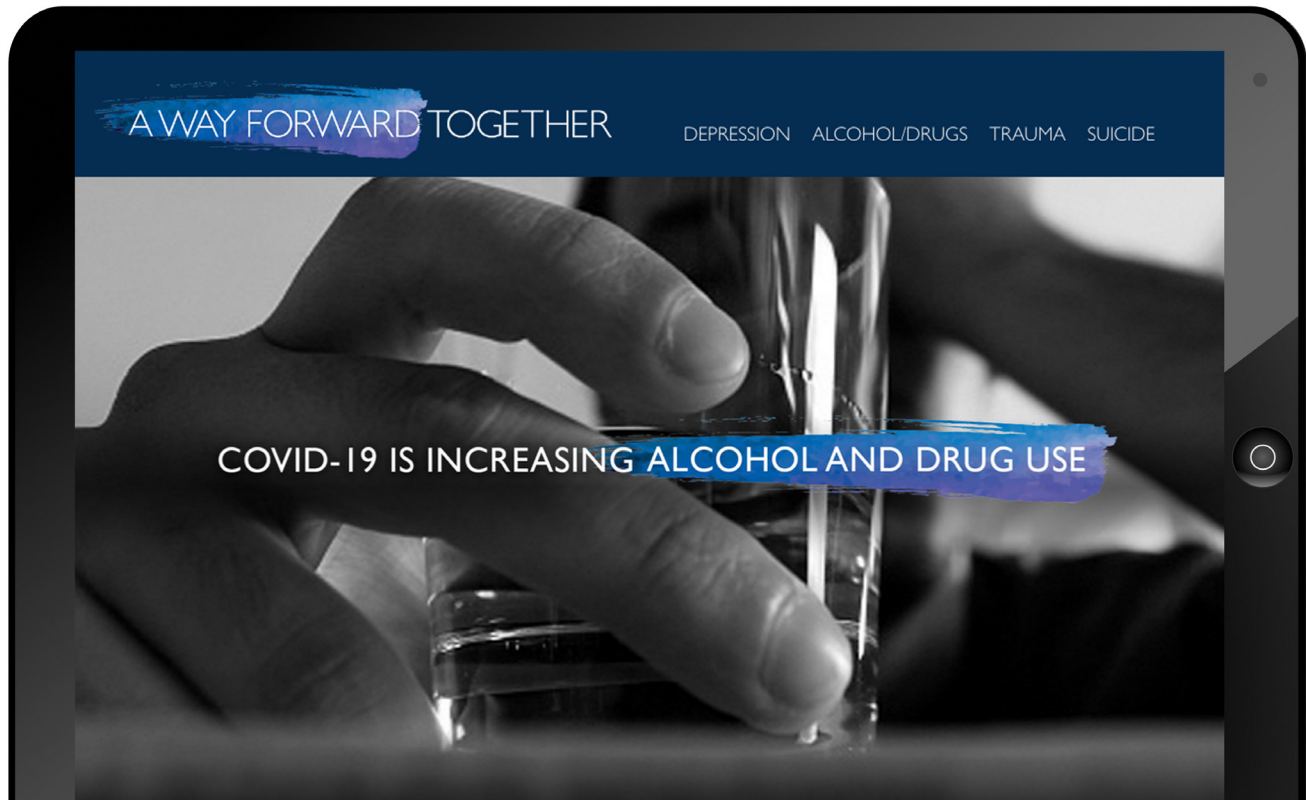


🔊 Depression Radio Spot

🔊 Trauma Radio Spot

🔊 Suicidal Thoughts Radio Spot

🔊 Alcohol and Drugs Radio Spot



A WAY FORWARD TOGETHER
DEPRESSION ALCOHOL/DRUGS TRAUMA SUICIDE

COVID-19 IS INCREASING DEPRESSION

YOU DON'T HAVE TO FACE PANDEMIC-RELATED STRESS ALONE

Lives everywhere have been affected by COVID-19. The pandemic is not only posing significant health risks but causing enormous emotional distress as well. But there's a way forward for anyone who's struggling in Frederick County. On this site, you can find guidelines, tips, and resources if you're experiencing depression, excessive alcohol or drug use, domestic trauma, or thoughts of suicide. Or you can call 2-1-1 to speak to someone. Either way, you're not alone—help is available.

Watch the Frederick PSA

We're airing a PSA campaign to spread awareness of the impact that COVID-19 is having on mental health in Frederick County. Check out the spots here.

CALL 2-1-1 TO SPEAK TO SOMEONE NOW

DEPRESSION
ALCOHOL/DRUGS
TRAUMA
SUICIDE

Public Health
Frederick County Health Department
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A WAY FORWARD TOGETHER
DEPRESSION ALCOHOL/DRUGS TRAUMA SUICIDE

TRAUMA

Another alarming outcome from the pandemic is an increase in people experiencing trauma in diverse ways. SAMHSA defines trauma as "an event, series of events, or set of circumstances that is experienced by an individual as physically or emotionally harmful or life threatening and that has lasting adverse effects on the individual's functioning and mental, physical, social, emotional, or spiritual well-being." The ongoing economic and emotional damage of COVID-19—as well as long stretches of stay-at-home orders—is causing increasing numbers of people to take out their distress by:

- Committing acts of physical violence on a partner or family member
- Neglecting the care of children or dependents
- Emotionally abusing family members or partners through verbal and non-verbal intimidation
- Forcing sexual intercourse or sexual acts on a partner
- Harming pets and animals
- Misusing drugs and alcohol
- Thinking about self-harm

If you or others in your household are in immediate danger, call 9-1-1.

If you believe that you have experienced trauma and would like to access help, please call 2-1-1.

If you are in an abusive environment or engaged in an abusive relationship, you can call Hearty House Inc. on its 24-hour hotline at 301-662-8800 or visit HeartyHouse.org for resources.

Download Info Card

Watch the TV Spot

CALL 2-1-1 TO SPEAK TO SOMEONE NOW

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- o print advertising
- o banner ads

COVID-19 is causing hurt.
But there's a way forward.

A WAY FORWARD TOGETHER

Our lives have been turned upside down by COVID-19, leading not only to threats to our physical health but also to our mental health. If you or others you know are struggling with depression, alcohol or drug misuse, trauma, or thoughts of suicide, there's a way forward. Call 2-1-1 or visit awayforwardtogether.org for assistance and guidance.

You're not alone—help is available now.

Visit awayforwardtogether.org | Call 2-1-1

DEPRESSION | ALCOHOL & DRUG USE | TRAUMA | THOUGHTS OF SUICIDE

Public Health
Prevent. Promote. Protect.
Frederick County Health Department

DEPRESSION | TRAUMA
ALCOHOL AND DRUG USE
SUICIDAL THOUGHTS

There's a way forward through
COVID-related stress

Click here or call 2-1-1 for help

A WAY FORWARD TOGETHER

Supported in part by
CARES act

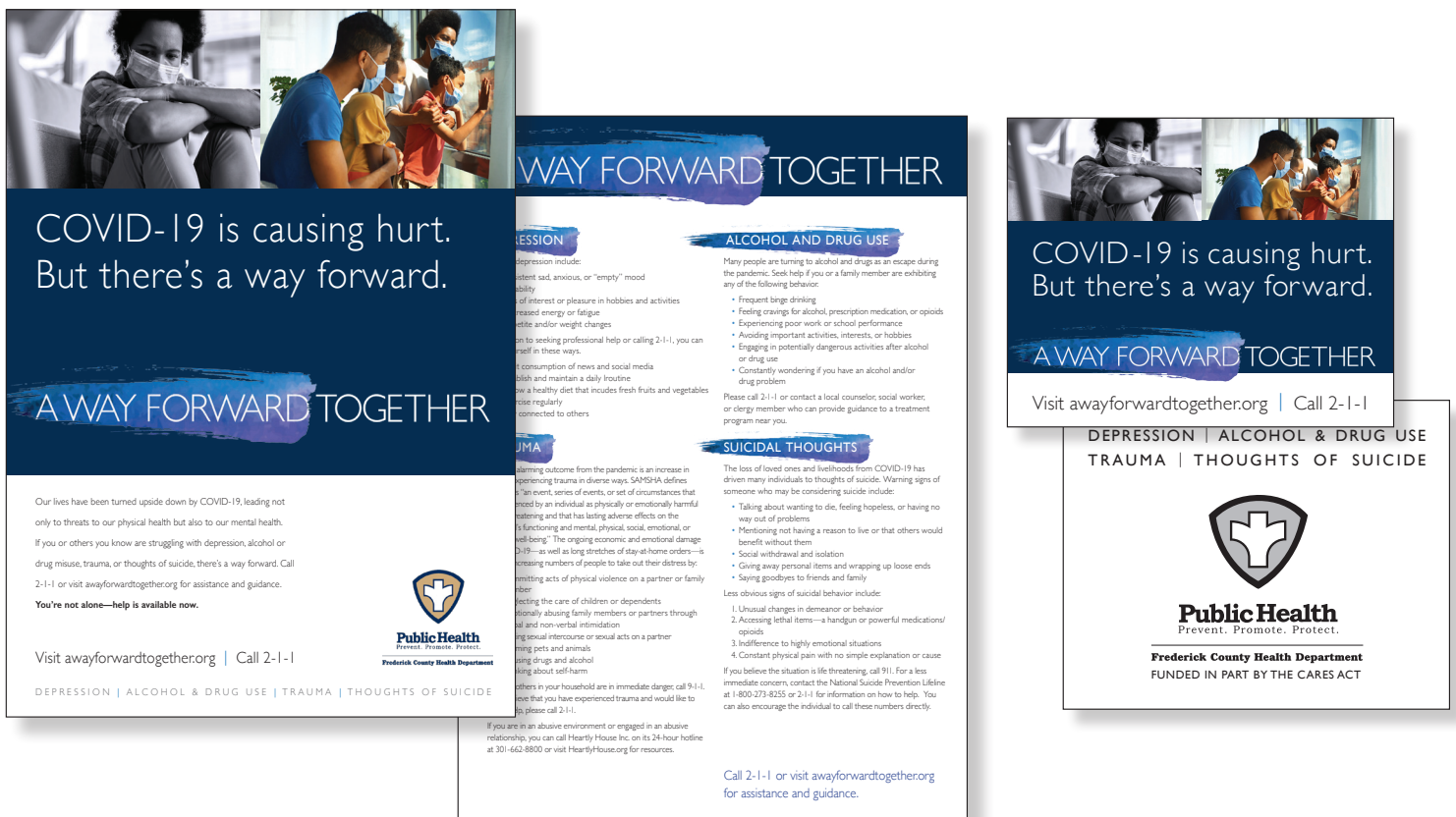
Public Health
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There's a way forward
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- o tri-fold brochure
- o insert
- o sticky note



- o outdoor billboard
- o transit advertising

