



To: Institutions of Higher Education
From: The Office of the Secretary of Higher Education
Date: September 14, 2022
Subject: NJ Department of Children and Families Announces Two New PSAs on Youth Mental Health

The Department of Children and Family Services (DCF) has issued two new public service announcements (PSA) in recognition of the current youth mental health crisis and in acknowledgement of September as Suicide Awareness Month. Institutions of higher education should consider sharing this information with their various stakeholders, including students, staff, faculty, and community members.

The first PSA focuses on youth suicide prevention, illustrating how youth can seek help when facing mental health challenges. The second PSA is intended for parents and guardians, providing guidance on accessing behavioral health treatments for youth through the New Jersey Department of Children and Families (DCF).

The PSAs, linked below, are available in English and Spanish. Thank you for your assistance in raising awareness around this critical topic.

Youth Suicide Prevention Public Service Announcement (intended for youth):

- 60 second format in [English](#) and [Spanish](#)
- 30 second format in [English](#) and [Spanish](#)

Children's System of Care Public Service Announcement (intended for parents and guardians):

- 60 second format in [English](#) and [Spanish](#)
- 30 second format in [English](#) and [Spanish](#)
- 15 second format in [English](#) and [Spanish](#)