Description: Virginia 988 PSA Radio Scripts :45 and :15

**Copy:**

**Hard to Know :45**

(MALE OR FEMALE, 25-40, THOUGHTFUL, SERIOUS) If you’re in the middle of a mental health crisis, it’s hard to know what to do. But now, in Virginia, there’s a new solution that’s easy to remember. *Call 988*. That way, you’ll be connected with a trained mental health crisis worker who can talk to you one-on-one, to help you stabilize and get additional help if you need it.

Whether you’re having thoughts of suicide, or a substance use or mental health crisis, and whether *you’re* going through it, or someone you know is in emotional distress, please, reach out. Call 988 any time, 24/7, for free, confidential help. And if you have an immediate need for ambulance, fire or police service, call 911. Because Virginia…is here to help. [*Local tag – there is space for local CSBs and agencies to customize locally, add a phone number, etc.*]

**Maybe :45**

(MALE OR FEMALE, 25-40, THOUGHTFUL, SERIOUS) Maybe you or someone you care about is in a state of mental distress. Maybe you have thoughts of suicide. Or maybe your substance use has reached a crisis level. If this is your situation, there’s now a new, easy-to-remember solution in Virginia -- call 988. Because an emotional crisis is an emergency that demands immediate help.

When you call 988, you’ll be connected with a mental health worker who knows how to help you through this, whether it’s about you or someone you know. Calls to 988 are free, confidential, and available 24/7. So reach out if you’re in a mental health crisis. And if you have an immediate need for ambulance, fire or police service, call 911. Because Virginia…is here to help. [*Local tag – there is space for local CSBs and agencies to customize locally, add a phone number, etc.]*

**988 :15**

(MALE OR FEMALE, 25-40, THOUGHTFUL, SERIOUS) If you or someone you know are experiencing a mental health crisis, call 988 to connect with a trained crisis worker. It’s free, confidential, and available 24/7. The new 988. Virginia is here to help.

**Emergency :15**

(MALE OR FEMALE, 25-40, THOUGHTFUL, SERIOUS) Whether it’s thoughts of suicide, or a substance use or mental health crisis -- emotional distress is an emergency. So call 988 if you’re experiencing a mental health crisis. The new 988. Virginia is here to help.