



Client: Ad Council
Market: Chinese
Medium: Radio
Revision: FINAL

AM: KF
Copy: JA/AC/MT
Version:
Date: 05/18/10

**Project: Campaign for Mental Health Recovery
LIVE READ/VO: 30 SECONDS**

VERSION 1: "BE THE HERO"

If someone told you, they had a mental health problem, what would you do? Express concern, offer to help, or avoid them altogether?

If you realize how much your support means to them, you'll probably be willing to take on a role that could redirect their life.

Your acceptance and concern are keys to your loved one's recovery. Knowledge is power. Understanding mental health issues can help you help the people you care about...so they can get on the path to recovery. Take action to show your support today. Visit www.whatadifference.samhsa.gov/chinese to learn more about mental health.

A message from the U.S. Department of Health and Human Services and the Ad Council.

VERSION 2: "MAKE A DIFFERENCE"

Did you know your support and understanding can help a loved one recover from a mental health problem? Whether this loved one sees dark clouds or the bright sky may depend on what you do to show you care. Your support can make a positive difference in their life.

Take the first step to learn more about mental health problems and what you can do to help, visit www.whatadifference.samhsa.gov/chinese. Knowledge is power—the power to make the difference in your loved one's life today.

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VERSION 3: "A PRECIOUS GIFT"

For special occasions, you always try and pick the perfect gift for your loved ones to express your care for them. But if the circumstance was different and this loved one has a mental health problem, would you show your care for them as generously? Your support is the most precious gift you can give. Whether this loved one sees dark clouds or the bright sky may depend on what you do to show you care.

Act now and show your support today, take the first step to learn more about mental health problems, visit www.whatadifference.samhsa.gov/chinese.

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