

VA



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VA launches digital campaign encouraging mental health conversations

Website features more than 600 stories of Veteran resilience and recovery

WASHINGTON — In recognition of Mental Health Month in May, the U.S. Department of Veterans Affairs (VA) is launching “[The Moment When](#)” campaign, a nationwide effort starting May 1 that will feature Veterans’ personal experiences with mental health treatment and recovery.

The campaign aims to demystify mental health treatment, build awareness of available mental health resources, and encourage family members and friends to start the conversation with a Veteran going through a hard time.

“VA continues to be the nation’s vanguard in reshaping the conversation around mental health treatment and recovery,” said VA Secretary Robert Wilkie. “Since May is Mental Health Month, make this the moment you start the conversation with a loved one or reach out for support if you need it.”

The Moment When campaign will highlight many moments in the broader mental health recovery process: from the moment when a Veteran reached out for support, to the moment when the Veteran realized treatment was working.

Throughout the month of May and beyond, VA encourages Veterans and their families to visit www.MaketheConnection.net/MHM to explore stories of recovery and find local resources.

Veterans who are in crisis or having thoughts of suicide, and those who know a Veteran in crisis, can call VCL for confidential support 24 hours a day, seven days a week, 365 days a year. Call 800-273-8255 and press 1, send a text message to 838255 or chat online at VeteransCrisisLine.net/Chat.

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