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HearMeWA Marketing Materials

# HearMeWA in One Sentence

HearMeWA is a 24/7 helpline connecting Washington youth with support and resources for challenges ranging from mental health to safety and security.

# HearMeWA Elevator Pitch:

HearMeWA is a statewide support line designed specifically for Washington youth up to age 25. Available 24/7, offering help for issues like bullying, anxiety, threats of violence, and more. Whether by phone, text, or through the mobile app, HearMeWA connects young people to trained crisis counselors who can provide immediate support and guide them to the right resources. The service was built with input from youth across Washington and strives to be youth-centered, trauma-informed, and anti-racist.

# HearMeWA Key Messages:

**Purpose:**

HearMeWA exists to provide young people in Washington with a safe, confidential, and accessible way to get support for their mental health and well-being. It’s designed to help youth find the help they need, no matter where they live, 24/7.

**Built by Youth, for Youth:**

HearMeWA was created with direct input from young people across Washington, to ensure the program is relevant, trustworthy, and meets their needs. The HearMeWA Youth Advisory Group continues to play an essential role in guiding the program.

**Access for All Youth:**

No issue is too big or too small. HearMeWA is open to Washingtonians up to age 25, offering support for challenges like bullying, mental health struggles, domestic and sexual violence, housing insecurity, and more. It’s a lifeline for those who may not know where else to turn.

**Multiple Access Points:**

Young people can access HearMeWA through various means—phone, text, online, or the mobile app—making it easy for them to get help in whatever way feels most comfortable.

**Confidential and Anonymous:**

HearMeWA ensures anonymity for those who seek it. Youth can file a report or reach out for help without sharing personal details, offering a safe space to open up without fear of judgment or stigma.

**Commitment to Equity:**

HearMeWA is built on anti-racist and trauma-informed principles. The program aims to ensure that all youth, regardless of background, have equal access to the help they need, addressing historical inequities in mental health support.

# HearMeWA Proof Points:

**Youth Mental Health Crisis:**

The rate of depression among young people doubled from 2009 to 2019, reaching nearly 16%. Eating disorders in adolescents more than doubled from 2018 to 2022. According to Forbes, 57.7% of Washington youth with depression do not receive mental health services.

**Impact of Similar Programs:**

Programs like HearMeWA in other states, such as Oregon and Colorado, have documented interventions that prevented suicides and threats of violence. Expanding access to anonymous support systems is a proven method for saving lives.

**Geographic Gaps in Support:**

Rural communities in Washington often lack sufficient mental health resources for youth. HearMeWA fills this gap by providing accessible, round-the-clock support, removing the reliance on emergency services as the only option.

**Input from Youth:**

HearMeWA’s development included the voices of over 1,300 youth-centered organizations and involved more than 500 meetings to ensure that the program reflects the needs of Washington’s diverse youth population.

# HearMeWA Program Values:

**Youth-Centered:**

HearMeWA prioritizes the voices and experiences of young people in everything it does. The program was built and continues to evolve based on direct feedback from youth across Washington.

**Anti-Racist:**

HearMeWA is committed to addressing and dismantling systemic inequities in mental health care. The program is designed to be inclusive and ensure that youth from all backgrounds have equal access to support.

**Trauma-Informed:**

HearMeWA recognizes that many youth seeking help are dealing with trauma. The program is built on trauma-informed practices to ensure compassionate, non-judgmental support.