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FOR IMMEDIATE RELEASE

Vibrant Emotional Health Joins MTV Entertainment for Mental Health Youth Action Forum

**Initiative aims to empower young people to use storytelling to address the mental health crisis,
driving them to take actions to help themselves and support others**

New York, NY (October 12, 2021) – More than 18 months into COVID-19 and amidst a mental health crisis, Vibrant Emotional Health today announced that it, along with 17 leading mental health nonprofits, will be part of MTV Entertainment Group’s first convening to empower young people to drive culture from awareness to action on mental health through storytelling and media. Senior officials from the Biden-Harris Administration, including from the Department of Health and Human Services, are expected to speak during the Forum in early 2022, which will culminate with a White House event.

"Sharing effective and diverse stories has the power to change the national conversation around mental health from one of shame and tragedy to one of hope and healing," said **Kimberly Williams, President and CEO of Vibrant Emotional Health**. "This forum gives young people space to use their voices and evoke change, support each other, and build more connected communities."

"The pandemic has taken a devastating toll on the mental health of young Americans, especially in communities where resources are thin. Though mental health gets discussed globally, we still have work to do to ensure everyone in America is heard and knows where to find help. This forum will help reach young people where they are, through the communication channels they already know," said **Health and Human Services Secretary Xavier Becerra**.

"America’s young people have faced an unprecedented amount of uncertainty and disruption during the last 18 months, and we need to ensure they have the support and help they need to move forward," said **Miriam E. Delphin-Rittmon, Ph. D., the HHS Assistant Secretary for Mental Health and Substance**

Use and the leader of SAMHSA. “We hope this forum will help bring their crucial voices to the nationwide mental health conversation.”

“As the rise of mental health issues have created a second pandemic, especially among young people, MTV Entertainment convened a coalition of entertainment leaders and mental health experts to harness the power of storytelling with the goal of ending the stigma surrounding mental health.” said **Chris McCarthy, President and CEO, MTV Entertainment Group.** “In coordination with the Biden/Harris administration and an impressive coalition of leading mental health nonprofits, we are going a step further and empowering young people to use storytelling to share their powerful voices and diverse experiences through media to help themselves and support others.”

Over the past two decades, mental health struggles have risen across the United States, especially among youth and young adults. However, we know that every day, people are finding support and achieving emotional wellbeing with dignity and respect. Sharing stories about mental health and the ways we have experienced and overcome crisis has the power to destigmatize help-seeking and model positive coping skills. The Youth Action Forum is in keeping with other resources and tools Vibrant has created to support and encourage mental health storytellers and creators, including the [Safe Space](#) for people seeking supportive tools online, the [Storytelling for Suicide Prevention Checklist](#), the [Guidelines for App Creators](#), and [Support for Digital Communities Toolkit](#). Vibrant Emotional Health is proud to join with MTV Entertainment Group to engage young people from across the United States to employ their creative expertise and direct knowledge of their peers to help build a society in which emotional wellbeing can be a reality for everyone.

Other nonprofit partners include:

The AAKOMA Project	National Queer and Trans Therapists of Color Network
Active Minds	Poderistas
Asian Mental Health Collective	Student Veterans of America
Boris Lawrence Henson Foundation	Trans Lifeline
Born This Way Foundation	The Trevor Project
Bring Change to Mind	The Upswing Fund for Adolescent Mental Health
The Jed Foundation	We R Native
Mental Wealth Alliance	
NAMI (National Alliance on Mental Illness)	

Following a two-day forum in Washington, D.C., participants will be invited to present their ideas at a White House event to a diverse audience of media and technology professionals, government officials, and nonprofit executives to help inform future creative public health campaigns related to mental health.

If you know someone who may be interested in participating in this event, MTV Entertainment is accepting applications [here](#) through **November 15, 2021.**

About Vibrant Emotional Health

Vibrant Emotional Health is a non-profit organization that helps individuals and families achieve emotional wellbeing. For over 50 years, our groundbreaking solutions have delivered high quality services and support, when, where and how people need it. We offer confidential emotional support through our state-of-the-art contact center and crisis hotline services that use leading edge telephone, text and web-based technologies and include the National Suicide Prevention Lifeline, Disaster Distress Helpline, NFL Life Line and NYC Well. Through our community wellness programs individuals and families obtain supports and skills they need to thrive. Our advocacy and education initiatives promote mental wellbeing as a social responsibility. Each year we help more than 2.5 million people live healthier and more vibrant lives. We're advancing access, dignity and respect for all and revolutionizing the system for good. Visit vibrant.org. And follow Vibrant on [Twitter](#), [Facebook](#) and [Instagram](#).

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