

## SAMPLE RADIO PSA SCRIPTS



### ENGLISH

#### :15 RADIO PSA

Being a mom is tough – but so are you. If you are using alcohol or other drugs to cope with stress, you are not alone. Support is available so you can be the strongest mom possible. Visit [www.toughasamother.org](http://www.toughasamother.org); call (844) 493-TALK (8255); or text TALK to 8255.

#### :30 RADIO PSA

Being a mom is tough – but so are you. If you are using alcohol or other drugs to cope with stress, you are not alone. It's ok to admit you're struggling. Reaching out for support does not mean you will lose your children. If you are getting treatment, you are working to make a better life for you and your family. Get connected to more information and treatment provider locations near you: visit [www.toughasamother.org](http://www.toughasamother.org); call (844) 493-TALK (8255); or text TALK to 8255. Support is available so you can be the strongest mom possible.

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### SPANISH

#### :15 RADIO PSA

Ser madre es algo fuerte, pero tú también lo eres. Si usas alcohol u otras drogas para combatir el estrés, no estás sola. Tenemos asistencia disponible para que puedas ser la madre más fuerte posible. Visita [www.toughasamother.org](http://www.toughasamother.org); llama (844) 493-TALK (8255); envía TALK al 38255.

#### :30 RADIO PSA

Ser madre es algo fuerte, pero tú también lo eres. Si usas alcohol u otras drogas para combatir el estrés, no estás sola. Está bien admitir que estás viviendo un momento difícil. Pedir asistencia no significa que vas a perder a tus hijos. Al seguir un tratamiento, crearás una vida mejor para ti y tu familia. Obtén más información y la ubicación de los proveedores de tratamiento en tu área: visita [www.toughasamother.org](http://www.toughasamother.org), llama al (844) 493-TALK (8255) o envía TALK al 8255. Tenemos asistencia disponible para que puedas ser la madre más fuerte posible.

#### Notes for Talent/ Recording Session:

1. [www.toughasamother.org](http://www.toughasamother.org): triple doble ve toughasamother punto org
2. Telephone numbers: Pronounce each number separately.
3. Second instance of "TALK" (envía TALK): Pronounce "TALK" in English and then clarify by pronouncing each letter separately in Spanish – i.e. "... o envía TALK (te-a-ele-ka) al 8-2-5-5."

Questions about the Tough as a Mother campaign? Please contact:

Signal Behavioral Health Network • [outreach@signalbhn.org](mailto:outreach@signalbhn.org)

Tough as a Mother is a statewide initiative of: Signal Behavioral Health Network, AspenPointe, Mental Health Partners and West Slope Casa



**COLORADO**  
Office of Behavioral Health  
Department of Human Services