

## “Rock Climbing” :30 TV Recovery PSA

**(:01)**

**Video:** The face of a mountain with two climbers on the ground gazing up towards the summit. Two ropes with belays hanging from the side of a mountain.

**Audio:** “Your path to recovery isn’t like mine.”

**(:04)**

**Video:** Belay locking. One person is climbing with great effort. Expression is determined. Rope sliding.

**Audio:** “You have your own struggles with mental health issues ...”.

**(:08)**

**Video:** Two people scaling the side of a mountain. We see from a side angle, their faces, their hands reaching for a hold on the rock. The camera moves laterally to illustrate that their path may not always be straight up.

**Audio:** “... your own challenges with substance use disorders.”

**(:12)**

**Video:** Each is taking a different path to the top. One is slightly ahead of the other, but we focus on their faces and hands as they scale the rock. Hands on rock, feet on rock.

**Audio:** “You also have your own abilities and strengths.”

**(:15)**

**Video:** The first climber reaches the top, leaning down and extending their hand to the second climber.

**Audio:** “But when you need a hand...”

**(:18)**

**Video:** Shot widens to reveal one climber pulling the other to the top of the mountain.

**Audio:** “...reach out until you find one.”

**(:19)**

**Video:** As we pull back wider, we see that the two climbers are outfitted in occupational attire (one in a military uniform, the other in a business suit). This is where we first reveal occupational attire.

**(:20)**

**Video:** As each person reaches the top they all extend a hand to help the people below them. We see four climbers at the top, each of differing ages and ethnicities, and each wearing varying occupational attire. An African-American 30s-aged woman in a military uniform, a 50s-aged Asian male in a business suit, a Caucasian male in his 20’s in a mechanic’s outfit and a Hispanic 40s-aged woman in a healthcare uniform.

Phone Graphic (1-800-662-HELP, or 4357).

**Audio:** “For information on mental and substance use disorders, including prevention and treatment referral, call 1-800-662-HELP.”

**(:25)**

**Video:** Logo Graphic.

**Audio:** "Brought to you by the U.S. Department of Health & Human Services."