

Congressman Childers Praises VA's New Suicide Awareness Campaign

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Washington, DC - Today, the U.S. Department of Veterans Affairs (VA) launched a new public awareness campaign designed to reach veterans at risk for suicide and let them know where to find help, announced Congressman Travis Childers (D-MS). The campaign begins with a three-month pilot program which will include a television public service announcement featuring "Forrest Gump" co-star Gary Sinise.

"I am extremely pleased about the VA's new campaign," said Congressman Childers. "The men and women who serve to protect our nation deserve the best care we can give them, and raising public awareness will save lives."

The VA recently announced the new campaign at a hearing held by the House Committee on Veterans' Affairs Subcommittee on Oversight and Investigations.

The VA's three-month Washington-based pilot program will consist of more than 300 ads on D.C. Metro trains, as well as ads on D.C. Metro buses. The pilot program will also feature twelve ads in D.C. Metro stations and a television public service announcement. The ads will feature a silhouette of a soldier kneeling in front of an American Flag that reads, "It takes the courage and strength of a warrior to ask for help. If you're in an emotional crisis call 1-800-273-TALK." [Source: July 14, 2008 CBS News]

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