

Connecticut Urgent Crisis Centers Awareness Campaign

September 2, 2026



Our Objectives

- 1 Build Awareness**
Reach parents before a crisis occurs
- 2 Build Trust**
Position UCCs as the right resource for children and teens
- 3 Drive Traffic**
Send parents to UCChelp.com

Our Audience

- Parents of children ages 5–18
- Within ~1 hour of Hartford, Waterbury, or New London

Secondary Audience: Referrers

- Medical providers, Behavioral health, School staff, Law enforcement

**63% of parents have
never heard of the
UCCs**

Awareness is the primary barrier.
Parents are not resistant to
UCCs. When they learn what
UCCs are and who staffs them,
receptivity is high.



Source: Daydream Communications Phase 1 Research, 2026

Our Approach: Digital First

Depth over breadth.
Targeted over mass
reach.

Social Media

80%

of parents 30–49 use
Facebook

Pew Research,
2025

Search

74%

of Hispanic adults use
search engines for
information

Pew Research,
2024

Online Community

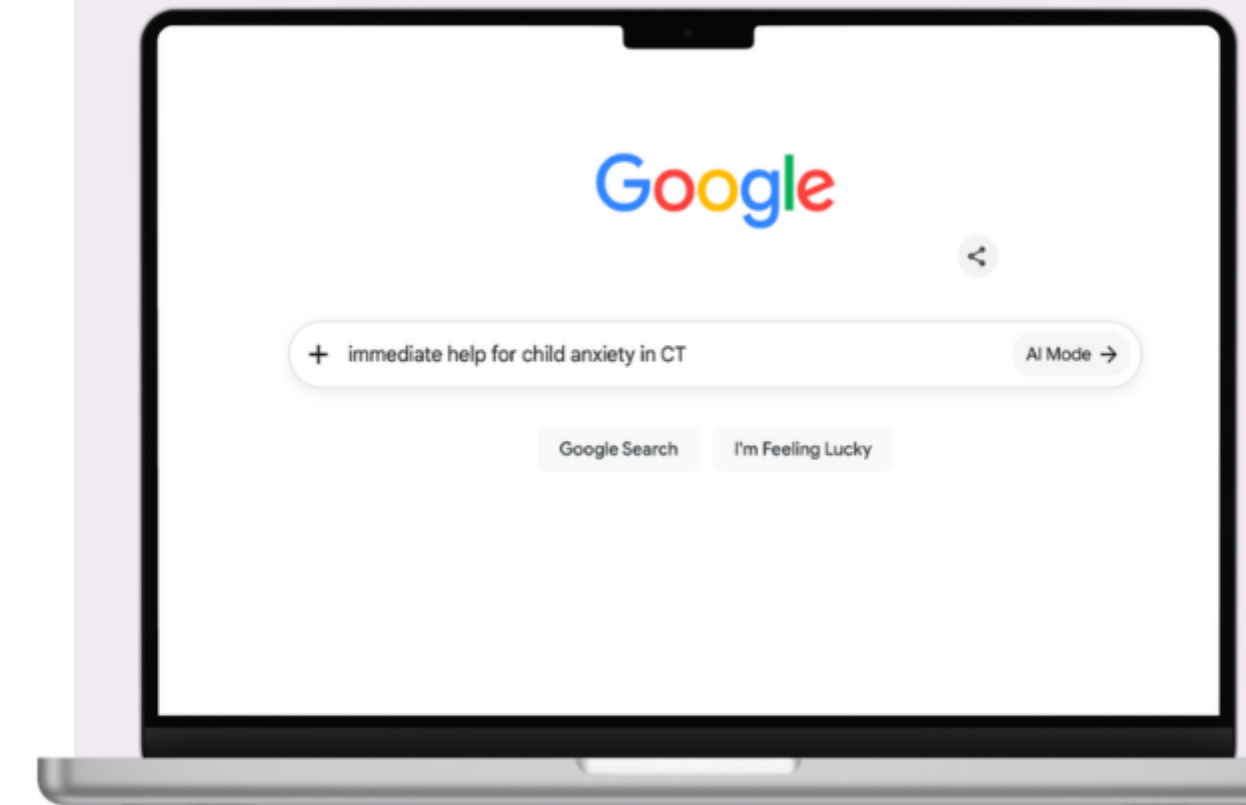
42%

of mothers visit online
parenting communities
monthly

Pew Research,
2025

Complimented by Outdoor and Organic Reach

Out-of-home (OOH) placements in UCC areas extend the campaign into physical spaces digital cannot reach — reinforcing messaging where parents live, work, and travel. Organic social content and referrer materials extend the reach through existing community channels at no media cost.



Our Creative Approach

- Warm, authentic photography featuring real moments and diverse Connecticut families.
- Natural light. Candid not posed.
- Settings that feel approachable rather than clinical or institutional.

To capture this, we did a photo and video shoot at CFA with staff and actors.



All creative is built
from one
positioning
statement.

Specialized,
compassionate care.

Creative Executions

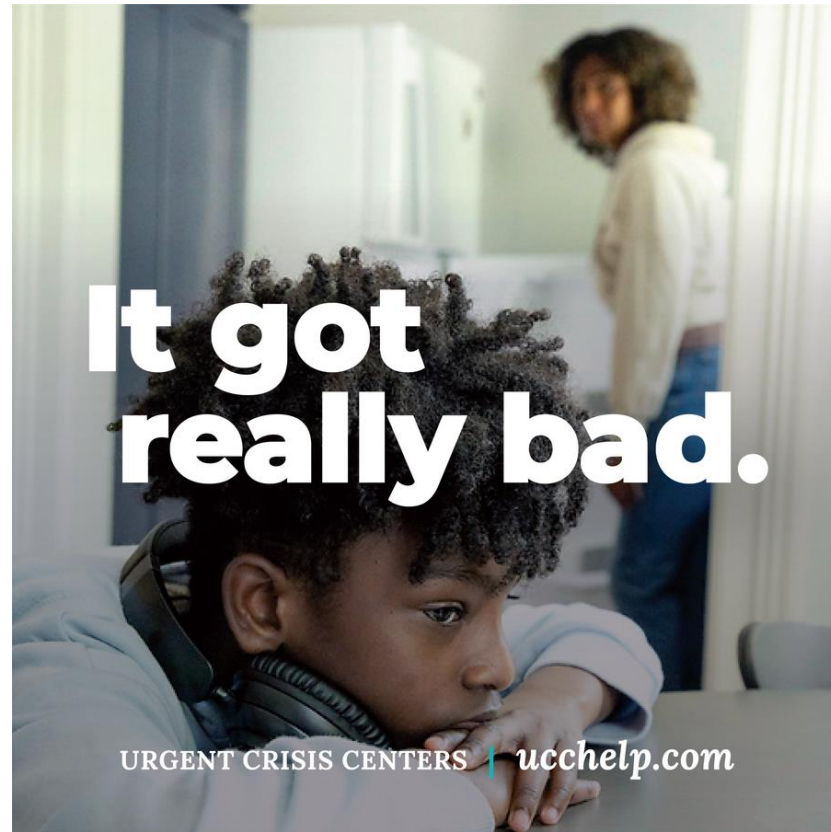
Social, Video & Outdoor





**My son
has been
depressed.**

URGENT CRISIS CENTERS | ucchelp.com



**It got
really bad.**

URGENT CRISIS CENTERS | ucchelp.com



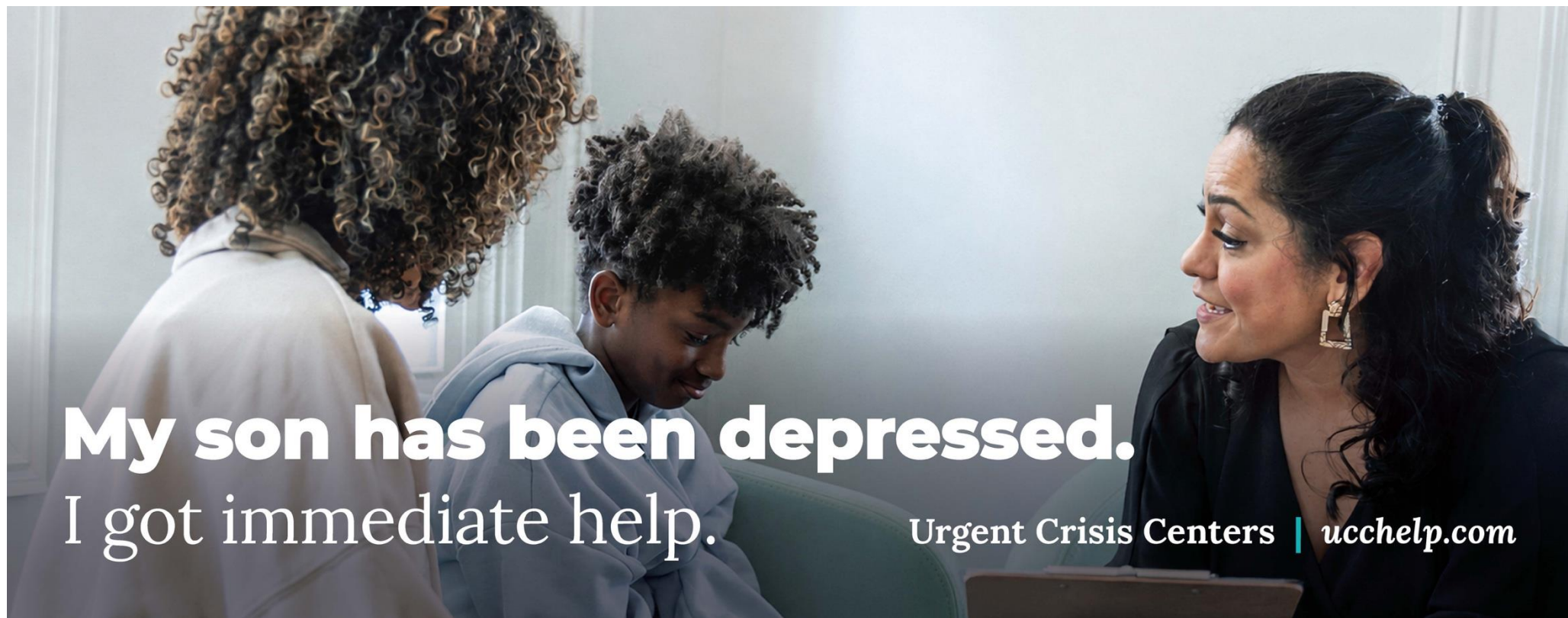
**I got
immediate
help.**

URGENT CRISIS CENTERS | ucchelp.com



**Specialized,
Compassionate
Care.**

URGENT CRISIS CENTERS
ucchelp.com



**My son has been depressed.
I got immediate help.**

Urgent Crisis Centers | ucchelp.com



**My son needed
immediate help
for anxiety.**

Specialized. Compassionate.
Urgent Crisis Centers | ucchelp.com



Mi hija cayó en una espiral de depresión.

URGENT CRISIS CENTERS | ucchelp.com



Necesitábamos ayuda urgente.

URGENT CRISIS CENTERS | ucchelp.com



La recibimos.

URGENT CRISIS CENTERS | ucchelp.com



Atención especializada y compasiva.

URGENT CRISIS CENTERS
ucchelp.com



Mi hija cayó en una espiral de depresión.
Encontré ayuda inmediata para ella.

Urgent Crisis Centers | ucchelp.com



Mi hija cayó en una espiral de depresión.
Encontré ayuda inmediata para ella.

Specialized. Compassionate.
Urgent Crisis Centers | ucchelp.com

Animated Social Ads in English



**My daughter spiraled
with de**
I got her immediate help.

Specialized. Compassionate.
Urgent Crisis Centers | ucchelp.com



**My son needed
immediate help
for anx**

Specialized. Compassionate.
Urgent Crisis Centers | ucchelp.com

Animated Social Ads in Spanish



**Mi hija cayó
en una espiral
de an**

Encontré ayuda inmediata para ella.

Especializados. Compasivos.
Urgent Crisis Centers | ucchelp.com



**Mi hijo necesitaba
ayuda inmediata
para la d**

Especializados. Compasivos.
Urgent Crisis Centers | ucchelp.com

Ad Previews

 urgentcrisiscenters
Ad

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1 2 3 4

1 2 3 4

urgentcrisiscenters Crisis help for youth - not the ER
If your child's mental health hits a breaking point... [more](#)

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1 2 3 4

1 2 3 4

urgentcrisiscenters Mental health crisis – help for youth
When your child is in crisis, you need someone... [more](#)

 Urgent Crisis Centers
Sponsored (demo) · 

[...](#) [X](#)

Cuando tu hijo está atravesando una crisis, necesitas a alguien que comprenda la situación. En los Urgent Crisis Centers, profesionales capacitados en salud conductual ... [See more](#)

[See translation](#)

URGENT CRISIS CENTERS | [ucchelp.com](#)

[Ayuda en crisis de salud mental](#) [Learn more](#)

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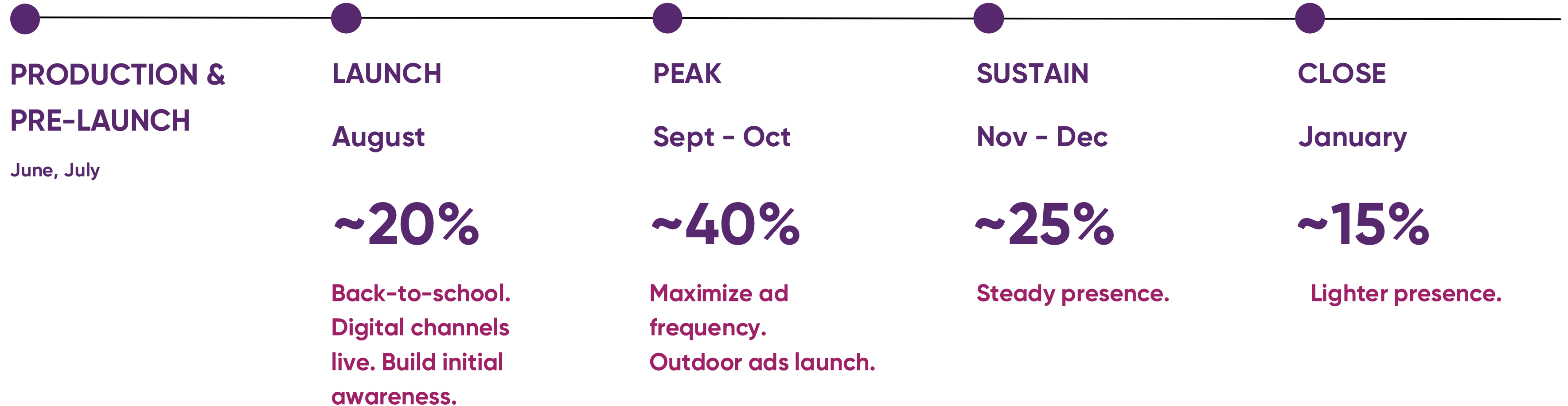
English Video



Spanish Video



The Timeline



Percentages of media buy

Thank You!

