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FOR IMMEDIATE RELEASE

Online Survey Seeks to Understand Anxiety Among Local College-age Youth

The Ad Council of Rochester and the Mental Health Association of Rochester (MHA) have just launched an online survey to assist in understanding anxiety among youth 18-24 years. The survey seeks to find out how aware young people are about anxiety and to learn about when this age group thinks it becomes necessary to seek help for anxiety issues. It also attempts to understand the stigma around having an anxiety (or mental health) issue and how that might influence a young person's decision in reaching out for help. The survey is available online on the home page of the Mental Health Association website at www.mharochester.org. All responses are confidential.

"People experience severe anxiety more often than is realized," according to Pat Woods, President of the Mental Health Association of Rochester. Based on data from the National Institute of Mental Health, about 1 in 4 adults, ages 18 and older, suffer from a diagnosable mental disorder in a given year and 75% of all people with an anxiety disorder will experience symptoms before the age of 22. "But even more importantly," she goes on to say, "is that the public needs to know that anxiety is treatable and individuals can go on to lead healthy, happy, and productive lives. Getting treatment early is the key and doing so can prevent the onset of depression and other secondary symptoms like, insomnia and suicidal ideation."

"We're really interested in understanding perceptions around anxiety and mental health among the college-age segment so we (the Ad Council) can assist the MHA to be better able to meet those needs," says Susan Gilchrist, Director of Social Marketing at the Ad Council of Rochester, "and this survey will assist us in finding more effective ways to communicate with this age group by ensuring we're addressing their needs as they've defined them and overcoming barriers from their point of view. The last thing we want to do is assume we know what they're thinking and feeling."

The Ad Council of Rochester makes our community stronger by bringing voice to diverse public issues and needs. A nonprofit collaborative of local businesses and volunteers, The Ad Council provides a wide range of marketing and communications programs for the nonprofit community. The only organization of its kind in the United States, the Ad Council was founded in 1950 and currently serves more than 800 nonprofits annually.

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