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| --- | --- |
| **Date** | 5/31/2023 |
| **Client Name** | YLI |
| **Job Name** | CMH FY23 Creative Development — Paid Social |
| **Job Number** | 287-8429 |
| **Team** | LRL |

**Option 1 — Leave me alone!**

**A picture containing handwriting, text, indoor

Description automatically generated**

**Version 1A**

Primary copy:

Is your child is struggling with mental health? Your Life Iowa opens doors to the best treatment options for your family.

Headline:

GET HELP FOR YOUR CHILD.

Description:

Find mental health support.

CTA:  
Learn More

**Version 1B**

Primary copy:

If you see signs your child is struggling, it’s best to get help early.

Headline:

MENTAL HEALTH SUPPORT.

Description:  
Help your child get well.

CTA:  
Learn More

**Option 2 — I need your help.**

**A hand holding a card

Description automatically generated with low confidence**

**Version 2A**

Primary copy:

Troubling behavior could mean your kid is dealing with mental health issues. Help them find the answers they’re looking for.

Headline:

GET MENTAL HEALTH ANSWERS.

Description:

Free help for your child.

CTA:

Learn More

**Version 2B**

Primary copy:

Childhood mental health problems are tough. We’ll give you a hand with game-changing resources to help your kid.

Headline:

We’re here to help.

Description:

Find mental health support.

CTA:  
Learn More