

# “I’m fine.”

Everyone says it.  
Not everyone *means* it.

## About the Campaign

The “I’m Fine” PSA was developed in the wake of the May 6, 2023 Allen Premium Outlets shooting, as community members and caregivers struggled to process trauma while continuing to support others. The campaign addresses the emotional disconnect behind the phrase “I’m fine” and encourages early, honest conversations about mental health.

While the campaign does not engage in policy advocacy, it is grounded in the very real impacts of community violence. It provides schools, workplaces, and service providers with practical tools to respond with empathy and connection.

Support, resources, and the full campaign toolkit are available at [centerforhealingtx.org/imfine](https://centerforhealingtx.org/imfine).

### Universal Messages (for all audiences):

- Saying “I’m fine” is not always a sign of wellness
- Mental health conversations should be normalized in everyday settings
- You do not have to struggle silently or carry it all alone
- Local resources are available, accessible, and confidential

### Messages for Students & Schools:

- Many young people feel pressure to minimize or hide their mental health struggles
- Teachers and counselors are critical allies in creating safe spaces for real conversations
- Peer support and trusted adults matter

### Messages for Employers & Staff:

- Emotional fatigue is common among frontline and public-facing professionals
- Creating space for honest check-ins can reduce burnout and improve retention
- Organizational wellness starts with everyday culture, not just crisis response

### Messages for Community & Faith Leaders:

- Destigmatizing mental health begins with visibility and trust
- Support does not always require clinical expertise — it starts with listening
- Campaign tools can help strengthen your community outreach and engagement

If your organization would like to be recognized as an official “I’m Fine” campaign partner or share how you’re using the materials, please contact us at [MediaComms@LifePathSystems.org](mailto:MediaComms@LifePathSystems.org)