

“I’m fine.”

Everyone says it.
Not everyone *means* it.

“I’m Fine” PSA Discussion Guide

Use this guide to facilitate safe, honest, and action-oriented conversations following a screening of the campaign video.

Campaign Home: centerforhealingtx.org/imfine

Purpose of This Guide

The “I’m Fine” campaign was created to disrupt the stigma surrounding emotional suppression. This guide supports educators, facilitators, team leads, and community partners in hosting meaningful discussions that promote mental health literacy, early intervention, and help-seeking behavior.

Discussions may occur in classrooms, team meetings, peer support groups, faith gatherings, or community wellness events. This guide aligns with SAMHSA’s trauma-informed approach, prioritizing safety, trustworthiness, peer support, collaboration, and cultural responsiveness.

Suggested Facilitators for Different Audiences

- **Schools:** Licensed school counselors, social workers, or trained staff with MHFA certification
- **Workplaces:** HR leads, EAP counselors, or wellness coordinators
- **Faith-Based Groups:** Clergy trained in trauma-informed pastoral care
- **Nonprofits:** Program staff familiar with SAMHSA guidelines or peer-led circles

Before You Begin

- **Create a safe environment:** Let participants know this is a judgment-free space. Use clear group agreements: confidentiality, respect, optional participation.
- **Offer resources up front:** Share contact information for your local crisis line, employee assistance program, or school counselor. Reinforce that professional support is available through the Center for Healing.
- **Be mindful of triggers:** Acknowledge that discussions around mental health, trauma, or emotional strain may surface difficult feelings. Encourage sharing of thoughts and feelings without detailed personal stories of trauma. Have a plan for individual follow-up if needed.

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Opening Prompt

Ask participants to reflect silently or respond aloud:

“Have you ever said ‘I’m fine’ when you weren’t? What made it easier—or harder—to be honest?”

Group Discussion Questions

Choose 3–5 questions that fit your setting and audience:

- Why do you think people say “I’m fine” when they are not?
- What does emotional masking look like in your community or workplace?
- How do you personally recognize when someone else might be struggling?
- What keeps people from speaking up early—before things reach a breaking point?
- What would a truly “safe to say something” environment look like here?
- How can you show support without pressuring someone to share more than they’re ready to
- What services, supports, or rituals have helped you (or someone you know) feel more grounded?

Sample Reflection Activity (Optional, 10–15 minutes)

Prompt: Write down or share one alternative to saying “I’m fine.”

Examples:

- “I’m managing, but it’s been a rough week.”
- “I could use some support, but I’m not sure where to start.”
- “I don’t want to talk about it now, but thanks for asking.”

Then ask: “How might it shift things if we modeled more honest responses like these?”

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Center for Healing: Support Services

The Center for Healing offers a full spectrum of trauma-informed care including:

- Individual and group counseling
- Psychological First Aid (PFA)
- Mental Health First Aid training
- EMDR (Eye Movement Desensitization and Reprocessing)
- Equine-assisted therapy
- Sound bath and somatic therapies
- Crisis response and walk-in assessments
- Support for frontline professionals, youth, and caregivers

To make a referral or schedule a session, visit: centerforhealingtx.org/imfine or call 469-963-3561

If Someone Needs Immediate Help

- **LifePath Systems Crisis Hotline (24/7):** 1-877-422-5939
- **National Alliance on Mental Illness (NAMI):** 1-800-950-NAMI
- **Text HOME to 741741** for free, confidential crisis support

Additional Notes

- A printable version of this guide is available in the I’m Fine Campaign Toolkit
- Materials are suitable for use with both youth (middle school and up) and adults
- For training requests, custom workshops, or to bring the campaign to your organization, please contact: MediaComms@LifePathSystems.org