

“I’m fine.”

Everyone says it.
Not everyone *means* it.

“I’m Fine” PSA Social Media Caption Bank

Support, resources, and the full campaign toolkit are available at centerforhealingtx.org/imfine.

“I’m Fine.” Everyone says it. Not everyone means it.
You don’t have to pretend you’re okay.
centerforhealingtx.org/imfine

How often do you check on your “strong” friend?
The coworker who never complains.
The parent who keeps it together.
The teen who’s always “fine.”

Let’s change the culture of silence.
Watch the PSA and start the conversation.
centerforhealingtx.org/imfine

Let’s make it easier to say the hard thing.
→ Watch the “I’m Fine” PSA
→ Share it with your team, classroom, or family
→ Refer someone to the Center for Healing

We shouldn’t have to wait until a crisis to have conversations about mental health.
centerforhealingtx.org/imfine

Students are under pressure to act fine — even when they’re not.
Let’s give them a better script.
Our discussion guide and school resources are free to use. centerforhealingtx.org/imfine

As healthcare providers, we see the cost of silence every day.
Sometimes the helpers need help, too.
centerforhealingtx.org/imfine

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Mental health affects your team whether they say so or not.

Sharing the “I’m Fine” PSA helps open the door to honest, stigma-free conversations at work.

Free toolkit now available for HR teams, managers, and supervisors.

centerforhealingtx.org/imfine

Soft and Supportive Taglines:

- “You don’t have to be fine.”
 - “It’s okay to say you’re struggling.”
 - “We’ll meet you where you are.”
 - “You’re allowed to feel this.”
 - “You don’t have to carry it alone.”
 - “This is a place where it’s safe to be honest.”
 - “When you’re ready, we’re ready.”
 - “Whatever you’re holding, you don’t have to hold it alone.”
 - “Healing starts with being seen.”
 - “Support is here. So are we.”
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Sharing Your Story:

- “I thought I had to hold it all together. I don’t.”
 - “I said I was fine. I wasn’t. And that’s okay.”
 - “The most powerful words I ever said were, ‘Actually, I’m not okay.’”
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Call-In Messaging (for personal conversations):

- “Let’s make room for real answers.”
- “Let’s ask better questions, and wait for the real answer.”
- “Let’s be the kind of place where ‘I’m fine’ isn’t the only option.”
- “Together, we can make honesty feel safe again.”