



## **Youth agency launches campaign to raise awareness of 24-hour crisis line**

**March 16, 2010 – Ottawa** – The Youth Services Bureau of Ottawa (YSB) is launching a campaign to raise awareness of its award-winning 24/7 Crisis Line for youth and families. The crisis line receives thousands of calls each year but too many young people who could benefit from the service do not know about it.

The 24/7 Crisis Line is unique in the Ottawa region. It is staffed by professional youth workers and is backed up by a mobile team ready go anywhere help is needed. The service also follows up with young people in crisis after their call.

The two-month campaign includes ads placed both inside and outside OC Transpo buses throughout the city and online ads to reach youth aged 13 to 18. The campaign is supported by Pattison Outdoor Advertising and marketing communications agency BanfieldSeguin Ltd.

Many youth in the Ottawa area are in need of help but are not sure where to turn. Young people face difficulties such as depression, thoughts of suicide, inability to cope, feeling alone, bullying and family conflict.

“This 24-hour crisis line makes a real difference for countless youth,” said YSB Executive Director Alex Munter. “We’re launching this campaign to let the many youth and families who could benefit from this service know that we’re here to lend a hand.”

The 24/7 Crisis Line operates throughout Eastern Ontario thanks to a partnership among nine youth- and child-serving agencies.

In addition to immediate intervention, the crisis line is able to refer young people to programs that can help them in the long term: from individual to family counseling, from emergency housing to mental health services. Whatever is needed, the crisis line can provide guidance.

YSB is one of the most comprehensive non-profit youth-serving agencies in Ottawa. Every month, YSB serves between 2,500 and 3,000 youth and families in the areas of housing, mental health, community services, youth employment, and youth justice.