



To: Alabama Radio and TV Stations
Fr: Sharon Tinsley, President
Re: **2023 VitAL PEP campaign: Alabama Connect app**
Dt: Feb 10, 2023

Please help us support the great work happening at VitAL, a trusted partnership between Alabama state agencies and the University of Alabama School of Social Work. It is a research, implementation, training and education initiative that aims to improve the lives of Alabamians with mental health, substance use, and trauma-related challenges. The VitAL team works with community and organizational stakeholders across all of Alabama's 67 counties.

The new spot is about the "Alabama Connect" app that helps people find resources for substance use, mental health and other issues.

The ISCI codes associated with these new VitAL spots are in the box below. If you have any questions, please contact Tina Kunze at the ABA office at tkunze@al-ba.com or 800-211-5189.

Thank you for airing and reporting PEP spots!!!

<p style="text-align: center;">VitAL</p> <p style="text-align: center;">Radio ISCI: VTAL TV ISCI:VTAL</p> <p style="text-align: center;">There is one :30 spot for radio and one :30 for TV.</p> <p style="text-align: center;">Start Date: Feb 10, 2023</p> <p style="text-align: center;">Kill Date: May 10, 2023</p>
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