

EMBARGOED UNTIL April 28, 2011 at 6:00PM EST



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**Blue Star Families Launches Suicide Prevention PSA to Support Military Families**

Blue Star Families and The Creative Coalition, in partnership with the Tragedy Assistance Program for Survivors (TAPS) and Health Net, Inc., are joining forces to raise awareness and educate military families, veterans and service members about crisis and suicide prevention.

Senior military officials, leaders in government and business, and members of the entertainment community joined military family representatives on Thursday for the launch of a new suicide prevention PSA campaign aimed at military families and veterans. The new spots, with the theme “I don't know what it's like...,” premiered at a reception at the American Red Cross Great Hall of Service in Washington, D.C.

The Suicide Prevention campaign began when Blue Star Families member and military spouse Alison Buckholtz wrote an opinion piece for the LA Times asking “Where is the 'It Gets Better' suicide awareness campaign for our military?”

Mark D. Smith, an Army veteran and the executive director for Blue Star Families, acknowledged the need for help, “The suicide rate among our soldiers and their families is at a record high. As Americans, we have an obligation and responsibility to take care of the men and women who volunteer to sacrifice for our country. We hope this public service campaign will help military families realize they have somewhere to turn for confidential help.”

Kathy Roth-Douquet, military spouse and co-founder of Blue Star Families, noted, “Our military service members and their families are resilient and strong, but we want them to know that they don't need to needlessly suffer through depression and anxiety. Asking for help when you need it is a sign of strength, not weakness.”

“Suicide is a community issue, not just a military issue. This public service announcement sends an important message – which is that the American people care about our service members and want for those in trouble to get help,” said Bonnie Carroll, founder and president of TAPS, who recently served as the co-chair of the Department of Defense Task Force on Prevention of Suicide by Members of the Armed Forces.

“Health Net believes we have an obligation to those who voluntarily serve our nation to show them that help is out there and it's OK to get help. We say to all our service members and veterans, ‘You are not alone. Your family and your nation need you,’” added Steve Tough, president of Health Net’s Government and Specialty division, which includes Health Net Federal Services.

Actors from The Creative Coalition performed live readings from vignettes of military family life highlighting emotions ranging from the joy of homecoming to the frustration of reintegration and recovery at the event. Also speaking at the reception were Vice Chief of Staff of the U.S. Army. General Peter W. Chiarelli, Robin Bronk from The Creative Coalition, Kathy Roth-Douquet of Blue Star Families, Mrs. Patty Shinseki from U.S. Department of Veteran Affairs and Jerry DeFrancisco the President of Humanitarian Services for the American Red Cross.

The new public service announcements are directed by actor Tim Daly and feature celebrities reminding service members and their families that they are not alone, and that help is available. For more information and to watch the PSAs, visit [www.bluestarfam.org/preventsuicide](http://www.bluestarfam.org/preventsuicide).

### **The Creative Coalition Host Committee:**

Actor and President of The Creative Coalition **Tim Daly** ("Private Practice"); **David Arquette** (Scream, Never Been Kissed); Emmy Award-winner **Patricia Arquette** ("Medium," Holes); **Jason Biggs** (American Pie, "Mad Love," My Best Friends Girl, Over Her Dead Body); **Eliza Dushku** ("Dollhouse," "Tru Calling," "Buffy the Vampire Slayer"); **Omar Epps** ("House," Alfie, Against the Ropes, Love & Basketball); NBA All Star and Champion **Rick Fox** (Los Angeles Lakers); **Simon Helberg** ("The Big Bang Theory"); **Cheryl Hines** ("Curb Your Enthusiasm," The Ugly Truth, Waitress, RV); **Angus T. Jones** ("Two and a Half Men," Bringing Down the House, The Rookie); Emmy Award-winner **Kathryn Joosten** ("Desperate Housewives," Wedding Crashers); Academy Award-winner **Melissa Leo** (The Fighter, "Treme"); **Jack McBrayer** ("30 Rock"); **Alyssa Milano** ("Charmed," "My Name Is Earl"); **Mark Salling** ("Glee"); **Marlon Wayans** (White Chicks, Requiem for a Dream, Norbit, Scary Movie); and **Ariel Winter** ("Modern Family").

### **Honorary Congressional Host Committee:**

Senator Barbara Boxer; Senator Benjamin L. Cardin; Senator Robert P. Casey, Jr.; Senator Saxby Chambliss; Senator Mike Crapo; Senator Mike Enzi; Senator Kirsten Gillibrand; Senator Chuck Grassley; Senator Kay Hagan; Senator Tim Johnson; Senator John F. Kerry; Senator Joe Manchin; Senator Jeff Merkley; Senator Lisa Murkowski; Senator Marco Rubio; Senator Bernard Sanders; Senator Olympia J. Snowe; Senator Jon Tester; Senator Mark Warner; Senator Jim Webb; Representative Sandy Adams; Representative Steve Austria; Representative Howard L. Berman; Representative Sanford Bishop, Jr.; Representative Mo Brooks; Representative Lois Capps; Representative André Carson; Representative Mike Coffman; Representative Steve Cohen; Representative John Conyers, Jr.; Representative Chip Cravaack; Representative Mike Doyle; Representative Sam Farr; Representative Chuck Fleischmann; Representative Virginia Foxx; Representative Barney Frank; Representative John Garamendi; Representative Gene Green; Representative Joe Heck; Representative Maurice D. Hinchey; Representative Rush D. Holt; Representative Mike Honda; Representative Bill Johnson; Representative Sam Johnson; Representative Tom Latham; Representative Steven C. LaTourette; Representative Dave Loebsack; Representative Nita M. Lowey; Representative Cathy McMorris Rodgers; Representative Mike Michaud; Representative James P. Moran; Representative Mick Mulvaney; Representative Ed Pastor; Representative Todd R. Platts; Representative Silvestre Reyes; Representative Lucille Roybal-Allard; Representative Loretta Sanchez; Representative Adam Schiff; Representative Allyson Y. Schwartz; Representative Pete Stark; Representative Scott Tipton; Representative Paul Tonko; Representative Debbie Wasserman Schultz; Representative Allen B. West

### About Blue Star Families

Blue Star Families (<http://www.bluestarfam.org>) is a national nonprofit organization of military families from all ranks and services, including guard and reserves. Blue Star Families mission is to support, connect and empower military families. In addition to morale and empowerment programs, Blue Star Families raises awareness of the challenges and strengths of military family life and works to make military life more sustainable. Membership includes military spouses, children and parents as well as service members, veterans and civilians.

### About Health Net

Health Net, Inc. (<http://www.hnfs.com>) is among the nation's largest publicly traded managed health care companies, and through its government operations division, Health Net has over 23 years experience of providing cost-effective, quality managed health care programs for active duty and retired service members, veterans, and their families. The company's health plans and government contracts subsidiaries provide health benefits to approximately 6.0 million individuals across the country through group, individual, Medicare, Medicaid and TRICARE and Veterans Affairs programs. Health Net's behavioral health subsidiary, MHN, provides mental health benefits to approximately 5.4 million individuals in all 50 states and abroad.

### About The Creative Coalition

The Creative Coalition ([www.TheCreativeCoalition.org](http://www.TheCreativeCoalition.org)) is the premiere nonprofit, nonpartisan social and public advocacy organization of the arts and entertainment community. Founded in 1989 by prominent members of the creative community, The Creative Coalition is dedicated to educating, mobilizing, and activating its members on issues of public importance, primarily public education, the First Amendment, and arts advocacy. Actor Tim Daly serves as the organization's President.

###



CONNECT. SUPPORT. EMPOWER.



## Blue Star Families

Strong families. They are the heart and soul of our military and our nation.

It goes without saying that these are stressful times. With two record-long wars being fought overseas, frequent deployments, a punishing Operation Tempo, and economic hardship at home, our military families face unprecedented challenges. In other words, our military families need us now more than ever.

*Blue Star Families*, is a nonprofit organization passionately dedicated to helping military families across America.

Our mission is simple: to support, empower and connect military families to each other, their communities and to people in power.

To do so, we work directly with the Department of Defense as well as senior members of our local, state and federal governments -- including the Senate, Congress and the White House -- to bring military families' most important issues to light.

We also work with other nonprofits and community advocates to develop and offer programs that help military families -- from kids' literacy and entertainment initiatives to programs that help communicate the public's often unexpressed appreciation for everything these families do every day.



Blue Star Families

Current Programs include:

### **Books on Bases**

Reading isn't just educational, it's also a powerful tool for growth and healing. Our *Books on Bases* program brings new books to base schools and libraries to promote literacy for military communities of all ages.

### **Operation Appreciation**

*Operation Appreciation* bridges the gap between civilian and military families, providing cards expressing thanks, care packages and community volunteers honoring those who serve.

### **Blue Star Museums**

Through a partnership with the National Endowment for the Arts, *Blue Star Museums* offers military families free access to museums around the country.

### **Military Family Research and Analysis**

BSF conducts surveys and research, providing timely analysis of military family issues to lawmakers, the DoD and civilian leaders.

### **Me and a Friend**

*Me & a Friend* provides military kids with tickets to entertainment and sports events and even access to celebrities.

With active duty, national guard and reserve military families facing the stress of so many years of war, your support is urgently needed. With your help, we can continue to offer programs that make military life more sustainable for the families of those in service – regardless of rank, branch or location.

To learn more, visit [www.BlueStarFam.org](http://www.BlueStarFam.org).



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22040-0322  
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## An 'It Gets Better' for the troops

*The military needs such a program to combat an increase in suicides.*

October 13, 2010 | By Alison Buckholtz

I've watched all of the "It Gets Better" videos that have crossed my desktop since the campaign began. In these affecting testimonials prompted by the increase in suicides of young gay men, celebrities and public figures speak out to reassure those bullied about their sexuality that the pressures do eventually ease. I sobbed listening to "Project Runway" star Tim Gunn describing his teenage suicide attempt, and I was moved to learn that senior White House advisor Valerie Jarrett mentioned each of the recent victims by name as she assured lesbian, gay, bisexual and transgender teens that their lives are precious. The response to this tragedy is heartening because the public outpouring of grief raises awareness and may save lives. But why hasn't there been the same level of concern for the epidemic of suicides among military service members?

It's pointless and petty to compare heartbreak. In the last few weeks, four young gay men have committed suicide, all in some way connected to fear, shame or isolation around the issue of their homosexuality. I'm horrified by this, and ashamed it could happen in America in 2010. I'm just as alarmed that during three days in late September, four soldiers at Ft. Hood Army base in Texas took their own lives. This is not an isolated incident. The New York Times reported Monday that 20 soldiers connected to Ft. Hood have committed suicide this year; the Army has confirmed 14 of those cases, and six are under investigation. The base's suicide rate is about four times the national average.

In fact, the Army's suicide rate overall exceeds that of the civilian population, with 160 active-duty suicide deaths in 2009 and 239 across the total Army, including the reserve component. Army suicide rates are now higher than the age- and sex-adjusted rate for the general public, according to the National Institutes of Mental Health.

Several service-specific programs exist to counter the increase in suicides, including a just-launched Army collaboration with NIMH to help the Army develop effective strategies for mitigating suicide risk. Installations with troubling records are also targeted individually. At Ft. Campbell, Ky., for example, where there were 11 confirmed soldier suicides from January to late May in 2009, leaders called a three-day "stand-down" — military-speak for "work stoppage" — to identify issues and resources.

But sirens sound outside the armed forces only infrequently. Secretary of Defense Robert M. Gates spoke bluntly about military suicides in a September speech at Duke University. He outlined the dangers of the cultural divide in our country, where our force of 2.4 million active and reserve duty volunteers represents less than 1% of the population, a new low. I don't know anyone, service member or civilian, who seriously advocates a return to the draft, and Gates doesn't either, but he connected the dots. The war becomes remote when only a few experience the pain and sacrifice of long and frequent deployments, and the high suicide rate could be one result of this disproportionate burden.

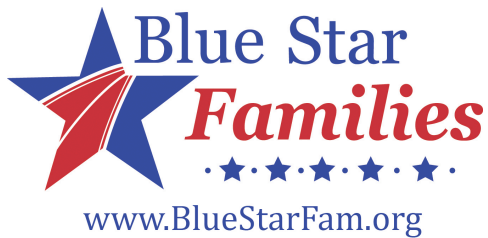
Regardless of the cause, predictions are bleak. Adm. Michael Mullen, chairman of the Joint Chiefs of Staff, cautioned in late September that the number of military suicides will probably increase as large numbers of troops return home after multiple deployments. His warning follows a Pentagon task force report that found the military's suicide-prevention efforts are inadequate and inefficient.

My husband is a naval officer, so Gates and Mullen are celebrities in my circle of military families, but to most, they're no Tim Gunn. A speech at a university and a Pentagon report don't have the reach or appeal of a YouTube channel hosting an "It Gets Better" suicide-prevention campaign, where individuals as well as public figures can upload their own stories. This is one area where the military should take its cue from social media. I propose that the Defense Department create an "It Gets Better"-type outreach program for service members, encouraging troops, officers and veterans to tell their own stories of depression and despair following a wartime tour of duty, and how they handled it.

There is already an awareness that fellow warriors' stories of distress may reach suicidal soldiers in a unique way. A new Army video features a service member who successfully spotted an at-risk colleague and prevented his suicide by removing an important mechanism in his rifle. The same program encourages soldiers who need mental healthcare to take advantage of available services. Gen. Peter Chiarelli, the Army vice chief of staff, told public health officers at Ft. Hood that he hopes the "seek help" message will encourage soldiers to overcome the longtime stigma of behavioral healthcare. But Chiarelli acknowledged that military culture has a long way to go before attitudes toward mental health shift. Indeed, speaking out about one's pain — psychic or physical — goes against an entrenched military culture of stoicism. Service members are supposed to suck it up without a word of complaint, lest they be labeled weak or suffer a career setback.

Stoicism and name-calling doesn't work. Nor do stand-downs and speeches. Individual Americans can help close the military-civilian divide by demonstrating the belief that suicides among service members demand our immediate attention as a society. Soldiers and sailors need reassurance that it gets better for them too.

Alison Buckholtz is the author of "Standing By: The Making of an American Military Family in a Time of War."



Compiled by Blue Star Families  
Department of Research and Policy

## Suicide and the Military Community Fact Sheet

### Military Suicides – Background

- A 2011 RAND study showed that, in 2008, the Marine Corps had the highest suicide rate (19.5), the Army had the second highest rate (18.5), the Air Force had the third (12.1), and the Navy had the lowest rate (11.6).
- The suicide rate across the Department of Defense (DoD) rose from 10.3 in 2001 to 15.8 in 2008, representing about a 50% increase. Increases in Army suicides accounts for much of this increase.
- Comparing military suicide rates to civilian suicide rates is difficult because the populations are not easily comparable in terms of age, sex, and racial makeup. Additionally, the reporting procedures vary. However, RAND's 2011 study on suicide within the military showed that adjusted civilian suicide rates are consistently higher than the rate within the DoD though the gap is closing because of the stable increase in military suicides.
- In 2008, approximately one in ten active-component service members reported thoughts about killing themselves since joining the military. Many fewer will actually die by suicide, but this prevalence highlights the need to increase awareness and foster communication about suicide and suicide prevention in the military.
- For every death by suicide, at least five members of the armed forces are hospitalized for attempting suicide. According to The Navy Times, 2% of Army; 2.3% of Marines and 3% of Navy respondents to the military's own survey of 28,536 members from all branches reported they had attempted suicide at some point.
- One third of suicides in the military occur among those who have not deployed to a war zone. One third occur in a war zone. And one third occur after returning home from deployment to a war zone.

### What is being done to prevent suicide:

- Since 2002, the DoD has hosted a suicide-prevention conference. Beginning in 2009, the conference is jointly presented by the DoD and the Department of Veterans Affairs.
- In 2008, the services adopted a common surveillance system called DoDSER, which was developed by a workgroup consisting of representatives from each service.
- To prevent suicide, the military is actively engaging in a cultural shift – these changes will have impacts throughout the services and will take time to put in place. Talking about suicide is

something that is not easy. It is often taboo to talk about suicide in our culture. It will take a community of care – including the military, military families, and mental health providers – to make a difference on this issue.

- Everyone should be aware of the warning signs of suicide and know what to do if someone they know is in danger. The resources listed at the bottom of this info sheet provide warning signs and how to help someone suffering from suicidal thoughts.
- The Defense Center of Excellence for Psychological Health and Traumatic Brain Injury (DCoE) created the Real Warriors campaign in 2008 as a public education initiative aimed at reducing the stigma of seeking psychological care and treatment.
- Each branch has different strategies and themes in their prevention campaigns.
  - The Army's is based on the buddy system (“soldiers taking care of soldiers”) and an increase of focus on holistic views of mental health preparedness.
  - The Navy considers stress a key factor and promotes prevention readiness through training.
  - The Marine Corps uses a community approach and relies on gatekeeper programs.

**Active duty service members and their families can call 1-800-273-TALK (8255), the national suicide prevention lifeline to get help for their selves or someone they care about. This is available 24/7.**

**Additional context and resources utilized to help prepare this fact sheet:**

- Background info: <http://www.bluestarfam.org/blog/view/deborah-mullen-suicide>
- Blue Star Families member, Alison Buckholtz's article:  
<http://articles.latimes.com/2010/oct/13/opinion/la-oe-buckholtz-military-suicides-20101013>
- RAND's The War Within: Preventing Suicide in the US Military:  
<http://www.rand.org/pubs/monographs/MG953.html>
- Defense Centers of Excellence Resource Page/Suicide Prevention Resource:  
<http://www.dcoe.health.mil/ForNewsMedia.aspx#Info>
- USAA Education Foundation's Suicide Prevention PDF:  
[www.usaaedfoundation.org/pdf/581.pdf](http://www.usaaedfoundation.org/pdf/581.pdf)
- Tragedy Assistance Program for Survivors (T.A.P.S.): <http://www.taps.org>

## **Sponsors for this event**

### **About Health Net, Inc.**

Health Net, Inc. is a publicly traded managed care organization that delivers managed health care services through health plans and government-sponsored managed care plans. Its mission is to help people be healthy, secure and comfortable. The company provides health benefits to approximately 6.0 million individuals across the country through group, individual, Medicare (including the Medicare prescription drug benefit commonly referred to as “Part D”), Medicaid, Department of Defense, including TRICARE, and Veterans Affairs programs. Health Net’s behavioral health services subsidiary, Managed Health Network, Inc., provides behavioral health, substance abuse and employee assistance programs to approximately 5.4 million individuals, including Health Net’s own health plan members. The company’s subsidiaries also offer managed health care products related to prescription drugs, and offer managed health care product coordination for multi-region employers and administrative services for medical groups and self-funded benefits programs.

### **About Tragedy Assistance Program for Survivors (TAPS)**

TAPS provides Good Grief Camps for children, seminars for adults, peer-based emotional support, grief and trauma resources, case work assistance and a 24/7 resource and information helpline for all who have been affected by a death in the Armed Forces. TAPS services are provided free of charge through donations made by citizens, corporations and foundations. TAPS was founded in 1994 out of tragedy by bereaved military families and touched the lives of more than 30,000 people.

### **About Blue Shield of California Foundation**

Blue Shield of California Foundation is one of the state’s largest healthcare grantmaking organizations. The Foundation was formed by Blue Shield of California, a not-for-profit corporation with more than 3.4 million members, 4,800 employees, and 20 offices throughout California. Visit [www.blueshieldfoundation.org](http://www.blueshieldfoundation.org) for more information

### **About Express Scripts**

Express Scripts, Inc., one of the largest pharmacy benefit management companies in North America, is leading the way toward creating better health and value for patients through Consumerology(R), the advanced application of the behavioral sciences to healthcare. This approach is helping millions of members realize greater healthcare outcomes and lowering cost by assisting in influencing their behavior. Headquartered in St. Louis, Express Scripts provides integrated PBM services including network-pharmacy claims processing, home delivery services, specialty benefit management, benefit-design consultation, drug-utilization review, formulary management, and medical and drug data analysis services. The company also distributes a full range of biopharmaceutical products and provides extensive cost-management and patient-care services.

### **About Battlefield Telecommunications Systems (BTS)**

Battlefield Telecommunications Systems, LLC is a Columbia, Maryland-based, company that provides advanced, mobile telecommunications technology, software development and integration for the U.S. government and the private sector. Since the company’s formation in 2008, the BTS mission is to pioneer, refine and distribute unique technical solutions to state, federal, and commercial markets to achieve communications and information dominance. Through a combination of innovative technical products and integration, high-quality professionals, and first-rate delivery execution, BTS focuses on addressing customer’s immediate and critical operational needs.

### **About Elbit Systems, Ltd.**

Elbit Systems Ltd. is an international defense electronics company engaged in a wide range of programs throughout the world. The Company, which includes Elbit Systems and its subsidiaries, operates in the areas of aerospace, land and naval systems, command, control, communications, computers, intelligence surveillance and reconnaissance (“C4ISR”), unmanned aircraft systems (“UAS”), advanced electro-optics, electro-optic space systems, EW suites, airborne warning systems, ELINT systems, data links and military communications systems and radios. The Company also focuses on the upgrading of existing military platforms, developing new technologies for defense, homeland security and commercial aviation applications and providing a range of support services.

### **About Onsite Health**

For over six years, Onsite Health has been serving all branches of the U.S. Armed Forces, making medical and dental readiness a priority. Our self contained mobile units can be adapted to meet your health care needs and can be deployed within 24 hours nationwide.

Onsite Health is where you need us when you need us:

- Home station, state, or regional
- Soldier readiness processing (SRP)
- Mobilization and demobilization
- Garrison and field environment

Our fully customizable operations can integrate our experienced staff and state-of-the-art equipment with military assets and personnel.

### **About 3M**

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$27 billion in sales, 3M employs about 80,000 people worldwide and has operations in more than 65 countries.

### **About the American Red Cross:**

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies nearly half of the nation's blood; teaches lifesaving skills; provides international humanitarian aid; and supports military members and their families. The Red Cross is a charitable organization — not a government agency — and depends on volunteers and the generosity of the American public to perform its mission.

### **About Military.com**

Military.com, the online presence of Military Advantage, is committed to the mission of connecting the military community to all the advantages earned in service to America. Military Advantage's advisory board includes two former members of the Joint Chiefs of Staff, as well as other academic and business leaders. Military Advantage is a division of Monster Worldwide.

Suicide Prevention Celebrity  
Public Service Announcement Premiere  
for our Military Families  
*“I Don’t Know What it’s Like . . . ”*



In Partnership with



For more information and to watch the PSAs, visit [www.bluestarfam.org/preventsuicide](http://www.bluestarfam.org/preventsuicide).

**PSA to Support Veterans  
:30 Seconds (with women)**

I don't know what it's like to be in a war  
I don't know what it's like to be shot at  
To put my life on the line  
I don't know what it's like  
But I know no one comes back the same  
No matter how tough you are  
How brave  
How patriotic  
Anybody can get hurt  
And not just physically hurt  
(beat)  
If you're a service member  
Or in a military family  
And you're feeling hopeless  
You're not alone  
Please, call this number  
(SUPER: 1 800 273-TALK)  
It's confidential and free  
Your family needs you  
We need you  
Thank you for your service  
Welcome Home

**PSA to Support Veterans  
:30 Seconds (with women)**

I don't know what it's like to be in a war  
I don't know what it's like to be shot at  
To put my life on the line  
I don't know what it's like  
But I know no one comes back the same  
No matter how tough you are  
How brave  
How patriotic  
Anybody can get hurt  
And not just physically hurt  
(beat)  
If you're a service member  
Or in a military family  
And you're feeling hopeless  
You're not alone  
Please, call this number  
(SUPER: 1 800 273-TALK)  
It's confidential and free  
Your family needs you  
We need you  
Thank you for your service  
Welcome Home

**PSA to Support Veterans**  
**:30 Seconds (with men)**  
**Cast in Order of Appearance**

**Michael Chiklis**, Actor, "No Ordinary Family," "The Shield," *Fantastic Four*

**Omar Epps**, Actor, "House," *Alfie*, *Against the Ropes*, *Love & Basketball*

**Aaron Staton**, Actor, "Mad Men"

**Terrell Owens**, Professional Football Player, Cincinnati Bengals

**Holt McCallany**, Actor, "Lights Out," *Fight Club*, *Men of Honor*, *Vantage Point*

**James Denton**, Actor, "Desperate Housewives," "The Pretender," *Face/Off*

**Hector Elizondo**, Actor, Emmy Award-winner, "Monk," "Chicago Hope,"  
*Valentine's Day*, *Pretty Woman*, *The Princess Diaries*, *Runaway Bride*

**Jon Huertas**, Actor, "Castle," "Generation Kill"

**Tom Arnold**, Actor, *True Lies*, "Roseanne"

**Tim Daly**, Actor, "Private Practice," "The Nine"

**Esai Morales**, Actor, "NYPD Blue," "Caprica," *Gun Hill Road*

**Taye Diggs**, Actor, "Private Practice," *Rent*

**Peter Gallagher**, Actor, "The OC," "Californication," "Rescue Me"

**PSA to Support Veterans  
:30 Seconds (with men)**

I don't know what it's like to be in a war  
I don't know what it's like to be shot at  
To be put in harm's way  
To put my life on the line  
I don't know what it's like  
But I know no one comes back the same  
No matter how tough you are  
How brave  
How patriotic  
Anybody can get hurt  
And not just physically hurt  
(beat)  
If you're a service member  
Or in a military family  
And you're feeling hopeless  
You're not alone  
Please, call this number  
(SUPER: 1 800 273-TALK)  
It's confidential and free  
Your family needs you  
We need you  
Thank you for your service

**PSA to Support Military Families**

**:30 Seconds (with women)**

**Cast in Order of Appearance**

**Eliza Dushku**, Actor, "Dollhouse," "Buffy the Vampire Slayer," "Tru Calling"

**Minnie Driver**, Actor, *Conviction*, *Good Will Hunting*, *Grosse Pointe Blank*, "The Riches"

**Alfre Woodard**, Actor, Emmy Award-winner, "Memphis Beat," "Desperate Housewives," *Primal Fear*

**Ashley Jones**, Actor, "The Bold and the Beautiful," "True Blood," *Old School*

**Bridget Moynahan**, Actor, *Battle: Los Angeles*, *I Robot*, *The Recruit*, "Sex and the City," "Blue Bloods"

**Melissa Leo**, Actor, Academy Award-winner/Golden Globe Award-winner, *The Fighter*, *Red State*, *Frozen River*, "Treme"

**CCH Pounder**, Actor, *Avatar*, "Warehouse 13," "The Shield"

**Lea Thompson**, Actor, *Back to the Future*, "Caroline in the City," "For the People"

**Sara Rue**, Actor, "Less Than Perfect," "Eastwick"

**Maria Menounos**, Television Correspondent, Actor, "The Today Show," "Access Hollywood," *One Tree Hill*

**PSA to Support Military Families  
:30 Seconds (with women)**

I don't know what it's like to be in a war  
To be so far away from my family  
And I don't know what it's like  
to be the one who stays home  
But I do know this  
No matter how patriotic you are  
Or how loving you are  
Being in a military family  
Can be harder than anyone knows  
(SUPER: 1 800 273-TALK)  
If you're feeling at a loss  
You're not alone  
There's help  
If you need to talk to someone,  
please call this number  
It's confidential and free  
Your family needs you  
We need you  
Thank you for your service

**PSA to Support Military Families**

**:30 Seconds (with men)**

**Cast in Order of Appearance**

**Michael Chiklis**, Actor, "No Ordinary Family," "The Shield," *Fantastic Four*

**Esai Morales**, Actor, "NYPD Blue," "Caprica," *Gun Hill Road*

**Omar Epps**, Actor, "House," *Alfie*, *Against the Ropes*, *Love & Basketball*

**Terrell Owens**, Professional Football Player, Cincinnati Bengals

**Steven Weber**, Actor, "Wings," "Happy Town," "Brothers and Sisters"

**Taye Diggs**, Actor, "Private Practice," *Rent*

**Aaron Staton**, Actor, "Mad Men"

**Hector Elizondo**, Actor, Emmy Award-winner, "Monk," "Chicago Hope,"  
*Valentine's Day*, *Pretty Woman*, *The Princess Diaries*, *Runaway Bride*

**James Denton**, Actor, "Desperate Housewives," "The Pretender," *Face/Off*

**Robert Davi**, Actor, "Criminal Minds," "Profiler," *License to Kill*, *Die Hard*

**Tim Daly**, Actor, "Private Practice," "The Nine"

**Tom Arnold**, Actor, *True Lies*, "Roseanne"

**Richard Kind**, Actor, "Curb Your Enthusiasm," "Spin City," *A Serious Man*

**Jon Huertas**, Actor, "Castle," "Generation Kill"

**PSA to Support Military Families**  
**:30 Seconds (with men)**

I don't know what it's like to be in a war  
I don't know what it's like to be so far away from my family  
And I don't know what it's like  
to be the one who stays home  
But I do know this  
No matter how patriotic you are  
Or how loving you are  
Being in a military family  
Can be harder than anyone knows  
(SUPER: 1 800 273-TALK)  
If you're feeling at a loss  
You're not alone  
There's help  
If you need to talk to someone,  
please call this number  
It's confidential and free  
Your family needs you  
We need you  
Thank you for your service

**PSA to Support Military Families**  
**:30 Seconds (Cher)**

**Cher**, Actor, Academy Award-winner, *Burlesque*, *Moonstruck*, *Silkwood*

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