What are you recommending and why?

Evidence
- Just as no two people are affected the exact same way by depression and anxiety, there is no “one size fits all” treatment. What works for one person might not work for another
- Become as informed as possible about the treatment options, and then tailor them to meet your needs
- Therapies will work differently on someone dealing with anxiety vs. depression
- Most effective treatments are catered to the individual person

Audience
- College-Age and High School-Age students, and young adults

Tie to the strategy your group provided
- These treatment options can be more readily available for students
  - Art and music classes or clubs, and colleges can bring in therapy animals
- This can encourage people to look into what therapy might be perfect for them
Target Audience

- College-Age Students
  - Ages 17-22
  - All genders
- Pittsburgh Community & Colleges
  - Pitt, Duquesne, CMU
Key Performance Indicators

- **Target # of web page visitors**
  - 100 Visitors

- **Target # of social media reach**
  - 200 views, 20-30 engagements

- **Desired action on the website for a user**
  - Look into Steel Smiling's services
  - Research more into these types of therapy to find what's right for them
  - Get involved with a community of people who also respond well to one of these methods
    - Create a club at school (art club) or partner with university (therapy dogs)