

Governor Phil Murphy

Governor Murphy and Google.org Announce \$3.35 Million in Donated Google Ads for Digital Wellness Public Service Announcements

08/15/2023

In collaboration with Google.org, Governor Phil Murphy today announced \$3.35 million in donated Google Ads for U.S. state level and Washington D.C. health departments to expand access to quality mental health information related to online safety and mental health through public service announcements. The initiative builds upon Governor Murphy's efforts as Chair of the National Governors' Association to prioritize youth mental health across the nation and develop a playbook ([https://urldefense.com/v3/__https://t.e2ma.net/click/z8yawj/nrddit/r6v4c5__!!J30X0ZrnC1oQtbA!MNPQo0TnLnkg5WI25ow4MpJRsUs6LFFmh8F6ejHzLJmWz-v16oBc2jDyYPhuyHEiZZxjiohnEZLtVxvqqMjMQWa\\$](https://urldefense.com/v3/__https://t.e2ma.net/click/z8yawj/nrddit/r6v4c5__!!J30X0ZrnC1oQtbA!MNPQo0TnLnkg5WI25ow4MpJRsUs6LFFmh8F6ejHzLJmWz-v16oBc2jDyYPhuyHEiZZxjiohnEZLtVxvqqMjMQWa$)) for best practices on this issue.

"In July, I was proud to stand side by side with our nation's governors when I announced my Strengthening Youth Mental Health Playbook as chairman of the National Governor's Association," **said Governor Murphy**. "This issue impacts every community, transcending both party and geographic lines, and requires cross-sector partnership and collaboration to find more effective solutions to address the mental health needs of our youth. New Jersey is proud to partner with Google as we advance our work and commitment to destigmatizing and raising awareness around mental health challenges while connecting young people and their families to the resources they need."

"As our society's reliance on technology rises and as our youth grow increasingly dependent on digital devices for learning and socializing, striking a balance between technology use and digital well-being can be very challenging. The funding through this partnership will help move us closer toward addressing the mental health crisis gripping our youth," **said Kaitlan Baston, Acting Commissioner, New Jersey Department of Health**.

"Two of the most common reasons people resist seeking mental health support when they need it are related to stigma and not knowing how to access helpful resources," **said Department of Children and Families Commissioner Christine Norbut Beyer**. "This exciting initiative will address both by socializing and normalizing mental health, while making it easier for people who need help to find it. We appreciate Google for its innovative strategies and Governor Murphy for his ongoing commitment to supporting the emotional and mental health of youth and their families."

Given Google's interstitial role in connecting users with care, Google.org will donate Ad Credits to enable the health, education, or safety departments of each state and Washington D.C. health departments to reach their populations with mental health and online safety resources via Google Search, YouTube, and Display. Google.org will also provide pro-bono support from Google Ad experts and consult with mental health clinicians to help each health agency ultimately expand constituents' access to quality mental health information. Health departments may apply here ([https://urldefense.com/v3/__https://t.e2ma.net/click/z8yawj/nrddit/7yw4c5__!!J30X0ZrnC1oQtbA!MNPQo0TnLnkg5WI25ow4MpJRsUs6LFFmh8F6ejHzLJmWz-v16oBc2jDyYPhuyHEiZZxjiohnEZLtVxvqhXvowri\\$](https://urldefense.com/v3/__https://t.e2ma.net/click/z8yawj/nrddit/7yw4c5__!!J30X0ZrnC1oQtbA!MNPQo0TnLnkg5WI25ow4MpJRsUs6LFFmh8F6ejHzLJmWz-v16oBc2jDyYPhuyHEiZZxjiohnEZLtVxvqhXvowri$)).

Governor Phil Murphy

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