



Mental Well-Being

In recent years, Nine PBS has consistently received requests from partners, caregivers, educators, and school districts to support the mental health and well-being of children in our region by focusing on trauma-informed, social-emotional skill-building content and resources. Mental health data in our region reinforces the importance of our partners' requests.



Nine PBS's Mental Well-Being Initiative works with a network of trusted partners to support the day-to-day social, emotional, and cognitive needs of kids as well as the caregivers and educators in their lives through culturally relevant content and resources that promote courageous conversation.

“ I WAS RAISED BY PARENTS WHO WERE VERY DYSFUNCTIONAL. AS A RESULT, THERE IS MUCH THAT I’VE HAD TO LEARN AS AN ADULT. THE CHILDREN’S PROGRAMMING ABOUT MENTAL WELL-BEING OFTEN HELPS ME TO FILL IN THE GAPS OF WHAT I MISSED IN MY OWN CHILDHOOD.

—NINE PBS MENTAL WELL-BEING CONTENT VIEWER

In 2024, Nine PBS hosted nine convenings to learn from more than 125 community leaders. Over the course of these meetings, Nine PBS continued to gain deeper understanding of the mental health and well-being landscape of our region.

Created **more than 35** stories that align with our Mental Well-Being Initiative, airing **58,000 TIMES** across all four of Nine PBS's channels.

Stories gained **60M+ VIEWS** on air and online.

SOURCE: Nielsen/TRAC Media, January-December 2024

76%

of viewers of our mental well-being content **gained a better understanding of what mental well-being means.**

61%

of viewers feel **better equipped to help the children in their life** when it comes to their mental well-being.

SOURCE: 2024 Community Survey

WHY NINE

We are ensuring our community understands what's holding our region back and what will propel us forward. Through our nationally recognized Public Media Model for Engagement. We bring people together to gain the community's perspectives and amplify community voices, then we tailor our community engagement to authentically represent diverse interests and needs, and finally actively report back to the community on the progress that has been made. Through this model, we ensure that our community engagement has real meaning through conversation, collaboration, and outcomes.

The partner meetings and community conversations facilitated by our community engagement model make Nine PBS a better neighbor and a relevant institution in the regional efforts to improve educational and life outcomes for all children, especially those who are most under-served.



Alongside our trusted partners, we inspire connection and action to ensure all in our region can thrive.

Affinia Health Center
Behavioral Health Network of Greater St. Louis
Behavioral Health Response
Beyond Housing
Big Brothers Big Sisters of Eastern Missouri
BJC HealthCare
Breaking Barriers International
CHADS Coalition
City of Cahokia Heights
Comprehensive Behavioral Health Center
Deaconess Foundation
East Side Aligned
East STL District 189
Easterseals Midwest
I Define Me Movement
Jennings School District
KHAOS Inc.
Lessie Bates Neighborhood Houses
Lutheran Family and Children Services
Mental Health America of Eastern Missouri
Missouri Association for Infant and Early
Childhood Mental Health
Missouri Foundation for Health

Missouri Mental Health Foundation
Normandy Schools Collaborative
North County Incorporated
Places for People
Prevent+Ed
Provident
Regional Response Team
Saint Louis Counseling
Saint Louis County Department of Public Health
Saint Louis County Library
Saint Louis Public Library
Saint Louis Public School
Saint Louis Story Stitchers
St. Louis County Children's Service Fund
St. Louis Mental Health Board
Saint Louis Public School
The School District of University City
Urban League Headstart
Vision for Children at Risk | Project LAUNCH
Visions LLC
Vivian Adams Early Childhood Center
Wesley House
Youth In Need

Support provided by:



Additional community
engagement support from:



In partnership with:

