

Attempt to get help

The easiest way to receive
psychiatric help
for struggling children



1. Take a sharp tool.

Dads razor blade will do.

2. Slit your wrists.

Not deep enough
to actually die,
but deep enough
so they take you
seriously.



3. Congratulations, kid!

You skip the 8-month-long
waiting line and qualify for
professional psychiatric help.

Let's care about
children's mental health
before it's too late.
Sign the petition at
attempttogethelp.cz

Insight:

General public severely underestimates the scarcity of child psychiatric care. It's so unavailable that parents wait up to 8 months to get help for their child. Many clinics are only able to provide care to the most severe cases of children after a suicide attempt. To put it bluntly, until children actually try to kill themselves, they are out of luck. There is no one to treat them.

Idea:

Attempt to get help; a provocative campaign built around child suicide attempt manuals. We will give these appalling materials to parents shopping at Bambule, partner of Kapka Naděje. Suicide attempt is presented as the only reliable way to receive care for a struggling child in current situation.

Execution:

Manuals for parents kickstart the conversation about the importance and lack of child psych care. With the help of PR partners we direct the public outrage towards action; petition to Ministry of Health demanding immediate support of the field. The political action isn't guaranteed, but the gesture shows respect of the field. We address students directly through child patients' guest lectures on the process: suicide attempts don't have to be the only way to get help, if medics join the mission.

Why it works:

This crisis calls for a brutal yet effective cry for help. We start the conversation, build respect towards child psychiatrists using scarcity bias and the shocking reality of how desperately needed they are. In addition to motivating med students to consider this career, we aim to change the system itself. It should not be this hard to help and get help.