Take This General Talking Points

What makes Take This unique?

● Founded in 2012, Take This was the first mental health organization of its kind in the game industry.
● It was initially a Tumblr blog designed to build community and awareness about mental health and mental illness in the video game community.
● Our Mission is to decrease the stigma, and increase the support for mental health in the game enthusiast community and inside the game industry.
● Worked with over 40 gaming studios and companies including big names like EA, Hyper Hippo, Iron Galaxy, Wizards of the Coast, Facebook and more.
● Launched the AFK Room Program in 2014 to provide a place for convention attendees to relax and recharge. AFK Rooms have serviced over 13,000 individuals across 42 rooms at in-person and online events.
● Provides free mental health resources, workshops, and other expert content for the gaming community.
● Responded to growing concerns around the risk of burnout for content creators by creating tools tailored specifically for them, as well as universal reference materials.
● Key programs:
  ○ The AFK Rooms and AFKOnline at both in-person and virtual conventions
  ○ Workshops, trainings, and consulting services focused on mental health literacy, maintaining good boundaries, and supporting employees through tough times
  ○ Streaming Ambassador program
● First major industry collaboration was the 2016 white paper Crunch Hurts written as part of the International Game Developers Association (IGDA) Crunch Initiative. Our second was released in the summer of 2019 and addressed the state of mental health inside the game industry overall.
● Participated in over 100 panels and talks and spearheaded dozens including several at GDC.
● Awarded its first award for positive and hopeful mental health representation in games (Dr. Mark Kline Award) to Stardew Valley in 2017, Celeste in 2020, and Psychonauts 2 in 2022 (with community recognition for Spiritfarer).

Mental Health Facts

● 1 in 5 U.S. adults experience mental illness each year
● 1 in 20 U.S. adults experience serious mental illness each year
● 1 in 6 U.S. youth aged 6-17 experience a mental health disorder each year
● 50% of all lifetime mental illness begins by age 14, and 75% by age 24
● Suicide is the 2nd leading cause of death among people aged 10-14
● Trust and a good working relationship with your therapist is a major factor in a positive outcome

Take This Resources

● Take This Mental Health Resource page
  ○ Includes Crisis Lines, Resources on Therapists, Culturally-Specific Support, Online Harassment, Streamer & Content Creator Support, Tools, and Apps
● Take This Expert Content page
● How to Find a Therapist: US, UK, AUS, and flowchart
● Covid Series
● How to be a Friend
● Being a Professional vs. Being an Advocate