**Campaign Messaging**

**Email copy  
  
Subject line:** When kids are struggling with mental health, we help the whole family.

Youth mental health is a growing concern for parents across the country. Recognize when your kids may be struggling, know where to go for resources, and get specialized mental health care for both you and your child. With Doctor On Demand® by Included Health, you have access to online mental health professionals for help seven days a week.

**Learn more**

**Short copy**With Doctor On Demand® by Included Health, you and your dependents have access to online mental health professionals for help seven days a week.

**Long copy**Doctor On Demand® by Included Health is a healthcare benefit provided by your health plan that provides access to online therapists and psychiatrists. Our team is here night or day, seven days a week, to support you or your kids.