* **Client: DOH**
* **Material: Audio Ads**
* **Language: Russian (1425.004)**

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| **English (for reference)** | **Russian** | **Transcreation Notes** |
| **DOH | 988 Campaign | Audio Ads**    **:30 produced spot**  Sometimes life is too much to handle.  In big overwhelming moments.  Or in small ways that add up.  But no matter how you feel, if you or someone you know needs support, 988 counselors are here.  Whether you feel alone, or angry, or sad…  Or don’t know how you feel at all, you can call, text, or chat the 988 suicide and crisis lifeline for free, confidential support.  Learn more at doh.wa.gov/988/ru.  A message from the Washington State Department of Health | :30  Иногда жизнь становится невыносимой. Она просто захлестывает большой волной или одолевает мелочами. Специалисты-психологи службы 988 всегда готовы помочь, когда переполняют чувства одиночества, возмущения, тоски или растерянности. Позвоните или отправьте текст на телефон 988. Помощь конфиденциальна и бесплатна. Подробно на сайте doh.wa.gov/988/ru.  Сообщение Министерства Здравоохранения штата Вашингтон. | *Word “suicide” bares a lot of stigmas and is really loaded in Russian culture. People may not feel that they are suicidal but they do need and may get help using 988 service. I strongly recommend replacing “988 suicide line counselors” with “988 specialists-psychologist”.*  *The second paragraph includes, however, the verbiage “988 suicide line”* |