



NEWS RELEASE

The Hartford And Active Minds Extend Collaboration To Support Student Mental Health Nationwide

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Insurer supports national tour of Send Silence Packing[®] exhibit to better respond to continued need among Generation Z

HARTFORD, Conn.--(BUSINESS WIRE)-- To support students' mental health needs, **The Hartford**, a leading provider of employee benefits and workers' compensation, renewed its support of the national tour of **Send Silence Packing[®]** (SSP) — a traveling mental health exhibit by **Active Minds**, the nation's leading nonprofit organization dedicated to mobilizing youth and young adults to transform mental health norms.

Send Silence Packing welcome sign

Nearly half of Gen Z workers (47%) say their mental health affects their productivity and 37% say stigma prevents them from seeking care, which are higher than other generations in the workplace, according to The Hartford's annual survey of working Americans.¹

"Our data shows young adults are navigating unprecedented change and pressure, while facing persistent stigma around mental health," said The Hartford's Chairman and CEO **Christopher Swift**. "Send Silence Packing is a proven catalyst for change, and we are honored to support Active Minds in sharing this impactful experience nationwide and helping the next generation thrive."

Held on university quads, at community centers, and in city parks, SSP uses a dynamic story-sharing format with



experiential elements and mixed mediums to increase mental health awareness, spark conversations, and inspire action. One hundred backpacks with 100 uniquely personal stories of loss, survival, and healing are the centerpiece of the exhibit. National and local mental health resources are distributed, and on-site mental health professionals provide attendees with added support.

“The continued support from The Hartford allows us to bring Send Silence Packing to more communities nationwide at a time when youth and young adults need connection more than ever,” said Alison Malmon, founder and executive director of Active Minds. “By centering the real stories of young people and meeting them where they are, we’re not only championing a new era of mental health—we’re building a culture where mental health is prioritized, supported, and openly discussed.”

More than one million individuals have experienced SSP in 350-plus communities since 2008.

SSP’s impact continues long after the backpacks are packed up, according to analysis by Active Minds. Colleges and universities report new education initiatives, increased peer engagement by students, greater interest in training by faculty, new chapters of Active Minds, and a stronger sense of community on campuses.

The 2026 spring SSP tour kicked off on March 4 in Princeton, Texas, and is slated to include these communities:

- March 17: Kennesaw State University in Kennesaw, Georgia
- March 18: Albany State University in Albany, Georgia
- March 24: University of Nebraska-Lincoln in Lincoln, Nebraska
- April 01: El Camino College in Torrance, Calif.
- April 14: Nazareth University in Rochester, New York
- April 16: Hudson County Community College in Jersey City, New Jersey
- April 21: Bronx Community College in Bronx, New York
- April 23: Virginia Commonwealth University in Richmond, Virginia
- April 24: Brooke Point High School in Stafford, Virginia
- April 28 and 29: Mansfield High School in Mansfield, Mass.

Mental Health Mission

The Hartford is on a **mission** to change the culture around mental health in the workplace. Thanks to The Hartford’s support, SSP directly impacted 60 local communities and more than 15,000 in-person participants from August 2024 to December 2025.

In addition to Active Minds, The Hartford continues to partner with **the National Alliance on Mental Illness** (NAMI),

the nation's largest grassroots mental health organization, and **the Milken Institute**, a nonprofit, nonpartisan think tank focused on accelerating measurable progress on the path to a meaningful life.

Together with these leaders, The Hartford is helping employers to create more resilient workforces, organizations and communities.

About Active Minds

Active Minds is the largest nonprofit in the United States mobilizing youth and young adults to transform mental health norms across society. For more than 20 years, we have equipped the next generation of peer mental health advocates through a variety of programs, including the Active Minds Chapter Network, A.S.K., and Send Silence Packing. Our advocacy, initiatives, and campaigns foster lasting change in how youth view and discuss mental health, encouraging them to use their voices to influence broader conversations and inform mental health supports within their communities. Together, we are building a diverse movement of champions committed to improving mental health for all. To learn more about Active Minds, visit activeminds.org

About The Hartford

The Hartford is a leader in property and casualty insurance, employee benefits and mutual funds. With more than 200 years of expertise, The Hartford is widely recognized for its service excellence, sustainability practices, trust and integrity. More information on the company and its financial performance is available at

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¹ The Hartford’s 2026 Future of Benefits Study of 1,000 U.S. workers was fielded between Dec. 3 through Dec. 11, 2025. The workers surveyed were actively employed. The margin of error for U.S. workers is +/-4% at a 95% confidence level.

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