

# FREE MINDED INC.

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**Free Minded Inc is a 501(c)(3) nonprofit organization** dedicated to bridging the gap between information and lived experience. By creating culturally intentional PSAs, we confront mental health, HIV, and important issues affecting African American communities, so awareness becomes action and healing becomes possible.

## Overview

Free Minded Inc was founded in response to a persistent disconnect between traditional public health messaging and the realities of the communities most affected by health inequities. Too often, vital information is delivered without cultural context, trust, or relevance, limiting its effectiveness and reach.

Our approach centers culture as a core strategy. We design and deliver PSAs that speak in language our audiences recognize, reflect their lived experiences, and meet them where they are. By prioritizing authenticity, representation, and community fluency, Free Minded Inc creates messaging that resonates, engages, and inspires behavioral change.

Mental health and HIV remain central focus areas of our work, alongside other social and wellness issues that place a significant toll on African American communities. We believe that effective prevention, education, and care begin with messaging that is honest, accessible, and rooted in respect.

Free Minded Inc will launch its first full PSA campaign in April 2026. This campaign will serve as a foundational initiative, establishing scalable models for culturally responsive public health communication and setting the stage for expanded outreach, partnerships, and long-term community impact.

**As a 501(c)(3) organization, Free Minded Inc is committed to accountability, measurable outcomes, and sustainable programming that uplifts communities and amplifies voices too often unheard.**

