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Project Sticker Launches “Tell Us Something Good” Initiative to Support Veterinary Mental Health

New campaign invites veterinary professionals to share the good moments of vet med

PALATINE, IL — April 28, 2026 — In recognition of Mental Health Awareness Month this May, Project Sticker, a nonprofit initiative dedicated to helping veterinary professionals stay in the profession is launching Tell Us Something Good, a storytelling initiative designed to support the well-being of veterinary professionals by capturing and sharing moments of purpose, pride, joy, and connection across the profession.

Veterinary professionals in any role are invited to share a meaningful moment—through a note, short video, or social post—helping surface the experiences that sustain those working in the field. To participate or access resources, visit stickwithus.vet/tellussomethinggood.

“Veterinary professionals carry an extraordinary emotional load every day,” said Krista Martin, MSSW, LCSW, C-AAIS, Project Sticker board member. “This initiative creates space to remember the moments that remind us why we chose this profession. Gratitude does not ignore the hard. It helps us move through it.”

Within the profession psychological distress occurs at rates far higher than the general population. According to compiled industry research:

- Veterinary professionals are more than twice as likely as the general U.S. population to report high levels of exhaustion.
- Burnout affects about 40 percent of veterinarians and up to 70 percent of veterinary technicians.
- 70 percent of veterinarians report moderate to severe stress tied to ethical dilemmas, including situations such as economic euthanasia that can leave lasting moral distress.

While awareness of these challenges has grown, much of the conversation focuses on hardship. Tell Us Something Good aims to balance that narrative by highlighting the moments that help people stay in the profession.

Tell Us Something Good is grounded in research on gratitude and positive psychology. Studies show that recalling positive experiences in detail strengthens the mental health impact including 7.76 percent lower anxiety scores, 6.89 percent lower depression scores, a 6.86 percent increase in life satisfaction, and a 5.8 percent improvement in overall mental health.

To learn more, visit www.stickwithus.vet/tellussomethinggood

ABOUT PROJECT STICKER

Project Sticker is a nonprofit initiative dedicated to helping veterinary professionals stay in the profession by supporting them before they reach a mental health crisis. Through its centralized hub, stickwithus.vet, the organization connects the veterinary community with mental health resources, financial support tools, and career opportunities across veterinary medicine. To learn more, visit stickwithus.vet.

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