

REAL WARRIORS ★ REAL BATTLES
REAL STRENGTH

Real Warriors Campaign

January 11, 2010



DEFENSE CENTERS OF EXCELLENCE
For Psychological Health & Traumatic Brain Injury

Agenda

- Jill Herzog, Program Manager
 - Campaign Background
 - Social Marketing Framework
 - Research Findings
 - Campaign Elements
- MAJ Jeff Hall and Sheri Hall
- SSGT Megan Krause
- Julie Hughes, Deputy Program Manager



What Is the Campaign?

The Real Warriors Campaign is a multimedia public education campaign designed to combat the stigma associated with seeking psychological health treatment and encourage service members to get appropriate treatment. The campaign is an **integral part** of the Department of Defense's efforts to eliminate the stigma that was identified in the Mental Health Task Force Report in 2007.



Campaign Goals

- **Create awareness** about the resources available for mental health care treatment among Service members, their families, their commanders and the public at large
- **Create understanding** regarding the obstacles Service members feel prevent them from seeking treatment for PH and TBI issues
- **Create investment** in the concepts resilience and early intervention as well as the roles they play in successful treatment, recovery and reintegration for returning Service members and overall force readiness



THEN

“Stigma, the shame or disgrace attached to something regarded as socially unacceptable, remains a critical barrier to accessing needed psychological care.”

*Mental Health Task Force Report,
June 2007*

NOW

“We [Department of Defense] changed the Standard Form-86 security questionnaire to ensure that troops know that admitting psychological treatment is not an impediment to getting or keeping a security clearance. The department also launched the **Real Warriors Campaign**, a national multimedia public education effort designed to combat this stigma.”

*Secretary Robert M. Gates at the VA/DoD
Mental Health Summit, October 2009*



Research Approach

- Conducted an extensive stakeholder analysis including focus groups, a review of literature and a situational analysis that served as the basis for developing campaign messages and tactics.
 - Key informant interviews (21)
 - Focus group sessions (10)
 - Literature review of studies and reports (15)
 - Review of current psychological health programs and campaigns, both military and non-military (50)



Research Findings: Understanding Service Members

Characteristics of Service Members Seeking Treatment	Characteristics of Service Members Not Seeking Treatment
Have an established social network aware of the challenges they are facing	In denial of an issue and don't associate their symptoms with any psychological issues
More common among active duty than Guard and Reserve	Perceive the severity of their wounds to be less than physical wounds of their fellow service members and, therefore, not deserving attention
More common among those with a history of military service	Fear that admitting a problem will impact their military career, separate them from their unit or delay redeployment
Have families (particularly wives) who encourage/demand they seek treatment	Lack social network of individuals who understand or encourage them to talk about their experiences



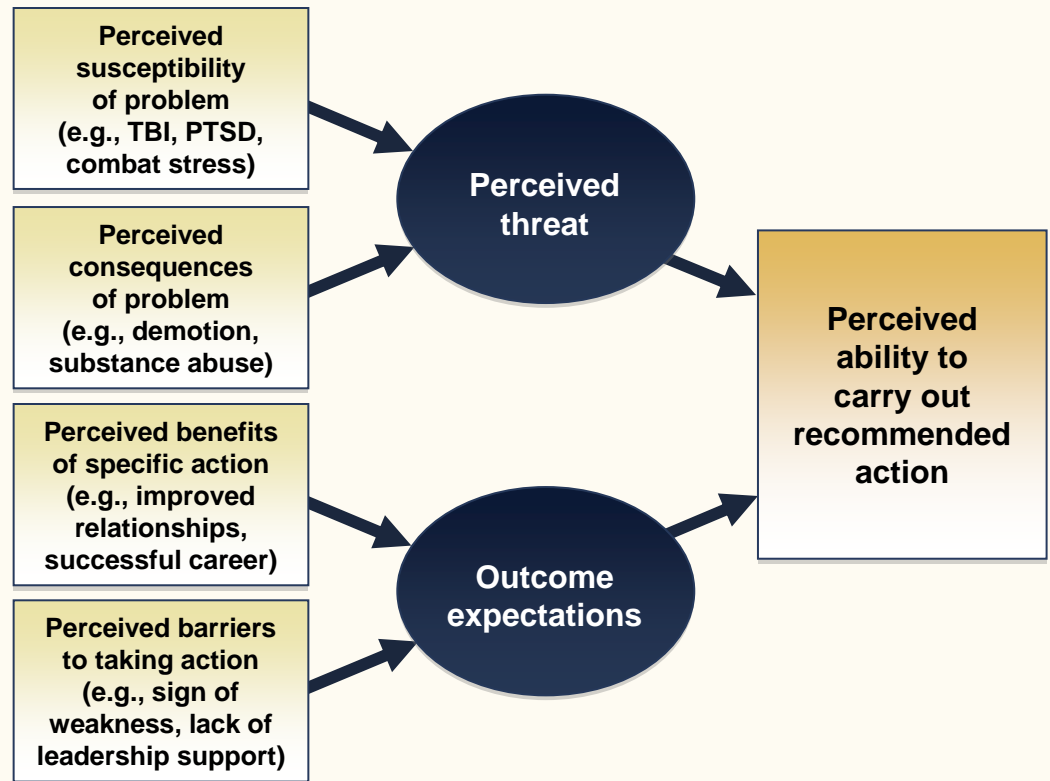
Research Findings: Key Themes

- They want proof. Personal examples of service members who have received treatment and are maintaining a successful military career.
- They want success, either in their military career or post-service.
- They want to see themselves. Represent a variety of services, ranks (enlisted and officers) and age as well as both active duty and Guard and Reserve.



Social Marketing Framework: Health Belief Model

- The Real Warriors Campaign is based upon the health belief model (HBM).
- The HBM is a framework for motivating people to take positive health actions that uses the desire to avoid a negative health consequence as the prime motivation.



Campaign Elements

- Web site and social media
- Multimedia
- Outreach and partnerships
- Media relations
- Materials development



facebook Home Profile Friends Inbox Ruthie Seeley Settings Logout



Real Warriors

Wall Info Photos Boxes Notes RSS/Blog

Write something...

Share

Real Warriors Military hero honored by persistence of nephew, the newest Medal of Honor awardee (posthumously) - <http://bit.ly/12obo3>



Top honor goes to isle soldier - Hawaii News - Starbulletin.com

Source: bit.ly
Hawaii newspaper news coverage and reports on news, sports, business, entertainment, and events

Yesterday at 2:07pm · Comment · Like · Share

facebook

Suggest to Friends

Subscribe via SMS

A multimedia public education campaign designed to combat the stigma associated with seeking psychological health care and treatment and encourage service members to increase their awareness and use of these resources.

Fans

6 of 731 fans

See All



Alicia Milinis



Charlie Hoehlein

Notes

3 of 174 notes

What does "RT" mean?

7:16pm Oct 19

REACHING OUT
MAKES A
REAL
DIFFERENCE.

Discover real stories of courage in the battle against combat stress.

www.realwarriors.net

866-966-1020

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REAL STRENGTH

twitter

Hey there! **realwarriors** is using Twitter.

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? **Join today** to start receiving **realwarriors**'s tweets.

Join today!

Already using Twitter from your phone? [Click here](#)

realwarriors

Real Warriors Campaign discussed as an example of "Innovative Partnerships and Programs combating stigma" [#mentalhealthsummit](#)

about 19 hours ago from TweetDeck

Military hero honored by persistence of nephew, the newest Medal of Honor awardee (posthumously) - <http://bit.ly/12obo3>

about 20 hours ago from TweetDeck

Montana's program to aggressively screen combat veterans for

Name Real Warriors

Location Arlington, VA

Web <http://www.realwa>

Bio Campaign from Defense Centers of Excellence for Psychological Health & Traumatic Brain Injury. Following does not equal endorsement.

1,604 following 1,105 followers 25 lists

Tweets 373

Following



Live chat with Masters level trained health resource consultants

Contact the National Suicide Prevention Lifeline

Subscribe to listserv for campaign updates

Interactive message boards

Social media tools, such as Facebook and Twitter

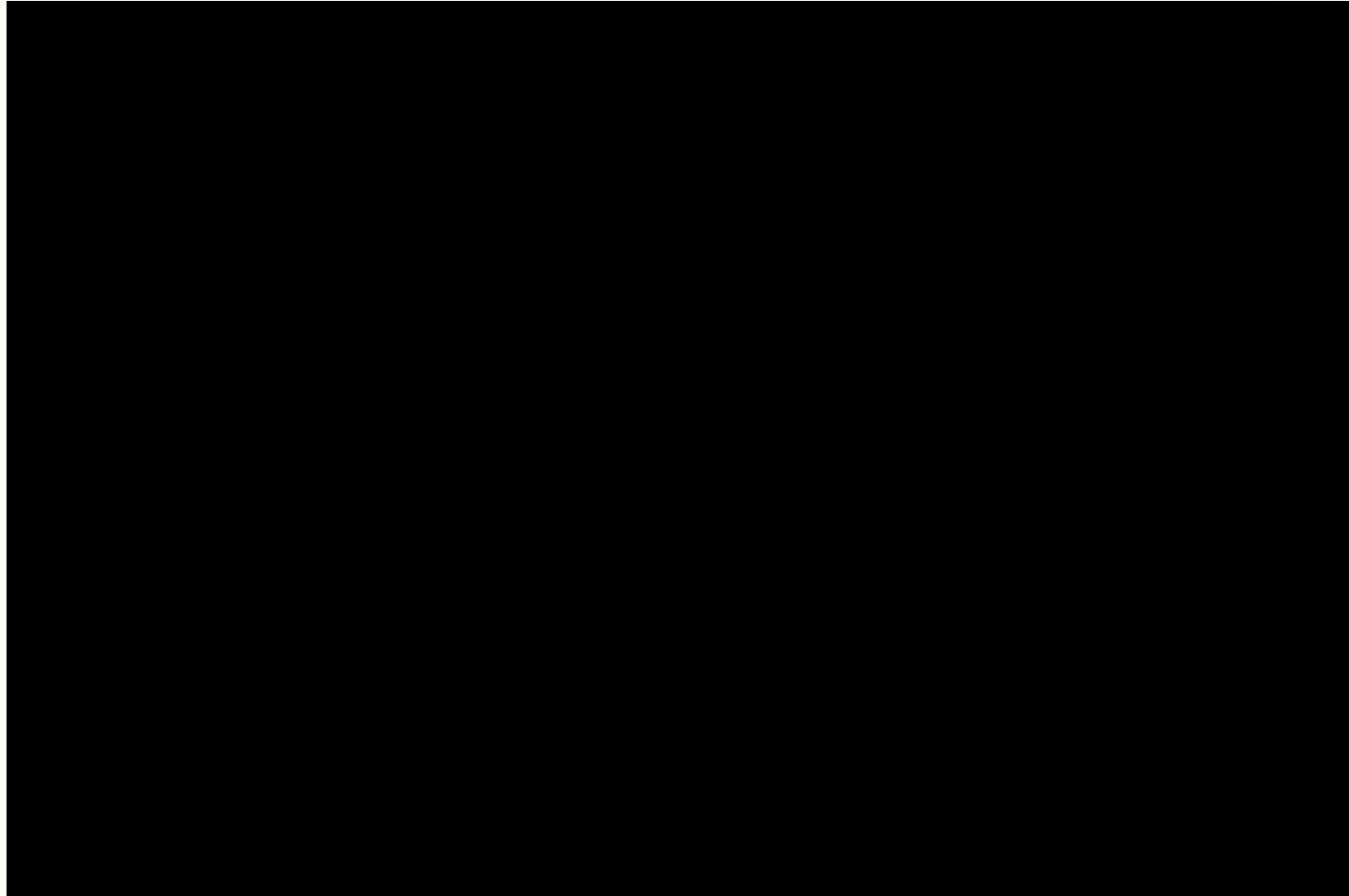


Suicide Prevention

- Two video profiles addressing the issue of suicide
- SAMHSA is a key partner in the campaign
- Article content focused on suicide prevention and substance abuse
- Vibrant message board posts from Service members who have struggled with suicidal ideation
- Suicide lifeline is available on every page



Real Warrior PSA: Sgt Josh Hopper



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Partnership Program:

- As of December 2009, enlisted 44 partner organizations within the greater PH and TBI communities to aid in the fight against stigma.
- Reached 315,000 individuals through 27 campaign announcements in partners' blogs and newsletters since the launch of the campaign.
- In addition to these outlets, partners are supporting our efforts to place service-specific posters at military installations worldwide.

Conferences and Events:

- Interacted directly with members of the target audiences at 23 conferences and events.
- Campaign representatives conducted personal interactions with 2,639 conference attendees.



- Media coverage includes CNN, NBC's Today Show, *USA Today* and *LA Times*.
- 1,161 total clips, which garnered an estimated 706.4 million impressions.
- Of the 1,062 clips, 978 were positive in nature – none were negative.



Evaluation

- Visits to the Real Warriors Campaign website
- Number of subscribers to listserv
- Interactions through social media networks
- Calls to the toll-free phone number
- Number of emails received and responded to
- Amount of donated media
- Visits to partner websites
- Requests for and number of materials distributed/downloaded
- Qualitative feedback from target audiences and key stakeholders



Questions?



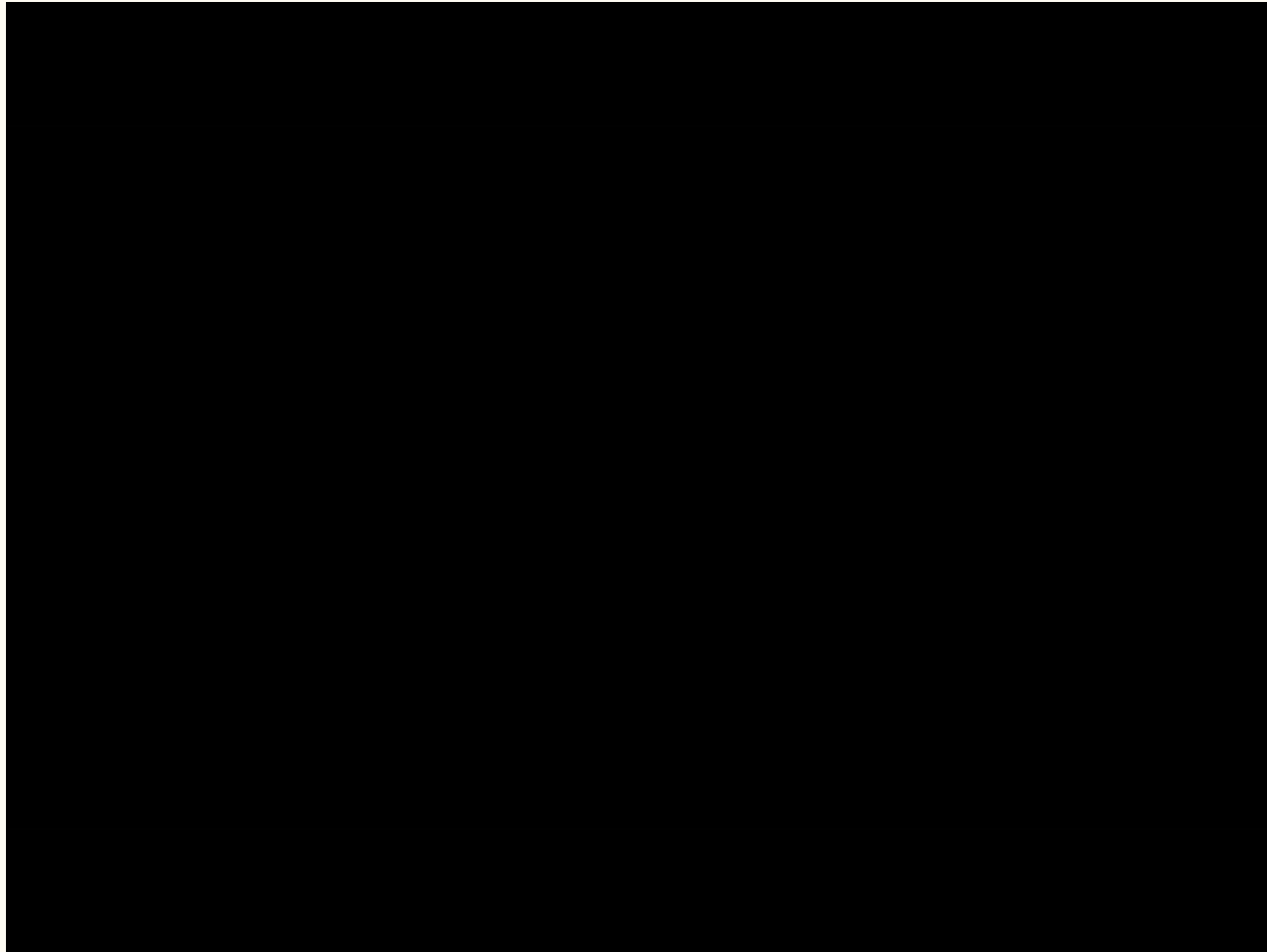
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Real Warriors Share Their Stories



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Real Warrior Profile: MAJ Jeff Hall



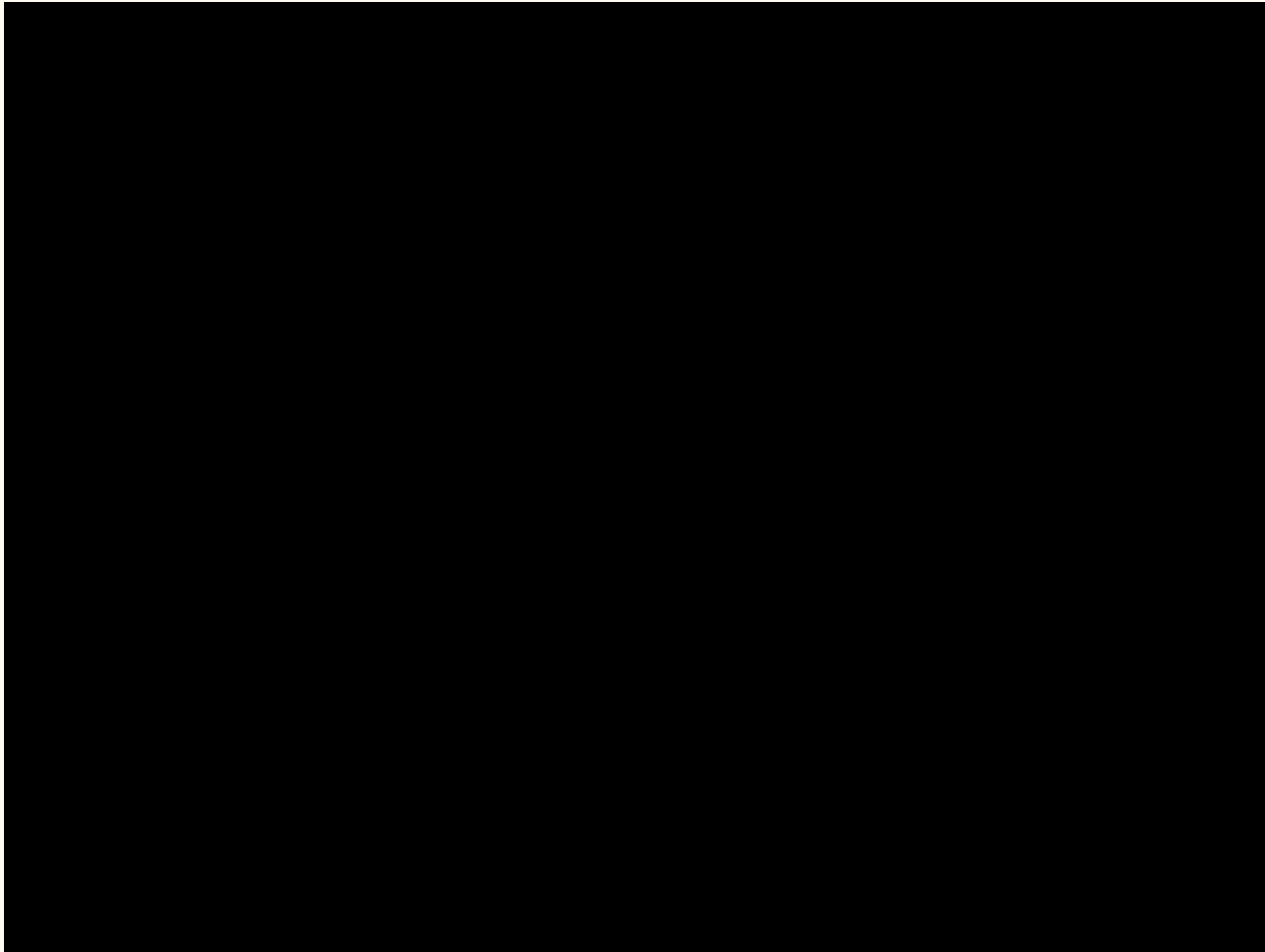
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Questions?



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Real Warrior Profile: SSGT Megan Krause



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Questions?



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Getting Involved

- Download the PSAs and Profiles for use in appropriate briefings and presentations
- Volunteer to distribute posters at your base
- Assist us in spreading the word through internal communication channels (newsletters, etc.)
- Visit the Real Warriors Message Boards
- Share your story
- Visit the Real Warriors Booth in the Exhibit Hall



Campaign Contact Information

Web site: www.realwarriors.net

Phone: 866-966-1020

Join the Real Warriors Network to receive updates: Sign up online at www.realwarriors.net/emailupdates or e-mail dcoe.realwarriors@tma.osd.mil

Media inquiries:

Dcoe.media@tma.osd.mil or call 877-291-3263

Requests to share personal story: dcoe.realwarriors@tma.osd.mil

Partnership Program inquiries: RealWarriors.Partners@tma.osd.mil

Web site - technical issues/comments/feedback: webmaster@realwarriors.net



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