



***MOVE  
FORWARD***

Don't let PTSD hold you back.  
The right tools and support  
are here for you.



2016 National Posttraumatic Stress Disorder  
(PTSD) Awareness Day  
**An Event Planning Guide**

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# 2016 National PTSD Awareness Day Welcome Letter

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Thank you for your participation in our posttraumatic stress disorder (PTSD) awareness program!

In 2012, the Defense Centers of Excellence for Psychological Health and Traumatic Brain Injury (DCoE) and the National Center for Telehealth & Technology (T2) began distributing educational event kits to military sites around the globe, to assist you with your mental health awareness efforts. Our PTSD initiative is intended to help you educate service members and their families about PTSD, assess whether they have symptoms, and help them devise a treatment plan, if needed.

The attached program kit contains educational and promotional items to help you implement a successful PTSD awareness event at your installation. The kit includes the following materials:

- An Event Planning Guide
- Educational pamphlets and brochures, created by experts in the field
- Posters to promote your event
- Fun takeaways for participants, like magnets and wallet cards
- A 2016 Summary Form, to complete and return within two weeks of your event

Many of the promotional items in the kit can be customized for your event; we are happy to provide you with electronic copies that you can modify to your specifications. For more information about using and customizing these materials, feel free to contact our contract support team at [mrmc.dcoe.t2-contactus@mail.mil](mailto:mrmc.dcoe.t2-contactus@mail.mil) or call our office at 703-712-4291. Alternatively, you may contact the program's contracting officer's representative, Mr. Richard Demaree, at [richard.a.demaree.civ@mail.mil](mailto:richard.a.demaree.civ@mail.mil) or by phone at 253-302-1509.

Thank you for all you do to support the military health community. We wish you a successful event!



Karl O. Moe, PhD, ABPP  
Chief of Staff  
Defense Health Agency  
National Center for Telehealth & Technology (T2)

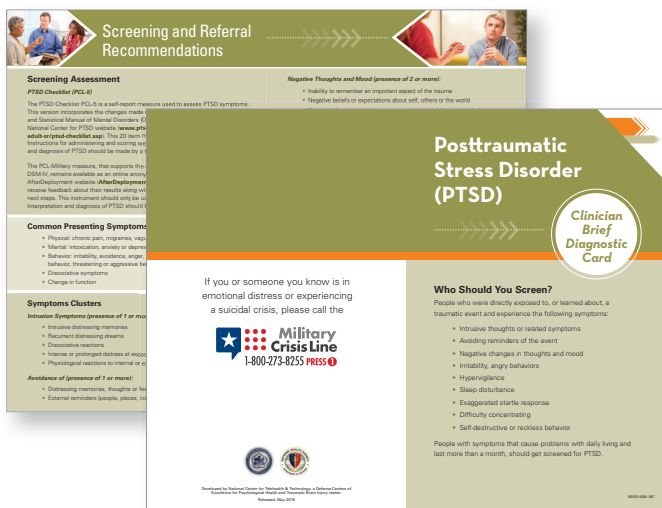
# 1. Planning Your Event

## What is Included in the Kit?

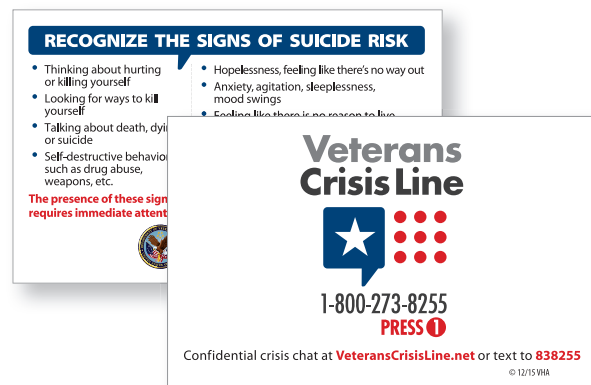
The kit contains both educational and promotional materials. You can use the educational materials throughout the year to help answer questions, facilitate conversation, and provide links to helpful resources. The promotional materials can be used to advertise a specific event, and include fun giveaway items such as stress balls and magnets.

## Using the Educational Materials

Through collaboration with the National Center for PTSD, T2 developed and provided a number of pamphlets, brochures and other handouts for your use. These items address topics like symptoms of PTSD, various treatment options available for PTSD, substance misuse, anxiety and depression. Each item contains information to direct a participant to resources available online, via telephone or to local military health care providers.



PTSD Clinician Card



Veterans Crisis Line Cards



Understanding PTSD and Substance Use



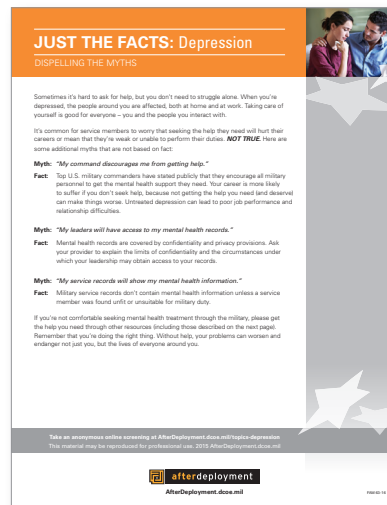
Understanding PTSD Treatment



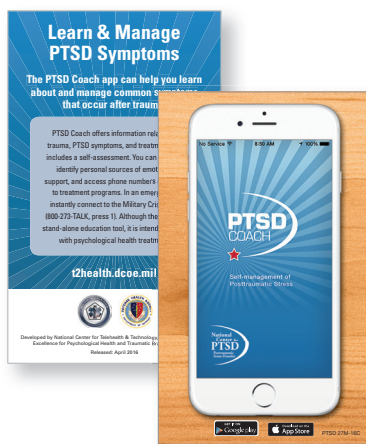
Just the Facts: Understanding Anxiety



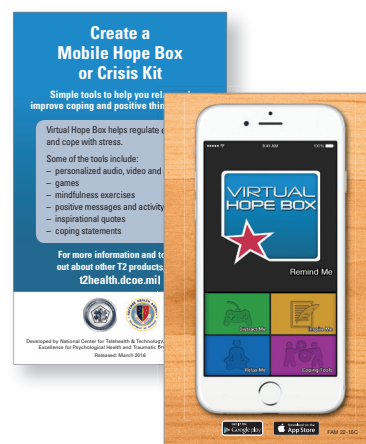
Just the Facts: Understanding Posttraumatic Stress Disorder



Just the Facts: Depression – Where to Get Help



PTSD Coach Mobile App Card



Virtual Hope Box Mobile App Card

## Using the Promotional Materials

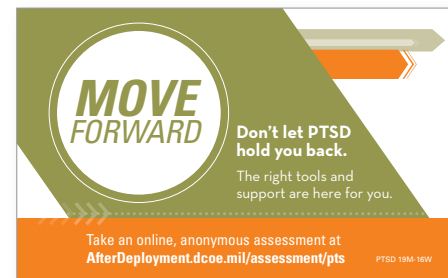
The promotional items in your kit – such as posters, wallet cards, magnets, event banner and stress balls – are intended to introduce a lighter tone to the serious topics addressed during PTSD Awareness Month. These items also encourage service members, veterans and their families to engage with the many resources available on the [AfterDeployment.dcoe.mil](http://AfterDeployment.dcoe.mil) website.



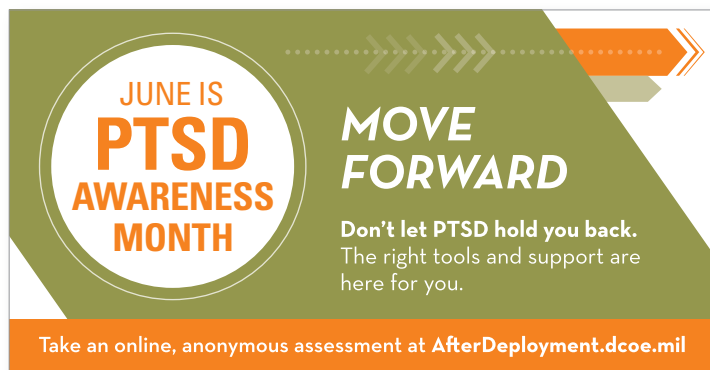
Posters



Wallet Cards



Magnet



Event Banner



Stress Reliever Ball



## What is the Purpose of the Event?

The purpose of a PTSD awareness event is to help service members and their families:

- Learn about PTSD and symptoms
- Assess whether participants have symptoms of PTSD, with in-person screenings or using the anonymous online screening tools on the AfterDeployment website (**AfterDeployment.dcoe.mil**)
- Ask questions and consult with staff members and clinicians about PTSD symptoms
- Receive referrals to military health care providers and other practitioners, if needed
- Leave the event with fun promotional items, educational materials and resource lists



## When and Where Should I Hold the Event?



Although it is ideal to schedule your event on National PTSD Awareness Day (June 27) or during PTSD Awareness Month (June), you should select a day that works for your installation/unit. To maximize the number of attendees, you may wish to “piggyback” the event with another planned activity, such as a family day, deployment event or health fair.

When selecting a location for your event, choose an area with plenty of foot traffic, but with a private, quiet place available where clinicians can conduct screenings and discuss results with participants.

## Who Can Help Me Plan the Event?

Our team is available to answer your questions and provide suggestions for planning a successful event. For assistance, email us at **mrmc.dcoe.t2-contactus@mail.mil** or call our office at 703-712-4291.





## 2. Promoting Your Event

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This section provides steps for getting your event details out to your installation, community and the media. To ensure that your event is a success, plan to start promotional activities at least *three weeks in advance*.

### What is a Promotional Plan?

A promotional plan outlines the actions you will take to promote your event. Your promotional plan may include:

- Creating fliers and handouts with event details
- Posting fliers in high-traffic areas (like the commissary, gym, Exchange store or mess hall)
- Asking individuals (like chaplains or other group leaders) and organizations to spread the word
- Providing event details to the media

### How Do I Spread the Word?

To maximize attendance at your event, you should promote your event both on and off base. Here are a few places to start:

#### ***Your Installation/Unit***

When promoting your event, you should start by spreading the word within your installation/unit. Some contacts to try:

- *Chaplain* (ask if he/she can mention the event at services and to individuals seeking help)
- *Radio stations or newspapers at your installation* (ask if advertising is available)
- *Health center coordinators* (ask if they can display fliers and mention the event to individuals seeking help)
- *Commissary or Exchange store* (ask if they can display fliers, and/or place fliers in shoppers' bags)



## **Your Community**

Also consider posting fliers in locations in your community:

- *Hospitals*
- *Mental health centers*
- *Walk-in medical clinics and crisis centers*
- *Places that military families frequent* (like shopping malls, restaurants, supermarkets and community centers)

## **The Media**

Local newspapers, magazines, television stations and radio stations may also be options for spreading the word about your event. Before contacting these media outlets, you should check in with the Public Affairs office for your unit/installation. *These materials should be submitted well in advance of your event.* Some documents you may want to prepare for the media include:

- *Press Release.* A press release is a document that provides event details to newspapers, radio stations, magazines and other time-sensitive media.
- *Public Service Announcement (PSA).* A PSA is a free advertisement on radio or television, or free advertising space available in a newspaper for public announcements.
- *Op-Ed.* An op-ed is a short newspaper article written by someone not on the editorial staff.

Since media outlets vary in their submission procedures and lead-time requirements, you should consult their website or contact them by email or phone before submitting materials.





# 3. Assembling Your Event Team

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A successful event requires both clinical staff (to screen and refer participants) and administrative staff (to host the table/booth, provide logistical support and assist with planning and publicizing the event).

## Clinical Staff

The first step in putting together a team is identifying a clinical coordinator to manage the clinical components of the program. This individual should be a behavioral health professional who is available to be on-site during the event, and has experience screening, diagnosing and treating PTSD.

The primary tasks of the clinical coordinator include:

- *Recruiting and training clinicians for the event.* Once you have located individuals who are available, schedule a training session to review the screening/referral process and any emergency procedures that you have in place. You may wish to invite TRICARE providers to join your staff, who could benefit from referrals made at the event.
- *Reviewing kit materials.* Before the event, determine how you will use the items in the kit.
- *Creating a plan for handling clinical emergencies during the event.*
- *Creating a referral list and participant letter to hand out at the event.* (Resource lists and a sample participant letter are provided in the Appendix.)

## Administrative Staff

Your administrative staff is responsible for the logistics of the event: setting up the table or booth, preparing event materials and assisting participants during the event. For an event preparation checklist, refer to Appendix A.



# 4. Making Your Event Great

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When your event date rolls around, use these tips to keep participants engaged and your screenings running smoothly.

## Table Tips

- Set up your table in a high-traffic area and display the kit posters to attract attention.
- In addition to the promotional kit items, place other fun giveaways on your table (candy, pens, discount coupons).
- Make sure that educational materials are placed near the front of the table, where they can be discreetly taken.
- Set up interactive activities that will draw people to your table. For example, you could supply laptops or tablets displaying an educational website (like [AfterDeployment.dcoe.mil](http://AfterDeployment.dcoe.mil)) for participants to try out.
- If children will be in attendance, keep them engaged by setting up a kids' area with small toys, snacks and/or activity sheets (like coloring or word-search pages).

## Screening Tips

- Make sure that you have screening forms and a private screening area available.
- A qualified health professional must be on the premises at all times during a screening event.
- Make sure that security staff is available (in case of emergency) throughout the event.
- The clinical screening staff should plan to spend 5-10 minutes with each participant. A screening interview should include a discussion of screening results, possible next steps, and referral recommendations.
- Make sure that participants understand that screening results *do not constitute a diagnosis*, but simply identify symptoms of PTSD. (For liability purposes, this information should also be included in the informational letter given to participants.)
- Hand out a referral list to each participant, regardless of whether he/she talks to a clinician.
- If a participant requests follow-up services or care, refer him/her to a provider affiliated with your installation/unit.



# 5. Providing Kit Feedback

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In exchange for receiving these materials free of charge, program participants are asked to submit feedback about the items; this information allows T2 to refine and update materials for future kits. A summary form is included in your kit and should be submitted within two weeks of your event. Note that the summary form must be completed by the person facilitating the program.

Once you complete your form, you can submit it by fax, email or regular mail:


*Fax:* 703-712-4010

*Email:* Scan your completed form, then email to **[mrmc.dcoe.t2-contactus@mail.mil](mailto:mrmc.dcoe.t2-contactus@mail.mil)**

*Mail:* Mail your form to this address:



MAXIMUS Federal Services  
c/o Military Pathways  
3130 Fairview Park Drive, Suite 800  
Falls Church, VA 22042





# Appendices: Resources and Samples

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**Appendix A: Event Checklist**

**Appendix B: Military/Government Resource List**

**Appendix C: Additional Resources**

**Appendix D: Sample Participant Letter**





# Appendix A: Event Checklist

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- Determine the date and time for the event.
- Reserve the location for the event. Visit the site in advance to determine how much space is available for your table(s), and to locate electrical outlets, internet connections, etc., to support your activities.
- Identify staff for the event and conduct a training session.
- Create promotional materials such as fliers and handouts.
- Contact on-site personnel, military media and other media to provide event details.
- Post fliers in high-traffic locations at your installation/unit, such as the mess hall, commissary or gym. Also consider posting fliers in other locations that military families frequent, such as shopping malls, restaurants and supermarkets.
- Distribute handouts and fliers to military and mental health groups.
- Create a referral list, emergency plan and participant letter.
- Make copies of your referral list, participant letter and screening forms to use at the event.
- Decide which materials you want to use at your table/booth (kit items, audio-visual materials, takeaways).
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# Appendix B: Military/Government Resource List

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Below is a list of military and government mental health care resources and providers that you may wish to provide to PTSD event participants.

## **AfterDeployment** ([AfterDeployment.dcoe.mil](http://AfterDeployment.dcoe.mil))

The National Center for Telehealth & Technology (T2) provides wellness resources for the military community. The site provides self-assessment tools, information about downloadable mobile apps, and articles and videos on many topics.

## **DCoE Outreach Center** ([dcoe.mil/Families/Help.aspx](http://dcoe.mil/Families/Help.aspx))

The DCoE Outreach Center provides 24/7 consultations for service members, family members and clinicians. Services are available via phone (866-966-1020), email ([resources@dcoeoutreach.org](mailto:resources@dcoeoutreach.org)), or live chat ([realwarriors.net/livechat](http://realwarriors.net/livechat)).

## **DCoE Website** ([dcoe.mil/PsychologicalHealth/About\\_PTSD.aspx](http://dcoe.mil/PsychologicalHealth/About_PTSD.aspx))

The DCoE website is an online resource for service members, veterans and their families. The DCoE website provides information regarding post-traumatic stress.

## **InTransition** ([intransition.dcoe.mil](http://intransition.dcoe.mil))

U.S.: 800-424-7877; Overseas: 800-424-4685 (DSN)

InTransition is a free, voluntary program with coaches who provide psychological health care support to service members, veterans and their health care providers during times of transition. Service members can call to self-enroll 24/7.

## **Military Crisis Line** ([veteranscrisisline.net](http://veteranscrisisline.net))

U.S.: 800-273-8255; Europe: 08000-1273-8255 or DSN 118

This free, confidential hotline is available 24/7 to all service members, Guard and reserve members and veterans.

## **Military OneSource** ([militaryonesource.mil](http://militaryonesource.mil))

U.S.: 800-342-9647; Overseas: 1-800-342-9647 or 1-703-253-7599

The Military OneSource website provides a 24/7 help line for active duty, Guard and reserve members and their families.





# Appendix B: Military/Government Resource List (continued)

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**National Center for PTSD** ([www.ptsd.va.gov/apps/ptsdcoachonline/default.htm](http://www.ptsd.va.gov/apps/ptsdcoachonline/default.htm))

This U.S. Department of Veterans Affairs website provides a “PTSD Coach” tool, videos, a health provider locator and other resources about PTSD symptoms and treatment.

**The National Institute of Mental Health**

([nimh.nih.gov/health/topics/post-traumatic-stress-disorder-ptsd/index.shtml](http://nimh.nih.gov/health/topics/post-traumatic-stress-disorder-ptsd/index.shtml)) website provides a comprehensive overview of PTSD (such as symptoms, causes and treatments) and current research articles about PTSD.

**TRICARE** ([tricare.mil](http://tricare.mil))

To locate a TRICARE health provider or service center in your area, use the provider locator on the website, or call:

North: 877-874-2273

South: 800-444-5445

West: 877-988-9378

Eurasia-Africa: +44-20-8762-8384 or 877-678-1207 (toll-free from U.S.)

Latin America/Canada: 1-215-942-8393 or 877-451-8659 (toll-free from U.S.)

Pacific (Singapore): +65-6339-2676 or 877-678-1208 (toll-free from U.S.)

Pacific (Sydney): +61-2-9273-2710 or 877-678-1209 (toll-free from U.S.)

TRICARE also has a website for National Guard and reserve members and families ([tricare.mil/Reserve](http://tricare.mil/Reserve)).



# Appendix C: Additional Resources

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Below is a list of mental health care organizations and resources that you may wish to provide to PTSD awareness event participants. Note that inclusion in this list does not constitute official endorsement by the Department of Defense, the Defense Centers of Excellence for Psychological Health and Traumatic Brain Injury or the National Center for Telehealth & Technology.

## Local:

- General hospitals with mental health services
- Health facilities that provide free or sliding-scale treatment
- Mental health clinics
- Pastoral counseling centers
- Private practitioners
- Self-help groups

## State:

- Psychological associations ([apa.org/about/apa/organizations/associations.aspx](https://www.apa.org/about/apa/organizations/associations.aspx))
- Psychiatric associations ([psychiatry.org/about-apa/meet-our-organization/district-branches](https://www.psychiatry.org/about-apa/meet-our-organization/district-branches))

## National:

- Advocacy groups (e.g., Mental Health America, National Alliance on Mental Illness, Depression and Bipolar Support Alliance)
- Suicide prevention hotlines
- American Psychological Association ([apa.org](https://www.apa.org))
- National Association of Social Workers chapters ([socialworkers.org](https://www.socialworkers.org))
- The Anxiety and Depression Association of America ([adaa.org/understanding-anxiety/posttraumatic-stress-disorder-ptsd](https://www.adaa.org/understanding-anxiety/posttraumatic-stress-disorder-ptsd)) website provides PTSD educational resources, including an Online Coach for managing symptoms, articles, videos and screening tools.



# Appendix D: Sample Participant Letter

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Below is a sample letter to provide to event participants.

*Thank you for your participation in our posttraumatic stress disorder (PTSD) awareness event! This initiative is intended to help you learn about PTSD, recognize the symptoms and seek treatment options, if needed. At our table you will find educational materials, resource lists, and a chance to speak with our clinical staff about your concerns, confidentially.*

*We will provide anonymous screenings to help you assess whether you are experiencing symptoms of PTSD. If you choose to participate in a screening, keep in mind that the results are educational, not diagnostic; screening results indicate if you have symptoms of PTSD, but do not constitute a diagnosis of any kind. Based on your results, you may choose to contact a health care provider to discuss possible next steps. If you prefer, you can also complete this screening online at **[AfterDeployment.dcoe.mil/assessment/PTS](https://AfterDeployment.dcoe.mil/assessment/PTS)**.*

*Thank you for attending, and please let us know if you have questions we can answer. We hope today's event is educational for you and your family.*

*Thank you!*

