

REAL WARRIORS CAMPAIGN

INFO KIT



REAL WARRIORS + REAL BATTLES
REAL STRENGTH

OVERVIEW

The Real Warriors Campaign is a multimedia public awareness initiative designed to encourage help-seeking behavior among service members, veterans and military families coping with psychological health concerns.

Launched by the Defense Department's Psychological Health Center of Excellence (PHCoE) in 2009, the campaign is an integral part of the Defense Department's overall effort to encourage warriors and families to seek appropriate care and support for psychological health concerns.

The goals of the campaign are defined as:

- Create awareness about the resources available for psychological health care and support
- Create understanding regarding the challenges service members may feel prevent them from seeking care
- Create awareness of the concepts of readiness and early intervention as well as the roles they play in successful care, recovery and reintegration

Expanding from its initial focus on stigma reduction and promotion of psychological health resources, the campaign broadened its goals in 2014 to include the following:

- Educate and reduce misperception, promote psychological health literacy
- Foster a culture of support for psychological health by promoting the belief that seeking help is a sign of strength and educating audiences on how to access care
- Restore faith in the Military Health System (MHS) and promote confidence in treatment effectiveness
- Improve support systems for service members and their families
- Empower behavior change through the promotion of self-efficacy

The campaign also engages service members, veterans and military families through outreach events and partnerships, print materials, media outreach, an interactive website, a mobile website and a robust social media presence.



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AWARDS

The response to the Real Warriors Campaign since its launch has been overwhelmingly positive.

The campaign has been recognized for more than 65 industry awards for its achievements and excellence as an integrated health communications campaign as well as for its website, social media channels, public service announcements (PSAs), video profiles and materials. Significant recognition include:



Telly Awards



Hermes Awards



Videographer Awards
of Distinction



MarCom Awards



Public Relations
Society of America
Awards



Web Health Awards



Communicator
Awards



International
Association of Business
Communicators Awards

The campaign has won in a variety
of categories including
**Best Health Campaign, Social
Marketing Campaign and Government
Communications Program**

Visit realwarriors.net/awards to see all awards.

SOCIAL MEDIA

Our social media channels amplify the campaign's reach online through interacting with fans and followers, promoting actionable resources available at realwarriors.net and reaching audiences on local and international levels.

Every day, audiences engage with the campaign online through its social media channels, including Facebook and Twitter.

Audiences use the campaign's online channels to connect with each other and refer their friends to the campaign as a trusted resource for support and information on psychological health care.

For example, Facebook fans and Twitter followers can view posts on topics such as psychological health tips, video profiles, Welcome Home posts to returning units and 24/7 resources like the Psychological Health Resource Center and Military Crisis Line.



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ENGAGE WITH THE REAL WARRIORS CAMPAIGN SOCIAL MEDIA COMMUNITY:

 facebook.com/realwarriors

 youtube.com/realwarriorscampaign

 twitter.com/realwarriors

VIDEOS AND PSAs

Profiles

Compelling video profiles available on realwarriors.net feature service members and veterans who have proved through example that resources are available, and they work.

These individuals have reached out for care with successful outcomes, including learning coping skills, maintaining their security clearance and continuing to succeed in their military or civilian careers. View these and other video profiles and PSAs on realwarriors.net/personal-stories:



Retired Gunnery Sgt. Mathew Barr struggled with flashbacks of an IED explosion, survivor guilt from combat and outbursts of anger directed at his family. After Barr reached out for support, his counselors, chaplains and health care providers brought his life back into focus and set him on a path to success.



Retired Sgt. Maj. of the Army Raymond Chandler, the former senior most enlisted service member in the U.S. Army, experienced combat stress following deployment to Iraq. With the support of his command, Chandler reached out for the care he needed and continues to excel in his career.



Wounded by an IED blast in Iraq, retired Army Maj. Ed Pulido returned home facing tremendous physical and psychological challenges, including thoughts of suicide. What turned things around for him was reaching out for and accepting support from others, and focusing on helping service members and families in similar circumstances.

"Getting treatment made me better, and people respect me more now. So many people have come up to me in the halls at work and reached to me privately through email to thank me for sharing my story, because it has encouraged them to get help. For me, that is what it's all about."

- Former Army Reserve Staff Sgt. Megan Krause, campaign profilee



Former Army Reserve Staff Sgt. Megan Krause knew the warning signs of depression and PTSD, yet didn't recognize them in herself. Fortunately, others did. Colleagues across the chain of command helped her see that she needed treatment and that it was OK to ask for help.



With 20 years in the Marine Corps and multiple deployments to Iraq and Afghanistan, 1st Sgt. Simon Sandoval knew firsthand the difficulty of coping with the stress of military life, including frontline battles and lost friends during combat. He shared his story to set an example that seeking help and communicating about your experiences is a sign of strength, not weakness.

The campaign also has video shorts that can help service members and veterans better understand their concerns and symptoms. Topics include:

- Depression signs and symptoms
- Posttraumatic stress disorder signs and symptoms
- Sleep tips for staying mission ready

FEATURED ARTICLES

The Real Warriors Campaign website includes articles on health topics like sleep, stress and anxiety, and transitions written for active-duty service members, members of the National Guard and Reserve, veterans, and military families.

The articles provide a range of practical tips and resources for supporting early intervention for treatment of psychological health concerns in all stages of military life including separations and reintegration.

Visit realwarriors.net to read the most recent articles.



Active Duty

Find tips and tools to help you cope with stress and psychological health concerns before, during and after deployment.

- Easing Holiday and Reintegration Stress
- Dispelling Myths About Posttraumatic Stress Disorder
- Taking the First Steps to Get Help for Psychological Health Concerns

National Guard & Reserve

Access resources to help you address the unique challenges of transitioning from civilian to warfighter and back.

- Navigating VA Benefits for National Guard and Reserve
- Peer Support Resources for Members of the National Guard, Reserve and Individual Augmentees
- Tips for National Guard and Reserve Members to Manage Stress

Veterans

Navigating the transition from active duty to veteran status can be a big adjustment. Learn ways to make the shift a smooth one.

- Translating Military Experience to Civilian Employment
- How Veterans can Navigate Change through Writing
- Veterans Affairs Health Benefits Overview

Military Families

Find tips and resources to help your family manage common stressors and care for your warrior.

- Peer Support for Military Spouses
- Boosting Family Readiness
- Maintaining Relationships with Loved Ones During Deployment



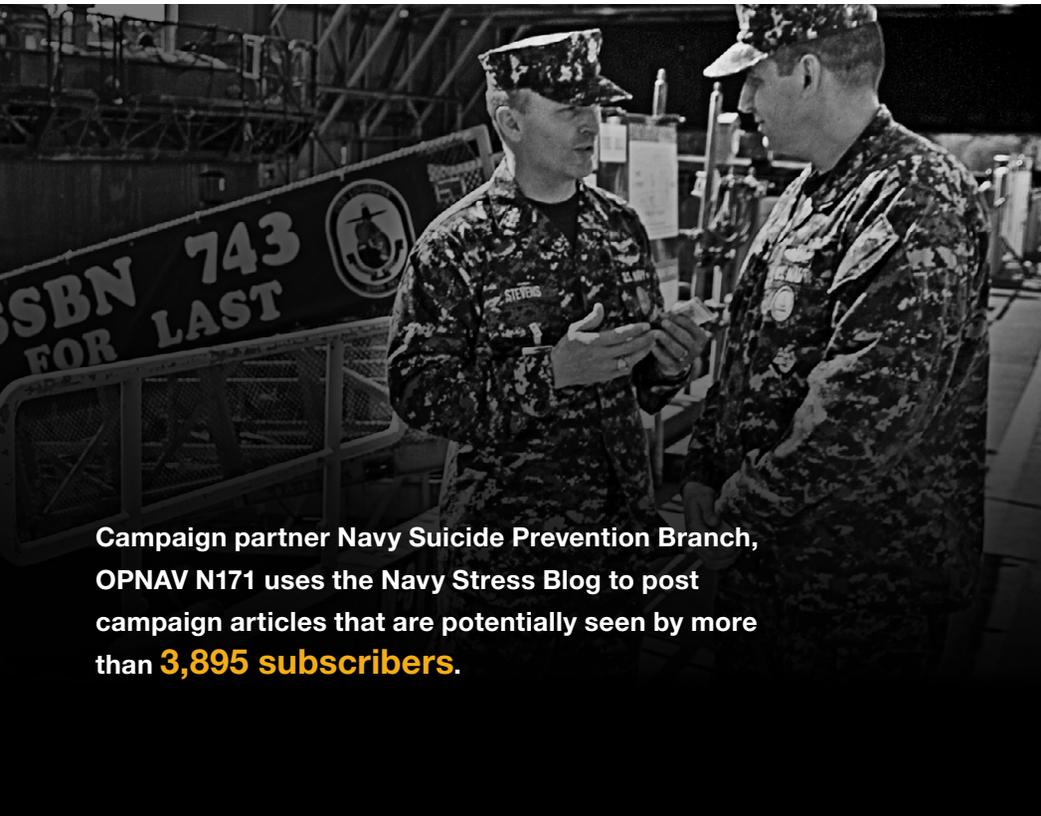
“... getting support and treatment isn’t a sign of weakness. It’s a sign of strength. We all know that our mental health is just as vital as our physical health. So it’s time we started treating it that way.”

- Michelle Obama, first lady of the United States from 2009-2017

PARTNERSHIP NETWORK

The Real Warriors Campaign collaborates with military and other government organizations and programs, nonprofit 501(c)(3) organizations and local, regional and national organizations that share the campaign's mission to encourage help-seeking behavior among service members, veterans and military families coping with psychological health concerns.

By extending the reach of the campaign through the dissemination of messages, partnerships foster a culture of support for all stages of military life and improve support systems for the military community. Partners have placed campaign articles or blog posts in more than 380 blogs, newsletters and other communications, helping the Real Warriors Campaign potentially reach an estimated 135.7 million service members, veterans, military families and members of the public.



Campaign partner Navy Suicide Prevention Branch, OPNAV N171 uses the Navy Stress Blog to post campaign articles that are potentially seen by more than **3,895 subscribers**.

Partnership Requests

Partners can support the campaign through a variety of activities, including:

- Linking to the campaign website on the partner website
- Publishing a news brief or article about the campaign, incorporating campaign content and ready-to-publish copy
- Featuring campaign updates or materials in an e-blast, e-newsletter and/or blog to stakeholders and partners — and encouraging them to forward the news
- Displaying campaign posters and distributing hard copy and web versions of campaign materials at offices and clinics, or to stakeholders at events
- Incorporating campaign videos and resources into webinars, trainings and presentations

Partnership Benefits

The campaign provides materials and information to help partners with quick, easy and inexpensive outreach, such as:

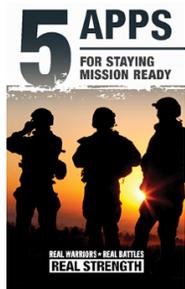
- Shareable social media content for MHS monthly observances and themes
- Materials for distribution to members and stakeholders
- Ready-to-print copy about campaign topics for newsletter/publication content
- E-newsletter featuring partner highlights and campaign updates

How to Become a Partner

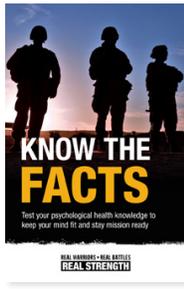
For more information on joining the campaign's Partnership Network, e-mail partners@realwarriors.net.

COMMUNICATION AND EDUCATIONAL PRODUCTS

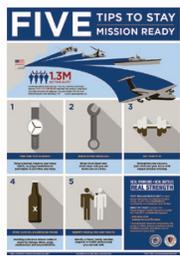
The Real Warriors Campaign has published a variety of educational materials designed to encourage help-seeking behavior for the military community. They include the following:



“5 Apps for Staying Mission Ready” mini-brochure



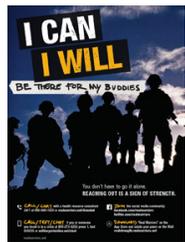
“Know the Facts” psychological health awareness booklet



“5 Tips to Stay Mission Ready” infographic
Also available in Spanish



“Take the First Step” infographic



“I Can I Will Be There For My Buddies” poster



“I Got This” poster



“I Can I Will Stay Mission Ready” poster



“5 Questions to Ask Your Psychological Health Provider” trifold

These products are available to order from the campaign shopping cart, free of charge in any quantity. The shopping cart allows organizations, installations and individuals around the world to access and order materials to support psychological health. Products can also be viewed and downloaded on the campaign’s website.

Health professionals can use these materials to support service members, who may benefit from learning strategies for coping with psychological health concerns, by displaying them in their facility or handing them out after an appointment.

“We used your materials, copied articles, etc. [on our base] and have really seen a decrease in stigma. We asked people who referred them to us and they said ‘Real Warriors [Campaign] materials.’”

- Ms. Skyla Duke, Medical Operations Squadron, Aviano Air Force Base, comment received at the DoD/USDA Family Resilience Conference



Support resources featured in these products include Military Health System resources, the Psychological Health Resource Center, the Military Crisis Line and interactive sections for service members to learn more about psychological health concerns and write down notes.

MEDIA IMPACT

CBS Cares PSA featuring the Real Warriors Campaign and “NCIS” (CBS, National) stars Mark Harmon and Pauley Perrette aired following a relevant episode on Nov. 20, 2012



It was seen by as many as 16.4 million viewers, resulting in 8,112 visits to realwarriors.net, 400 new Facebook fans and 30 orders for more than 10,000 campaign materials in the 48 hours following the show.

Additionally:

- Ms. Perrette tweeted about the campaign, generating 500 additional interactions on Twitter
- CBS placed the “NCIS” PSA on their website in the CBS Cares section, garnering more than 6.4 million impressions
- Since posting the PSA to the campaign website in May 2016, it has been viewed more than 120 times

Campaign profilee featured in the People magazine article “Maj. Jeff Hall’s Battle for His Life,” February 2013 issue

Campaign profilee retired Army Maj. Jeff Hall and wife Sheri spoke to People magazine about Hall’s experiences coping with PTSD, depression and suicidal ideation following his second deployment. Hall reinforced the importance of early intervention and the role it plays in successful care, recovery and reintegration.



The article was potentially seen by 42.5 million readers. As a result of its placement, Hall’s profile page views on realwarriors.net increased 1,529 percent that week.



REACH OUT

Psychological Health Resource Center

Reaching out for help is a sign of strength. If you or someone you know has questions or would like more information on psychological health, contact the Psychological Health Resource Center by phone at **866-966-1020**, or email resources@phcoe.org.

You can also connect instantly with the Psychological Health Resource Center by logging on to realwarriors.net/livechat from your computer or smartphone.

Trained health resource consultants are available 24/7 to provide confidential guidance and connect service members, veterans and military families with resources. You can also visit the campaign’s “24/7 Resources” page at realwarriors.net/247-resources and “Find Psychological Health Programs” page at realwarriors.net/psych-health-programs for more key psychological health resources including the Military Crisis Line, your local military treatment facility and the Department of Veterans Affairs.

“A person’s physical and mental health serve as the foundation of their total well-being. Our [service members] can’t serve themselves, their families or their country if they aren’t in the best mental health that they can be.

When a service member breaks a rib, there is no doubt that medical treatment is the first priority. When a service member has flashbacks or feels hopeless or has thoughts that friends and family would be better off if he were dead, there should be no doubt that treatment is a priority.”

- U.S. Public Health Service Capt. Robert DeMartino, director of Mental Health Policy for the Assistant Secretary of Defense for Health Affairs

*Source: Health.mil

GET INVOLVED WITH THE REAL WARRIORS CAMPAIGN

Email Updates

Every month, the Real Warriors Campaign Email Update highlights new articles, website features and program spotlights. The email update keeps service members, veterans, military families and health care professionals up-to-date on the latest tools and resources to help encourage strength, facilitate recovery and support reintegration. Visit realwarriors.net to sign up.

Together, we can spread the message that reaching out is a sign of strength!

HERE ARE 10 WAYS TO GET INVOLVED WITH THE REAL WARRIORS CAMPAIGN:

- 1 Link to the campaign on your website or blog.
- 2 Order or download free materials to distribute at events or display at your facility.
- 3 Use video profiles in trainings, briefings and presentations to service members, veterans and families.
- 4 Connect with us on Facebook, Twitter and YouTube.
- 5 Share and retweet campaign posts on your social media channels.
- 6 Feature the Real Warriors Campaign Live Chat as a resource on your organization's website.
- 7 Join the Partnership Network to promote your organization's programs and resources.
- 8 Embed or run a video profile, video short or PSA on your website, closed-circuit television or TV station.
- 9 Include a print feature article or website article in your newspaper or publication.
- 10 Become a campaign advocate and help reduce stigma and spread the message that reaching out is a sign of strength.



WE WANT TO HEAR FROM YOU!

Email us at shareyourstory@realwarriors.net to share your story. Email us at webmaster@realwarriors.net to let us know what you think of our website.



“ Truly remembering means that after our fallen heroes gave everything to get their battle buddies home, we have to make sure our veterans get everything that they have earned, from good health care to a good job.

And we have to do better; our work is never done. We have to be there not only when we need them, but when they need us.

”

- President Barack Obama, 44th President of the United States

* Source: White House, speech given at Arlington National Cemetery, May 30, 2016

realwarriors.net

 facebook.com/realwarriors

 twitter.com/realwarriors

Psychological Health Resource Center | 866-966-1020

REAL WARRIORS ★ REAL BATTLES
REAL STRENGTH

 Military Health System
health.mil