REAL WARRIORS ★ REAL BATTLES
REAL STRENGTH

The Real Warriors Campaign: Reaching Out Makes a Real Difference

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DEFENSE CENTERS OF EXCELLENCE
For Psychological Health & Traumatic Brain Injury

Learning Objectives

- Examine social marketing best practices to encourage help seeking behaviors among a unique and targeted population: the United States military.

- Communicate aspects of seeking treatment for psychological health concerns within the military culture to a constantly mobile, transitioning community of stakeholders.

- Recognize the significant role of peers, leadership, family and health care professionals in supporting service members with reducing barriers to care.

Campaign Overview

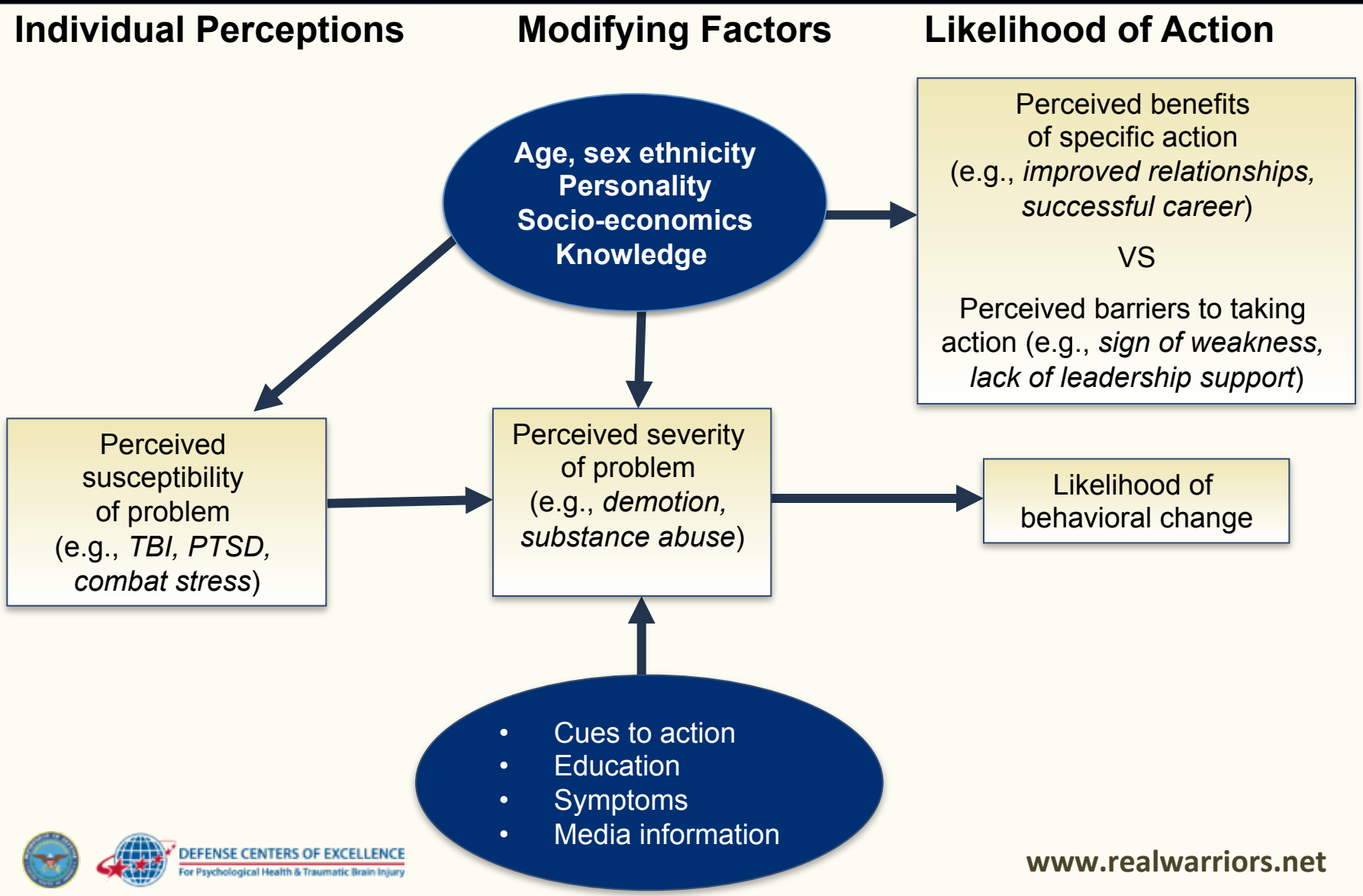
- The Real Warriors Campaign is an integrated, multimedia public awareness initiative designed to encourage help-seeking behavior among service members and veterans coping with psychological health concerns.

- The campaign is an **integral part** of the United States Defense Department's overall effort to eliminate the stigma that was identified in the 2007 Mental Health Task Force Report and encourage help-seeking behavior for invisible wounds. The campaign was launched in 2009.

Campaign Goals

- **Educate and reduce misperceptions about psychological health,** promote psychological health literacy
- **Foster a culture of psychological health** by promoting the belief that seeking help is a sign of strength and educating audiences on how to access care
- **Promote support systems** for service members and their families
- **Empower behavior change** through the promotion of self-efficacy

Campaign Framework: Health Belief Model



Market Research Feedback

- **They want proof.** To see personal examples of service members who have received psychological health care, support or treatment and are maintaining a successful military career.
- **They want success**; either in their military career or post-service. Quotes include "*I'm back with my unit*;" "*I'm still in command*;" "*I needed help. I got help*."
- **They want to see themselves.** Profiles represent a variety of services, rank (enlisted and officers), age and gender, as well as representation of both active duty and National Guardsmen and reservists.

Major Elements of the Campaign

realwarriors.net

- Live chat with Masters degree-level trained health resource consultants
- Call the Military Crisis Line
- Watch video profiles and PSAs
- Read informational articles targeted to different audiences
- Participate in message boards
- Order or download materials online
- Connect using social media tools
- Download the Real Warriors App and access the responsive site at realstrength.realwarriors.net

www.realwarriors.net

Real Warriors Speak

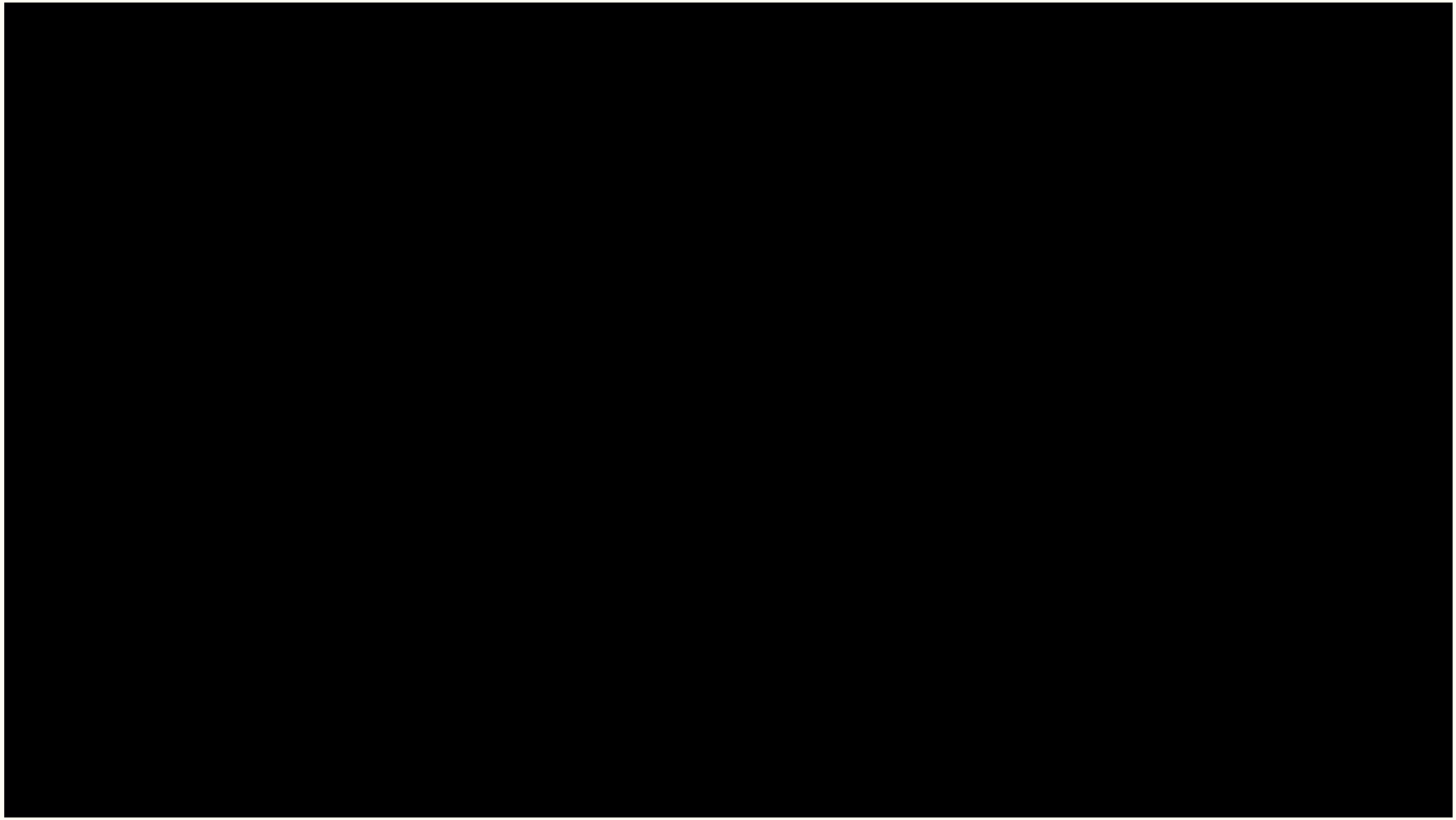
- The campaign features 12 real warriors who share their story on the campaign website and participate in media interviews on an ongoing basis to share their stories of seeking care.

- There are currently 17 PSAs in rotation on seven channels of the Armed Forces Radio and Television Service, a service-specific station that airs on bases all over the world

- There are currently 16 video profiles on the website available for download and use in trainings, unit briefings or other settings

- PSAs featuring Real Warrior profilees have aired on seven DoD TV networks more than 178,838 times, reaching more than 2 million warriors in 177 countries each week.

Reintegration PSA



Mobile Application

The Real Warriors app is an online photo-sharing service that offers peer support for warriors, veterans and military families.

- Upload photos and salute others.
- Share photos instantly to Facebook, Twitter, Flickr, SMS, iMessage and email.
- Check out the wall from any device at realwarriors.net.
- Access 24/7 resources.
- Download the Real Warriors app for free on the App Store, available for iPhone, iPad and iPod touch.
- Responsive site: https://realstrength.realwarriors.net/

Social Media Engagement

A Navy Pilot's Wife @NLPilotsWife — Following

If you're interested in spreading info about how to get help for PTSD, combat stress, and suicide, pls follow @realwarriors #MilSpouse

Tweet from a Navy pilot's wife

Real Warriors @realwarriors 10h

Pls RT to #SOT! -> If you or someone you know is in crisis, help is a phone call away 24/7: 1-800-273-8255 #MilMon #milspouse #milfam

Expand

Tammy Velasquez @jadmav 9h

@realwarriors My husband used it in a crisis situation. Thank you for reposting this number for those in need.

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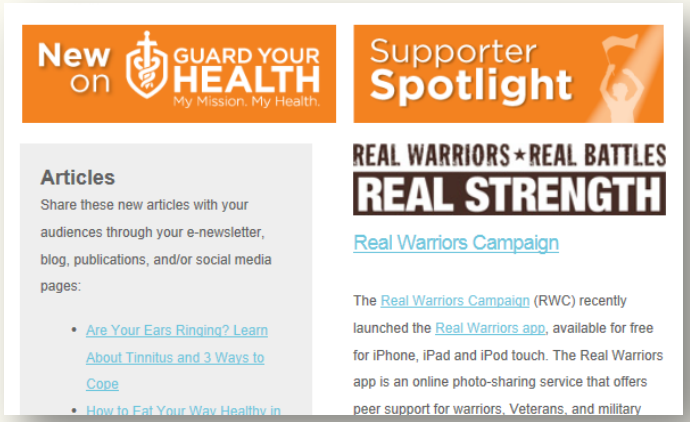
Partnership Network

- The campaign partners with a variety of **federal, military, not-for-profit and local organizations** to help spread campaign messages and materials to service members, veterans and military families worldwide.



- Campaign partners share the campaign's mission and provide a support service, program or resource directed towards service members, veterans, military families or health professionals.

Campaign Materials

www.realwarriors.net/materials

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Results & Learning

- A 2012 Army report suggested anti-stigma efforts and targeted campaigns to combat the stigma associated with seeking behavioral health care in the military are having a positive impact.

- A 2012 Army report highlighted the successful progress made “in recent years to reduce and eliminate the stigma associated with seeking and receiving help for behavioral health conditions,” specifically citing the campaign.

- The 2013 Army Mental Health Advisory Team report indicated that “stigma remained stable whereas perceptions of barriers improved in 2013 compared to 2009.”

Measurement: Snapshot of Metrics

- Visits and referral traffic to the website
- Number of subscribers to listserv
- Interactions through social media networks
- Clicks and conversation rates for Facebook campaigns
- Calls to the toll-free phone number
- Number of emails / tweets received and responded to
- Amount of donated media, incl. television and radio
- Distribution of print articles, such as *People Magazine*
- Visits from partner websites
- Requests for and number of materials distributed/downloaded
- Qualitative feedback from target audiences and key stakeholders

We are now beginning to track metrics that demonstrate intent by our priority groups to seek care after engaging with the campaign.

Questions?