

REAL WARRIORS★REAL BATTLES
REAL STRENGTH

Real Warriors Campaign

DCoE Webinar
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Dana Stirk, Deputy Project Manager
703.604.5631

Dana.Stirk.ctr@tma.osd.mil



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For Psychological Health & Traumatic Brain Injury

What Is the Campaign?

The Real Warriors Campaign is a multimedia public education campaign designed to encourage help-seeking behavior among Service members and veterans with invisible wounds.

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.



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Campaign Goals

- **Create awareness** about the resources available for psychological health care 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 concerns.
- **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.



Research Findings: Key Themes

- **Service members 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 National Guard and Reserve.



Campaign Elements

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



Web site & Social Media

Home | About Us | Partners | Resources | Multimedia | Press Room | Social Media

SEARCH: GO

ACTIVE DUTY ★ NATIONAL GUARD & RESERVE ★ VETERANS ★ FAMILIES ★ HEALTH PROFESSIONALS

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Reaching out makes a
REAL DIFFERENCE
Photo by MC 1st Class Chad J. McNealey

FEATURED ARTICLES

- ▶ [Leading Warriors to Peak Psychological Functioning](#)
- ▶ [Maintain Family Strength When Both Parents Deploy](#)

>> [Read More](#)

24/7 HELP

DCoE Outreach Center
For Psychological Health and Traumatic Brain Injury Information and Resources
866-966-1020 **LIVE CHAT**

National Suicide Prevention Lifeline
For Crisis Intervention
1-800-273-TALK (8255) Press "1"

[afterdeployment.org](#)
Wellness resources for the military community

Get E-Mail Updates
 Subscribe

CAMPAIGN MATERIALS

MESSAGE BOARDS

ABOUT US
The Real Warriors Campaign is an initiative

MULTIMEDIA
Real stories of strength and

IN THE NEWS
[Morphine May Reduce PTSD Risk, Study Shows](#)

Live chat with Masters level trained health resource consultants

Contact the National Suicide Prevention Lifeline

Subscribe to listserv for campaign updates

Interactive message boards

Connect using social media tools, such as Facebook and Twitter

 www.twitter.com/realwarriors

 www.facebook.com/realwarriors

Educating Service members & their Families With Online Articles

- More than 60 articles on a wide variety of topics related to resilience, recovery and reintegration.
- New articles added several times a month with tailored content for Active Duty, Guard & Reserve, Families, Veterans and Health Professionals.
- Read the latest articles at www.realwarriors.net/featuredarticles.

Tips for Spouses of Returning Service Members

As the wife or husband of a service member returning from deployment, you are probably both excited and nervous about the homecoming. A lot of time and significant events have passed during the deployment and there will be a time of natural adjustment. The days and weeks following the return home will include challenges but there are some things you can do to ease the reintegration for both of you.

What to Expect During the Reunion

- It is normal to feel nervous and anxious about the homecoming. This does not mean you aren't happy to see your spouse.
- Realize the day of homecoming is stressful. Plan for homecoming day but keep your plans simple and flexible. Try to avoid high expectations.
- Expect to feel out of sync with each other at first. You both have been through separate experiences during the deployment and have changed as a result.
- Avoid over-scheduling the first few days after the return. Your spouse may be experiencing jet lag from a long trip home and may need a few days to adjust to the time change.

Tips for Communicating with your Spouse

- Talk with your spouse. Tell your spouse how you feel and listen to your spouse in return. The best way to regain closeness and rebuild family routines is by talking and actively listening.

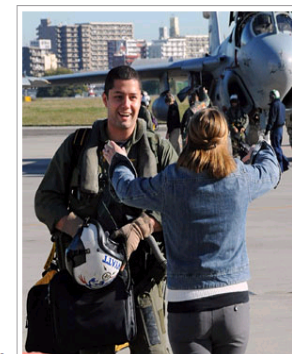


Photo by Mass Communication Specialist 1st Class J.D. Yoder



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Watch Warriors Share Their Success Stories

<http://www.realwarriors.net/multimedia/profiles.php>

- 11 Video Profiles and 13 PSAs on the website available for download and use in trainings, unit or family readiness briefings, CCTV systems, prior to movie screenings, group sessions, or other settings.



U.S. Marine Sgt. Josh Hopper saw combat from the front lines during two tours in Iraq. While there, he experienced invisible wounds, including traumatic brain injury, from IED blasts. Returning home, he faced new challenges associated with combat-related stress.



Request Campaign Print Materials

Real Warriors Poster



- Service-specific posters, brochures, flyers, campaign ads and other materials are available.
- Download or order free materials online <http://www.realwarriors.net/materials/order>

Real Warriors Brochure

REACHING OUT IS A
SIGN OF STRENGTH
You Are Not Alone

TALK to a trained health resource
consultant 24/7 for free.
Call 866-966-1020 or log on to
www.realwarriors.net/liveshot

CONNECT with other warriors, families
and health professionals:
www.realwarriors.net/forum

WATCH warriors share their stories
of resilience and recovery:
www.realwarriors.net/multimedia

ENGAGE with Real Warriors Campaign
social media tools:
www.twitter.com/realwarriors and
www.facebook.com/realwarriors



5 TOOLS

THAT REINFORCE PSYCHOLOGICAL STRENGTH

Use these five free, confidential resources
24 hours a day, seven days a week

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"Admitting psychological treatment is
not an impediment to getting or keeping
a security clearance. The department has
also launched the Real Warriors Campaign,
a national multimedia public-education
effort designed to combat this stigma."¹¹

— Secretary of Defense Robert M. Gates

The Real Warriors
Campaign is designed
to combat stigma
and provide free,
confidential resources
for accessing support
and treatment.

1 CALL THE DCOE
OUTREACH CENTER
866-966-1020

REACHING OUT FOR HELP is a sign of strength.
If you or someone you know has questions or
would like more information, don't hesitate to call
one of the trained health resource consultants at
the Defense Centers of Excellence for Psychological
Health and Traumatic Brain Injury (DCE). They
understand the common stress reactions resulting
from combat and are always ready to talk, listen
and provide confidential guidance. So, pick up the
phone and call 866-966-1020, 24 hours a day,
seven days a week.



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Use Campaign Print Materials

Service-specific Real Warriors posters, brochures and materials can be displayed on installations & used as part of various efforts:

- Yellow Ribbon Program Post-Deployment Events
- OIF/OEF Program Welcome Home events, IRR Musters & Family Days
- Community partners special events
- Commands/units suicide prevention efforts
- Course work at National Defense University and
- Numerous unit trainings, briefings and presentations

Example installation distribution locations:

- Gyms
- Bus Stops
- Movie theaters
- Cafés & Eateries
- Recreation Areas
- Waiting Rooms



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Become a Campaign Partner

- Benefits of partnership include:
 - User friendly toolkit that includes campaign information, an official partnership recognition certificate and collateral materials
 - Subscription to the Partner Update – a quarterly e-newsletter featuring partner highlights and campaign updates
 - Invitation to monthly webinars on a variety of topics related to psychological health and traumatic brain injury
 - Opportunity to participate in Real Warriors Campaign Partner Forum
- For more information or if your organization is interested in becoming a partner, e-mail Realwarriors.Partners@tma.osd.mil or visit the Partner page at the campaign Web site www.realwarriors.net/partner



Share A Personal Story

- The Real Warriors Campaign is actively seeking stories of organizations or individuals combating stigma.
- Existing profiles and PSAs are available for download and viewing by visiting the Multimedia page of the campaign Web site <http://realwarriors.net/multimedia>
- Share your story by emailing dcoe.realwarriors@tma.osd.mil or on the Real Warriors Campaign Message Boards <http://realwarriors.net/forum/>



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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Appendix: Campaign Messages

- Experiencing psychological stress as a result of deployment is common
- Unlike visible wounds, psychological wounds and brain injuries are often invisible and can go untreated if not identified. *Successful treatment and positive outcome is **greatly assisted** by early intervention*
- Every Service member and veteran should know that they and their families should feel comfortable reaching out to their units and chain of command for support
- Real Warriors know that reaching out is a sign of strength that benefits themselves, their families, their units and their services

