

**REAL WARRIORS★REAL BATTLES**  
**REAL STRENGTH**

**Real Warriors Campaign:  
Best Practices for Engaging Stakeholders to  
Encourage Help-Seeking Behavior**

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# Agenda

- Learning Objectives
- Campaign Overview, Goals and Framework
- Market Research Feedback
- Major Elements of the Campaign
- Case Study: Master Sgt. Aaron Tippet
- How To Get Involved
- Q&A



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# Learning Objectives

- Learn best practices for communicating 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
- Analyze a service member's story highlighting the impact stakeholders and best practices can have on service members coping with psychological health concerns



## Campaign Overview

- The Real Warriors Campaign is a 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 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.

## Campaign Goals

- **Educate and reduce misperception**, 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
- **Restore faith in the Military Health System (MHS)** and promote confidence of treatment effectiveness
- **Improve support systems** for service members and their families
- **Empower behavior change** through the promotion of self-efficacy

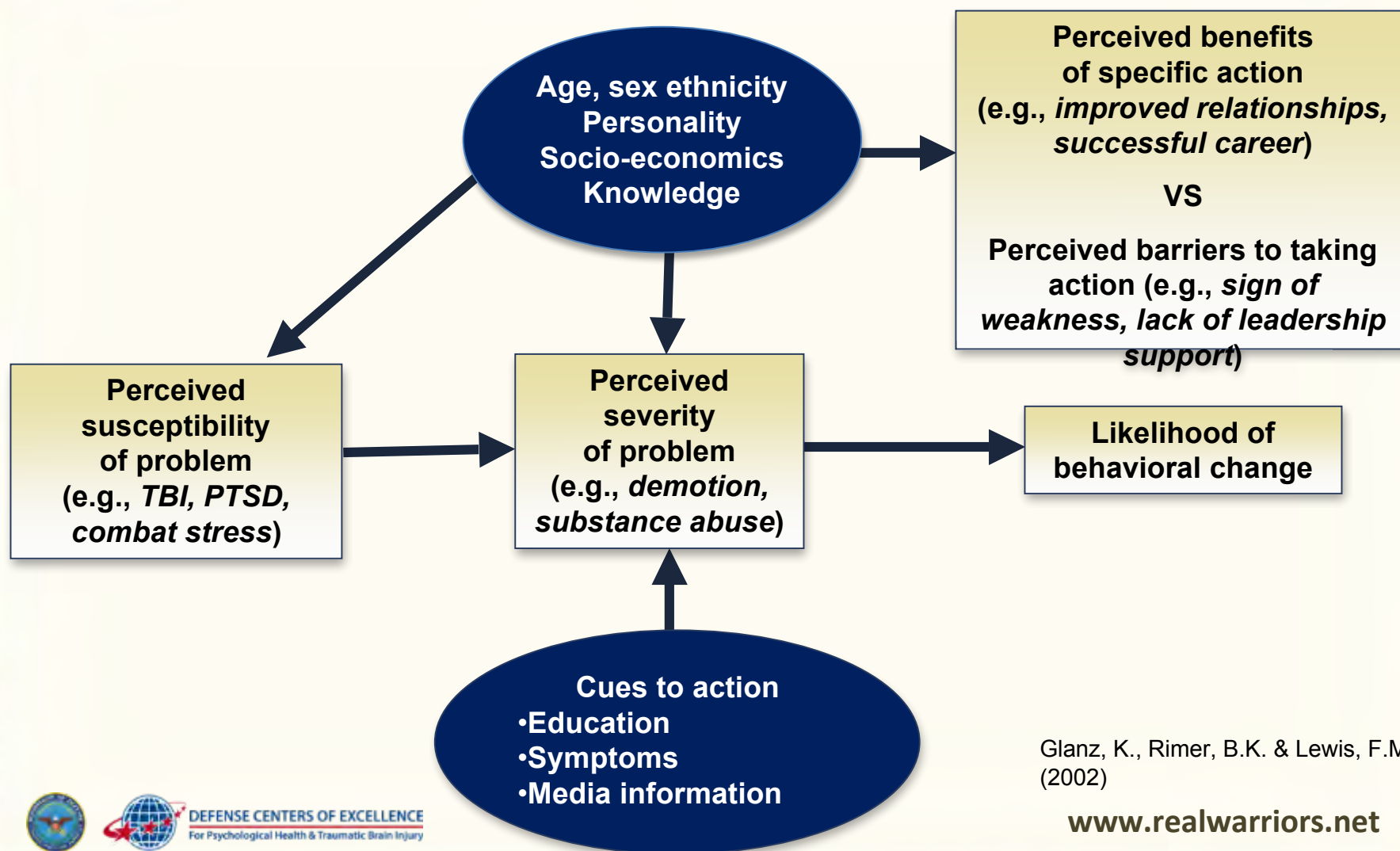


# Campaign Framework: Health Belief Model

## Individual Perceptions

## Modifying Factors

## Likelihood of Action



Glanz, K., Rimer, B.K. & Lewis, F.M. (2002)

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## Market Research Feedback

- **They want proof.** 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) and age as well as representation of both active duty and National Guardsmen and reservists.



# Major Elements of the Campaign



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The image shows a composite of the realwarriors.net website and its mobile app. The website header includes the logo "REAL WARRIORS★REAL BATTLES REAL STRENGTH" and navigation links: Home | About Us | Partners | Resources | Videos | Get Involved | Press Room | Social Media. A search bar and the tagline "Reach out for help to cope with invisible wounds" are also present. The main navigation bar lists categories: ACTIVE DUTY ★ NATIONAL GUARD & RESERVE ★ VETERANS ★ FAMILIES ★ HEALTH PROFESSIONALS. The website features a "FEATURED VIDEOS" section with a video player and a "FEATURED CONTENT" section with links to articles like "How to Stay Connected While Miles Apart" and "Peer Support for Military Spouses". A "24/7 HELP" section is also visible. The mobile app interface, shown in the foreground, displays the same logo and a "REACH OUT 24/7" section with options for "DCoE Outreach Center", "Live Chat", "1-866-966-1020", "Military Crisis Line", "Text 838255", "1-866-723-8255, Press 1", "INBOX", "Notifications", "SOCIAL MEDIA" (Facebook, Twitter), and "GENERAL". The app also shows a "Popular Topics" section with links to "reintegration resources", "with stress combat stress", "medical/health preparing", "fitness veterans benefits m", "prevention resources for leader", "parenting depression psychol", and "ptsd get involved employment".

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

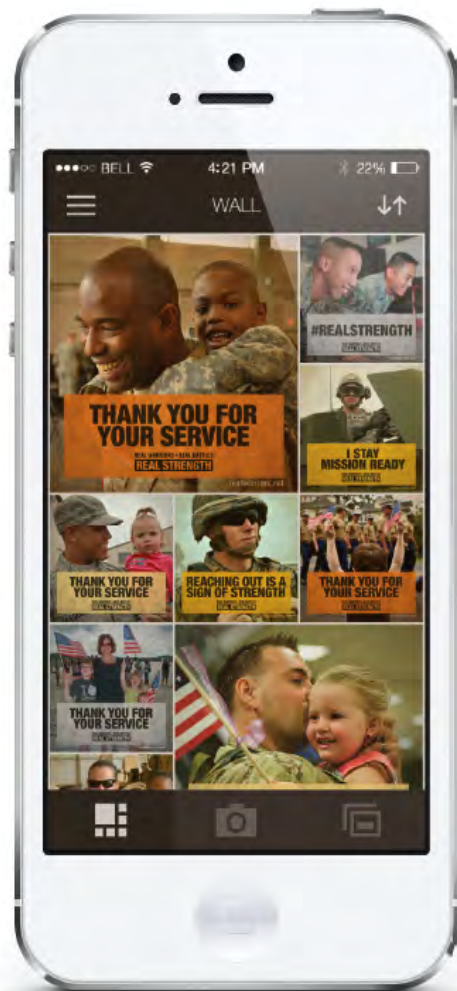
Order or download materials online

Connect using social media tools

Download the Real Warriors App and access the responsive site at [realstrength.realwarriors.net](http://realstrength.realwarriors.net)

[www.realwarriors.net](http://www.realwarriors.net)

## Find Real Warriors on the App Store!



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](http://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/>



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# 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

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

[@realwarriors](#) My husband used it in a crisis situation. Thank you for reposting this number for those in need.

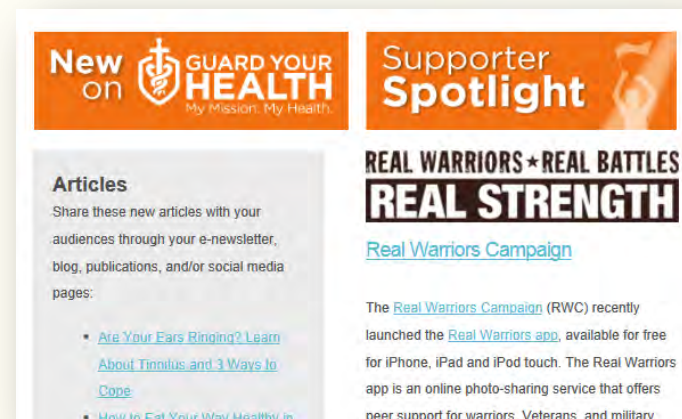


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# Partnership Network

- 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.



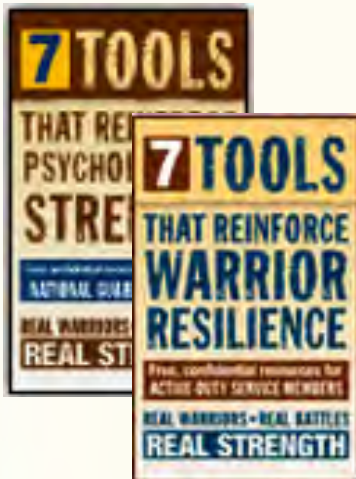
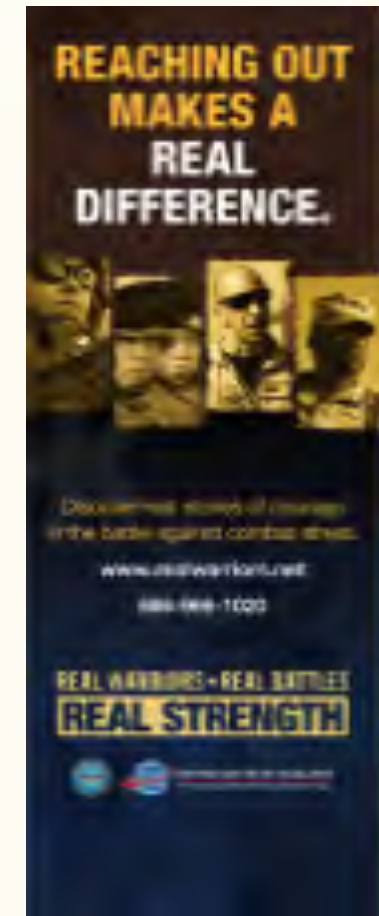
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## Campaign Materials



[www.realwarriors.net/materials](http://www.realwarriors.net/materials)



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## Real Warriors Speak

By sharing their stories, these individuals prove through example that reaching out leads to successful outcomes, including maintaining a successful military or civilian career.



**1st Sgt. Aaron Tippet**



**Sgt. Maj. of the Army Raymond Chandler**

**SHARE  
YOUR STORY**



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# Real Warriors Campaign Case Study: 1<sup>st</sup> Sgt. Aaron Tippet



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## 1<sup>st</sup> Sgt. Aaron Tippet Video Profile

Video Profile Embedded: 1<sup>st</sup> Sgt. Aaron Tippet

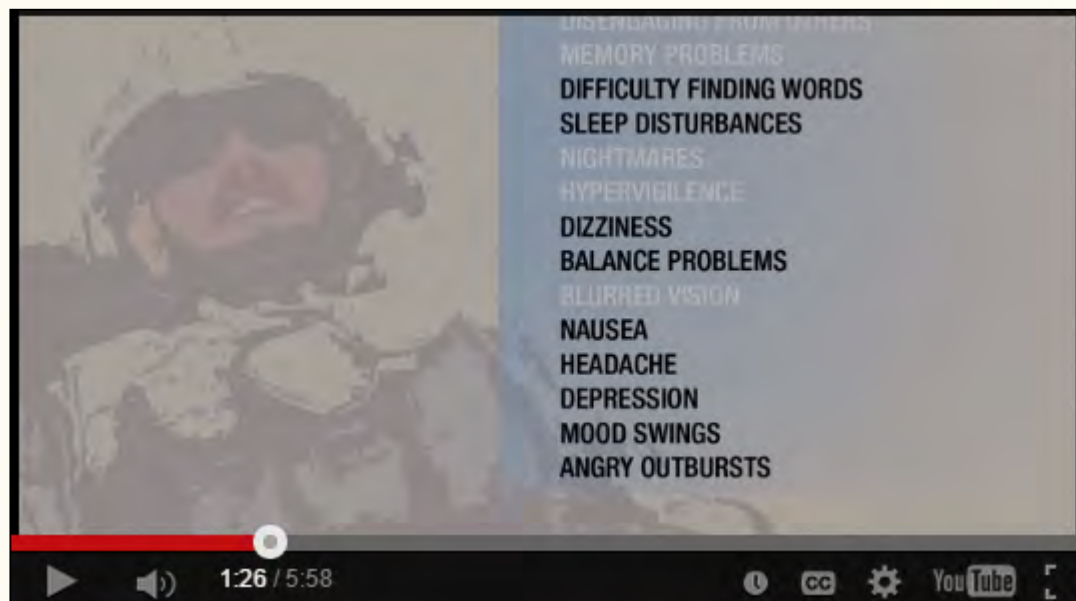


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# Challenges after Deployment

- Difficulty finding words
- Sleep disturbances
- Dizziness
- Balance problems
- Nausea
- Headaches
- Depression
- Mood swings
- Angry outbursts
- Memory troubles
- Blurred vision



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## Barriers to Care



- Stigma
- Anonymity
- Access
- Knowledge of resources
- Faith in psychological health care



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## Key Stakeholders

- Military Health System (Respect-MIL)
- Family
- Peer Support
- Leadership Support



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## Respect-MIL Facilitator



*Ms. Shannon Young, RN, Respect-MIL Facilitator*

- Supported anonymity
- Ease of access
- Persistence and positive reinforcement
- Follow up and follow through

## Tippett's Wife and Family



Tippett with his wife and children at home.

- Open communication
- Stay involved in family life
- Understand the situation and provide support



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## Peer Support and Recognition



*Sgt. 1<sup>st</sup> Class Matthew Connolly, Sr. Air Assault Instructor*

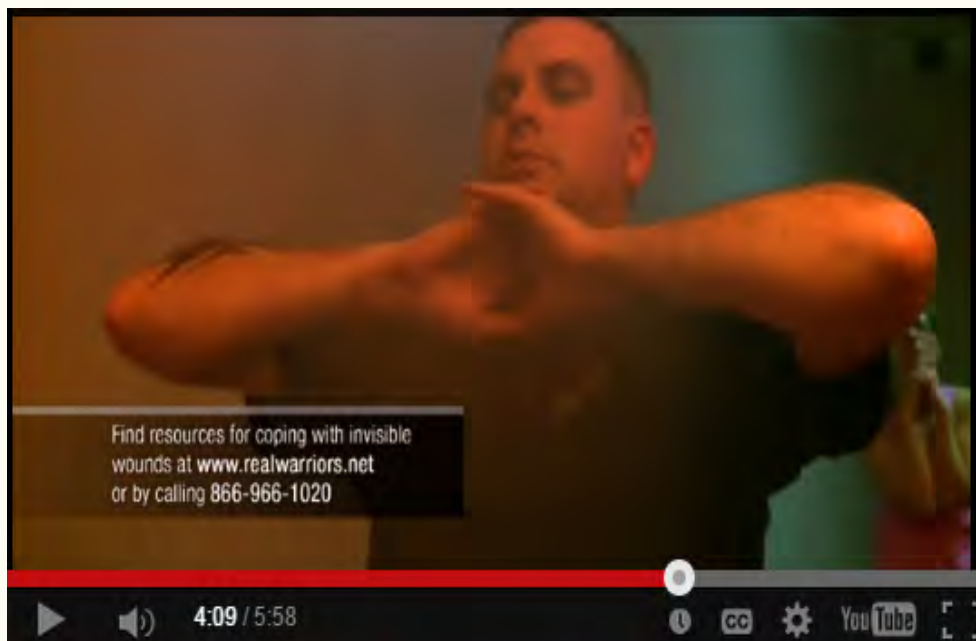
- Support from peers and battle buddies
- Promoting the importance of Total Force Fitness
- Disproving myths through Leadership Support



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## Additional Best Practices



- Physical activity, sports
- Yoga & meditation
- Music
- Animal companionship
- Martial arts

*“Soldiers are stronger when they ask for the help; when they reach out for someone. That’s true strength.”*

- 1<sup>st</sup> Sgt. Aaron Tippet



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## Ways to Get Involved

- Encourage service members, veterans and families to visit [www.realwarriors.net](http://www.realwarriors.net)
- Use the campaign's print, video and online products in your outreach efforts and display materials in high traffic areas. Order or download free materials at [www.realwarriors.net/materials](http://www.realwarriors.net/materials)
- Become a campaign partner by visiting [www.realwarriors.net/partner](http://www.realwarriors.net/partner)
- Encourage others to share their stories of success by emailing [shareyourstory@realwarriors.net](mailto:shareyourstory@realwarriors.net)
- Join the conversation at **facebook.com/realwarriors** and **twitter.com/realwarriors**



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# Questions?



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# Campaign Contact Information

Join the Real Warriors Network to receive updates: Sign up online at [www.realwarriors.net/emailupdates](http://www.realwarriors.net/emailupdates)

Order materials: [www.realwarriors.net/materials](http://www.realwarriors.net/materials)

Media inquiries: [media@realwarriors.net](mailto:media@realwarriors.net) or call 877-291-3263

Requests to share personal story: [shareyourstory@realwarriors.net](mailto:shareyourstory@realwarriors.net)

Partnership Program inquiries: [info@realwarriors.net](mailto:info@realwarriors.net)

Website - technical issues/comments/feedback: [webmaster@realwarriors.net](mailto:webmaster@realwarriors.net)

## Presenter E-mail

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