



**2017 Bateman Case Study
Project Brief**
The Campaign to Change Direction

The Client

The [Campaign to Change Direction](#), a national initiative to change the culture of mental health in America, encourages Americans to care for their mental well-being just as they do their physical well-being. Led by [Give an Hour](#), Change Direction addresses common barriers to understanding mental health and raises awareness about Five Signs that may indicate someone is suffering emotionally and needs help: change in personality, agitation, withdrawal, decline in personal care, and hopelessness. With over 240 partner organizations using their unique skills and opportunities to spread awareness, this collective impact effort will reach over 200 million Americans over the next five years.

Background Information

America is at a crossroads when it comes to how our society addresses mental health. We know that one in five of our citizens has a diagnosable mental health condition¹, and that more Americans are expected to die this year by suicide than in car accidents. In addition, 1.7M Americans sustain a traumatic brain injury each year² - which may affect their cognitive and emotional functioning. Further, drug use is on the rise in this country and 23.5 million Americans are addicted to alcohol and drugs³. That's approximately one in every 10 Americans over the age of 12. While many of us are comfortable acknowledging publicly our physical suffering, for which we almost always seek help, many more of us privately experience emotional suffering, for which we almost never reach out.

The Campaign encourages all Americans to pay attention to their emotional well-being, and it reminds us that our emotional well-being is just as important as our physical well-being. In order to change our culture, we have to start with a common language. Just as we all know the signs that mean someone may be having a heart attack and needs help, we can all learn the signs that mean someone may be suffering emotionally and needs help. The Five Signs of emotional suffering are change in personality, agitation, withdrawal, decline in personal care, and hopelessness.

They are simple, observable signs that everyone can see, everyone can learn. These are signs that we often see but we don't always understand or know what to do about when we see them in ourselves or others. These are not diagnoses. These signs cut across diagnoses, and apply to all kinds of conditions and situations. They are indicators of emotional suffering in general, not specific signs of a given disorder or condition.

¹ See: <http://www.nami.org/Learn-More/Mental-Health-By-the-Numbers>

² See: http://www.cdc.gov/traumaticbraininjury/pdf/BlueBook_factsheet-a.pdf

³ See: <http://www.drugfree.org/newsroom/survey-ten-percent-of-american-adults-report-being-in-recovery-from-substance-abuse-or-addiction/>

We all have mental health, just as we all have physical health. Sometimes our mental health is great – but sometimes we struggle, sometimes we suffer. Emotional pain is part of the human condition – sometimes we are able to heal as a result of the love and support of those close to us... sometimes we need more than love and support. Help is available if we recognize the signs.

A) **Goal:** The overarching goal of the Campaign to Change Direction is to change the culture of mental health in America so that all of those in need receive the care and support they deserve.

B) **Our Model:** The Change Direction initiative is a collection of concerned citizens, nonprofit leaders, and leaders from the private sector who have come together to change the culture in America about mental health, mental illness, and emotional well-being. This initiative was inspired by the discussion at the White House National Conference on Mental Health in 2013. By bringing together this unprecedented and diverse group of leaders we plan to spark a movement that:

- frees us to see our emotional health as having equal value to our physical health
- creates a common language that allows us to recognize the Five Signs of emotional suffering in ourselves and others
- encourages us to care for our emotional well-being and the emotional well-being of others

C) **Reach:** the Campaign launched in March 2015 and as of July 2016, the Campaign has over 240 partners. We have shared the Five Signs of emotional suffering with over 26 million Americans via our partners, and 195.5 million external media impressions have been created through our various media outlets.

D) **Partnerships:** The Campaign to Change Direction supports the concept of partnerships and collective action, carefully choosing partners and guaranteeing a uniform and coherent message to all target audiences. Students designing campaigns must ensure that their efforts are focused on the Campaign to Change Direction's goals and materials.

Campaign Design

A successful and effective campaign should be based on factual information and be relevant to our audiences. Teams must:

- Develop a public relations campaign to further the goals and reach of the Campaign to Change Direction. This should include advanced research and planning (including setting objectives), implementation, and a method for measurement, monitoring, and evaluation.
- A comprehensive campaign should be aimed at raising awareness, encouraging everyone to pay attention to emotional well-being and educating about the Five Signs of emotional suffering. A successful campaign will also strive to understand audiences by using outreach and data collection to evaluate how audiences perceive mental health and emotional suffering.
- Targeting specific audiences is an essential component to any successful public relations or outreach campaign. The Campaign to Change Direction has suggested targeted campaigns designed for the following communities:
 - the military and/or veteran communities
 - college/university and/or youth communities
 - the Hispanic, African American, Native or other underserved communities
 - the senior population - adults 65 years and older, retirement communities
- Employ creativity in identifying and deploying various communication platforms, from traditional media to social media.
- Any campaign effort should remain within the parameters of the Campaign to Change Direction, based on already published materials and the [official website](#). It is permissible for campaigns to partner with local organizations, so long as the campaign is focused on the goals and materials provided by the Campaign to Change Direction.

- The Campaign to Change Direction already has a primary tool to draw attention to emotional suffering: the Five Signs. Campaigns are not limited to the use of the Five Signs, but should include reference to this primary element of the Campaign to Change Direction.
- An essential element to the campaign will be the evaluation component through measurement of outcomes and effectiveness. This can be achieved through surveys, media analysis, or other methods.