

## **Campaign Overview**

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### **Campaign Description**

The *Men Get Depression* National Awareness Campaign is an effort to increase knowledge, reduce stigma, and promote screening and treatment for male depression. The campaign kicked off in November 2007 with a National Symposium on Health Disparities in Male Depression with David Satcher, MD, PhD, former Surgeon General of the United States giving the keynote address. An extensive community outreach plan will build awareness of the issue leading up to a national broadcast of the television special, *Men Get Depression*, which will start airing on PBS stations in May 2008 for Mental Health Awareness Month.

The *Men Get Depression* public television special portrays the corrosive effect of depression on the self, relationships and careers through intimate profiles including a former NFL Quarterback, a Fortune 500 CEO, an Iraq War veteran, a pastor and others. The program creates a personal view of depression with two facets: first, men with the illness and second, those most prone to being its “collateral casualties”-- wives, partners, children and friends. Also featured are revealing, normally confidential scenes of psychotherapy and interviews with medical experts.

The community outreach plan includes a website with a guide for planning community events, free downloadable resources and film clips. It also features resources and links to the national project partners including access to a depression screening tool. With funding from the Wellpoint Foundation, the campaign will target outreach to 14 states: California, Colorado, Connecticut, Georgia, Indiana, Kentucky, Maine, Missouri, New Hampshire, New York, Ohio, Nevada, Virginia, Wisconsin. The campaign will work with community-based organizations in these states to plan community events utilizing the outreach media materials – three age-specific videos and a resource booklet with discussion guide. These organizations will be provided with Community Toolkits which include free copies of the Outreach DVD to give away to event participants and to use as part of their ongoing education efforts and community support.

Due to the barriers to both awareness and treatment of mental illness and mental health care within the Latino and African American communities, outreach will have a specific focus on reaching men and their families within these communities. To increase access and usability, all materials have been developed in English and Spanish, reviewed for low literacy and closed captioned.

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### **Community Toolkit**

The *Men Get Depression* Community Toolkit includes:

- Thirty copies of the *Men Get Depression* Community Outreach DVD which contains the following resources in English and Spanish:
  - Three age-specific videos:
    - profiling men ages 18-30
    - profiling men ages 30-55
    - profiling men ages 55+
  - A printable .pdf of the Resource Booklet and Discussion Guide
  - A 30 second Spanish language Public Service Announcement (PSA) targeted to Latino men
- A *Men Get Depression* Event Promotion Poster
- A *Men Get Depression* Event Promotion Flier
- Ideas for Outreach Activities
- Tips for Screening in a Group Setting
- A Host Survey
- A Participant Survey

Community Toolkits will be distributed to one or two key partner organizations within each of the fourteen target states who will share the toolkits with additional individuals or community based organizations with whom they partner. Thirty to fifty (30-50) Community Toolkits (containing 30 DVDs a piece), are available for each of the 14 target states and will be distributed based on requests.

### **Campaign Partners**

Special partnerships have been developed with Mental Health America and the American Association of Pastoral Counselors. In most cases, the affiliates and members of these organizations will be the primary recipients of the community toolkits in the fourteen target states.

The campaign's additional national project partners will also distribute information to their affiliates and members and conduct community outreach work. These partners include:

- Active Minds on Campus
- American Association of Suicidology
- American Foundation for Suicide Prevention
- American Psychiatric Association
- American Psychological Association
- Depression and Bipolar Support Alliance
- Employees Assistance Professional Org.
- National Alliance on Mental Illness
- National Association for Rural Mental Health
- National Medical Association
- National Resource Center for Hispanic Mental Health

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- University of Michigan Comprehensive Depression Center

### **Ordering Information**

The broadcast program and all of the outreach media materials will be offered for purchase on one DVD for \$24.99 (+ S&H) by PBS Home Video. The DVD can be ordered by calling 1-800-PLAY-PBS or visiting [www.shopPBS.com](http://www.shopPBS.com). This DVD will be released April 1, 2008.

### **Project Funders**

The National Institute of Mental Health funded the research, development and evaluation of the outreach media materials through grant number R 44MH063511-02A2.

Additional funding for the Symposium, Broadcast and Outreach Plan was provided by the following organizations: Wellpoint Foundation, Charles E. Kubly Foundation, Josiah Macy, Jr. Foundation, Robert Wood Johnson Foundation, Community Voices: Healthcare for the Underserved at Morehouse School of Medicine, and Carson J. Spencer Foundation.

### **Project Producers**

All elements of the *Men Get Depression Campaign* were developed and produced by State of the Art, Inc., an Academy Award<sup>®</sup>-winning communications company focused on social marketing in health and education. We create programs, materials and campaigns that make the leap between good ideas and change. Visit us at [www.stateart.com](http://www.stateart.com).