

The Campaign to Change Direction



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 condition, 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 year - 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 drugs. 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.

Purpose

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 signs of emotional suffering in ourselves and others
- encourages us to care for our emotional well-being and the emotional well-being of others

The Pledges

The simplest pledge is one that anyone can do. **Learn the *Five Signs*** of emotional suffering so you can recognize them in yourself or help a loved one who may be in emotional pain. In short, the *Five Signs* are **change in personality, agitation, withdrawal, decline in personal care, and hopelessness**. Someone may exhibit one or more signs. Many conditions can result in emotional pain. Please visit changedirection.org to learn more.

A long and growing list of nonprofit organizations and private sector companies are making additional pledges to deliver educational tools and programs that will help change the national conversation about emotional health. **This collective impact effort will reach millions of Americans over the next five years.**

Help Change Direction: Make a Pledge

Join the movement and let your voice be heard. We urge you and your organizations to **make a pledge**, however large or small. Visit changedirection.org to find out how.

The Campaign: March 2015-2016

- Launched with the support of First Lady Michelle Obama and Dr. Jill Biden's "Joining Forces" initiative, 16 founding members, and 50 pledge partners. Give an Hour is proud to be the backbone organization for the Campaign to Change Direction.
- First Lady Michelle Obama provided the [keynote address](#) at the launch, reiterating that it is time for us all to learn the Five Signs of emotional suffering and reach out to those who may be hurting. She also filmed a [60 second PSA](#) on the Campaign.
- The Campaign's initial goal was to reach 30 million Americans in five years.
- In August 2015, the now 150 Campaign partners reported reaching over 15 million people; this is 50% of the original five-year goal. As of January 2016, our 180+ partners have reached an additional 11 million plus people.
- **In total, as of July 2016, the campaign has over 240 partners, over 26 million Americans have been exposed to the Five Signs of Emotional Suffering via our partners, and 195.5 million external media impressions have been created through our various media outlets.**

Supporters of the Campaign

- [First Lady Michelle Obama](#) and [Dr. Jill Biden](#) filmed a PSA for the Campaign that has appeared in Times Square, the NYC Subway Stations, and in several retail malls across the country.
- On July 21, 2015, President Obama drew attention to the Campaign to Change Direction during [his remarks](#) at the 116th National Convention of the Veterans of Foreign Wars in Pittsburgh, Penn.
- SAMHSA, our government partner, is developing a series of PSA's to target our nation's youth, military, Hispanic and Native American communities.
- Edelman, our PR partner, created a [PSA](#) featuring Michelle Obama, Jill Biden, Prince Harry and Richard Gere.
- Give an Hour is about to announce a sweeping and historic MoA with the Department of Veterans Affairs.
- [Richard Gere](#) filmed a PSA with the Campaign focused on the link between homelessness and unaddressed mental health issues.
- [Prince Harry](#) filmed a PSA with the Campaign focused on the veterans and mental health.
- The Campaign partnered with [Chris Stapleton](#) (Country Music superstar who won best new artist, best male artist, best album – at 2016's CMAs) on *Fire Away*, a music video that was released in March 2016 that is having a significant impact on raising awareness and encouraging engagement.
- [Brian Wilson](#), Paul Dano, John Cusack, Elizabeth Banks – as well as the writer and director of the film *Love & Mercy*, are our partners for the Campaign.
- The Campaign has partnered with the The Illinois Kennedy Forum on their [new app](#) to help individuals identify mental health resources.
- The Illinois Department of Veterans Affairs has made a pledge to distribute 100K wallet cards throughout the state.
- The Campaign has regional partners in various stages of development in the following states: Georgia, Illinois, Maryland, New Hampshire, Ohio and Wisconsin.



Creating National Awareness

Jumbotron in Times Square

- January 2015, the First Lady Michelle Obama and Dr. Jill Biden spot went live on the Jumbotron in Times Square with the total number of potential impressions reaching over 10 Million people.
- May 2015, the First Lady Michelle Obama, Dr. Jill Biden, Prince Harry, and Richard Gere spot went live on the Jumbotron in Times Square with the total number of potential impressions reaching over 5 Million people.

New York City – Subway Stations

- Summer 2015, the First Lady PSA aired in New York City subway stations for several weeks.
- The spot aired on 93 screens – 720 times per day with 2 million riders per day.

Westfield Shopping Malls

- July 2015, 14 Westfield Shopping centers across the country aired the PSA spot for the month.

USA Today – Future of Mental Health, May 2015 and 2016

- In 2015, Barbara Van Dahlen provided [editorial content](#) in both print and digital issues of *USA Today Future of Mental Health* special section. This was a full page Change Direction ad featured in the print edition and distributed in NY, Chicago and LA. It was distributed to several million readers.
- In 2016, a full page Change Direction ad featured in the print edition with the support of valued partners, SAMHSA, Edelman, and the United Health Foundation

TIME Magazine

- June 2016, TIME Magazine featured a full page Change Direction ad reaching an audience of 3 million in the United States.

Partnership with film *Love & Mercy*

- September 17, 2015, partnership announced with [Brian Wilson](#), legendary co-founder of the Beach Boys, and the filmmakers of *Love & Mercy*.
- Brian and Melinda Wilson, film director Bill Pohlad, producer Claire Rudnick Polstein, actor Paul Dano, actress Elizabeth Banks, and screenwriter Oren Moverman support the campaign.
- Screening of the film *Love & Mercy* and Brian Wilson signing at Barnes & Noble followed the press launch.
- October 2015, a [special screening](#) and panel discussion of the *Love & Mercy* with Elizabeth Banks and Bill Pohlad was held at George Washington University.

- November 2015, our Celebration of Service week concluded with a [benefit concert](#) by legendary musician and co-founder of the Beach Boys Brian Wilson.
- December 2015, Barbara Van Dahlen and Brian Wilson's interview in the Winter 2015 [edition of Endless Summer Quarterly](#). Two full-page Change Direction ads were highlighted in the print edition.

Macerich Mall: Tysons Corner, VA

- December 2015, Macerich, major retail mall, Tysons Corner Center, Virginia, displayed freestanding Change Direction posters. Approximately, 625,000 mall visitors per week, 2.5M per month.
- February 2015, a Skate to Change Direction event that will benefit the Campaign. Posters, interactive kiosks with Campaign information, radio spots on FRESH 94.7 FM, social media and newsletter blasts will promote the event. The event will be hosted by FRESH 94.7's Tommy McFly.



Creating International Awareness

TIME Magazine

- June 2016, TIME Magazine featured the below ad in all of Europe, all of Asia, Australia, New Zealand, South Africa, parts of the Middle East and Latin America reaching an audience of over 676K.



Talking Points

- 1 in 5 Americans has a diagnosable mental health disorder but only 40% receive the help they need
- More Americans are expected to die this year by suicide than in car accidents.
- 1.7M Americans sustain a traumatic brain injury each year - which may affect their cognitive and emotional functioning.
- Drug use is on the rise in this country and 23.5 million Americans are addicted to alcohol and drugs. That's approximately one in every 10 Americans over the age of 12.
- 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.
- The 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.
- 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.
- And when we see that someone is suffering emotionally, it is up to us to show compassion, to reach out, connect, and offer to help.
- Visit changedirection.org – to learn more, find tools and resources and make a pledge. Together we can Change Direction.

Campaign Collaborators

Steering Committee

Barbara Van Dahlen, Ph.D., Founder and President, Give an Hour
Paul Burke, Executive Director, American Psychiatric Foundation
Andrea Inserra, Senior Vice President, Booz Allen Hamilton
David Park, Senior Strategist, Collaborative for Student Success
Jon Sherin, M.D., Ph.D., Executive Vice President for Military Communities and Chief Medical Officer, Volunteers of America, Incorporated

Founding Members

Aetna
America's Promise Alliance
American Foundation for Suicide Prevention
American Psychiatric Association/American Psychiatric Foundation/American Psychiatric Publishing
American Psychological Association
Booz Allen Hamilton Case
Foundation Easter Seals
Give an Hour
Logistics Health Incorporated
National Association of Social Workers
Optum
Umtrr – where every person matters
Volunteers of America

Communications Partner

Edelman

International Partner

Bell Let's Talk mental health initiative

Government Partner

Substance Abuse and Mental Health Administration (SAMHSA)

Regional Efforts

Atlanta, GA (Navipsych Counseling Practice)
La Crosse, WI (Logistics Health Inc)
Montgomery County, MD (Umtrr)
State of New Hampshire
St. Charles, IL (Creekwood Associates)
Summit County, OH (ADM Board)

Military & Veteran Partners

Augusta Warrior Project
Boulder Crest Retreat for Military & Veteran Wellness
Code of Support Foundation
Corporal Gunnar and Scout (Valiant Veterans)
Elizabeth Dole Foundation
Give an Hour
Guard Your Health
Healing Household 6
Homefront Hugs USA
Hope for the Warriors
Illinois Department of Veterans Affairs
Justice for Vets
Military Child Education Coalition
Military Community Awareness, Inc.
Military Connection
Military Spouse Behavioral Health Clinicians
Mission Continues
National Association of Drug Court Professionals
National Coalition for Homeless Veterans
National Military Family Association
Peterson AFB Community Support
Pets for Patriots
Project Welcome Home Troops
Operation Warrior's Foundation, Inc.
Real Warriors Campaign
Stop Soldier Suicide
StoryCorps Military Voices Initiative
Team Red White and Blue
Team Red White and Blue (Williamsburg)
Team Rubicon
The Military Officers Association of America
The Pink Berets
The Road Home Program at Rush University Medical Center
Tomah Veteran's Administration
Tragedy Assistance Program for Survivors (TAPS)
True Patriot Love Foundation (Canada)
Veteran and Military Business Owners Association
Wins for Warriors
XAS Consulting, LLC
You Are Strong! Center on Veterans Health and Human Services, Inc.

Partners

Acadia Healthcare
Active Minds
Active Minds at the University of
Alabama (UAB)
Active Minds at the University of Miami
Active Minds at University of Minnesota
Duluth
ADandeLife
Adrivo: The Travel Session
AJW Foundation
Alicia B. Counseling
Alliance for Quality Education, Inc.
American Academy of Child &
Adolescent Psychiatry
American Counseling Association
American Mental Health Counselors
Association
American Red Cross, Service to the
Armed Forces
Anissa Howard Counseling and
Psychotherapy
Ann Becker-Schutte, Ph.D.
Association for Behavioral Health and
Wellness (Stamp out Stigma)
Autism Helping Autism, Inc.
Banyan Tree Center
Baltimore Washington Counseling
Center
Bethlehem Haven, Women's Shelter of
Pittsburgh
Benzie Recovery Center
Big Elephant
Boulder StoryHealers
Brain & Behavior Research Foundation
Bridges – A Community Support
System, Inc.
Brookings Mediation
Brown Sisters Speak
Care2
Center for Suicide Awareness
Challenge the Storm
Change Addiction Now
Chrysalis Counseling and Consulting
Circuit 14 Early Childhood Mental
Health System of Care
Connecticut Psychological Association
Connors Climb Foundation
Creating Community Solutions/Talk,
Text, Act
Creekwood Associates
Dave Nee Foundation
Department of Behavioral Health &
Intellectual disAbility Services
Depression and Bipolar Support Alliance
(Greater Houston)
Destination Greatness, PLLC
Disability Resources and Educational
Services at the University of Illinois
DMAX Foundation
DMV Perinatal Mental Health Resource
Guide
Doctor on Demand
Dominion Hospital
East Brunswick High School Psychology
class
Ethel and James Flinn Foundation
Family Behavioral Health
Family Guidance Center
Family of Light: World Peace Ministries
Florida Initiative for Suicide Prevention,
Inc.
Franciscan Sisters of Perpetual
Adoration
Friends Hospital
Friends R Family Foundation
Georgia State University Counseling &
Testing Center
Georgia Tech Counseling Center
Gibbstown VFW
GiveGab
Good Samaritan Mobile Outreach Crisis
Team
Grace Matters
Grafton County Mental Health Court
Granite Health
Gravitas Institute
Greater Washington Society for Clinical
Social Work

Green Door
GRL
Healthy Monadnock
HD Community Building Project
Help STOP the Silence Suicide
Hentel Family
Hope for Depression Research
Foundation
I Am Not Crazy
Impact Young Adults
Inside Family Counseling, LLC
International Bipolar Foundation
Island Massage & Spa
Ithemba Foundation
J5000
Jefferson Township Connect
Jewish Family & Children's Services
Kids in Need of Supportive Services
Kim R. Thompson, MSW, LCSW, LLC
Kimochis
KnKt'd Mental Health by Synergistic
Creations
Kognito
La Crosse Society for Human Resource
Management
Lakota Children's Enrichment, Inc.
Lawrence County Schools AWARE
Lee Thompson Young Foundation
Lieber Institute for Brain Development
Life Essentials
Life Weavings
Light Wounds Movie
Marathon Middle & High School
McCann Torre Lazur
McClendon Center
Meadows Mental Health Policy Institute
Memory Lane Foundation For Suicide
Prevention
Mental Health America
Mental Health Association in New
Jersey
Mental Health Project of the Urban
Justice Center
MichieHamlett
Mindful Nation Foundation
Minding Your Mind

MINES & Associates
NAMI GA Consumer Council
NAMI Lexington
NAMI New Hampshire
NAMI on Campus WWU
National Association of Counties
National Association of Social
Workers—NC Chapter
National Board for Certified Counselors
National Council for Behavioral Health
National Network of Depression
Centers
National Organization for Social
Empowerment
National Psychosis Prevention Council
Native American Advocacy Program
NH Chapter-American Foundation for
Suicide Prevention
NH Dartmouth Family Medicine
Residency
Nelson & Smith
New Hampshire Psychological
Association
New Hampshire Public Health
Association
No Shame On U
Northern Virginia Human Trafficking
Initiative
NRVCS
Odette Natural Essentials
Optimum Care Counseling & Wellness
Solutions
PathNorth
Pathway to Hope
Plum Tree Psychology
Project 714
Project Adventure
ProjectHelping
Psychotherapy Networker
Raising Great Men
Recovery Brands
Reformed Church of Highland Park
Region 1 Behavioral Health Authority
Resolutions Counseling & Mediation
Services
RISE Recovery Institute of the South

East
Riverland Staffing
Rocky Mountain Probation
Rosalynn Carter Institute for Caregiving
ScoutingManiac
Screaming Arrows Archery
Second Chance Suicide Awareness
Society for the Prevention of Teen
Suicide
Southbound 65
Special Olympics
St. James AME Church
Stephan Center
StrateComm
Stuart Productions, Inc.
Student Health Advisory Committee at
the University of Miami
Suamico United Methodist Church
Suicide Awareness Voices of Education
(SAVE)
Surrano Insurance
T2S Enterprises, LLC
Teach for America
Teen Lifeline
The Awareness Network
The Community Connections/Mental
Health Court Program at The
Greater Nashua Mental Health
Center

The (I'm)Possible Project
The Gender Project
The Get-Right! Organization, Inc.
The H(app)athon Project
TheinkAndTheIndigo.com
The Jed Foundation
The Jonathan Swanson Project
University Medical Center
The Walk for Mental Health Awareness -
Houston
This Is My Brave, Inc.
Thomas W. Pyle Middle School
Thrive: Comprehensive Wellbeing at
Wake Forest University
Torrey Pines High School
Transitions Counseling & Consulting
United Way of Greater Atlanta
University of New Hampshire
Counseling Center
VoiceMatters Project
Volunteers of America of Florida- Punta
Gorda Veterans Village
We Do Recover
Welsh Mountain Health Centers
Women's Reach, LLC
Woodley House, Inc.
Yakama Nation Behavioral Health
Youth Development Incorporated
Youth Village

Give an Hour would like to thank representatives from the many organizations that provided technical assistance during development of the campaign:

Google
Joining Forces
National Endowment for the Arts
Office of the Army Surgeon General
Office of the Chairman of the Joint Chiefs of Staff
U.S. Department of Health and Human Services

Give an Hour is the backbone organization for the campaign and is solely responsible for the initiative and its content.

Personal Stories from our Military Community

Kristen Hedrick:

"There is a famous quote that says "you don't know what you don't know". I was twenty-two years old when my husband, Sgt. Jeremy Hedrick, committed suicide. He had just returned home six months prior from a deployment in Afghanistan. When I picked him up at that homecoming celebration I thought the war was behind us, but for him...he never left.

My husband was a Marine. He was highly trained. He was prepared to go. But there was a definite lack of training for the families. There were no briefings on how to reintegrate. There was no information about what to expect. It was not until years after my husband's death that I began to learn so much more about mental health, especially within our military. Jeremy was displaying signs that he was suffering emotionally. He was engaging in risky behavior by drinking too much. He was withdrawing and isolating himself. He was also uncharacteristically agitated. I cannot help but wonder "what if I had known to look for these signs"? Maybe if I had, my husband would still be with us.

Maybe if we focus on training the next generation to know the Five Signs then we will not have a generation of children without parents, wives without husbands, parents without sons, brothers without sisters. Sharing The Campaign to Change Direction's Five Signs will prevent others from feeling such pain.

Renee Champagne:

Following a rape in the military, I tried to master the art of avoiding what I was feeling for several years. In reality, I was displaying symptoms of emotional suffering and I did not ask for help. My personality began to change as I worked myself to the point of exhaustion through demanding projects, extensive traveling, and a Master's program. All the while, I was trying to spend as much time with my children as possible. I thought the busy schedule allowed me to not address the unresolved issues the rape caused me.

I felt alone and hopeless. I did not think anyone cared. I even met with a friend trying to find the courage to ask for help, but my friend did not see my pain. I began to engage in risky behavior. I took large doses of the Ativan and Valium prescribed to me. Additionally, I drank wine along with the medication. As a result, I found myself in the Emergency Room, near death with my husband by my side. I was very lucky the medical staff was able to save me. I overdosed twice more after this initial episode. Since then, I have received help and I want to tell my story to encourage others to seek help as well if they are suffering emotionally.

Everyone can benefit from understanding and applying the Five Signs. I am confident that my friend, with no formal mental health training, could have recognized the symptoms of emotional suffering had the Five Signs existed. As a Chapter Captain for Team Red, White and Blue as well as a clinician at Bacon Street Youth and Family Services, these Five Signs helped me to get those in need help quickly. Knowing the Five Signs and educating our military communities will help reduce the risk of suicides, drug and alcohol abuse, and domestic violence. Most importantly, it provides military communities a very accessible, affordable and safe tool to use.

Five Signs of emotional suffering

Nearly one in every five people, or 42.5 million American adults, has a diagnosable mental health condition.¹ Half of all lifetime cases of mental disorders begin by age 14.² In addition, 1.7M Americans sustain a traumatic brain injury each year - which may affect their cognitive and emotional functioning. Drug use is on the rise in this country and 23.5 million Americans are addicted to alcohol and drugs. That's approximately one in every 10 Americans over the age of 12.

Often our friends, neighbors, co-workers, and even family members are suffering emotionally and don't recognize the symptoms or won't ask for help.

Here are five signs that may mean someone is in emotional pain and might need help:



Personality changes.

You may notice sudden or gradual changes in the way that someone typically behaves. People in this situation may behave in ways that don't seem to fit their values, or the person may just seem different.



Uncharacteristically angry, anxious, agitated, or moody.

You may notice the person has more frequent problems controlling his or her temper and seems irritable or unable to calm down. People in more extreme situations of this kind may be unable to sleep or may explode in anger at a minor problem.



Withdrawal or isolation from other people.

Someone who used to be socially engaged may pull away from family and friends and stop taking part in activities that used to be enjoyable. In more severe cases the person may start failing to make it to work or school. Not to be confused with the behavior of someone who is more introverted, this sign is marked by a change in a person's typical sociability, as when someone pulls away from the social support typically available.



May neglect self-care and engage in risky behavior.

You may notice a change in the person's level of personal care or an act of poor judgment. For instance, someone may let personal hygiene deteriorate, or the person may start abusing alcohol or illicit substances or engaging in other self-destructive behavior that may alienate loved ones.



Overcome with hopelessness and overwhelmed by circumstances.

Have you noticed someone who used to be optimistic and now can't find anything to be hopeful about? That person may be suffering from extreme or prolonged grief, or feelings of worthlessness or guilt. People in this situation may say that the world would be better off without them, suggesting suicidal thinking.

IF YOU RECOGNIZE THAT SOMEONE IN YOUR LIFE IS SUFFERING, NOW WHAT?

You connect, you reach out, you inspire hope, and you offer help. Show compassion and caring and a willingness to find a solution when the person may not have the will or drive to do it alone. There are many resources in our communities.

It may take more than one offer, and you may need to reach out to others who share your concern about the person who is suffering.

If everyone is more open and honest about our emotional health and well-being, we can prevent pain and suffering, and those in need will get the help they deserve.

You can learn more at changedirection.org.

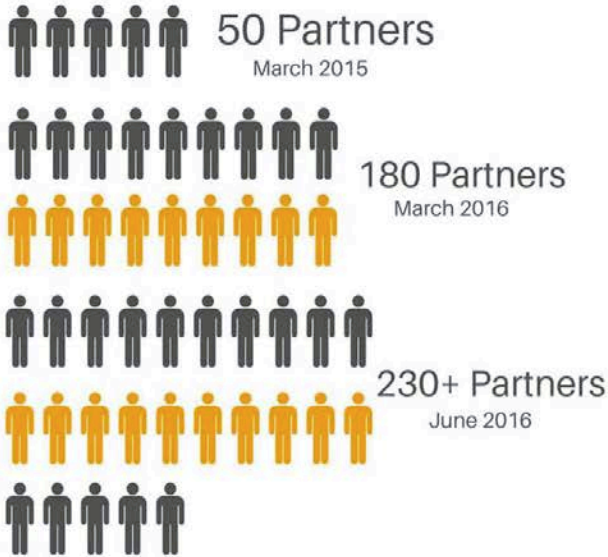
A collective impact effort led by:



¹Substance Abuse and Mental Health Services Administration, Results from the 2013 National Survey on Drug Use and Health: Mental Health Findings, U.S. Department of Health and Human Services (as of 11/24/14).

²R. C. Kessler, W. T. Chiu, O. Demler, K.R. Merikangas, E. E. Walters. "Prevalence, Severity, and Comorbidity of Twelve-Month DSM-IV Disorders in the National Comorbidity Survey Replication." *Arch. Gen. Psych.* June 2005 62(6):617-627.

Change Direction Dashboard



Outreach



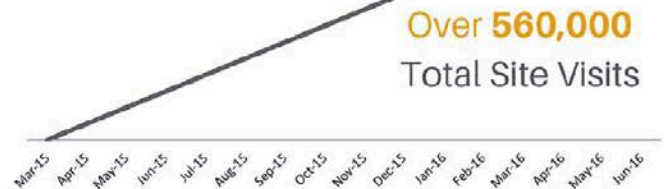
Partner Social Media Reach

June 2016



Website Visits

March 2015-June 2016



29% of all website visits occurred during the **FOUR WEEKS** following Michelle Obama's Huff Post & Chris Stapleton's Fire Away video.

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**, a national nonprofit organization providing free mental health services to the military and veteran community, 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.

Ways to Share the Five Signs

We have posters and wallet cards that can be cobranded with your organizational logo.

Visit changedirection.org/tools for more tools.

Posters



Co-branded Wallet Cards



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