

*American Psychiatric Association*  
*Public Education & Brand Awareness Campaign:*

*“Healthy Minds. Healthy Lives.”*

*By*

*Lydia Sermons*

*Director*

*APA Office of Communications and Public Affairs*

## Why Psychiatric Care Is Important

- The need is great and the toll of mental illnesses is high.
- People are increasingly open to seeking help.
- Research shows a link between good mental health and good health overall.

## The Need Is Great

- The 1999 Surgeon General's Report on Mental Health: one in five Americans suffers from a diagnosable mental disorder.
- President Bush's New Freedom Commission on Mental Health: half of those who need mental health treatment in this country don't receive it.
- While the CDC reports that the suicide rate has declined in the past 10 years:
  - More than 30,000 people in the U.S. die by suicide each year.
  - It's the country's 11th leading cause of death.
- The Surgeon General also said: untreated depression costs businesses, for example, as much as \$79 billion per year because of lost productivity.

## APA Findings Underscore New Era of Understanding

Generally speaking, the American Psychiatric Association's recent (Apr. 2005) findings reinforce the progress that has been made over the last couple of decades in mental illness becoming more broadly accepted and normalized among the public.

- For example, most adults (90%) believe that people with mental illnesses can lead healthy lives, and that treatment for mental illnesses works (80%).
- In addition, younger adults are significantly more positive than older adults (ages 65+), highlighting progress made in younger generations embracing the realities of mental illness.

## Effective Treatments Do Exist

The National Institute of Mental Health has compared success rates of treatments for various disorders such as:

- Schizophrenia (60%)
- Depression (70-80%)
- Panic disorder (70-90%)
- Heart disease (45-50%)

Treatment Works !

## Why People Don't Seek Care

- Stigma
- Lack of Access to Care
- Insurance Discrimination:
  - Artificial mind-body split when we think about health coverage.
  - Many people who have insurance and a mental illness:
    - are required to pay higher co-payments
    - allowed fewer doctor visits or days in the hospital
    - or are made to pay higher deductibles than those imposed on other medical illnesses.

*Goal: Launch New Public Information &  
Re-branding Campaign*

Campaign Objectives:

- 1) Improve consumer awareness of mental illness issues and help reduce stigmas associated with mental illnesses.
- 2) Improve the public image of the association and APA members respectively, as the leading psychiatric professional organization and leading psychiatric providers for the profession.
- 3) Improve message coordination, brand management and distribution of information among APA members and staff.

## *Research and Message Development*

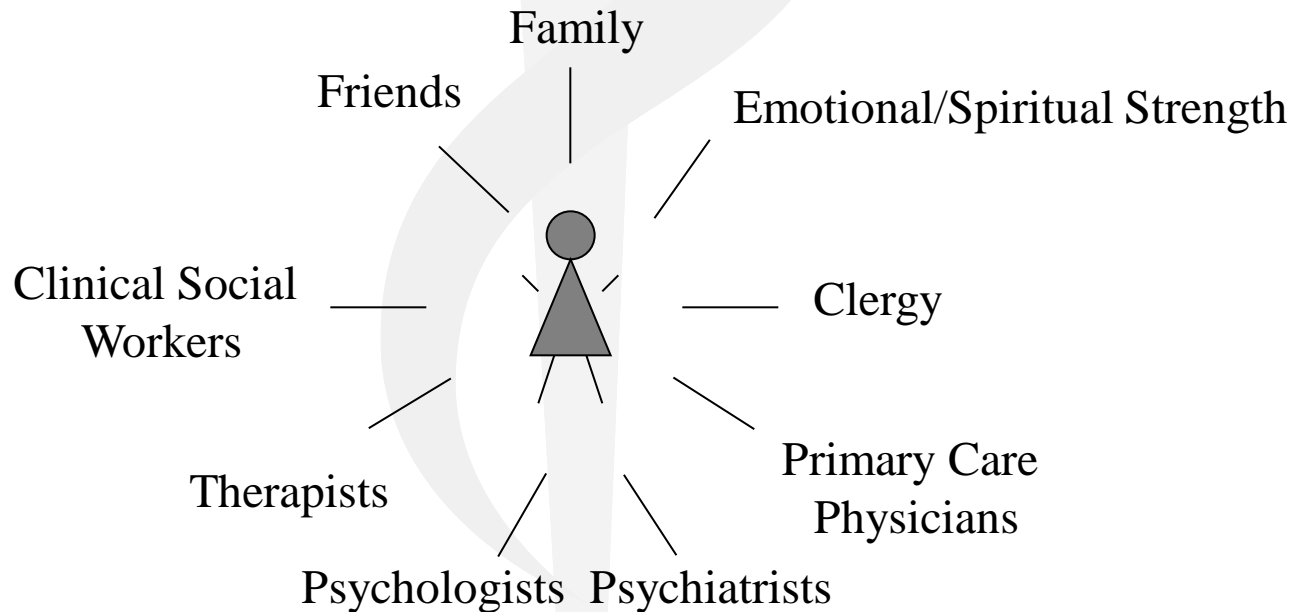
- Reviewed primary and secondary research on public perceptions of mental health/ mental illness, and mental health care professionals to get a current and proper diagnosis of public perceptions.
- Conducted 4 focus groups (women) and a national telephone survey (March 31 – April 3, 2005), with 1,020 adults (510 men and 510 women 18 years of age and older). The sample is based on a methodology designed to produce a representative sample of the U.S. adult population.
- Research provided a mechanism for understanding key attitudes over time by:
  - Obtaining baseline measures of key brand perceptions and attitudes associated with the brand campaign’s objectives;
  - Measuring psychiatrists’ image, as well as the image of other competing health care professionals (for comparison and benchmark purposes).
- Supports media outreach efforts by generating interesting consumer insights related to mental illness.



## *Key Audience/Research Points*

*ID Key Audiences: (woman 30-54) & General Public*

Women draw from a variety of resources – mental health network – when dealing with mental health issues:



## *Key Message Findings from Research*

*Overall, the findings reinforced the opportunity to create new perceptions for psychiatry/psychiatrists.*

- Americans' attitudes are neutral-to-positive toward psychiatrists; strategic & informed messaging can strengthen key attitudes (such as the belief that seeing a psychiatrist is a sign of strength).
- While many people do perceive a difference between psychiatrists and psychologists, findings reveal that they do not *significantly* differentiate the two on key attributes.

## *Key Message Findings from Research*

### *-- Need to shift perceptions of psychiatrists --*

**From:**

- Impersonal, judgmental, condescending, regimented
- Older, male, Freud, white lab-coat
- Frightening, unapproachable
- Too medically focused to deal with emotional issues
- Quick to prescribe
- Attached to long-term/deeply rooted problems
- Only treat those suffering from extreme and severe problems
- Loss of control
- Personal weakness
- Last resort
- It's my fault

**To:**

- Safe, trusted source of expertise and guidance
- Younger, more contemporary, diverse (gender-wise, culturally, ethnically)
- Warm, personal, easy to talk to
- Authority on physical determinants of mental health
- Individualized treatment (from talk therapy to drug therapy)
- Treat wide-range of mental health issues with varying degrees of severity
- Treat everyday people with wide-ranging issues
- Taking control of health
- Sign of strength
- Part of continuum
- There could be a physical basis

## *APA Public Information Campaign & Deliverables*

### ***Healthy Minds. Healthy Lives.***

Focuses on the greatest benefit psychiatrists can offer people: the prospect of having “healthy minds” to help them lead “healthy lives.”

Linking these two benefits helps to reduce stigmas about mental illness by talking in positive terms and shows APA and its members are caring and working toward a better life for all patients.

The campaign offers an inspirational, hopeful and memorable message, and also has a rhythm and cadence that makes it easy to remember.



Healthy Minds. Healthy Lives.

## Public Information Campaign PSA's & Ad

**“Maybe” Campaign:**  
Radio & Television  
Public Service  
Announcements and  
Print Ad (*Newsweek &  
Family Circle*)

### Maybe you need a psychiatrist.

Many people think that the only time to go to a psychiatrist is if you have a serious mental illness.

Time for a reality check.

Psychiatrists help all kinds of everyday people. Like children with hyperactivity who can't concentrate in school.

People with depression who've lost interest in life.

Victims of crime or accidents who live every day in fear.

Psychiatrists are medical doctors.

They're qualified to diagnose and treat problems of the mind, especially

those that have a physical and emotional cause. So going to a psychiatrist is often the best way to get properly diagnosed and get the most advanced care. Care

that works to get your mind healthy again, so you can lead a

healthy life. Learn more at

[www.healthyminds.org](http://www.healthyminds.org).



MAY IS MENTAL HEALTH MONTH




Healthy Minds. Healthy Lives.™


[www.healthyminds.org](http://www.healthyminds.org)

# *Let's Talk Facts Brochure Series*

LET'S TALK FACTS ABOUT **Teen Suicide**




Healthy Minds.  
Healthy Lives.




AMERICAN PSYCHIATRIC ASSOCIATION  
[www.healthyminds.org](http://www.healthyminds.org)

LET'S TALK FACTS ABOUT **Domestic Violence**




Healthy Minds.  
Healthy Lives.




AMERICAN PSYCHIATRIC ASSOCIATION  
[www.healthyminds.org](http://www.healthyminds.org)

LET'S TALK FACTS ABOUT **Common Childhood Disorders**



Healthy Minds.  
Healthy Lives.



AMERICAN PSYCHIATRIC ASSOCIATION  
[www.healthyminds.org](http://www.healthyminds.org)

LET'S TALK FACTS ABOUT **Choosing a Psychiatrist**



Healthy Minds.  
Healthy Lives.




AMERICAN PSYCHIATRIC ASSOCIATION  
[www.healthyminds.org](http://www.healthyminds.org)


*Let's Talk Facts Brochure Series*

LET'S TALK FACTS ABOUT

**What Is Mental Illness?**



Healthy Minds.  
Healthy Lives.



AMERICAN PSYCHIATRIC ASSOCIATION  
www.healthyminds.org

LET'S TALK FACTS ABOUT

**Bipolar Disorder (Manic Depression)**



Healthy Minds.  
Healthy Lives.



AMERICAN PSYCHIATRIC ASSOCIATION  
www.healthyminds.org

LET'S TALK FACTS ABOUT

**Depression**



Healthy Minds.  
Healthy Lives.



AMERICAN PSYCHIATRIC ASSOCIATION  
www.healthyminds.org

LET'S TALK FACTS ABOUT

**Anxiety Disorders**

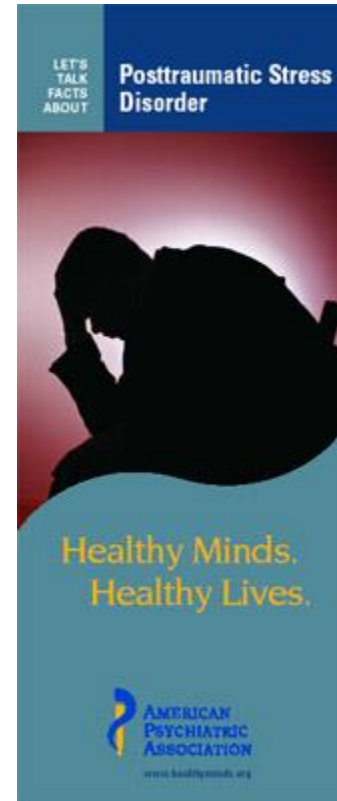
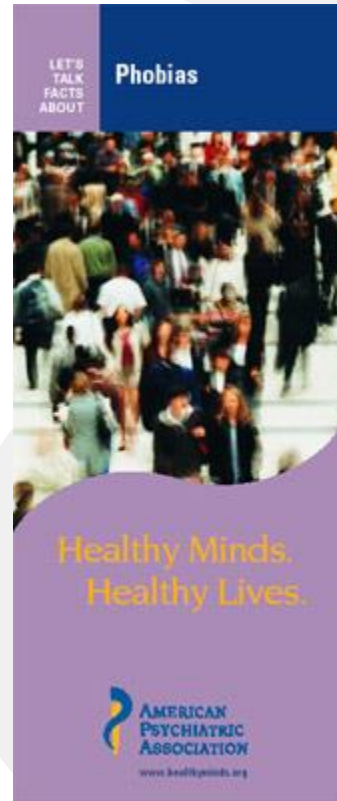


Healthy Minds.  
Healthy Lives.



AMERICAN PSYCHIATRIC ASSOCIATION  
www.healthyminds.org

*Let's Talk Facts Brochure Series*





# HealthyMinds.org New Consumer Web site

HealthyMinds.org  
**Healthy Minds. Healthy Lives.**

SEARCH TOPICS LOCATE A PSYCHIATRIST PRESS ROOM CONTACT APA OTHER RESOURCES SITE MAP

**Welcome to HealthyMinds.org!**

Welcome to HealthyMinds.org, a consumer-oriented Web site that seeks to inform and educate the public about mental health treatment and resources. This site was launched in May 2005 (Mental Health Month) as a component of the American Psychiatric Association's "Healthy Minds. Healthy Lives." public information campaign to raise awareness on mental health issues. Here you will find information on many common mental health concerns, including warning signs of mental disorders, treatment options, and prevention measures.

"HealthyMinds.org should be a source for providing understanding and hope for anyone seeking information on their mental health – because we know that treatment works. And since safe, effective treatments are available, Americans can have what everyone wants – healthy minds and healthy lives." - **APA Medical Director, James H. Scully Jr., M.D.**

**May is Mental Health Month**

APA's "Healthy Minds. Healthy Lives." Public Information Campaign is being launched to raise awareness on mental health issues during May, which is observed nationally as "Mental Health Month." But any of the campaign materials may be used beyond May 2005 because the campaign's message is enduring: "By seeking help, you can have a healthy mind and lead a healthy life." [\[more...\]](#)

**Dr. Riba Article: What is Mental Illness?**

APA's "Healthy Minds. Healthy Lives." Public Information Campaign is being launched to raise awareness on mental health issues

**Let's Talk Facts Article**

APA's "Healthy Minds. Healthy Lives." Public Information Campaign is being launched to raise awareness on mental health issues

**MISSION: mpower**  
 mpower is a new youth awareness campaign that's harnessing the power of music to change youth attitudes about mental health and fight the stigma facing the 1 in 5 youth with mental health problems. To find out more, visit the [mpower web site](#).

**AP Health News:**  
[fMRI developing test system for sharing medical data among hospitals, agencies and patients](#)

**Reuters Health News:**  
[Report Cautions on Liposuction Alternative](#)

**CNN Health News:**  
[Alzheimer's study promising](#)

Powered by **RSS DIGEST**

**MENTAL HEALTH TOPICS**

- [Psychiatry F.A.O.](#)
- [ADHD](#)
- [Bipolar](#)
- [Children's Issues](#)
- [Confidentiality](#)
- [AIDS and HIV](#)
- [Disasters](#)
- [Gay and Lesbian Issues](#)
- [Managed Care](#)
- [Media Violence](#)
- [Medications](#)
- [Elderly Mental Health](#)
- [Patients Bill of Rights](#)
- [Postpartum Depression](#)
- [Psychiatric Hospitalization](#)
- [Psychotherapy](#)
- [Patient-Therapist Sexual Contact](#)

# HealthyMinds.org College Mental Health Page

The screenshot shows a web browser window with the following content:

- Browser Title:** HealthyMinds.org - College Mental Health - Microsoft Internet Explorer
- Address Bar:** http://www.healthyminds.org/collegementalhealth.cfm
- Page Header:**
  - AMERICAN PSYCHIATRIC ASSOCIATION logo
  - HealthyMinds.org logo
  - Healthy Minds. Healthy Lives. slogan
  - Navigation menu: SEARCH, TOPICS, LOCATE A PSYCHIATRIST, PRESS ROOM, CONTACT APA, OTHER RESOURCES, SITE MAP
- Main Section: College Mental Health**
  - Text: "Across the country, students are preparing to start or return to college. This is an exciting time, though for some it's overwhelming and stressful. Depression, substance use and eating disorders are increasingly common mental health issues on college campuses."
 
  - Text: "According to a recent survey, nearly half of all college students report feeling so depressed that they had trouble functioning, and 15 percent meet the criteria for clinical depression. Untreated depression can lead to suicide, which is the second leading cause of death of college students. It is important for college-age students to seek care so they can have a healthy mind and lead a healthy life."
 
  - NEW!** [Hurricane Katrina: Mental Health Recommendations for Students and Colleges](#)
  - NEW!** [Eating Disorders: Tips for College Students](#)
  - [College Depression Fact Sheet](#)
  - [Personal stories](#)
  - [APA Expert Opinion: College Mental Health](#)
  - [College Mental Health Statistics](#)
- Hotlines:**
  - National Drug and Alcohol Treatment: (800) 662-HELP
  - National Youth Crisis Hotline: (800) 4-A-CHILD
  - National Adolescent Suicide Hotline: (800) 451-4343
- MENTAL HEALTH TOPICS**
  - [Psychiatry F.A.Q.](#)
  - [APA Expert Opinions](#)
  - [Anxiety During High Risk Terrorist Alerts](#)
  - [Children's Issues](#)
  - [College Mental Health](#)
  - [Confidentiality](#)
  - [Coping with AIDS & HIV](#)
  - [Funerals & Memorials](#)
  - [Gay, Lesbian & Bisexual Issues](#)
  - [Managed Care](#)
  - [Media Violence](#)
  - [Patients Bill of Rights](#)
  - [Postpartum Depression](#)
  - [Psychiatric Hospitalization](#)
  - [Storm Disasters](#)
  - [Let's Talk Facts Brochures:](#)

# HealthyMinds.org Hispanic Mental Health Page

HealthyMinds.org  
AMERICAN PSYCHIATRIC ASSOCIATION. **Healthy Minds. Healthy Lives.**


SEARCH TOPICS LOCATE A PSYCHIATRIST PRESS ROOM CONTACT APA OTHER RESOURCES SITE MAP

### Hispanic Mental Health Initiative

In recognition of "Hispanic Heritage Month," (Sept. 15- Oct. 15) the American Psychiatric Association (APA) launched its Hispanic Mental Health Initiative -- an effort to make information about mental health treatments and resources available in Spanish. All materials are available for free through [HealthyMinds.org](http://HealthyMinds.org), the APA's public information Web site.

#### APA Expert Opinion


An APA expert answers common questions about Hispanic/Latino mental health. This month's expert: Ana Campos, M.D., Chair of the American Psychiatric Association's Committee of Hispanic Psychiatrists.



According to the U.S. Census Bureau, the Hispanic/ Latino community is the largest growing segment of the population. There are nearly 40 million people of Hispanic/ Latino origin in the country, and three fourths are primarily Spanish speakers. It is an opportune time to make information about mental health treatments and resources available in Spanish. [\[more...\]](#)

**ParentsMedGuide.org: Helping parents help their kids**  
As the parent or guardian of a child or teen-ager with clinical depression, or as a patient yourself

### Iniciativa Mental Hispánica De la Salud



Hoy, en la celebración del "mes hispánico de la herencia," la asociación psiquiátrica americana (APA) anunció el lanzamiento de su iniciativa mental hispánica de la salud -- un esfuerzo de hacer la información sobre tratamientos mentales y recursos de la salud disponibles en español. Todos los materiales están disponibles para directo libre [HealthyMinds.org](http://HealthyMinds.org), el sitio público del Web de la información del APA.

#### La opinión de los expertos de la APA

Los expertos de la APA responden a preguntas frecuentes sobre la salud mental de los hispanos/latinos. El experto de este mes: Ana Campo, M.D., Presidenta del Comité de Psiquiatras Hispanos de la American Psychiatric Association.

Según la Oficina de Censos de EE.UU., la comunidad hispana/latina es el segmento de la población de mayor crecimiento. En el país existen casi 40 millones de personas de origen hispano o latino. De ellas, más de la mitad habla principalmente español. Éste es un buen momento para ofrecer la información sobre los tratamientos y recursos para la salud mental en español. [\[leído más...\]](#)

#### MENTAL HEALTH TOPICS

- [Psychiatry F.A.Q.](#)
- [APA Expert Opinions](#)
- [Anxiety During High Risk Terrorist Alerts](#)
- [Children's Issues](#)
- [College Mental Health](#)
- [Confidentiality](#)
- [Coping with AIDS & HIV](#)
- [Funerals & Memorials](#)
- [Gay, Lesbian & Bisexual Issues](#)
- [Managed Care](#)
- [Media Violence](#)
- [Patients Bill of Rights](#)
- [Postpartum Depression](#)
- [Psychiatric Hospitalization](#)
- [Storm Disasters](#)
- [Let's Talk Facts Brochures: Anxiety Disorders](#)

# HealthyMinds.org Mental Illness Awareness Week

HealthyMinds.org - Search Results - Microsoft Internet Explorer


Address: <http://www.healthy minds.org/miaw2005.cfm>

AMERICAN PSYCHIATRIC ASSOCIATION. Healthy Minds. Healthy Lives.

SEARCH TOPICS LOCATE A PSYCHIATRIST PRESS ROOM CONTACT APA OTHER RESOURCES SITE MAP

## Mental Illness Awareness Week 2005

Depression, anxiety, and posttraumatic stress. These are common mental health disorders that may impact many individuals and families who are working to recover from the devastating aftermath of Hurricane Katrina and other recent major disasters, underscoring the importance of Mental Illness Awareness Week (MIAW) this year.



MIAW, which will be observed **Oct. 2-8, 2005** by the American Psychiatric Association (APA), patient advocacy organizations and other mental health providers, is an opportunity to raise public awareness of mental disorders and resources available for care and treatment. The theme of MIAW this year is *Leveling the Playing Field*, to ensure that those who need care receive care.

**News Release:**  
[2005 Storm Season Underscores Importance of Mental Health APA Raises Awareness During Mental Illness Awareness Week](#)

**Tip Sheets:**  
[Coping with Storm Related Disasters](#)  
[Hurricane Katrina: Mental Health Recommendations for Students and Colleges](#)  
[APA Expert Opinion on Mental Illness and Emotional Trauma After Disaster](#)

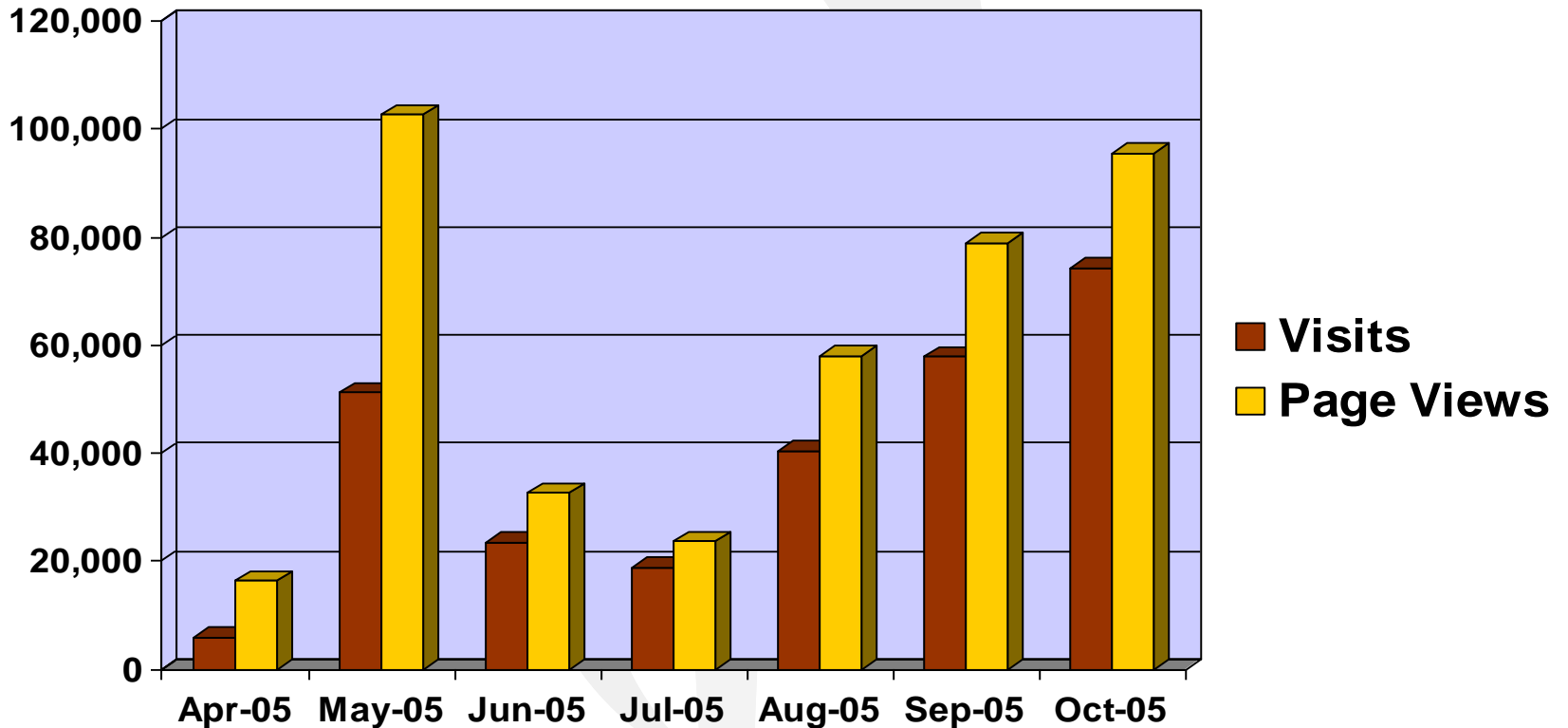
**Let's Talk Facts Information Fact Sheets & Brochures:**  
 To purchase Let's Talk Facts brochures, [click here](#). To view Let's Talk Facts fact sheets, please select a document below:  
[What it Mental Illness?](#)  
[Posttraumatic Stress Disorder](#)  
[Anxiety Disorders](#)  
[Choosing a Psychiatrist](#)

**Additional Mental Health Observances**  
**Bipolar Disorder Awareness Day – October 6, 2005**

MENTAL HEALTH TOPICS

- [Psychiatry F.A.Q.](#)
- [APA Expert Opinions](#)
- [Anxiety During High Risk Terrorist Alerts](#)
- [Children's Issues](#)
- [College Mental Health](#)
- [Confidentiality](#)
- [Coping with AIDS & HIV](#)
- [Funerals & Memorials](#)
- [Gay, Lesbian & Bisexual Issues](#)
- [Managed Care](#)
- [Media Violence](#)
- [Patients Bill of Rights](#)
- [Postpartum Depression](#)
- [Psychiatric Hospitalization](#)
- [Storm Disasters](#)
- [Let's Talk Facts Brochures:](#)

*Web Statistics for HealthyMinds.org*



## *“Healthy Minds. Healthy Lives.” Summary*

### ***Campaign Results for the Month of May:***

- *HealthyMinds.org*, Web site: 31,000 unique visitors and 51,000 visits in its first month of operation;
- Our online keyword ads on *Google* and *Yahoo* reached nearly 4 million people and generated more than 60 percent of the traffic to *HealthyMinds.org*;
- APA spokespersons interviewed by 20 television and radio interviews and reached nearly 20 million people;

## *“Healthy Minds. Healthy Lives.” Campaign Results*

### ***Campaign Results for the Month of May:***

- Magazine ads reached nearly 5 million subscribers;
- Distributed TV public service announcement to more than 100 stations in the top 25 markets; and *Lifetime* network;
- Distributed radio public service announcement to more than 2,100 stations in the top 50 markets;
- APA new “*Let’s Talk Facts*” brochures requested by more than 700 persons; generated \$3,300 in sales.

## *2006 Public Information Campaign Outlook*

### ***Plan of Events:***

**May is Mental Health Month:** *launch April 27<sup>th</sup>: media campaign interviews and Washington Post supplement on mental health*

**May - October Campaign Activity:** Annual Meeting, College Mental Health, Hispanic Mental Health, Mental Illness Awareness Week, African American Mental Health, Asian American Mental Health and other initiatives



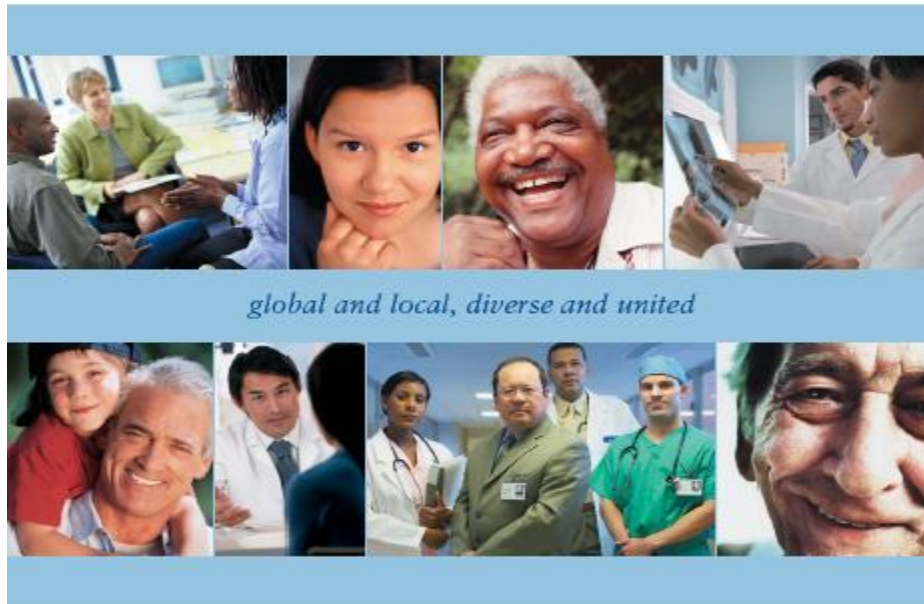
## *More Let's Talk Fact Brochures*

- Alzheimer's disease
- Substance Abuse
- OCD
- Panic Disorder
- Psychotherapy
- Coping with HIV & AIDS
- Schizophrenia
- Mental Health of the Elderly
- Incarceration of Mentally Ill
- Mental Health in African Americans
- Mental Health in the Hispanic Community
- Mental Health in Asian-Americans
- Postpartum Depression
- Psychiatric Medications
- Seasonal Affective Disorder

# APA's Flagship Publication

AMERICAN PSYCHIATRIC ASSOCIATION

APA's  
2004  
Annual  
Report:  
Member  
Focused;  
Results  
Driven



2004 ANNUAL REPORT

