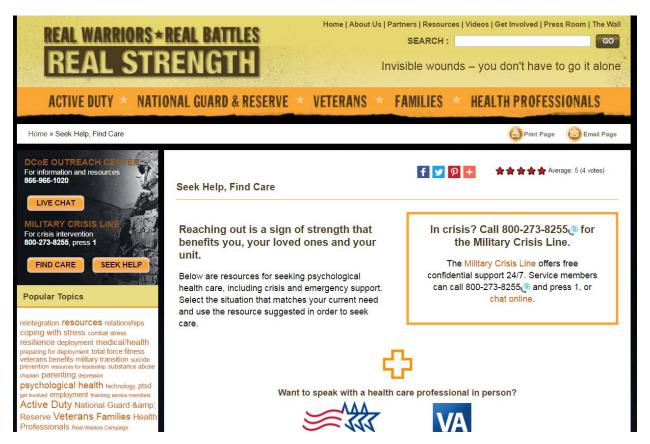
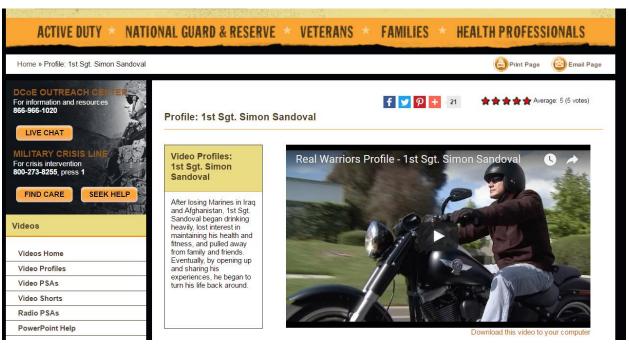
This document contains sample campaign materials that might be shown to participants. Note that the selections are not final at this point in time, but they will all be drawn from publicly available campaign materials.

Contents

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Real Warriors Campaign









Well-rested warriors are important for a psychologically healthy and ready force.

Service members get around 6.5 hours of sleep per 24 hours while deployed. 7-8 HOURS OF SLEEP PER NIGHT IS RECOMMENDED.



report less than 7 hours of sleep'



report feeling tired or fatigued at least 1-2 times per week'



Almost half of service report poor sleep quality'

FIVE TIPS TO MAXIMIZE YOUR



Maximize your sleep with these practical tips' from the Real Warriors Campaign.



LIMIT SCREEN TIME

Keep electronics including your smartphone, computer or a tablet away from your bedroom. The blue light can make it harder to fall or stay asleep.



NAP STRATEGICALLY

A nap in the late morning/early afternoon can help make up for reduced nighttime sleep. This can help to increase alertness and improve mood.



KEEP A SLEEP SCHEDULE

Train your body to fall asleep naturally by setting a routine. Aim to wake up at the same time each day to help improve your sleep quality.



WATCH WHAT YOU CONSUME BEFORE BED

Caffeine, nicotine, alcohol, sugar and a late meal can keep you awake. Give your body at least three hours to digest your meal.

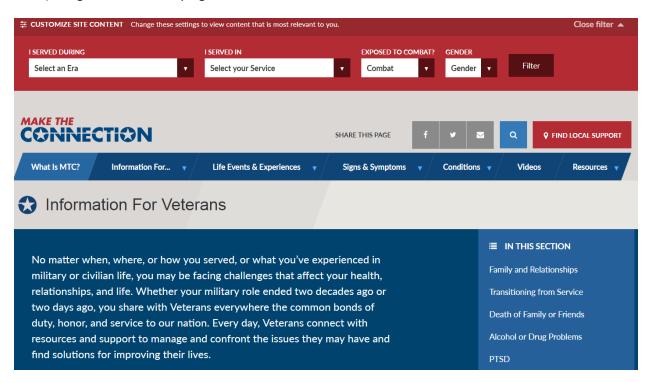


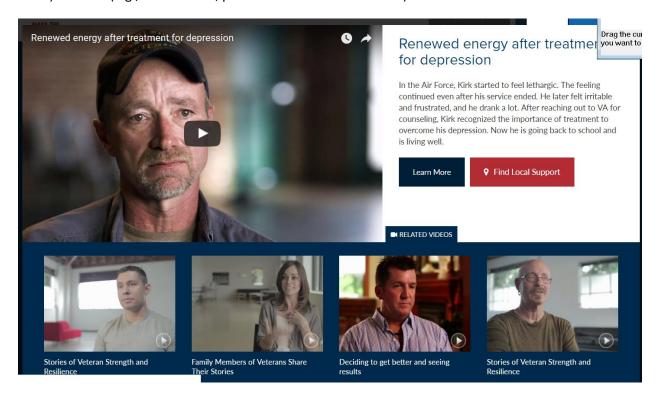
CREATE A SOOTHING SLEEP SPACE

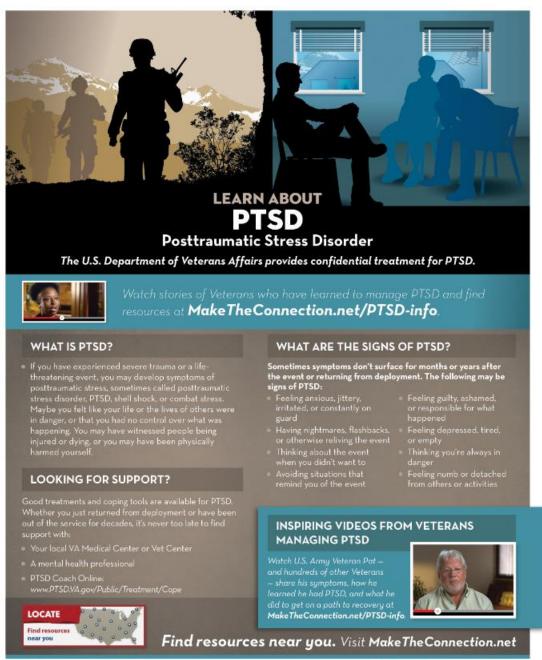
Cool, dark and clean are key. Get rid of anything that might keep you awake. Try using earplugs or a sleep mask for better sleep.

SEEK CARE if you are still having trouble with sleep after trying these tips above, take the first step and contact your primary care manager or internal behavioral health consultant to receive advice, assess symptoms, and talk through ways to address your concerns.

Make the Connection













MakeTheConnection.net helps Veterans recognize they are not alone—there are people out there like them who are going through similar experiences, overcoming challenges, reaching positive outcomes for treatment and recovery, and finding paths to fulfilling lives. These messages are conveyed through the most credible source of all—the voices of other Veterans.

At MakeTheConnection.net, you can:

- View a video gallery featuring hundreds of candid, personal testimonials from Veterans like you and their families
- Learn more about the life challenges you may be facing—and ways to overcome them
- Hear from other Veterans who have had similar experiences, reached out for support, and are now living fulfilling lives
- Explore easy-to-navigate information, in plain language, to help you find solutions
- · Easily find resources available in your area

Learn more at: www.MakeTheConnection.net



MAKE THE CONNECTION

Awareness materials for Veterans Crisis Line









Veterans Crisis Line Fact Sheet

Confidential crisis help for Veterans and their families

The Veterans Crisis Line is a toll-free, confidential resource that connects Veterans in crisis and their families and friends with qualified, caring U.S. Department of Veterans Affairs (VA) responders.

Veterans and their loved ones can call 1-800-273-8255 and Press 1, chat on line at Veterans CrisisLine.net, or send a text message to 838255 to receive free, confidential support 24 hours a day, 7 days a week, 365 days a year, even if they are not registered with VA or enrolled in VA health care.

The responders at the Veterans Crisis Line are specially trained and experienced in helping Veterans of all ages and circumstances — from Veterans coping with mental health issues that were never addressed to recent Veterans struggling with relationships or the transition back to civilian life. Veterans Crisis Line responders provide support when these and other issues — such as chronic pain, anxiety, depression, sleeplessness, anger, and even homelessness — reach a crisis point. Some of the responders are Veterans themselves and understand what Veterans and their families and friends have been through.

Since its launch in 2007, the Veterans Crisis Line has answered nearly 2.8 million calls and initiated the dispatch of emergency services to callers in crisis nearly 74,000 times. The Veterans Crisis Line anonymous online chat service, added in 2009, has engaged in more than 332,000 chats. In November 2011, the Veterans Crisis Line introduced a text-messaging service to provide another way for Veterans to connect with confidential, round-the-clock support, and since then has responded to more than 67,000 texts.

In 2011, the National Veterans Suicide Prevention Hotline was renamed the Veterans Crisis Line to encourage Veterans and their families and friends, who may be the first to realize a Veteran is in emotional distress, to reach out for support when issues reach a crisis point, even if it is not a suicidal crisis.

VA is working to make sure that all Veterans and their loved ones are aware of the Veterans Crisis Line. To reach as many Veterans as possible, VA is coordinating with communities and partner groups nationwide, including community-based organizations, Veterans Service Organizations, and local health care providers, to let Veterans and their loved ones know that support is available whenever, if ever, they need it.

Whether you're a Veteran or a friend or family member concerned about one, confidential assistance is only a call, click, or text away.

For more information about the Veterans Crisis Line, visit VeteransCrisisLine.net For more information about VA's mental health resources, visit www.mentalhealth.va.gov

@ 3/17 VHA



Confidential crisis chat at Veterans Crisis Line.net or text to 838255



Awareness materials for National Recovery Month





September 2016: Building Family Resiliency: Supporting Recovery



Aired: Wednesday, September 7, 2016

This show will explore family and relationship factors that are protective and promote recovery from mental or substance use disorders. The discussion will focus on how families who have experienced behavioral health problems achieve and continue to strengthen the four dimensions of recovery: health, home, purpose, and community. Panelists will discuss how families remain hopeful as they face the daily challenges of preventing relapse, what they do if relapse occurs, the education of family members, and techniques that help them stay on



National Recovery Month (Recovery Month) increases awareness and understanding of mental and substance use disorders and encourages individuals in need of treatment and recovery services to seek help. Recovery Month celebrates people in long-term recovery and recognizes the dedicated workers who provide the prevention, treatment, and recovery support services.

This year's Recovery Month theme focuses on rural and tentier communities, the criminal justice system, community, and faith-based organizations, and public health professionals and departments, highlighting the various entitles that support recovery within our society. The theme, "Join the Viciosa for Recovery Simpyther Families and Communities," encourages communities to be socially inclusive, offering support to those with mental and/or substance use disorders, as well as the chance to seek help, land a hand, and contribute to their community as citizens, parents, employees, students, volunteers, and leaders.

Resources and activities for this year's Recovery Month observance will include:

- A toolkit for Recovery Month event organizers and attendees, with media templates, current data on behavioral health conditions, resources for prevention, treatment, and recovery support services, and tips for event planning and community outreach
- A national Recovery Month kickoff in September 2017 in Washington, D.C.
- SAMHSA-produced television and radio public service announcements

Please contact the Recovery Month team at RecoveryMonth@samhsa.hhs.gov for more information,

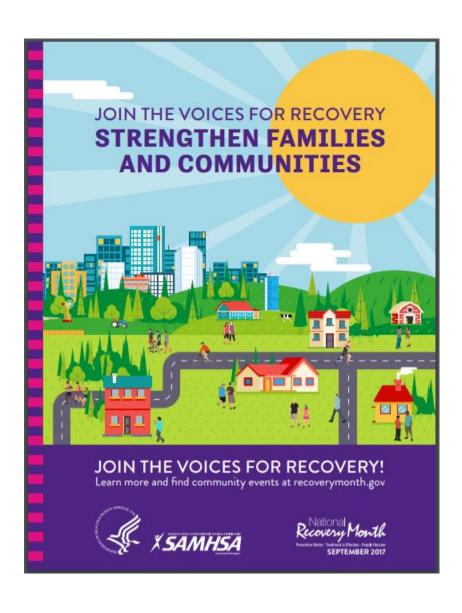


The Recovery Month website (https://recoverymonth.gov/) provides printable materials, web, television, audio, and social media resources to help communities plan events, educate individuals about mental and substance use disorders and to encourage individuals to seek treatment and recovery services.

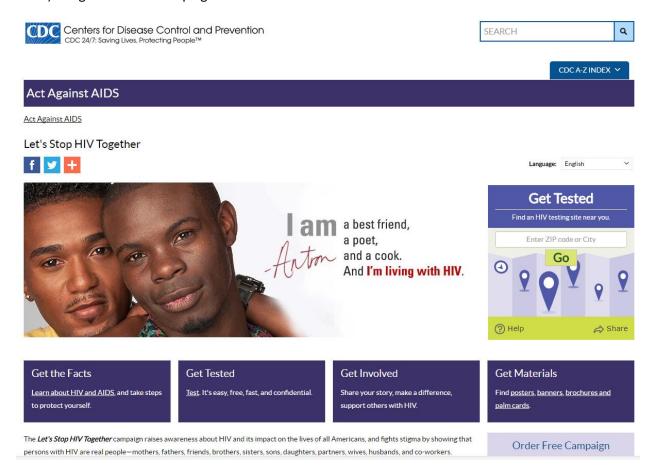
- Read and share recovery stories: https://recoverymonth.gov/personal-stories
- Find and post recovery events in the community https://expresser.month.com/events
- Watch the Road to Recovery television series: https://recoverymonth.gov/road-to-recovery
- Download web banners and logos to promote Recovery Month: https://recoverymonth.gov/promote/banners-logos-flyers







Let's Stop HIV Together (shown to those in the control condition)







Let's stop HIV together

Stigma Fact Sheet

After more than 30 years, HIV-related stigma continues to be a barrier that we must overcome to reach the goal of an AIDS-free generation in the United States. We all have a role to play in stopping HIV, and it starts with supporting people living with HIV and talking about HIV with our friends, families, and loved ones.





What is stigma?

Stigma is shame and disgrace that result from prejudice associated with something regarded as socially unacceptable. Stigma around HIV includes certain words, beliefs, and actions that have negative meaning for those at high risk for getting HIV or those already living with HIV. Here are a few examples:

- Referring to people as HIVers or Positives
- . Believing that only certain groups of people can get HIV
- Refusing casual contact with someone living with HIV
- Making moral judgments about people who take steps to prevent HIV transmission
- · Socially isolating a member of a community because they are HIV positive
- Refusal by a health care professional to provide high-quality care or services to a person living with HIV

Ongoing stigma in our communities leads to perceived discrimination, fear, and anxiety. It affects the emotional well-being and mental health of people living with HIV and prevents some from getting tested and treated for HIV.



Ways you can stand up against stigma.

Get the facts. Sharing information can help reduce misunderstanding and decrease stigma associated with HIV.

ccording to the CDC ...

- More than 1.2 million people in the United States are living with HIV.
- Approximately 45,000 Americans become infected with HIV every year.
- About 1 in 8 people living with HIV don't know they have it.
- If you find out you are HIV positive, you can start taking medicine for your HIV.
 Getting treated for HIV improves your health, prolongs your life, and greatly lowers your chance of spreading HIV to others.

