



DBSA invites you to join us in raising expectations for mental health treatment.

The Depression and Bipolar Support Alliance invites you and your organization to join us in support of **Target Zero to Thrive**, a month-long social media campaign, April 1 – 30, 2014, by lending promotional support via your social media channels. Our objective is to challenge mental health care professionals, researchers, and individuals living with or affected by mood disorders to raise treatment goals to complete remission—to zero symptoms.

If successful treatment for cancer proceeds with the goal of removing every cancerous cell—to achieve complete remission—why do we consider treatment for mood disorders a success when symptoms continue to persist? With **Target Zero to Thrive**, we hope to affect a change in thinking about how we approach treatment for mental health conditions.

Of course, the top priority is to ensure a person living with depression or bipolar disorder is out of crisis and can maintain a stable mood. But better is not always *well*. We believe every person deserves not just to survive, but to thrive. To be truly successful, we must pursue a goal of true wellness.

Please join us **April 1 – 30, 2014**, as we join together to raise voices, support, and expectations for better mental health treatment. **Target Zero to Thrive** incorporates the latest social media communication tools to spread the message of the campaign and to educate and engage participants.

From the **Target Zero to Thrive** homepage, hosted at dbsalliance.org, participants will have easy access to all components of the campaign, including

the ability to engage through the most popular social media channels, including Facebook, Twitter, Instagram, Pinterest, and LinkedIn.

The screenshot shows the DBSA homepage for the Target Zero to Thrive campaign. At the top, there are social media sharing buttons for Facebook (Like 1), Twitter (0), Pinterest (3K+), Google+ (1), and Share (7). The main heading is "Target Zero to Thrive This April" with a sub-heading "DBSA targets raising expectations for mental health treatment." Below this is a paragraph explaining the campaign's goal: to challenge mental health professionals, researchers, and individuals to raise treatment goals to complete remission—to zero symptoms. A second paragraph discusses the importance of ensuring a person living with depression or bipolar disorder is out of crisis, emphasizing that the end goal is for the person to maintain a stable mood, which is not always well. A third paragraph asks why we consider treatment for depression or bipolar disorder to be successful when symptoms persist, even if the person is considered to be stable? A fourth paragraph states that the cost of settling for reduced symptoms is simply too great, and it is, in fact, a matter of life and death—for when symptoms persist, individuals who have mood disorders are:

- at significantly greater risk of relapse⁽¹⁾
- more likely to experience significant functional impairment, making the day-to-day demands of job and family challenging, and too often, debilitating. ⁽²⁾
- more likely to have life-threatening co-occurring conditions, such as heart disease, hypertension, and diabetes—a huge factor in why individuals with mental health conditions die, on average, 25 years younger than those without mental health conditions ⁽³⁾
- at a higher risk to die by suicide ⁽⁴⁾

At the bottom of the main text, a quote from DBSA President Allen Doerderlein is provided: "Living with a mood disorder can damage hope and lower expectations; so a person may not expect or think they deserve a full life. We, as peers, clinicians, researchers, and family, need to help them expect and achieve more—by raising the

On the right side of the page, there is a large graphic with the text "TARGET ZERO ... to thrive" and a target icon. Below this is a pink box with the text "HOW YOU CAN TARGET ZERO TO THRIVE". Underneath, there are several sections: "Support Target Zero to Thrive" with links for "Target Zero Petition (Available Soon!)", "Target Zero Hero Photos (Available Soon!)", "Target Zero Hero Pins (Available Soon!)", "Facebook Pin Badge", and "Target Zero Hall of Fame (Available Soon!)"; "Spread Target Zero to Thrive" with links for "Press Release" and "Newsletter Kit"; and "Target Zero Social Media (Available Soon!)" with icons for Facebook, Twitter, Pinterest, Instagram, and LinkedIn.

The *Target Zero to Thrive* homepage is central to the campaign:
www.DBSAAlliance.org/TargetZero

For the campaign to reach its full potential, we are counting on industry colleagues and social media managers at other supportive organizations to assist by sharing, re-tweeting, and pinning content in support of **Target Zero to Thrive**.

A commitment to support the campaign through your e-newsletters and social media channels will be instrumental to its success. With your agreement to promote **Target Zero to Thrive**, DBSA will provide you with regular communications on the campaign. In a weekly email, we will suggest ways you can engage your followers, provide sample posts pre-formatted for Facebook and Twitter, share announcements of campaign events/activities, and update you on progress of the month-long campaign.

Please consider pledging your support of **Target Zero to Thrive** by sending a quick email to Shira@dbsalliance.org so we may add you to the email distribution list for updates.

We have taken the liberty of preparing a few suggested advance social media posts on the next page of this document. Please consider publishing them through your social media channels in the days leading up to the campaign launch, April 1, 2014. Future communications will be provided by email. Sample copy for your website and/or e-newsletters can be downloaded from the campaign website at www.DBSAlliance.org/TargetZero.

Thank you in advance for your support of **Target Zero to Thrive**. Together, we can raise expectations for mental health treatment!

Sincerely,

A handwritten signature in cursive script that reads "Allen Doederlein".

Allen Doederlein, DBSA President

"If a person doesn't achieve zero symptoms, they haven't failed, but if they are never given the opportunity to achieve that goal, the system has failed them."

- Allen Doederlein, DBSA President

Target Zero to Thrive

Sample Social Media Messages March 25 - 31

Facebook posts:

Join Target Zero to Thrive

Join healthcare professionals and those affected by mood disorders as we raise the bar on mental health care treatment expectations. Our goal? Zero symptoms. Show your support this April through the Target Zero to Thrive social media campaign. <http://DBSAlliance/TargetZero>

Getting to Zero Symptoms

When we treat cancer we are not satisfied with anything less than full remission. Why should mental health treatment be different? Join the Target Zero to Thrive social media campaign this April to support a higher goal of zero symptoms. <http://DBSAlliance/TargetZero>

Better Isn't Always Well

Too often the goal for mental health treatment is stability—but better, or stable, isn't always well. Join the Target Zero to Thrive campaign this April to make true wellness—and zero symptoms—the end- goal for treatment. <http://DBSAlliance/TargetZero>

Twitter posts:

Join #TargetZero2Thrive, a social media campaign to raise the bar on mental health treatment goals. <http://bit.ly/OFExuD> #mentalhealth

Coming in April: #TargetZero2Thrive – a campaign to raise mental health treatment goals to complete remission. <http://bit.ly/OFExuD> #mhsm

Aim higher! Let's raise the bar for mental health treatment. Join the @DBSAlliance #TargetZero2Thrive campaign. <http://bit.ly/OFExuD>