

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.

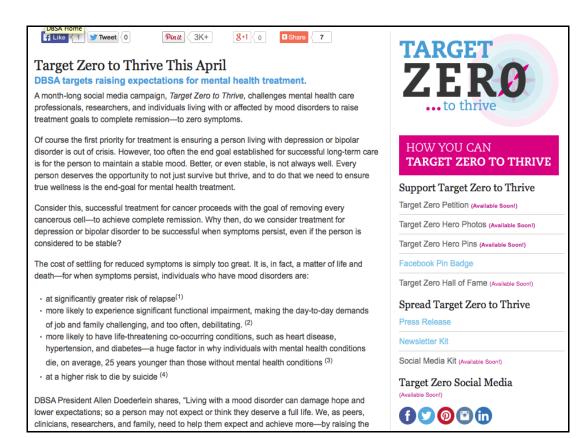
Of course, the top priority is to ensure a person living with depression or bipolar disorder is out of crisis and can maintain a stable mood. But better is not always *well*. We believe every person deserves not just to survive, but to thrive. To be truly successful, we must pursue a goal of true wellness.

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

Page 1 of 4

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



The *Target Zero to Thrive* homepage is central to the campaign: www.DBSAlliance.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 <u>Shira@dbsalliance.org</u> 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,

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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. <u>http://DBSAlliance/TargetZero</u>

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. <u>http://DBSAlliance/TargetZero</u>

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. <u>http://bit.ly/OFExuD</u> #mhsm

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