

THE REAL WARRIORS CAMPAIGN is a national, multiyear public education campaign sponsored by the Defense Centers of Excellence for Psychological Health and Traumatic Brain Injury (DCoE). With the slogan, “Real Warriors, Real Battles, Real Strength,” the campaign strives to eliminate the stigma associated with seeking psychological health treatment; encourage service members to seek treatment; and help service members, families and friends access information and resources for psychological health. The campaign will feature stories of real service members who have sought treatment and are continuing to maintain successful military and civilian careers.

The Power of Partnership

The Real Warriors Campaign invites the participation of organizations and programs that share the campaign’s mission and can help spread campaign messages. Potential partners include military organizations and programs, nonprofit organizations, advocacy organizations and local groups.

Partnership Requests

Partners are asked to support the Real Warriors Campaign through a variety of activities, including:

- Establishing a link to the Real Warriors Campaign Web site on the partner Web site.
- Publishing a news brief or article about the campaign, using DCoE press releases and ready-to-publish copy.
- Including Real Warriors Campaign updates in an e-blast, e-newsletter and/or blog to employees, members and stakeholders — and encouraging them to forward the news.
- Displaying Real Warriors posters and distributing hard copy and Web versions of campaign materials to offices and clinics and through seminars as well as other events.

How to Become a Partner

For more information or if your organization is interested in becoming a Real Warriors Partner, e-mail realwarriors.partners@tma.osd.mil or visit the Partner page at the Real Warriors Campaign Web site www.realwarriors.net/partner.

Benefits of Partnership

The campaign will provide materials and information to help partners with quick, easy and inexpensive outreach, such as:

- Logo, link and organization to be featured in the “Partner Spotlight” on the Real Warriors Campaign Web site partner page.
- A partnership toolkit that includes campaign information, partnership information, an official partnership recognition certificate and collateral materials such as fact sheets and brochures.
- Collateral materials for distribution to their members/potential participants and ready-to-print copy about campaign issues for newsletter/publication content.
- Quarterly e-newsletter featuring partner highlights and campaign updates.
- Invitation to participate in DCoE monthly video teleconferences, focused on timely psychological health issues within the military.
- The opportunity to participate in the annual Real Warriors Partner Roundtable, a collaborative forum to discuss future partnership initiatives that will unite leaders of partner organizations and DCoE leadership.