



Promotional Kit Instructions: WII and Depression

This guide is intended to introduce and familiarize you with the available resources to provide practical tools to aid wounded, ill, and injured (WII) service members in recovery. These resources are outlined below. You can use these products on an as-needed basis, or consider supplementing an existing health observance with a WII-specific focus.

Promotional Tools

Use the available promotional tools to reach the WII audience with relevant depression related information. Below you will find a description of each tool and a “what to do” section explaining the actions you should take to use the tool.

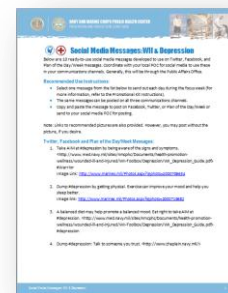
Message for the Commanding Officer – Get leadership on board

- Description: Targets senior leadership, and communicates the theme, importance of the topic, and what they can do to help.
- What to do: Send this to the CO so he/she can disseminate it to the command to provide an overview of depression, how it relates to WII members, why it is important, and what they can do to help.



Social Media Messages – Get in touch with the target audience

- Description: Targets the WII members by promoting products designed specifically to aid them in their daily lives. These are ready-to-use messages to help promote the Guide to [Take AIM at Preventing Depression](#) and [Busting Barriers to Seeking Help for Depression](#).
- What to do: Work through your local POC for social media. Generally, this will be through the Public Affairs Office (PAO). These messages are developed for use on multiple platforms, such as Twitter, Facebook, and Plan of the Day/Week messages.





eCards – Get in touch with the target audience

- Description: An electronic postcard to be sent via email or used on social media.
- What to do: Email to individuals who may benefit from the available depression related products. Or post to Pinterest; feel free to Pin the cards posted to the NMCPHC Pinterest page.



Promotional Plan

Follow the 3 simple steps below to capitalize on existing Psychological and Emotional Well-being related health observances to address WII specific topics.

1. Select one of the health observances below
2. Plan to focus on WII specific concerns for one week during that month
3. Use the available tools outlined above to help promote awareness and provide practical tools to WII service members

Health Promotion Observances by Month

Select one or more of the following “Health Promotion Observances by Month” and plan a one-week focus on depression for WII service members during that month.

Health Observances

- May:
 - MHS: Mental Wellness through Active Living
- September:
 - HPW: [Mental Health and Suicide Prevention](#)
 - MHS: Suicide Prevention
- October:
 - Military Pathways: [National Depression Screening Day](#)
 - National Alliance on Mental Illness: [Mental Illness Awareness Week](#)