

The **Real Warriors Campaign** is a multimedia public awareness campaign designed to encourage help-seeking behavior among service members, veterans and military families coping with invisible wounds. Launched by the Defense Centers of Excellence for Psychological Health and Traumatic Brain Injury (DCoE) in 2009, the campaign is an integral part of the Defense Department's overall effort to encourage warriors and families to seek appropriate care and support for psychological health concerns.

Goals of the Real Warriors Campaign

- Create awareness about the resources available for psychological health care and support among service members, their families, their commanders and the public at large.
- Create understanding regarding the barriers to care that service members may feel prevent them from seeking care or support for psychological health concerns.
- Create awareness of the concepts of resilience and early intervention as well as the roles they play in successful care, recovery and reintegration for returning service members and how they strengthen overall force readiness.

The campaign features stories of real service members who reached out for psychological support or care with successful outcomes, including learning coping skills, maintaining their security clearance and continuing to succeed in their military or civilian careers. These Real Warriors are proving through example that reaching out is a sign of strength that benefits the entire military community. The campaign also engages service members, veterans and military families through outreach events and partnerships, print materials, media outreach, an interactive website, a mobile website and a robust social media presence.

In addition, the campaign encourages use of the DCoE Outreach Center, a 24/7 call center staffed by trained health resource consultants to provide confidential support, including access to tools, tips and resources for the care and support of psychological health concerns and traumatic brain injury (TBI). The Outreach Center can be reached by calling 866-966-1020, connecting through the live chat on www.realwarriors.net or emailing resources@dcoeoutreach.org.

Customized Resources

- **Active Duty** – Tips and tools to help you cope with stress and psychological health concerns before, during and after deployment.
- **National Guard & Reserve** – Resources that can help you address the unique challenges of transitioning from civilian to warfighter and back.
- **Veterans** – Tools to help you overcome common challenges experienced in post-military life, such as understanding veterans' health benefits, transitioning to a civilian career and coping with invisible wounds.
- **Military Families** – Resources and tools to help you manage common stressors such as multiple deployments, frequent relocations and psychological health concerns, as well as ways to help your family feel more connected.

The mission of DCoE is to improve the lives of our nation's service members, families and veterans by advancing excellence in psychological health and traumatic brain injury prevention and care. DCoE works with the Department of Veterans Affairs (VA), and an extensive network of like-minded agencies, to integrate information related to psychological health and traumatic brain injury and set the standards of care throughout the Defense Department.

DCoE is comprised of three centers of excellence: Defense and Veterans Brain Injury Center, Deployment Health Clinical Center and National Center for Telehealth and Technology.