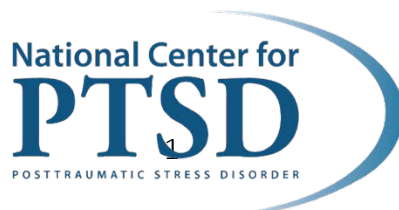




Department of Veterans Affairs, National Center for PTSD
Strategic Communications Plan (SCP)

October 2021

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Introduction

As many as 20% of the 23 million Veterans in the United States have received a PTSD diagnosis. Often, Veterans who experience PTSD symptoms also experience other mental or behavioral health concerns, such as alcohol or drug abuse, depression, anxiety, insomnia, and suicidal ideation. Despite trauma impacting such a large percentage of Veterans, only about half of all Veterans receive treatment for their PTSD. Some Veterans are concerned about the stigma associated with saying the words, “I have PTSD,” while others are simply unaware that effective treatments exist. This highlights the need to keep pushing the conversation forward and expanding awareness of PTSD symptoms, stigma, and treatment options.

Despite these challenges, a [recent report](#) from the VA shared positive news concerning Veteran suicide – “399 fewer Veterans died from suicide in 2019 than 2018...2019 was the lowest raw count of Veteran suicides since 2007.” The report also shared that “6,261 Veterans died from suicide in 2019.” While this is a 7.2% decrease from 2018, the Veteran suicide rate of 31.6 per 100,000 is still nearly twice that of non-Veteran adults in the U.S. This report highlights promising metrics, but there is still ample work to do around encouraging Veterans to seek treatment for PTSD and mental health.

As the world’s leading research and education center on PTSD, The National Center for PTSD (NCPTSD) is in a unique position to spread awareness that *PTSD Treatment Works*. Reaching Veterans and trauma survivors alone is not enough. It is crucial to capture the attention of Veterans, providers, caretakers, and the public will help reduce the stigma associated with receiving help for mental health concerns and increase the overall number of Veterans with PTSD who do make a call, turn to a friend, or seek help for their PTSD symptoms.

NCPTSD’s communications and awareness campaign, *PTSD Treatment Works*, advocates for evidence-based treatment, help-seeking behaviors, and a society that encourages Veterans and trauma survivors to seek help. This **Strategic Communications Plan (SCP)** provides a guide for all marketing, outreach, and communications efforts by NCPTSD from 2019-2024. The plan shares overarching goals and objectives, key target audiences, sample communications themes and messages, and strategies and tactics necessary to reach key audiences. Knowing that communications, outreach, and advertising involve getting the right message to the right people at the right time, this plan provides a strategic approach to communications and sets forth the guiding tactics necessary to achieve communications goals.

This plan is meant to serve as a guide and be updated to account for changes based on preferences or evaluation insights. It provides an outline for a phased approach to communications that will influence messaging and materials over the next few years. This SCP helps meet NCPTSD’s goal to offer a more comprehensive suite of promotional products and distribution channels.

Goals

As the leading resource on PTSD, NCPTSD has an overarching mission to advance PTSD research and promote the understanding of traumatic stress.

To communicate this mission and educate the public on needed information related to PTSD, NCPTSD has established goals and objectives that serve as the roadmap for communication and outreach campaigns and successes.

Primary Goals

Primary goals are not necessarily related to communications, but rather influence the messaging and delivery of communications materials. Primary goals for NCPTSD include:

1. Reduce the stigma that Veterans and their families and friends may associate with seeking PTSD treatment.
2. Increase the number of Veterans with PTSD who seek mental health care and request help.
3. Increase the number of Veteran influencers, like employers and loved ones, that encourage Veterans to seek PTSD treatment.
4. Provide information about local facilities' mental health and suicide prevention services that help Veterans and Service members in crisis access the care they deserve.
5. Promote evidence-based treatment as the best method of managing and treating PTSD.

Communications Goals

Communications goals provide a guideline for success and a framework for evaluation. Primary communications goals for NCPTSD include:

1. Increase overall awareness and understanding of key messages on trauma and PTSD among Veterans, Veteran caregivers, healthcare professionals, trauma survivors, and the public, including the *PTSD Treatment Works* campaign messaging.
2. Maintain and increase the image of NCPTSD as the go-to resource for information about emerging science related to trauma, PTSD, and PTSD treatment.
3. Enhance reach of NCPTSD materials through building relationships with like-minded organizations and media outlets.
4. Increase the dissemination and use of NCPTSD professional and Veteran-related resources including, but not limited to, webinars, guidelines, treatment resources, videos, materials, and apps.
5. Showcase positive stories of Veteran's strength and resilience to show the life-changing effects of PTSD treatment.
6. Facilitate communication between NCPTSD staff, VAMCs, and VA leadership to advance the mission of NCPTSD and inform policy related to PTSD and PTSD treatment.

Target Audiences

NCPTSD is a world leader in research and education on trauma and PTSD for all audiences, with a focus on the Veteran population. Although NCPTSD is part of the VA, the range of audiences the NCPTSD serves reaches beyond Veterans and Veteran caregivers. Defining these various audience groups, and the communications objectives for reaching out to them, helps create an effective strategic communications plan.

Tier 1 includes the primary audiences for communications materials. They are split between Veterans and Service members, as well as other trauma survivors, and those who frequently interact with Veterans and Service members who may have PTSD, such as friends, family members, and caregivers. Tier 2 includes secondary audiences, such as VA and other NCPTSD staff members, in addition to community mental health professionals. Lastly, Tier 3 includes the general public and other individuals, such as researchers, media outlets, and outside organizations that may collaborate with NCPTSD. These groups can help promote the story of effective, lasting treatment, and the importance of seeking help. Each audience can benefit from receiving NCPTSD resources and help promote the overarching goals of NCPTSD.

Tier 1

Veterans and/or Service members with PTSD

Examples

- Recent Veterans, especially those recently diagnosed with PTSD
- Service members that are currently in the military and hesitant to seek help due to stigma
- Older Veterans who have had PTSD that was never treated
- Trauma survivors, including those who experienced disasters, violence, military sexual trauma, abuse, and other tragic events

Communications Objective

Messaging to Veterans and others with PTSD will focus primarily on the need to seek help and the effectiveness of evidence-based treatment. Communications materials will aim to reduce stigma and demonstrate how effective treatment can be. As a result of communications, those with PTSD will be aware of treatment options and see NCPTSD as a valuable resource.

Caregivers to Veterans/Service members who have PTSD

Examples

- Family members
- Friends
- Employers or colleagues
- Teachers

Communications Objective

Messaging to those close to Veterans and others with PTSD will focus on encouraging their loved ones or friends to act and seek help. Oftentimes, a caregiver or friend is the person who encourages someone to get help, and messaging must focus on how important that role is.

Through previously conducted research, NCPTSD learned that most Veterans rely on the insight and opinions of their family and friends more than the opinion of anyone else.

Tier 2

Mental health and healthcare professionals, specifically VA providers

Examples

- Psychologists
- Social workers
- Marriage and Family Therapists
- Counselors
- Licensed Alcohol and Drug Counselors
- Primary care providers
- Other healthcare professionals, such as nurses or EMTs

Communications Objective

Mental health and other healthcare providers are in a unique position to influence and guide those with PTSD symptoms. Messaging to healthcare providers will focus on encouraging treatment, specifically evidence-based treatment, and using resources from NCPTSD. It is important that Veterans with PTSD receive consistent treatment, whether they are treated in a VAMC, Vet Center, or other healthcare facility.

VA and NCPTSD Staff

Examples

- VA Medical Center (VAMC) staff
- Veterans Health Administration (VHA) Public Affairs
- VA leadership
- NCPTSD staff and leadership

Communications Objective

VA is one of the largest healthcare systems in the country, and it is important that all staff and providers receive consistent messaging about resources offered through NCPTSD. Messaging to VA staff will focus on sharing scientific research and promoting an understanding of traumatic stress and treatments available for those who experienced trauma.

Tier 3

Potential Partner Organizations

Examples

- Professional membership associations, such as the National Association of Social Workers or American Psychological Association
- Other trauma-focused non-profit organizations, such as the International Society for Traumatic Stress Studies
- Non-profit organizations focused on specific activities that Veterans or sub-sections of Veterans enjoy
- Health and mental health-focused non-profit organizations
- Veterans Service Organizations
- Military-focused non-profit organizations

Communications Objective

Messaging to outside organizations, such as professional membership associations or Veterans Service Organizations, needs to include actionable messaging that both encourages treatment and reduces stigma. Messaging to potential partner organizations should promote key NCPTSD resources and encourage organization points of contact to raise awareness about NCPTSD. Anyone can have a lasting impact on a Veteran or trauma survivor, and the messaging to collaborating organizations must reflect that.

General Public

Examples

- Researchers
- Media outlets
- Paraprofessionals who work with trauma survivors
- Law enforcement officers
- Clergy
- University staff

Communications Objective

Similar to messaging to other collaborating organizations, messaging to the general public needs to focus on reducing stigma and encouraging action to seek treatment. The two connect, as Veterans with PTSD and trauma survivors are more likely to get treatment if the stigma around seeking help is reduced.

Messaging

Messaging serves as a foundation to guide the development of all marketing materials, talking points, and other communications resources. The right message should effectively explain what NCPTSD does and encourage stakeholders to learn more and take action.

Campaign Theme

The best marketing strategies unite all aspects of an organization under one umbrella brand or campaign theme. NCPTSD's unifying campaign theme, *PTSD Treatment Works*, created cohesive messaging and a similar graphic look and feel for materials promoting NCPTSD programs and resources, including AboutFace, the PTSD Treatment Decision Aid, and the various mobile apps offered through NCPTSD. The goal of *PTSD Treatment Works* is to provide target audiences with imagery and messaging that is easily recognizable and related to NCPTSD. Over the last two years, NCPTSD published many new materials that reflected the *PTSD Treatment Works* message and created a new PSA that focuses on the same theme. These new materials and PSA help to reinforce this brand.

Recently, NCPTSD has also opted to promote their mobile apps for mental health in many advertisements, social media messages, and promotional toolkits. These self-help and treatment companion mobile apps provide users with information and tools at various stages of their treatment journey. Promotional materials for the mobile apps for mental health include a clear

call-to-action (e.g., Download Now), which is linked to specific evaluation metrics (e.g., app installs). These clear metrics help evaluate campaign success.

PTSD Treatment Works

PTSD Treatment Works is a campaign theme that raises awareness around PTSD treatment, especially evidence-based treatment, and encourages Veterans and those with PTSD to seek help. Not only can treatment work for those experiencing symptoms of PTSD, but it can also completely turn someone's life around and allow them to move forward from PTSD.

PTSD Treatment Works focuses heavily on encouraging evidence-based treatment. Grounded in science, evidence-based treatment includes treatments such as Prolonged Exposure and Cognitive Processing Therapy, which are proven to successfully reduce PTSD symptoms in Veterans. *PTSD Treatment Works* also focuses on highlighting key NCPTSD resources, such as the PTSD Treatment Decision Aid, which allows Veterans with PTSD to explore and choose different treatment options, and AboutFace, which highlights Veterans who have received treatment for PTSD. Veterans featured on AboutFace tell the story of how treatment helped turn their lives around, which connects back to the communications goal of showcasing positive stories of Veterans' strength and resilience.

In FY22, NCPTSD is interested in expanding upon a sub-theme to the *PTSD Treatment Works* theme that is more actionable to encourage Veterans to take a specific first step after seeing the message. NCPTSD is also interested in further promoting the AboutFace resource to encourage more views and clicks on the resource's website. DIS and NCPTSD will work together through the year to determine a new campaign sub-theme, which will be featured in the updated PTSD Awareness Month Partner Toolkit. Campaign sub-themes may expand upon some of the sample messages listed below. DIS also includes advertising options specific to AboutFace in the Paid Advertising Plan for this year, which is highlighted below in the Strategies and Tactics section.

Sample Messages

- PTSD Treatment Works.
- PTSD treatment can turn your life around.
- PTSD Treatment Works. We've been there.
- PTSD Treatment Works: Why wait?
- PTSD Treatment Works: Why wait? Compare the most effective treatment options with the PTSD Treatment Decision Aid.
- PTSD Treatment Works: Why wait? Learn about PTSD and treatment options from the National Center for PTSD.
- PTSD Treatment Works: Get started.
- PTSD Treatment Works: Know your options.
- PTSD Treatment Works: Learn about effective PTSD treatment options.
- Experiencing PTSD symptoms? PTSD Treatment Works.

Sample Graphics

LEARN ABOUT TREATMENT OPTIONS WITH THE **PTSD TREATMENT DECISION AID**

PTSD TREATMENT DECISION AID: THE CHOICE IS YOURS

- LEARN** - Get to know PTSD and how the decision aid can help
- COMPARE** - Compare effective PTSD treatment options
- ACT** - Take action to seek treatment

National Center for PTSD
POSTTRAUMATIC STRESS DISORDER

PTSD treatment can **turn your life around.**

National Center for PTSD
POSTTRAUMATIC STRESS DISORDER

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LEARN MORE AT www.ptsd.va.gov

VA | U.S. Department of Veterans Affairs | National Center for PTSD

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- Track progress
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Communication Phases

While DIS updates the SCP each year, the following phases serve as a guideline for messaging priorities and rollout. Having a phased approach allows for more impactful, lasting change.

Capturing Attention

The first phase of any successful marketing and outreach campaign is capturing attention through repeat awareness. Launching NCPTSD advertising and outreach tactics in the year leading up to PTSD Awareness Month 2019 allowed NCPTSD to begin gradually capturing the attention of stakeholders. By June 2019, NCPTSD launched its full range of communications materials and advertisements, including a full PTSD Awareness Month toolkit, promotional items and banners in VAMCS across the country, billboard, magazine, transit and digital advertisements, and more. In preparation of PTSD Awareness Month 2020, NCPTSD was in the unique position to gradually continue building up the outreach tactics that began in 2019, so that many stakeholders were already familiar with NCPTSD branding.

NCPTSD also conducted ten virtual focus groups with key target audiences, including Veterans and caregivers, during 2018. This in-depth research provided the opportunity to gather insights into the behaviors and preferences of Veterans, and conduct materials testing on several new items that incorporated the *PTSD Treatment Works* theme. The research was critical to finding the best communications channels to reach Veterans and determine which messages resonated best with the target audience.

While the capturing attention phase never truly ends because there are always new audiences to reach, this phase was the main focus during May 2018 – May 2020. Continuing the capturing attention phase throughout the length of the campaign is crucial as NCPTSD and DIS continue to evaluate the success of communications tactics. DIS makes tweaks each year based on evaluation to ensure outreach and marketing tactics reach the right people in the right places.

Encouraging Action

The second phase of NCPTSD's marketing and outreach efforts will focus on encouraging repeat actions. After spreading awareness about NCPTSD resources, successful treatments, and stigma reduction, the next logical step is to encourage stakeholders to act. Due to the marketing and outreach efforts that NCPTSD and DIS implemented in 2019, initial stakeholders are already familiar enough with NCPTSD ads that they recognize them. As the next year of this campaign begins, NCPTSD will continue to spread awareness to new stakeholders and target repeat stakeholders prompting them to act.

Outreach and advertisements will have a strong call-to-action, encouraging stakeholders to click a link, visit a resource, seek help, or help a loved one get treatment. A focus of the campaign during FY22 is creating a more actionable sub-theme to the campaign, which reinforces this communication stage.

Ideally, the encouraging action phase begins as soon as a stakeholder sees an advertisement. More realistically, it takes approximately seven times for someone to see an advertisement before they act. For this reason, this phase, which began in 2018, will last throughout the remainder of the campaign.

Changing Behaviors

Behavior change takes time and is often challenging to evaluate, but a carefully constructed communications plan can do just that. Once a stakeholder has seen an advertisement multiple times and taken the suggested action, the goal is that they will continue to act, and their lasting behavior will be different because of the advertisements. Whether it is reducing the stigma associated with seeking help for PTSD, turning to NCPTSD for resources and guidance on PTSD, or having a Veteran seek and receive treatment for PTSD, each are behaviors that could potentially change because of this campaign.

Since behavior change takes time, it's realistic to assume that this phase will not begin until most target audiences are saturated with NCPTSD advertisements and materials. For this reason, the changing behaviors phase won't begin until the campaign has longevity and stakeholders are exposed to the materials for several years. This phase will also continue for the length of the campaign.

Strategies and Tactics

Materials Development

Strategy

Develop communications materials to ensure NCPTSD informs key stakeholders about NCPTSD resources and encourages them to seek treatment for PTSD. Disseminate materials using existing and new communications vehicles.

Tactics

- Create up to four guest articles per year for internal and external VA publications, such as VAntage Point Blog, Inside Veterans Health, Vanguard Magazine, and My VA Blog. Possible topics for this year include: Written Exposure Therapy, New AboutFace Military Sexual Trauma content, Race, Ethnicity and PTSD, and LGBTQ+ and Trauma.
- Design promotional items that NCPTSD can share at future conferences or events, such as sticky notes, screen cleaner cloths, calendars, stylus pens, and bookmarks.
- Design two promotional toolkits consisting of up to eight promotional products, including: one logo or graphic image representing the product, one poster or flyer in four varying sizes (8.5x11, 11x17, 18x24, and 24x36), one digital sign in full HD (size 1920x1080), one web badge (size 625x625), one postcard sign in varying sizes (4x6, 6x9, and 5x8), one rack card (size 3x5x8.5) or tri-fold brochure in size 8.5x11, one wallet or business size card (3.37x2.125), and one template for a PowerPoint presentation, or

comparable items. Promotional toolkit topics for this year include one toolkit focused on the Step Up for PTSD Virtual Walk and the second toolkit focused on mobile app brochures and a 2022 mobile apps calendar.

- Update and enhance one partner toolkit consisting of up to six products, including: one web badge, one feature article, two sample advertisements, one fact sheet, one infographic, and three social media posts and graphics.
- Tweak current graphic ads for digital and out-of-home advertisements with any new messaging, if necessary.
- Create or tweak digital signage ads for the three digital sign flights.
- Design four new full-page, color magazine advertisements highlighting select stories from AboutFace.

Paid Advertising

Strategy

Leverage digital channels, including Google, Reddit, and RallyPoint, to expand NCPTSD's digital footprint and increase awareness of PTSD treatment, while also reducing stigma associated with receiving treatment for PTSD.

Coordinate a magazine advertising plan to promote AboutFace. DIS will design full-page, color advertisements and coordinate with Veteran, Service member, and military family-focused magazines to publish the ads.

Purchase email lists and direct mail lists of mental health providers to send a designed e-newsletter or email and already-designed postcard promoting the CAPS-5 training.


Continue the digital signage advertising campaign that places digital signs in mental health provider's office waiting rooms to expand the reach of advertising to individuals waiting to be seen by the provider.

Digital Advertising Tactics

- Implement a digital advertising approach that includes a continuous, 33-week Google Search campaign, as well as four flights of advertising on RallyPoint, Reddit, Google App Promotion, and Google Video. The flights will incorporate relevant Veteran holidays, such as Veterans Day, and mental health/PTSD awareness timeframes, such as PTSD Awareness Month.
- If necessary, update the landing page within the NCPTSD website. Drive web traffic to the NCPTSD landing page to provide easy access to resources and a simple method for tracking.
- Target digital advertising as much as possible, through continuing to segment audiences on Google to target, track, and optimize delivery to female Veterans, Veterans over the age of 65, and younger male Veterans, as well as strategically choosing 25 states in which to advertise.

- Update previously developed ad creative based on evaluation of previous digital advertising campaigns.
- Consider using a new video advertisement, such as an already designed AboutFace video for promotion on Google Video, RallyPoint, and Reddit.
- Report on digital advertising every two weeks during flights. Make recommendations for tweaks or changes throughout the campaigns based on success of ad creative.
- Use the following digital advertisement platforms: RallyPoint video, Reddit video, Google search, Google video, and Google App Promotion. RallyPoint may also provide some added value opportunities.

Google Search

DIGITAL ADVERTISING - SEARCH				
	Medium	Duration	Timing	Key Dates
	Google Search	33 weeks	Beginning November 8, 2021	Veterans Day, PTSD Awareness Month

Flights

DIGITAL ADVERTISING - FLIGHTS			
	Platforms	Timing	Duration
FLIGHT 1	Google App Promotion, Google Video, RallyPoint, Reddit	November 8 – November 28, 2021	3 weeks
FLIGHT 2	Google App Promotion, Google Video, RallyPoint, Reddit	January 24 – February 13, 2022	3 weeks
FLIGHT 3	Google App Promotion, Google Video, RallyPoint, Reddit	April 4 – April 24, 2022	3 weeks
FLIGHT 4	Google App Promotion, Google Video, RallyPoint, Reddit	May 30 – June 19, 2022	3 weeks

Other Advertising Tactics

Email / Direct Mail List Purchase

- Purchase a list of email addresses and a separate list of direct mail addresses from mental health professionals to promote the CAPS-5 training.
- Purchase a list of 56,061 mental health professional email addresses and deliver list to NCPTSD to send the email or e-newsletter.
- Report on open and click data from all email sends.
- Purchase a list of 100,001 physical addresses for companies that provide mental health services so NCPTSD can mail an already-created postcard to them.

Digital Signage Advertising

- Design and place a digital advertisement in approximately 4,600 doctor’s office waiting rooms with a focus on doctors that provide mental health services. Offices will be in the same 25 states targeted through online digital advertising.
- Run three flights and coordinate placement with the second, third, and fourth digital advertising flight, so the ads will run for a total of nine weeks.
- Track and report on campaign reach and impressions, which are tracked through cell phone signals in the location of the signage.

Magazine Advertising

- Place a full-page, color advertisement in 17 issues across four different military/Service member-focused magazines, as listed below.
- Design four separate advertisements (one for each magazine) that highlight different AboutFace stories. Include a QR code on the ad for easy access to the AboutFace website and additional tracking.

Magazine Placements

Magazines	Number of Issues	Publication Dates	Advertising Opportunity
The VVA Veteran	3	Jan, Jun, Nov	Full-page, color ad
Homeland Magazine	8	Feb, Mar, May, Jun, Aug, Sep, Nov, Dec	Full-page, color ad
G.I. Jobs	3	Feb, Jun, Nov	Full-page, color ad
Military Spouse	3	Mar, Jun, Dec	Full-page, color ad
TOTAL			

Social Media and Web

Strategy

Leverage current NCPTSD social media channels to reach all target audiences.

Tactics

- Create up to 30 posts for the NCPTSD Facebook page each month, highlighting relevant links, resources, and graphics.
- Create up to 30 posts for the NCPTSD Twitter page each month, highlighting relevant links, resources, and graphics.
- Create up to 10 graphics per month to accompany social media posts.
- Implement a year-round social media posting schedule that leverages key NCPTSD content and initiatives, new developments, and major holidays and times of year where PTSD concerns are more prominent.
- Coordinate content with digital paid placement during peak flight times.

Motion Graphics Videos and PSA Distribution

Strategy

Develop motion graphic videos and disseminate a Public Service Announcement (PSA) to promote NCPTSD resources during peak times of year, such as PTSD Awareness Month. Promote already created AboutFace videos to showcase Veterans' stories throughout the community.

Tactics

- Promote AboutFace videos of how PTSD treatment helped them turn their lives around.
- Create four instructional motion graphic videos, 3-5 minutes in length, promoting new NCPTSD mobile apps for mental health or other resources.
- Create six informational motion graphic video, up to 60 seconds in length, promoting NCPTSD mobile apps for mental health or other resources.
- Disseminate the motion graphic videos on NCPTSD social media channels, website, and digital advertising.
- Create a PSA distribution plan and disseminate the NCPTSD public service announcement to targeted outlets for PTSD Awareness Month.

Future Tactics for Consideration

- Hold a photo shoot with Veterans for future advertisements, graphics, or videos.

Evaluation

Strategy

Monitor and report on key evaluation metrics to track progress, success, and challenges on all communications strategies.

Tactics

- Report on key evaluation metrics twice a year to track progress.
- Develop bi-weekly report during digital advertising campaign flights.
- Tweak communications strategies and advertisements based on campaign results.

Distribution Channels

NCPTSD and VA have a variety of dissemination channels already in use to help post and share content. The following distribution channels are key platforms for content:

Websites

- National Center for PTSD Website (www.ptsd.va.gov)
 - o Hosts promotional toolkits and other key content pieces, as well as web badges, graphics, and videos.
 - o Hosts the digital campaign landing page.

- AboutFace (<https://www.ptsd.va.gov/apps/aboutface/>)
 - o Showcases videos featuring Veterans, family members, and clinicians sharing their experiences with PTSD and PTSD treatment.
- PTSD Treatment Decision Aid (<https://www.ptsd.va.gov/apps/decisionaid/>)
 - o Allows visitors to learn about PTSD and compare effective PTSD treatment options.

Mobile Apps

- PTSD Coach
 - o Helps users learn about and manage symptoms that often occur after trauma.
- PTSD Family Coach
 - o Provides users with information about PTSD, caring for themselves, and managing relationships.
- Beyond MST
 - o Offers information and resources to help survivors of military sexual trauma cope with challenges and improve their health, relationships, and quality of life.
- Mindfulness Coach
 - o Teaches users to practice mindfulness meditation, which has been shown to reduce stress and help people cope with unpleasant thoughts and emotions.
- VetChange
 - o Helps users with PTSD build skills to reduce problem drinking.
- AIMS for Anger Management
 - o Provides tools to help users manage anger and irritability.
- CPT Coach
 - o Acts as a treatment companion to Cognitive Processing Therapy (CPT), allowing patients to use the app during face-to-face CPT for PTSD with their mental health professional.
- PE Coach
 - o Acts as a treatment companion to Prolonged Exposure (PE), allowing patients to use the app with their mental health professional during PE for PTSD.
- CBT-i Coach
 - o Acts as a treatment companion for those engaged in Cognitive Behavioral Therapy for Insomnia (CBT-I) and provides education for people who have experienced symptoms of insomnia seeking to improve their sleep habits.
- ACT Coach
 - o Acts as a treatment companion to Acceptance and Commitment Therapy (ACT), providing exercises, tools, information and tracking logs to practice ACT's teachings in real life.
- STAIR Coach
 - o Supplements psychotherapy using Skills Training in Affective & Interpersonal Regulation (STAIR) by providing users with skills for managing complex emotions and becoming more socially engaged.
- COVID Coach

- Supports self-care and overall mental health for Veterans and Service members during the coronavirus (COVID-19) pandemic.
- Couples Coach
 - Provides tools for partners who want to improve their relationship and explore new ways to connect, including relationship information specific to couples living with PTSD.
- Insomnia Coach
 - Helps users, including Veterans and Service members, help manage insomnia based on Cognitive Behavioral Therapy for Insomnia (CBT-I).
- StayQuit Coach
 - Guides users to create a tailored plan to quit smoking using interactive tools, motivational messages, and support contacts.

Social Media

- Facebook
 - Wide audience, including Veterans, caregivers, providers, and mental health professionals.
- Twitter
 - Wide audience, including Veterans, caregivers, providers, and mental health professionals.
- YouTube
 - NCPTSD has two channels on the VA and VHA YouTube pages, AboutFace and PTSD.
 - Included in the 2021-2022 digital advertising campaign through the Google video ad network.
- Instagram
 - NCPTSD currently only has a Instagram page specific to the Step Up for PTSD Virtual Walk.
- Rally Point
 - Veteran-specific audience.
 - Included in the 2021-2022 digital advertising campaign.

Email and Newsletters

- NCPTSD has five distribution lists through GovDelivery.
 - PTSD Monthly Update
 - Contains information for the public and providers, research updates, and current PTSD news. Sent monthly.
 - Clinician’s Trauma Update Online
 - Contains information primarily for providers on relevant publications in the trauma field. Sent every two months.
 - PTSD Research Quarterly
 - Contains a review article written by guest experts on specific topics related to PTSD. Posted online and shared quarterly.

- PTSD Consultation Program Lecture Series
 - Distribution list of those interested in receiving information about the free monthly webinar series hosted through the PTSD Consultation Program, as well as additional, relevant information.
- Military Sexual Trauma
 - Distribution list started by VA, list members are sent the PTSD Monthly Update.

Publications

- Press Releases and Public Affairs
 - NCPTSD must submit all press releases to VHA Communications for vetting, and the VA Office of Public and Intergovernmental Affairs has final control over distribution.
 - VA has Public Affairs Officers at each VA Medical Center and for each regional VISN.
- VA Publications and Blogs
 - VAntange Point Blog
 - Official blog of the VA.
 - Inside Veterans Health Stories
- VA Internal Announcements
 - PTSD Consultation Program
 - HeyVA posts
 - First Friday calls to Mental Health Leadership in VA
 - PTSD mentoring program: lecture and calls

Paid Advertising

- Google Network
 - Google Video, Google App Promotion, Google Search
- RallyPoint
 - Video advertisements
- Reddit
 - Video advertisements
- Magazine Advertisements
 - The VVA Veteran (3 issues), Homeland Magazine (8 issues), G.I. Jobs (3 issues), and Military Spouse (3 issues)
- Digital signs in doctor's office waiting rooms
- Email and/or direct mail lists targeting providers and clinicians

Deliverable Chart for Current Tactics

Strategy	Deliverables	Quantity	Frequency	Year of Contract
Materials Development	Develop guest articles or news releases for VA external and internal publications	4 (up to 20 in option years)	Quarterly	Base Year, OY1, OY2, OY3, OY4
	Design and purchase promotional items	TBD depending on budget	Ongoing	Base Year, OY1, OY2, OY3, OY4
	Order, produce, and ship pull up banner	305	Once	Base Year
	Create infographics	2	Once	Base Year, OY1
	Remediate documents for 508-compliance	19	Once	Base Year
	Create and share promotional toolkits consisting of up to eight products	2	Once	Base Year, OY1, OY2, OY3, OY4
	Create a partner toolkit consisting of six to eight products	1	Once	Base Year, OY1, OY2, OY3, OY4
	Updates or different toolkits in option years			
	Design one animated or unanimated title card	1	Once	Base Year
	Develop one production toolkit with options, recommendations, and pricing for title card placement	1	Once	Base Year
Paid Advertising	Implement digital advertising campaign consisting of flights and continuous search advertising	1	Ongoing	Base Year, OY1, OY2, OY3, OY4
	Tweak advertisements and keyword list if needed	1	Ongoing	Base Year, OY1, OY2, OY3, OY4
	Implement a magazine or trade print advertisement campaign	1		Base Year, OY1, OY2

	Purchase email or direct mail lists to promote the CAPS-5 training	1	Once	OY2
	Implement a digital signage campaign in doctor's office waiting rooms	1	Two or three flights	OY1, OY2
	Monitor and assess web analytics by traffic, keywords, and visitors' behavior to determine needed adjustments	1	Ongoing	Base Year, OY1, OY2, OY3, OY4
Social Media	Create social media posts for the NCPTSD Facebook page	30	Monthly	Base Year, OY1, OY2, OY3, OY4
	Create social media posts for the NCPTSD Twitter page	30	Monthly	Base Year, OY1, OY2, OY3, OY4
	Create social media graphics	10	Monthly	Base Year, OY1, OY2, OY3, OY4
Motion Graphic Videos and PSA Distribution	Disseminate PSA for PTSD Awareness Month	1	Annually	Base Year, OY1, OY2, OY3, OY4
	Develop instructional motion graphic videos (3-5 minutes each)	5 in base year, OY1, OY3, and OY4 4 in OY2	Once	Base Year, OY1, OY2, OY3, OY4
	Develop informational motion graphic videos	1 in base year, OY1, OY3, and OY4 6 in OY2	Once	Base Year, OY1, OY2, OY3, OY4
Partner Outreach	Finalize list of 350 potential partner organizations	1	Once	Base Year
	Create partner toolkit consisting of six to eight products	1	Annually	Base Year, OY1, OY2, OY3, OY4
	Conduct initial outreach to partners via email (and phone follow-up if needed)	2	Once	Base Year

Evaluation	Create evaluation report	1	Two times per year	Base Year, OY1, OY2, OY3, OY4
	Develop bi-weekly report during digital advertising campaign flights	9-10	Annually	Base Year, OY1, OY2, OY3, OY4