

THE REAL WARRIORS CAMPAIGN combats the stigma associated with seeking psychological health care and treatment and encourages service members to increase their awareness and use of these resources.

The campaign seeks to remove the barriers that often prevent service members from obtaining treatment for psychological health issues and traumatic brain injury in the same way that they receive treatment for physical wounds and illnesses.

The campaign features a broad-based call to action, including information for families and employers on what to expect when service members come home and how to support and encourage them to get the help they need.

To reach the broadest audience, the RWC uses a variety of communication and social networking tools, including radio and TV public service announcements, posters and flyers and a highly interactive Web site with service-specific content and sections designed for active duty service members, veterans, Guard and Reserve, families and health professionals.

The campaign features stories of real service members who have sought treatment and are continuing to maintain successful military or civilian careers. It provides information on effective treatments for psychological health concerns and TBI and educates service members and their families about the range of resources and support available to them.

Real Warriors

The Real Warriors Campaign promotes the processes of building resilience, facilitating recovery and supporting reintegration for returning service members and their families.

Real Warriors know that seeking care is a sign of strength that benefits themselves, their families and their units and Services.

The Defense Centers of Excellence for Psychological Health and Traumatic Brain Injury

Established in November 2007, the Defense Centers of Excellence for Psychological Health and Traumatic Brain Injury (DCoE) assesses, validates, oversees and facilitates prevention, resilience, identification, treatment, outreach, rehabilitation and reintegration programs for psychological health and traumatic brain injury to ensure the Department of Defense meets the needs of the nation's military communities, warriors and families.

As the duration and frequency of military deployments increase, service members and their families are increasingly faced with the challenges associated with deployment and combat. DCoE partners with the Department of Defense, Department of Veterans Affairs and a national network of military and civilian agencies, community leaders, advocacy groups, clinical experts and academic institutions to establish best practices and quality standards for the treatment of psychological health concerns and traumatic brain injury.