

## **Mind/Body Health Campaign FAQ**

### **What is the Mind/Body Health Campaign?**

The Mind/Body Health Campaign is the latest iteration of APA's Public Education Campaign. The Mind/Body Health Campaign educates the consumer, the employer, and primary care settings about the importance of looking at the psychological along with the physical; advocates for a consumer who knows what questions to ask about whether symptoms may have a psychological basis; and positions psychologists as uniquely trained to help at the intersection of the mind and the body.

### **How are you defining Mind/Body Health?**

Mind/Body Health is the effective balance of physical and psychological health so that each works to support the other.

### **What's the rationale behind the Mind/Body Health campaign?**

Four factors have converged to argue the case for a new direction for the Public Education Campaign (PEC): the popular media have given extensive coverage to mind-body issues, recognizing the importance of the impact of behavior and lifestyle on health and illness; there are high levels of reported discontent with the existing health care system; the stigma attached to seeking mental health treatment has declined; and our polls continue to show public understanding of the link between the mind and the body.

### **Why is APA focusing on Mind/Body Health in September?**

September is the time when vacations end and there is a perceived quickening of pace, which can lead to more stress. In addition, September is right before cold and flu season, and studies show that stress can make the body more susceptible to infectious diseases. And, finally, September is one of the final pauses before the plunge into holiday season, with the attendant stress and depression that the holidays can bring.

### **Will the campaign go beyond September?**

The Mind/Body Health Campaign will extend for many years, but focusing efforts in September will give the campaign a "news hook" for its launch.

**What is APA doing to promote Mind/Body Health?**

APA is working toward a September launch of the Mind/Body Health campaign, which may include a major media partner. The details of this are being finalized, but meanwhile, APA also has received commitments from cooperating organizations that are expected to help promote Mind/Body Health. In addition, APA has compiled an electronic toolkit with materials such as fact sheets for consumers, discussion guides and resources for psychologists holding events, and public service announcements for radio stations, to help members conduct grassroots outreach. As part of the build-up to the September launch, I have participated in a series of training conference calls the APA is holding for its Public Education Campaign Coordinators across the country to brainstorm on promotional ideas at the grassroots level and to ensure that we are familiar with the campaign components.

**What are members expected to do for the campaign?**

As with all of APA's public education campaigns, grassroots outreach by members is crucial to the campaign's success. It is hoped that members will commit to doing at least one event during September focused on mind/body health and continue to do events throughout the following years, using the updated materials APA will be providing.

**Will there be a toolkit for members?**

Past toolkits were compiled and, when they were finished, mailed to members who expressed an interest in public education. Because the materials for the Mind/Body Health toolkit will be continuously updated to include the latest studies and statistics, as well as fact sheets on more populations and settings, the toolkit is never really "done." To ensure that members have access to the latest versions of materials, the toolkit is being posted online as it is developed.

**What resources are available for members to focus on Mind/Body Health?**

As with past toolkits, the Mind/Body Health toolkit includes material to help members conduct events. The toolkit already includes:

Materials to refresh members on the science behind mind/body health:  
--Resource lists on stress, job stress and heart disease

Materials to learn how to do outreach:  
--A Train the Trainer module that is part of the Making Psychology a Household Word Presidential Initiative that allows PEC coordinators to train members in public outreach.

Materials to promote PEC events:  
Flyer templates on heart disease and stress

Materials to conduct an event:

- Discussion guides on heart disease and stress
- Audience evaluation forms
- Consent forms for the audience to fill out if media is present at an event

Materials to distribute to the event audience:

- Consumer fact sheets on heart disease, job stress, stress, and mind/body facts
- reprint of Fortune Magazine supplement making the business case for mind/body health

Radio Public Service Announcements for members to get local airplay on mind/body health:

- Audio files of 30-second radio PSAs on mind/body health
- Scripts of the PSAs
- a letter template for members to send to radio station public service directors

Coming soon:

- Materials to help members promote their events to the media
- Materials to help members do events on obesity
- Ordering information for signs to promote events as well as stress brains to give away at events

**Where can You find these resources?**

**The resources are available at**

**<http://www.apapractice.org/apo/public/mbtoolkit.html#>**

**How does Mind/Body Health relate to other APA campaigns?**

The Mind/Body Health Campaign achieves several goals. It provides a framework that encompasses traditional mental health messages, as well as messages from other iterations of the PEC, including resilience and psychologically healthy workplaces. It educates about the breadth of psychology, from illness to health promotion, prevention, and wellness; from traditional mental health care to physical health care; from treatment of the traditional depression and anxiety to providing strategies on handling everyday stressors. And it provides more directive language that describes how psychologists in particular are the mental health professionals best trained to bring together the research and practice to help people achieve mind/body health.

### **How does Mind/Body Health relate to the Making Psychology a Household Word initiative?**

Ron Levant, campaigned for the APA Presidency on the promise to "make psychology a household word." Of course, no one person can make psychology a household word on his or her own, and Dr. Levant knows that it will take consistent and ongoing activity in the communities to achieve this. Ruth Ullman Paige, along with Jessica Henderson Daniel and Tom DeMaio, have agreed to lead the effort to make this initiative a reality. The initiative seeks to increase the community outreach conducted by psychologists, using the tools of the public education campaign to help make psychology a household word.

Psychologists will be trained about how to conduct public outreach and how to use the Public Education Campaign tools. Once trained, they will coordinate with me, the PEC Coordinator, to begin to conduct outreach.

### **What are the main messages of the campaign?**

Depending on the audience, either or both messages may be appropriate.

Message One: When it comes to your body, your mind really matters. It's just as important to focus on the unhealthy behaviors behind poor physical health as it is to focus on the physical symptoms.

Message Two: Psychologists are uniquely trained to understand the mind/body connection and to offer strategies to help people maintain a healthy mind and body.

Thank you for your time.

Please take a look at the PEC website at  
<http://www.apapractice.org/apo/public/mbtoolkit.html#>

And have some fun with this fantastic public education campaign.

Greg