

European Depression Day 2015

Move Against Depression



EDA

European
Depression
Association

Campaign Pack

Dear Friend,

Re: European Depression Day 2015

Thank you for helping us raise awareness of depression

This year we are using European Depression Day to ask people to sign our manifesto, wear our pin and take to social media to raise awareness of the need to fight against this incredibly common illness that unnecessarily devastates lives.

We believe that if more people were aware of the realities of depression then there would be less stigma, and if there was less stigma then more people would seek help at an earlier stage. Early intervention is key in treating depression effectively and preventing recurrent bouts.

There are many thousands of stories that outline how people affected by depression cope. These stories can help others find a path to recovery that works for them. They can provide reassurance, practical tips and relieve the terrible feelings of isolation that mark the condition. Fundamentally they can help us provide information to friends, family, employers, Governments and the media about the role they need to play in providing support.

This pack will help you add your voice to our campaign. There are a range of suggested options for getting involved in European Depression Day , so you can do as much or as little as you feel able. Every little bit helps.

Best wishes,

Amelia Mustapha
Executive Director

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An Introduction to European Depression Day

Now in its 11th year, European Depression Day is now one of the most successful initiatives in the busy awareness campaign calendar. Support for the campaign grows year on year, reaching an ever-widening audience of health professionals, politicians and the general public. Working through a variety of media, including the press, our publications and the internet, we have made real progress in changing the way depression is viewed in the 21st century.

The aim of European Depression Day is to raise awareness about the realities of depression, reduce the stigma associated with it and encourage policy-makers to take action to effectively support those affected. Each year's campaign highlights a new and topical theme within the field of depression. In previous years we have focused on depression and suicide, depression in the workplace, and on the myths and misunderstandings surrounding the condition.

We estimate that last year's campaign – *Depression and the Family* – reached a target audience in excess of 5 million, with 4000+ people downloading our booklet. The campaign generated huge support in international and local media, and forced itself onto the agenda of any Ministers of the European Parliament (MEPs). In fact, EDA has since launched its MEP Ambassador programme with 19 members who are taking tangible actions to support our cause within the European Parliament and their home countries.

European Depression Day 2015

In previous years European Depression Day has concentrated on some of the more worrying aspects of depression and highlighted the risks of people affected. This year we are asking people to work together to create a positive action together to Move Against Depression. Depression is already the most prevalent

health problem in many EU Member States with more than 50 million European citizens (11% of the population) experiencing mental disorders at some time in their lives and yet despite the widespread lack of awareness and support there is hope.

Our Objectives

We believe that depression does not have to ruin lives. We believe that education will help people understand the condition, seek help at an earlier stage, enable friends and family to offer and receive support, and reduce the burden of stigma. We believe that if everyone (especially employers, policymakers, media and healthcare professionals) move together we can effect real change in how depression is viewed and handled in Europe. Our message is one of prevention, one of hope and most importantly, one of change.

Initiatives & Events

The Day will be based around three main initiatives:

1. The Launch

There will be a social and mainstream media launch of our Manifesto and we are asking people to indicate their support by sending us their signature or organisation logo.

2. Events Across Europe

We have National Representatives across Europe organising events throughout October to raise awareness of Depression. Click on our website map to find out more details or email us if you wish to hold your own event and/or become a National Representative.

3. Presenting the Manifesto to the EU Parliament

We will be presenting the signed Manifesto and results of our activities to MEPs at the European Parliament and holding a meeting with them to discuss how they can support our work

Ten Ways to Join Our Campaign

1. Sign Our Manifesto

You can read our Manifesto in full on our website and if you agree with what it says and want to sign it simply drop us an email with your name, country of residence and Organisation logo if you have one.

2. Draw Attention to Our Manifesto

Download our Manifesto from our website and send it out to people and Organisations you know, asking them to sign up to it.

3. Wear your Pin

You can get a European Depression Day pin from your local representative or you can keep an eye on our social media pages and wear a virtual pin when we launch our new app.

4. Share your story

You can offer reassurance and understanding by sharing your own experiences and coping strategies. All accounts received will be used to help people understand that they are not alone or abnormal. You can also register to share your experiences with the media by emailing us.

Simply talking about your experiences of depression, openly and honestly with those around you can prompt an unexpected, and quite amazing response. Suddenly the taboo is no longer there and people feel that they can contribute their experiences or even ask for help for the first time. Try it and see!

5. Hold an awareness raising event

It can be anything from a stand in the local town hall to a 'dress-down for depression' day at work. We've included a sample press release in the pack so that whatever you decide to do, you can let everyone know about it.

6. Hold a fundraising event

With fundraising events, you are only limited by your imagination! Over the years we have seen people do some incredible things to raise money, from sky-diving to bathing in baked beans, shaving off a beard to holding a jumble sale! The press release included in this pack can be used to make sure everyone joins in the fun.

7. Share Our Posts and Retweet Our Messages

Follow us on Twitter and Facebook and help us spread our messages by sharing our posts and retweeting our messages.

8. Contact your MEP

We will be recruiting new members to the MEP Ambassadors Against Depression programme. The group aims to educate policy-makers about depression and its effect on society. Your MEP is there to represent you at the highest levels of decision-making, so let your parliamentary representative know how important this issue is to you and ask them to sign up to our programme.

9. Make a donation

EDA receives very little public funding and we rely on your support to keep going. You can make a donation on-line through our website.

10. Encourage others

Let us know what you did for European Depression Day so that you can inspire others to join us too. It is important for us to be able to measure how many people our campaign reaches so that we can build upon that success. You can also encourage other people by passing on your campaign pack when you've finished with it.

Whatever you do, we are here to help so let us know if you have any questions.

Sample Press Release

(This press release should be sent to all local newspapers and addressed to the news editor. You can find contact details on the newspaper itself or through your telephone directory.)

Please retype and fill in the <gaps> with your details.

PRESS RELEASE

Embargoed until 01/10/15 00:01

Manifesto Launched to Unite the Movement Against Depression!

<Your name/organisation's name> has teamed up with the European Depression Association in their bid to address the issue of depression which currently affects 50 million European citizens at some point in their lives. <Your name/organisation's name> has signed the European Depression Association's (EDA) Depression Manifesto and will be supporting the European Depression Day campaign starting on 1st October 2015 by <<insert details of your activity>>.

European Depression Day aims to raise awareness about the realities of depression and reduce the stigma associated with it. Each year's campaign highlights a new and topical theme within the field of depression. This year's campaign is called *Move Against Depression* and aims to unite people under a set of actions to improve the care and treatment of people affected by depression. This set of actions is detailed in depth in the EDA Manifesto and we are calling on policy-makers across Europe to put them into action.

Depression is a common, serious and in some cases life-threatening condition and is predicted to become the greatest cause of disability worldwide by 2030.³ Depression has significant socio-economic costs. The costs of depression in the EU were estimated at €92 billion in 2010, affecting more than 30 million people. ¹The majority of costs (€100 billion) are indirect such as lost work productivity due to, for example, sick leave and early retirement. ¹

<your name/ representative from **organisation's name**> says:

“Quote”

The European Depression Association's President, Vincenzo Costigliola, says:

“Depression is an incredibly common illness but one which unnecessarily devastates lives. We believe that if more people were aware of the realities of depression then there would be less stigma, and if there was less stigma then more people would seek help at an earlier stage. Early intervention is key in treating depression effectively and preventing recurrent bouts. Our Manifesto outline the key actions that need to be taken to ensure that everyone has access to effective support at an early enough stage.”

Notes to Editors

1. European Depression Day is a time when organisations and charities join together to focus public, political and media attention on depression.
2. **The European Depression Association (EDA)** is an alliance of organisations, patients, researchers and healthcare professionals from 19 countries across Europe. www.europeandepressionassociation.eu

For Further Information

- <Your contact details>
- For further information, spokespeople and case studies please email info@edaweb.eu
<<or your email address>>