

**REAL WARRIORS • REAL BATTLES  
REAL STRENGTH**

## ABOUT THE REAL WARRIORS CAMPAIGN

While many returning warriors report reintegration challenges, only a minority seek psychological health care.<sup>1,2</sup> To address this gap, in 2009 the Defense Department launched a multi-media public awareness initiative known as the Real Warriors Campaign (RWC).

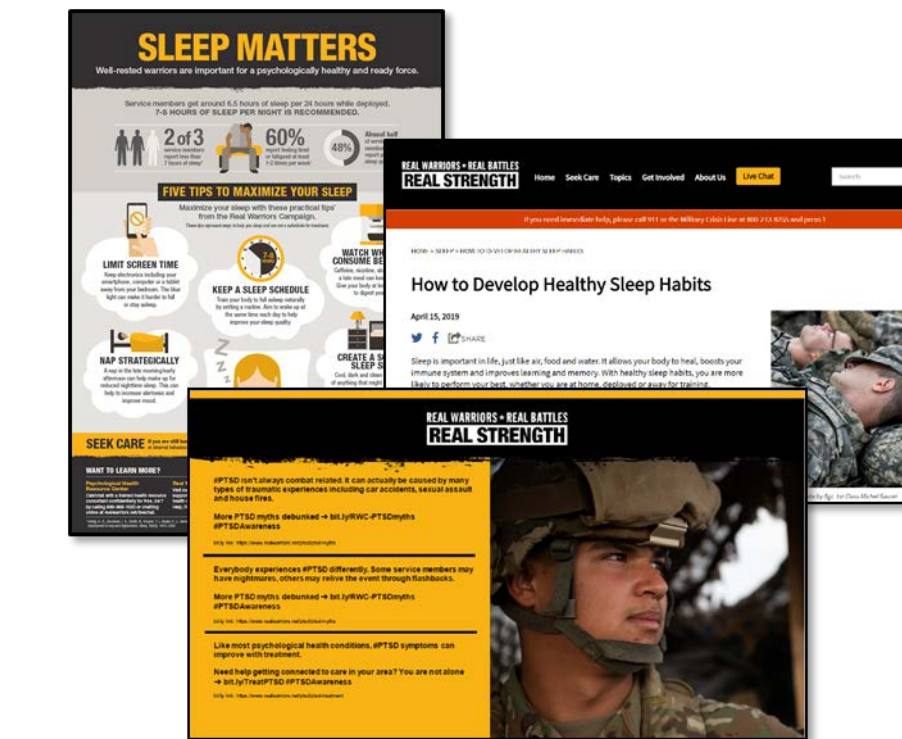
RWC encourages positive psychological health behavior by promoting facts (such as spreading awareness about signs and symptoms) and removing barriers to seeking care. The campaign's messaging, products and tactics are based on the RWC theory of change model that takes elements from the Health Belief Model, the Transtheoretical model and the Theory of Reasoned Action/Planned Behavior model to better reach service members, veterans and their families. One of RWC's most effective channels to disseminate health information is social media, and the campaign currently reaches an average of more than one million unique users per year through the power of social sharing. Today, RWC remains one of the most engaging Military Health brands on Facebook.

Visit [realwarriors.net](http://realwarriors.net) to access professional development opportunities, patient resources and clinical practice guideline information.

**Contact Information:**  
For more information about the Real Warriors Campaign, email us at: [webmaster@realwarriors.net](mailto:webmaster@realwarriors.net)

## ABSTRACT OVERVIEW

The Real Warriors Campaign (RWC), sponsored by Defense Health Agency's Psychological Health Center of Excellence (PHCoE), is a multimedia public awareness initiative designed to encourage service members, veterans and families (SMVF) coping with invisible wounds to reach out for help. In May 2019, RWC launched a redesigned website using heuristics and a usability study with active duty service members to make online psychological resources more accessible and actionable. RWC relies on data points such as page clicks, keyword searches, time spent on a page, and impressions on social media to ensure continued and impactful promotion of psychological health and readiness. This poster shares RWC's approach to leveraging analytics and insights to address the psychological health needs of the military community in a targeted and evidence-informed way.



## TOOLS TO INFORM DIGITAL STRATEGY

RWC uses three primary tools to understand opportunities to improve user experience. User insights help RWC develop and present online content to most effectively meet service members' mental health information needs.

### WEBSITE ANALYTICS

RWC monitors a web analytics dashboard that tracks all [realwarriors.net](http://realwarriors.net) activity. In doing so, RWC is able to analyze key performance metrics related to web traffic patterns and click behaviors, including:

- **Number of users visiting [realwarriors.net](http://realwarriors.net) pages** to identify which resource trends and psychological health topics resonate most with our target audience
- **Average time users spend viewing [realwarriors.net](http://realwarriors.net) pages** to identify whether our resources are appropriately addressing the specific needs of our target audience
- **Proportion of help-seeking actions via articles**, or the number of crisis and resource calls made, live chat sessions initiated, and resource website referrals requested, to identify whether there are overt or covert (AKA gateway) topics that can help us further break down barriers to seeking care and encourage people to take immediate help-seeking, and potentially life-saving, action

### SOCIAL MEDIA ANALYTICS

Social media provides opportunity to receive real-time user feedback. Key performance indicators RWC analyzes on social media include:

- **Impressions**, or the number of times a social media post is viewed, to evaluate topic popularity among social media users
- **Engagements**, or likes, comments, and shares, to identify whether our content is hitting the mark and learn which topics and post language encourage social media users to interact with posts
- **Referrals to the RWC website** to identify which drivers further help reduce barriers and which topics motivate social media users to seek care
- **Other social media users mentioning and sharing RWC content** in their own posts to identify opportunities to grow online advocacy efforts and spread barrier-reducing messaging

### USABILITY TESTING

In collaboration with the Defense Health Agency Usability Lab, RWC conducted moderated usability tests where end-user service members provided feedback on prototype website designs. RWC also conducted card sort tasks, where participants grouped menu items based on what made the most categorical sense to them. These tasks help RWC improve navigation to critical psychological health information, and identify opportunities, based on behavioral trends, to use technology to link users directly to help seeking, in the palm of their hand.

## INSIGHTS FROM DIGITAL ANALYTICS AND USABILITY TESTING

By tracking most visited pages and pages leading to the most psychological help-seeking actions in 1 JUN 2019-31 MAY 2020, RWC identified Stress & Anxiety, PTSD, Sleep and Depression & Suicide as high-priority content areas among service members, veterans, and military family members visiting the campaign website.

### MOST VISITED PAGES

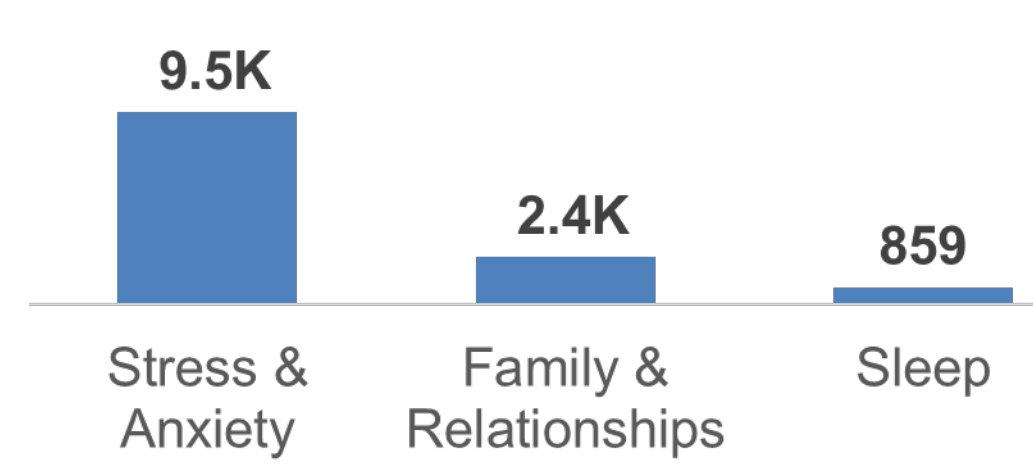
Page	Users
1. RWC Homepage	63,833
2. Stress & Anxiety Page	34,501
3. PTSD Page	22,900
4. Sleep Habits Article	18,090
5. Psych Health Program Finder	17,212

### PAGES LEADING TO MOST ACTIONS

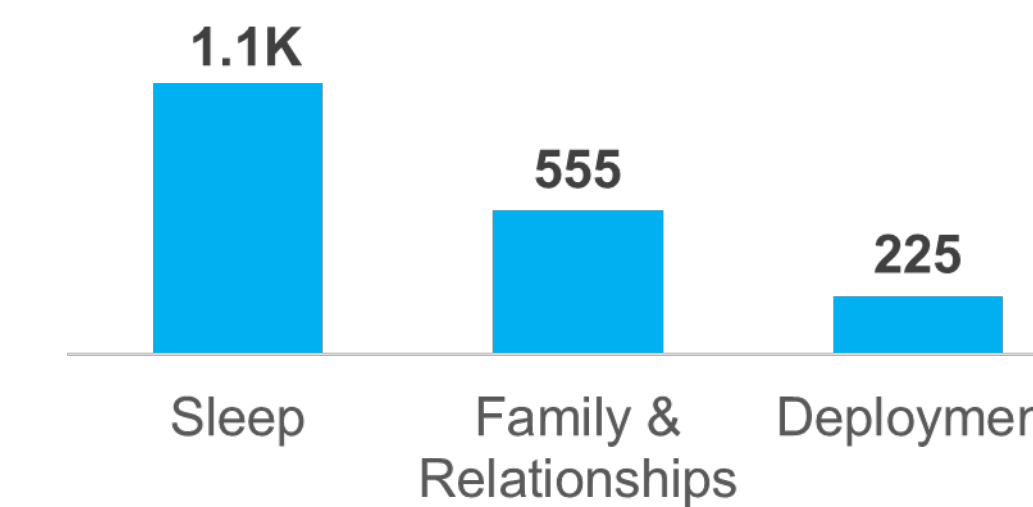
Landing Page	Total Events
1. RWC Homepage	1,286
2. Local Military Hospital Finder	215
3. Stress & Anxiety Page	119
4. Sleep Habits Article	80
5. Depression Symptoms Article	80

To supplement web activity findings, RWC analyzed its top-performing social media posts from 1 JAN-31 MAY 2020 and identified the most resonant topics among social media followers. Facebook followers interacted most with Stress & Anxiety, Family & Relationships and Sleep-related posts, while Twitter followers interacted most with Sleep, Family & Relationships and Deployment-related posts.

### FACEBOOK ENGAGEMENTS



### TWITTER ENGAGEMENTS



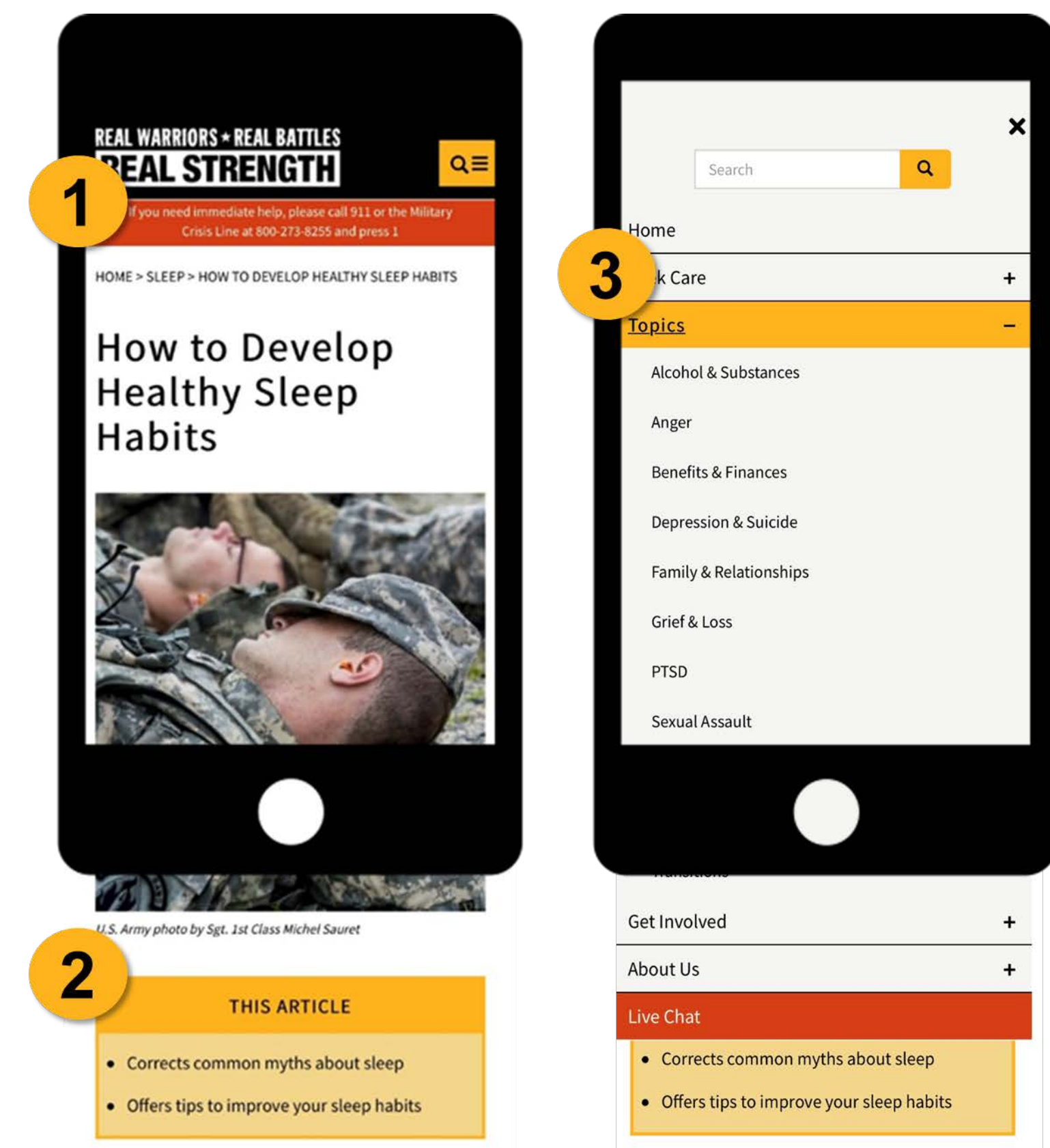
RWC relied on usability testing and web analytics to identify specific web design features to streamline information navigation and help-seeking action. Throughout the process, RWC learned:

1. Over 60 percent of users access [realwarriors.net](http://realwarriors.net) on their mobile devices from web activity data. Therefore, leveraging mobile capabilities when directing users to call crisis and resource lines is critical to improving user experience.
2. The typical user spends only 15 seconds reading an online article according to industry research. Therefore, articles that are optimized for scanning can increase health literacy.
3. Card sort participants organized menu items by psychological health topic over audience group (i.e. active duty, veteran, family), which led RWC to restructure the website to a more intuitive navigation.

## INSIGHTS DRIVE CONTENT DEVELOPMENT AND WEBSITE REDESIGN

### WEBSITE REDESIGN

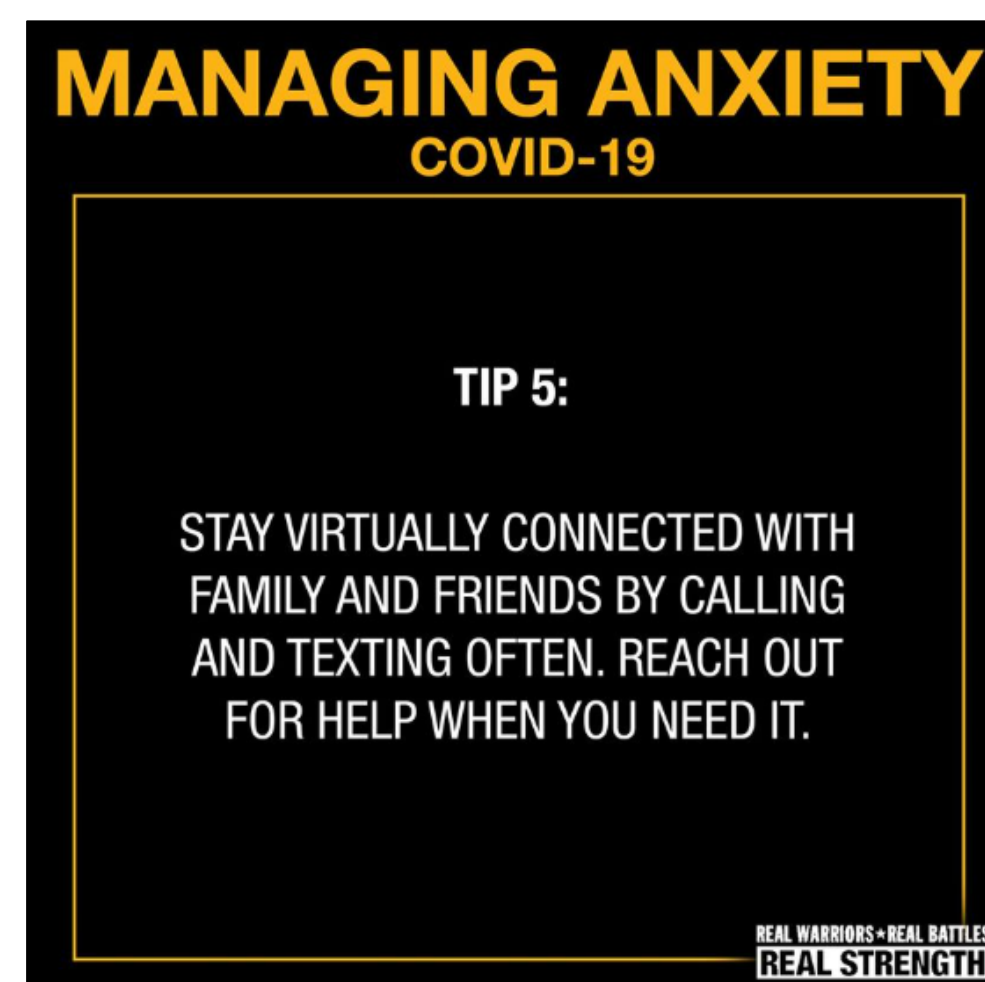
In MAY 2019, RWC incorporated usability test insights to (1) place crisis lines enabled for one-click mobile dialing on the top of every page, (2) include bulleted article summaries and (3) catered menu item organization to end-user service member schemas.



In the one year following the redesign, RWC has seen a 16.8 percent increase in monthly users compared to the year prior and assisted 72 people in calling 911, the National Suicide Prevention Hotline, and other resource lines.

### SOCIAL MEDIA CAMPAIGNS

**STRESS & ANXIETY:** In APR 2020, RWC developed a Stress & Anxiety social media campaign after discovering the topic's efficacy in driving users to read articles through web and social media analytics. With psychological health concerns rising due to COVID-19, RWC posted six "Managing Anxiety" evidence-based tips and encouraged social media users to seek guidance from crisis specialists. The campaign drove over 400 people to access the PHCoE live chat webpage, with the median number of resource referrals among the six "Managing Anxiety" posts being 14 percent higher than that of all other RWC social media campaigns.



**SLEEP:** Through tracking its web analytics, RWC discovered that the "How to Develop Healthy Sleep Habits" article alone drove on average 1-2 people a week to take help-seeking action. Therefore, in MAR 2020, RWC prioritized developing a Facebook campaign promoting the article, as well as the popular "Sleep Matters" infographic, which RWC optimized for social media viewing. As a result, the campaign received 133.4K impressions, with over 600 people liking, commenting on or sharing the campaign posts. Additionally, the campaign drove 9.6K Facebook users to article in just one week, which is **five times more** than the weekly average number of web visitors coming from Facebook.

References:  
1. Goldsmith, R. E., & Yimin, Z. (2014). The Influences of Brand-Consumer and Cause-Congruence on Consumer Responses to Cause Related Marketing. *Journal of Applied Marketing Theory*, 5(2), 74-95.  
2. Holmes et al. (2019). Innovating public engagement and patient involvement through strategic collaboration and practice. *Research Involvement and Engagement*, 5(30), 1-12.