HOW OUR IN-HOUSE ARTISTS TRANSFORM STORIES INTO VISUAL IMPACT

Page 13

EDUCATION AS A FORCE MULTIPLIER
Our educational resources are creating lasting change for Returning Veterans Project. | 05

ADDRESSING MENTAL HEALTH STIGMA
NFL Foundation backed suicide prevention courses can help you be a lifeline for a Veteran in need. | 08

IMPROVING FISCAL WELLBEING
PsychArmor and Foundation for Women Warriors are helping Veterans overcome financial challenges. | 10
Hello PsychArmor Community,

Welcome to the first edition of our magazine! I would like to kick off this inaugural publication with reflection and a message of Gratitude.

Gratitude for the team at PsychArmor who have chosen to share their time, passion, wisdom, talent, and endless inspiration. In the years ahead, when we reflect on the year 2020, there will be distinct, pivotal moments in everyone’s story. At PsychArmor, we have spent a significant life moment together, as a team. In the array of happenings, the collective fears and losses and the continued search for what’s ahead, there has been a consistency we could count on, our team. From coast to coast, the PsychArmor team (almost) seamlessly transitioned to the virtual world. As a tradition and ritual of our workday together as a team, our days ended with the “End of the Day Video,” video compilations that offered comic relief (thanks Amy!). I reflect with Gratitude for the PsychArmor staff and their continued “All In” attitude. Thank you team PsychArmor!

Gratitude for the Board of Directors, executive leadership, and authentic support from our core supporters. I have always treasured the quote referencing in times of trouble, look for the helpers. Gratitude for the leadership who chose to be “All In” for PsychArmor and were our helpers. Forever hours of calls, text messages regardless of the time, optimism and hope in spite of evidence to the contrary, hard conversations, and simple, authentic kindness.

Gratitude for the future! In August, we will celebrate our sixth anniversary. This is a shared anniversary as we are a collective effort of an entire ecosystem. Exceptional people have shared their knowledge and signature pieces with the purpose of impact for the greater good.

In times of monumental change, this community remains resilient and demonstrates we are stronger in broken places. We all have work to do, together. In the next half of the year, I will begin a series of blogs to create a conversation. I will be exploring topics to create a curiosity, a need to explore further. Collectively, we are being asked to look inwards. PsychArmor is looking inwards to the community we represent, and addressing the gaps by deepening our educational products. This is a personal invitation to step in... who is curious? Who will join us?

In closing, a special highlight of Gratitude for the Development and Marketing team. In April, Katherine Kostreva joined the PsychArmor family as the leader of the PsychArmor Development and Marketing team. A rooted advocate, volunteer and professional in the military and Veteran community, her contagious enthusiasm has ignited a magical team. In a few short months, they have created a new look and engagement for PsychArmor.

One of the most powerful tools for staying optimistic is Gratitude. As I pen this, giving thanks in written form truly does reveal and reaffirm the positives despite uncertain times. We thank you for being part of our journey and look forward to the future.

With Gratitude,
Dr. Tina Atherall
ABOUT PSYCHARMOR

Together, we are educating a nation.

Most civilians are unfamiliar with military culture, as fewer than 7% of Americans serve or have served in uniform. As a result, members of military and Veteran communities often feel misunderstood and reluctant to seek support. PsychArmor Institute is a national nonprofit that harnesses the power of education and scalable technology for social good, delivering easily accessible online courses, at no cost to the individual learner. Presented by over 90 subject matter experts, our 200+ online courses have been viewed over 1.2 million times, assisting service members, Veterans, military families, employers, educators, frontline workers, caregivers, and volunteers. Topics range from employment, financial wellness, and transition assistance, to healthcare, mental health, and suicide prevention. Our courses for “Employers Who Invest in Military Talent,” have been watched and completed 191,157 times.

IMPACT

We ensure lasting social impact in communities, as 94% of our learners report they will use what they learned after receiving training from us.

- 200+ Online Training Courses
- 1.2M Training Courses Completed
- 457 Partner Organizations
- 92 Subject Matter Experts & Trainers
- 70% Course Enrollment
- 2.5M Website Visitors
- 40,800+ Surveys Completed
- 5,000 Monthly Surveys Completed
Returning Veterans Project (RVP) connects post-9/11 war zone veterans, active duty service members, and their families to free, confidential health services. Their mission is to ensure that members of the Veteran and military community have access to high-quality mental and physical health services. Before a non-Veteran volunteer provider joins their network, RVP requires them to utilize PsychArmor’s online educational courses as a part of their orientation program and onboarding process.

"Working with PsychArmor provides us with an efficient way to orient our new volunteers to a wide variety of educational topics to better equip them with the knowledge they need to effectively support the Veterans and families we serve."

- Bethany A. Walmsley, Executive Director

**QUARTERLY IMPACT**

- **59** Events attended by PsychArmor staff.
- **1,860** Course views in our Suicide Prevention portfolio.
- **12,539** Course views in our Employer course portfolio.
- **6** New courses launched in the last quarter.
- **20,970** Course views in our Caregiver portfolio.
- **9,410** Course views in our Military Culture portfolio.

100% of RVP non-Veteran volunteer providers use PsychArmor.

>70% of RVP volunteer providers are not Veterans. PsychArmor courses provide them with essential information on those who serve.

~20% of RVP volunteers utilize additional PsychArmor courses to benefit their practice.
Our work would not be possible without PsychArmor. As of right now we have helped over 76 people who were in various points of crisis. Your training modules have made it possible for all of my volunteer staff to provide ethical and quality services for the community we serve and beyond.

- Mat Bergendahl, MS, NCC, LPC
  Director of StOP Squad, USAF Veteran

Which promotes positive mental health and brings awareness around suicide prevention. PsychArmor partnered with Stack Up to offer a “Mission: Resilience” webinar. Panelists Dave Crouse, Chris Kunz, Keisha Castillo, and PsychArmor’s Chief Clinical Officer, Dr. Heidi Kraft, talked about using military-connected resilience strategies to overcome times of uncertainty.

Founded in 2015, Stack Up brings both Veterans and civilian supporters together through a shared love of video gaming. Stack Up uses 15 of PsychArmor’s volunteer, suicide prevention and military culture courses to train their StOP Squad,

Mission: Resilience

“"Our work would not be possible without PsychArmor. As of right now we have helped over 76 people who were in various points of crisis. Your training modules have made it possible for all of my volunteer staff to provide ethical and quality services for the community we serve and beyond.”

- Mat Bergendahl, MS, NCC, LPC
  Director of StOP Squad, USAF Veteran

Webinar Statistics

202 live attendees
89% will use what they learned
87% learned something new
95% said information was relevant
PsychArmor took to YouTube and social channels to share how our military-connected lives made us more resilient and prepared to cope with COVID-19. Our staff contributed to a video mashup of resiliency tips and best practices for families, friends, networks, and communities. We utilized this video to launch our #GivingTuesdayNow campaign, a day for people around the U.S. to stand in unity during COVID-10, and give back to organizations that have helped them improve their way of life. PsychArmor raised over $10,000.

When quarantines started to impact everyone, our trusted advisors and community reached out to us for help on reminding learners about the importance of self-care. We developed two new educational products that highlight self-care and “stress first aid,” providing learners with tools and strategies to use now and in a post-COVID world. Click for toolkit.
Suicide in America is a critical issue, with high rates in active duty service members and Veterans. With generous funding from the NFL Foundation, PsychArmor Institute presents a portfolio of vital education and information about Suicide Prevention, Intervention, and Postvention for healthcare providers, service members, Veterans, families, caregivers and the community at large. This quarter, we are proud to present seven new courses, focusing on the Crisis Response Plan and the Tragedy Assistance Program for Survivors (TAPS) postvention model.

NEW COURSES

UNIT STABILIZATION AFTER SUICIDE LOSS
This course teaches how to use safe messaging and the Tragedy Assistance Program for Survivors (TAPS)'s postvention model to help stabilize a military unit after suicide loss. It also shows how to foster a culture that better supports suicide prevention, mental health, and wellness.

POSTTRAUMATIC GROWTH AFTER LOSS
This course shows the specific ways survivors can experience a healthy healing journey following suicide loss. The course highlights the story of TAPS Peer Mentor, Jon Ganues, Sr., who takes us through his journey of grief and growth after the loss of his son.

TREATING GRIEF IN THE VETERAN POPULATION
In this course Dr. Shauna Springer, the Senior Director of Suicide Prevention and Postvention Initiatives at the Tragedy Assistance Program for Survivors (TAPS), teaches about the impacts of grief and practical ways to help Veterans express their feelings. The course provides resources and a real-life testimony that can be used to make a positive impact on Veterans.

CRISIS RESPONSE PLAN SERIES
Check out two additional course series that introduce the Crisis Response Plan for suicide prevention, aimed at those who interact with Veterans, and healthcare providers.

The Mayor’s Challenge to Prevent Suicide
Nevada Department of Veterans Services, in collaboration with the Mayors of Las Vegas, Sparks, and Reno, partnered with PsychArmor to challenge individuals to watch two courses, S.A.V.E Training and 15 Things Veterans Want You to Know. PsychArmor has partnered in a similar capacity with Veterans agencies in Colorado, Florida, Montana, Texas, North Dakota, Pennsylvania, and more.

Check out two Q&As with course narrator, Dr. Shauna Springer, who shares how you can prevent suicide.
The United States is home to more than 5.5 million military caregivers. Sponsored by The USAA Foundation, PsychArmor offers courses to help caregivers balance their duties and need for self-care. Our caregiver library of 45+ courses provides information, resources, and strategies on how to manage the demands and stressors of caregiving, especially relevant during the current unprecedented times.

74% of caregivers feel supported after receiving their Caregiver Experience Binder.

86% of respondents feel more confident as a caregiver after receiving their Caregiver Experience Binder.

We partnered with Elizabeth Dole Foundation to provide education, resources, and strategies for those who provide care for our nation’s wounded, ill and injured military service members and Veterans. Caregivers who complete our courses receive a Certificate signed by Senator Elizabeth Dole and our CEO, Tina Atherall, as well as a binder with additional resources.

“I GAINED A LOT THROUGH PSYCHARMOR. THE MOST IMPORTANT THING WAS LEARNING I WAS NOT ALONE.”

Caregiver Learner
PsychArmor is proud to partner with Prudential to offer a “Financial Wellness” portfolio. Our ten courses support families of all economic standings, and include resources for adults, teenagers, and children.

MILITARY SAVES MONTH: APRIL

In April, we celebrated Military Saves Month, a campaign encouraging military families to save money. We encouraged our learners to take the first steps towards financial wellness by taking our courses, and we promoted Prudential’s key resources, articles, guides, videos, and more.

FOUNDATION FOR WOMEN WARRIORS

Foundation for Women Warriors uses PsychArmor courses on military culture to train their existing staff, as well as for onboarding new staff. The Foundation has incorporated four of the Financial Wellness courses into the application process for their Warrior Assistance Program.

“We at Foundation for Women Warriors are grateful for our partnership with PsychArmor and the opportunity to present our clients with the Prudential Financial Wellness webinars. We’ve integrated these lessons into our application for financial assistance to give our women Veterans an additional resource for learning about financial concepts and to equip them with tools they need to succeed.”

Jodie Grenier, CEO, Foundation for Women Warriors
Veteran, USMC
Comcast generously donated $750,000 of in-kind support to PsychArmor, allowing us to broadcast Public Service Announcements (PSA) aired on national television. Our in-house team developed the first of three PSAs, in response to COVID, highlighting how PsychArmor resources can support resiliency in the face of uncertainty.

INTERNET ESSENTIALS

The internet has become an essential way to communicate and share information. With the support of Comcast Internet Essentials, PsychArmor is able to offer our "Internet Literacy for Veterans" course portfolio. This series of courses provides instructions on how to access and use the wide array of resources the internet has to offer. Our courses on telehealth services and remote work for Veterans and caregivers are particularly relevant in the virtual space we have shifted to.

BUILDING RESILIENCE

PsychArmor has courses about successfully transitioning to remote work, as well as best practices in offering flexible work options. One use case of these courses comes at a time when state governors activated the National Guard and Reserve to respond to COVID-19. Thousands of employees were legally obliged to temporarily leave their day jobs to aid the defense. To better support our National Guard and Reserve service members, PsychArmor offers trainings to help employers understand these demands.

LEARN MORE

Dominion Energy, a partner since 2018, welcomed PsychArmor's Colonel Deno Cooper, Ph.D., (USAF), as the first guest on its military program's new podcast, "General Understanding." The podcast aired as a resource, to educate Dominion Energy employees and leaders on military culture and military-connected communities. Col. Cooper talked about PsychArmor's “15 Things Veterans Want to Know” course with Marine Corps Veteran and Dominion Energy employee Matt Kellam.

LEARN MORE

CLICK TO VIEW PSA
Below is a comprehensive list of virtual events this past quarter where PsychArmor presented, participated as a panelist, or contributed via roundtable discussion. We’re honored to be able to share resources and expertise to support our communities.

**APRIL**

4/15: Navy Medical Center San Diego ReST resilience training - Peer Support leaders

4/21: Nonprofit Management and Roles in a time of Crisis

4/23: COVID-19 Military Support Initiative

4/24: Identifying Actionable COVID-19 Responses in Collaboration with David Shulkin, MD, 9th Secretary of US Department of Veterans Affairs

4/29: Hiring Our Heroes Wellness Webinar

**MAY**

5/14: San Diego County Military/Family/Veteran weekly brief: "PsychArmor Caregiver Program & Resources"

5/14: Nestle Veteran Employee Resource Group - "Resilience and Military Culture"

5/14: Colorado Veterans Community Partnership & Lutheran Hospice

5/18: Red Cross Military and Veteran Caregiver Network


5/20: Peer Support - Resilient Providers

5/22: San Diego Military Family Collaborative Convening

5/26: "Mental Health and Memorial Day" Veterans' Conversation Panel

5/28: Orange County Veterans Initiative Meeting

**JUNE**

6/2: Barrier Reduction & Increasing Help-seeking Research Forum, hosted by the DoD Military-Civilian Transition Office(MCTO)

6/3: Military Spouse Economic Empowerment Zones Roundtable

6/10: Stack-up Resiliency and Military Culture


6/12: Naval Medical Center San Diego Grand Rounds

6/25: Caregiver Support Program National Education call
There is a distinct difference between a story and an anecdote. While both deal with real events and experiences, an anecdote simply recounts something that happened. A story, on the other hand, expands on an anecdote, building greater meaning and deeper connection with the listener or viewer.

The most important difference between the two, and the heart of PsychArmor courses, is that the story transcends human experience, using often times an emotional journey to encourage a separate emotional or psychological shifts. A shift that we hope inspires action and positive change.

In “Finding Stability After Suicide Loss,” PsychArmor uses this medium to explain that suicide loss survivors often find it hard to reach out for help, and the people in their lives are often unsure how to help. This was the personal experience of the course narrator, Kim Ruocco, MSW, the surviving spouse of Marine Corps Maj. John Ruocco.

If a picture paints a thousand words, then our in-house artist assigned to this project, Katie Baraghimian, used just a few poignant, charcoal-like sketches to depict the Ruocco family’s grief journey shared in the course.

"When I approach a course, I listen to the story first," Katie said. “Then, I imagine I am there, and using photos of what the person looks like, I try to capture the emotion they must have felt in the scene."

Through the art of storytelling, PsychArmor is able to support nonprofits and corporations alike, building a relationship between the storyteller and the viewer. It allows social impact and corporate social responsibility initiatives to have deeper meaning. As a result, our partners can better inform, entertain and engage their target audiences.
I’m a retired Navy Commander (Physiologist), and to this day I’ve used courses on your website to train colleagues, with no military experience, how to talk to, and interact with Veterans. Thank you for all your work.

"PsychArmor has been an invaluable tool to help me in my growth of helping Veterans. Both my employment and volunteerism is better because of PsychArmor."

"PsychArmor has been an invaluable tool to help me in my growth of helping Veterans. Both my employment and volunteerism is better because of PsychArmor."

"I’m a retired Navy Commander (Physiologist), and to this day I’ve used courses on your website to train colleagues, with no military experience, how to talk to, and interact with Veterans. Thank you for all your work."

#GivingTuesdayNow was launched by GivingTuesday on May 5, 2020, as an emergency response to the unprecedented need caused by COVID-19. The campaign brought millions of people together to express their generosity through acts of kindness, donations of goods, time and money, notes of compassion, advocacy for causes, and care for family and friends. People from over 145 countries came together to present a united front of hope, generosity, and kindness in a time when many are facing challenges due to the pandemic.

PsychArmor participated in #GivingTuesdayNow to raise awareness of our COVID resources, and generate funds to help make our education more widely accessible.

D O N O R S  R A L L I E D  I N  S U P P O R T  O F  P S Y C H A R M O R ’ S  M I S S I O N

#GivingTuesdayNow was launched by GivingTuesday on May 5, 2020, as an emergency response to the unprecedented need caused by COVID-19. The campaign brought millions of people together to express their generosity through acts of kindness, donations of goods, time and money, notes of compassion, advocacy for causes, and care for family and friends. People from over 145 countries came together to present a united front of hope, generosity, and kindness in a time when many are facing challenges due to the pandemic.

PsychArmor participated in #GivingTuesdayNow to raise awareness of our COVID resources, and generate funds to help make our education more widely accessible.

QUOTES OF SUPPORT FROM OUR DONORS:

"PsychArmor has been an invaluable tool to help me in my growth of helping Veterans. Both my employment and volunteerism is better because of PsychArmor."

"I’m a retired Navy Commander (Physiologist), and to this day I’ve used courses on your website to train colleagues, with no military experience, how to talk to, and interact with Veterans. Thank you for all your work."

TOTAL CAMPAIGN REACH
including email outreach & social media

$10.4k
TOTAL AMOUNT RAISED
via Classy and GiveLively

PLEASE CONSIDER MAKING A DONATION SO WE CAN CONTINUE TO SUPPORT OUR COMMUNITY!

DONATE HERE
Community Partnerships

PsychArmor facilitates unique, impactful collaboration on local, state, and national levels, powered by our platform.

Learning Pathways

PsychArmor offers pre-fixed courses (Learning Pathways), to help you build capacity and best support your community.

Custom Courses

We deliver compelling, fully customized training courses tailored to your goals, with analytics and white labeling.

Veteran Ready Certificates

We offer certificates to over 200 organizations nationwide to ensure staff and volunteers are Veteran Ready.

Clinical Seminars & Training

PsychArmor Clinical staff are adept at hosting live training, to include Train-the-Trainer evidence based programming.

Speakers Bureau

Our team of thought leaders and experts build content to educate and prepare your audience for the future.

WAYS TO PARTNER

We’re proud to serve the following organizations that joined the PsychArmor family last quarter, using our courses to support their missions!

- Help Heal Veterans
- Hero’s Bridge
- JB Hunt
- NC Governor’s Institute on Substance Abuse
- Nevada Dept. of Vet. Services
- Pace University
- Project Healing Waters
- Safe Harbor, BHC Summit
- Strong Star

WHAT OUR LEARNERS HAVE TO SAY

“Very helpful course providing a brief but very informative overview of key steps to support someone in potential crisis. It has given me greater confidence on how to best approach a veteran that may have warning signs as described in the course.”

“As a Veteran (USCG) and former Veterans Health Administration and Department of Defense behavioral health employee, I regard PsychArmor Institute as the preeminent provider of continuing education and training focused on the lives, experiences and needs of military Veterans.”