



## PSYCHIATRY ACADEMY

### Theater of War

In collaboration with social impact company Outside the Wire, the Academy is involved in the production of more than 20 community-based events to raise awareness for veterans mental health and PTSD, as well as an innovative mobile app for patients, family and caregivers.

Theater of War is an innovative public health project that presents readings of ancient Greek plays as a catalyst for an in-depth discussion about PTSD and the challenges faced by service members and veterans, their families, caregivers, and communities regarding the unspoken psychological impacts of war.



#### Skills/Services Provided

- Analysis and translation of research data into educational strategy and needs-based educational interventions
- Recording and implementation of video content via our in-house studio
- Video editing and production
- Oversight of all technology solutions for website development, usability, functionality, content, and mobile app development
- Management of event logistics, including registration, planning, contract negotiation and coordination with venue, customer service, and more
- Production of all conference materials, including conference program book, signage, and other conference materials
- Development of marketing strategy and ongoing marketing campaigns across email, paid search, direct mail, and social media to promote participation
- Compilation and analysis of all evaluation and outcomes data
- Development, presentation and publication of research to share data and best practices

#### Highlights

- This program is currently in the early stages of launch and all events, data and outcomes are in the process of being produced, analyzed and disseminated