

SDI

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INTERNATIONAL



Challenge

The Defense Centers of Excellence for Psychological Health and Traumatic Brain Injury (DCoE) was established within the Department of Defense to lead a collaborative global network to promote the resilience, recovery and reintegration of service members and their families who face psychological health (PH) and traumatic brain injury (TBI) issues. As a newly created entity within DOD, DCoE faced significant internal organizational and communication challenges as well as the monumental task of effectively communicating with those affected by PH and TBI issues.

Solution

SDI was chosen by DCoE to provide communications support as DCoE completed its first year of existence and assumed a leadership role in addressing concerns related to psychological health and traumatic brain injury. To provide the foundation for DCoE's communication activities, SDI used its trademarked COMSEM™ (Communications Sensitivity Matrix) process to analyze the issues and audiences that are central to DCoE's communication needs as a basis for developing a comprehensive strategic communications plan.

Over the life of the contract, SDI provided full service communications support to include conducting communication planning workshops for each of DCoE's eight directorates and providing communications assistance to DCoE's six component centers. Additionally, SDI provided public affairs assistance in support of DCoE's outreach and interaction with other government agencies. Tactically, SDI provided written and editorial assistance to create blogs and other web site content, news releases, newsletter articles, brochures, and talking points for speeches and media appearances by DCoE's senior leadership.

Results

SDI's media relations support generated articles in multiple leading publications including the New York Times. SDI also devised and executed two radio satellite tours that enabled the DCoE Director to reach more than two million people.

SDI increased the average number of monthly visitors to the DCoE website by 115 percent and average monthly site traffic by 77 percent. SDI's work more than quadrupled the average enrollment in web training courses for military health professionals during a two-year period.

SDI's efforts were recognized by the agency director with a certificate of appreciation and military coin for contributions to overall communications efforts. SDI's redesign of the agency's blog won a Public Relations Society of America Thoth award for excellence in communications.



Mental Health AWARENESS MONTH
Got a Question? **#AskDCoE**

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