

RUBENSTEIN

Dr. Ken Duckworth Satellite Media Tour for NAMI

Conducted on August 24, 2021

Media Analysis and Coverage Report

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Overview

Leading a national Harris survey of 4,000 people--including people with mood disorders, their caregivers, and other people with no mood disorder experience--NAMI captured how people with different types of depression and bipolar disorder are faring. The survey shed light on access to care, stigma, and broader attitudes about those with mood disorders, informing a national discussion of what's working well and what isn't.

Quick Stats

- 162,554 number of approximate total viewers
- Nineteen interviews in 17 markets which included many markets that have highly active NAMI chapters
 - Two nationally syndicated shows
 - One interview was in a Top 3 DMA (Los Angeles)
 - Two interviews were in the Top 10 DMA (Los Angeles and Washington D.C.)
 - Nine interviews were in the Top 50 DMA (Los Angeles, Washington D.C., Tampa-St.Petersburg-Sarasota, Sacramento, Indianapolis, San Diego, Cincinnati, Austin, New Orleans)

Themes

Dr. Duckworth framed the new survey data on Americans experiencing mood disorders, providing both deeper understanding and helpful takeaways. The survey captured perspectives from over 4,000 people, including half who personally have mood disorder experience. Also included were caregivers of people with mood disorders, as well as others with no experience with mood disorders.

The themes that appeared to resonate most strongly with the media are summarized below.

- **Pandemic impact**
 - COVID isolation has contributed to emotional distress.
 - As people started to talk about their mental health, it became a “we” thing instead of a “they” thing.
- **The cost of care continues to be a barrier to treatment for many.**
 - Cost prevents many from trying a treatment they’re interested in.
 - People who are uninsured report stopping treatment they could no longer afford.
- **Stigma is also a barrier to care.**
 - Two common misconceptions are that mood disorders are associated with extreme mood changes and that people can just “snap out of” a mood disorder.
 - Most people with a mood disorder say people treat them differently and do not understand what it’s like.
 - When people hear personal experiences, there is greater acceptance. So, people should share their stories.
- **Communities of color are disproportionately affected.**
 - Access to care is more difficult for people of color and people with low household income, who face more barriers.
 - Mental health professionals tend to be non-diverse, and communities of color do not always feel comfortable seeking help.
- **Help is available.**
 - Start with your primary care doctor.
 - Get support from friends and family.
 - For help from NAMI, call the helpline or visit www.nami.org.
- **Telehealth’s impact**
 - Unlike a physical ailment, mood disorders can be treated via telehealth.
 - Of those who have tried telehealth, the vast majority are satisfied with the experience.

Takeaways

Based on our observations of and media responses to the satellite media tour, we have compiled topics for additional engagement.

- **Call to action: helping a friend or family member experiencing mood disorders**
 - Talk openly about mental health and share your experience with mental health challenges.
 - Use non-stigmatizing language, and avoid harmful terms, such as “crazy” or “insane.”
 - Be understanding and supportive, even if you might not understand.
 - Suggest talking to a primary care provider.
 - Share the NAMI helpline or website.

- **Challenges for people of color**
 - Access to care can be more difficult for people of color and those in lower socioeconomic brackets.
 - Even before the pandemic, people of color were more likely to have experienced a time when they wanted mental health treatment but did not receive it.

- **Challenges for women**
 - Women are more likely to acknowledge that they are experiencing mood disorders, including with pandemic-related issues.
 - Twenty percent of those surveyed with a mood disorder had postpartum depression.

Media Coverage

National

Business First A.M. with Angela Miles

August 25, 2021 at 9 AM EST.

Estimated National Audience: 43

<https://app.criticalmention.com/app/#clip/view/c44596ec-74a9-45d1-9f78-3699e33fef3c?token=7567df56-1829-4c8d-951b-bbad57f206f3>

Cheddar News - Opening Bell

August 25, 2021 at 10:40 AM EST.

Estimated National Audience: 43,000,000 cable viewers/month

<https://app.criticalmention.com/app/#clip/view/451ca865-dfbc-46fd-8d98-e68e61edb3c4?token=2f146563-2054-4bc5-8562-9c02c10a1b17>

Top 3 U.S. DMA Markets

Los Angeles

KTTV-TV (Fox) / Good Day L.A. (Los Angeles)

August 25, 2021 at 9:45 AM EST.

Estimated Local Audience: 19,138

<https://app.criticalmention.com/app/#clip/view/da16cb3b-0b2c-450b-a69d-a1d1d93210b0?token=2f146563-2054-4bc5-8562-9c02c10a1b17>

Top 10 U.S. DMA Markets

Washington D.C.

WUSA-TV (CBS) / Great Day Washington (Washington D.C.)

August 25, 2021 at 10:15 AM EST.

Estimated Local Audience: 11,551

<https://app.criticalmention.com/app/#clip/view/222293f9-f44a-4a30-830d-76552e7b2af9?token=7567df56-1829-4c8d-951b-bbad57f206f3>

Top 50 U.S. DMA Markets

Tampa-St. Petersburg-Sarasota

WFLA-TV (NBC + WTTA-TV) / Bloom (Tampa)

August 25, 2021 at 12:30 PM EST.

Estimated Local Audience: 1,146

<https://app.criticalmention.com/app/#clip/view/47d2e3dd-b6cd-47c6-a3f4-9a08afd9cf16?token=2f146563-2054-4bc5-8562-9c02c10a1b17>

Sacramento

KCRA 3-TV (My58) / My58 Morning News at 8 AM (Sacramento)

August 25, 2021 at 10:30 AM EST.

Estimated Local Audience: 13,156

<https://app.criticalmention.com/app/#clip/view/718553b0-d839-43e4-bd11-8faedc185a39?token=2f146563-2054-4bc5-8562-9c02c10a1b17>

Indianapolis

WTTV-TV (Fox) / Fox 59 Morning News (Indianapolis)

August 25, 2021 at 9:10 AM EST.

Estimated Local Audience: 42,186

<https://app.criticalmention.com/app/#clip/view/47a08807-da9e-4841-8dc3-bb054eeaebb5?token=2f146563-2054-4bc5-8562-9c02c10a1b17>

San Diego

KUSI-TV (IND) / Good Morning San Diego (San Diego)

August 25, 2021 at 9:25 AM EST.

Estimated Local Audience: 8,474

<https://app.criticalmention.com/app/#clip/view/b8a9ff69-3292-4e42-96ae-38ca7467ebeb?token=2f146563-2054-4bc5-8562-9c02c10a1b17>

Cincinnati

WXIX-TV (Fox) / Fox 19 Now (Cincinnati)

August 25, 2021 at 8:40 AM EST.

Estimated Local Audience: 15,170

<https://app.criticalmention.com/app/#clip/view/e9faa9f9-ca0b-47da-a7ae-5f185e1ada7e?token=2f146563-2054-4bc5-8562-9c02c10a1b17>

Las Vegas

KPVM-TV (Pahrump)

September 17, 2021

Estimated Local Audience: 7, 106

https://www.youtube.com/watch?v=8ee_HoeTR_A

Austin

KTBC-TV (Fox) / Good Day Austin (Austin)

August 25, 2021 at 11:20 AM EST.

Estimated Local Audience: 9,633

<https://app.criticalmention.com/app/#clip/view/fd0955fb-6aa4-42a3-adc6-22cf68a64ad4?token=7567df56-1829-4c8d-951b-bbad57f206f3>

New Orleans

WUPL-TV (My Network), WWL-TV (CBS) / Eyewitness Morning News at 7 (New Orleans)

August 25, 2021 at 8:45 AM EST.

Estimated Local Audience: 8,761

<https://app.criticalmention.com/app/#clip/view/d3d848b6-d303-472f-9af6-9234c7b6f444?token=2f146563-2054-4bc5-8562-9c02c10a1b17>

Richmond-Petersburg, VA

WRIC-TV (ABC) / WRIC News Where You Live (Richmond)

August 25, 2021 at 12:05 PM EST.

Estimated Local Audience: 10,730

<https://app.criticalmention.com/app/#clip/view/c629090b-1212-4a30-913c-198b3dce6ba8?token=7567df56-1829-4c8d-951b-bbad57f206f3>

Little Rock

KTHV-TV (CBS) / THV This Morning (Little Rock)

August 25, 2021 at 11:10 AM EST.

Estimated Local Audience: 12,315

<https://app.criticalmention.com/app/#clip/view/b5c1bd3e-a6c7-4983-a2ed-0ebfa5ade806?token=7567df56-1829-4c8d-951b-bbad57f206f3>

Roanoke-Lynchburg

WSET-TV (ABC) / Living in the Heart of Virginia (Roanoke)

August 25, 2021 at 9:55 AM EST.

Estimated Local Audience: N/A

<https://spaces.hightail.com/receive/qXvdYg7s7K>

Wichita

KCTU-TV (IND) / Your Hour (Wichita)

August 25, 2021 at 11:00 AM EST.

Waco-Temple-Bryan, TX

KBTX-TV (CBS 3) / First News at Four (Waco)

August 25, 2021 at 11:50 AM EST.

Estimated Local Audience: 4,724

<https://app.criticalmention.com/app/#clip/view/aec0a067-93a8-4d5f-838b-9e1442953e2e?token=2f146563-2054-4bc5-8562-9c02c10a1b17>

Amarillo

KAMR-TV (NBC) / Studio 4 (Amarillo)

August 25, 2021 at 11:40 AM EST.

Estimated Local Audience: N/A

<https://www.myhighplains.com/news/studio-4/nami-chief-medical-officer-details-results-of-new-study/>

Wausau-Rhineland, WI

WSAW-TV (CBS) / NewsChannel 7 at 4 (Wausau)

August 25, 2021 at 10:05 AM EST.

Estimated Local Audience: 5,527

<https://app.criticalmention.com/app/#clip/view/401544a6-d5ff-44f3-ab93-73c0c0597823?token=fec55213-3b69-4da5-a57d-d4e3e80b228d>