



Depression and Bipolar  
Support Alliance

## **The Depression and Bipolar Support Alliance**

### **Key Messaging Document**

#### **(DRAFT – FOR DISCUSSION PURPOSES ONLY)**

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#### **Purpose of the document:**

Ensure that DBSA’s staff, Board Members, and key partners are using consistent messaging throughout all of our internal and external communications.

#### **Who is the Depression and Bipolar Support Alliance (DBSA) (Elevator Speech)?**

The Depression and Bipolar Support Alliance (DBSA) is the nation’s leading peer-focused mental health organization, whose mission is “to improve the lives of people living with mood disorders.”

Through 500+ support groups and over 200 local chapters, DBSA reaches over four million individuals with support, educational resources and tools to help individuals living with mood disorders lead productive and fulfilling lives.

Additionally, through our advocacy efforts we amplify peers’ voices on a variety of issues such as: discrimination and access to care.

#### **Organizational Overview:**

The **Depression and Bipolar Support Alliance (DBSA)** is the leading national organization focusing on the two most prevalent mental health conditions, depression and bipolar disorder, which affect over 21 million Americans, account for 90% of the nation’s suicides every year, and cost \$23 billion in lost workdays and other workplace losses.

DBSA provides hope, help, and support through peer-based, wellness-focused, empowering services and resources when people need them, where they need them, and how they need to receive them.

DBSA fosters an environment of understanding about the impact and management of these life-threatening conditions by providing wellness tools and educational information written in language that the general public can understand.

DBSA has a grassroots network of over 600 peer-run support groups across the country. DBSA's peer-led chapters and support groups serve about 60,000 people every year. Support groups play a pivotal role in wellness, with 92 percent of support group members reporting that their local support group helped with treatment adherence.

DBSA publishes numerous educational resources, both electronically and in-print, about living with mood disorders, all written in peer-friendly, scientifically vetted language. Each month, DBSA distributes hundreds of informational packets free of charge to anyone requesting information about mood disorders. DBSA also answers thousands of calls each year on a toll-free information and referral line and receives over eighty thousand hits per month on DBSA's websites: DBSAlliance.org, DBSAianza.org, and FacingUs.org.

DBSA's prestigious 40-member Scientific Advisory Board (SAB) is comprised of the leading researchers and clinicians in the field of mood disorders. SAB members review DBSA publications and programs for medical and scientific accuracy. Additionally, SAB members present at DBSA conferences, author peer-reviewed manuscripts on behalf of the organization and represent DBSA to the media.

DBSA is a not-for-profit 501(c)(3) organization and depends upon public support to achieve its vital mission to empower and educate peers and save lives. Roughly 85% of DBSA's budget comes from charitable contributions, which include gifts and grants from corporations, foundations, individuals, and government agencies. The remaining 15% of DBSA's budget comes from earned revenue, chapter affiliation, membership fees, program dues, contracted work in training and consultation, and event and publication fees.

### **DBSA's Vision, Mission and Values:**

- **Vision**  
The Depression and Bipolar Support Alliance (DBSA) envisions wellness for individuals living with depression and bipolar disorder.
- **Mission**  
DBSA provides hope, help, support, and education to improve the lives of people who have mood disorders.

### **DBSA's mission is aligned with four foundational pillars:**

- **Empower Wellness** through education, tools, outreach, and hope for everyone with depression and bipolar disorder;
- **Cultivate Connections** among all stakeholders to create powerful communities of shared experience and support;
- **Inspire Understanding** to dismantle stereotypes, end discrimination, and change the conversation about mood disorders; and
- **Catalyze Transformation** of the systems that drive access to and determine the quality of mental health care.

### **DBSA's 2019 Organization Strategic Priorities:**

- Enhance current individual wellness tools and resources without creating new ones.
- Enhance resources for support groups (chapters, online)
- Cultivate and leverage DBSA influencers (individuals living with mood disorders, clinicians, pharmaceutical industry partners, law makers, and government agencies)
- Increase revenue

### **What Makes DBSA Unique from Similar Organizations?**

DBSA's peer-centered approach for individuals living with mood disorders drives everything we do. Here is what makes our approach unique:

- **Targeted:** DBSA focuses solely on depression and bipolar disorders.
- **Nationally recognized:** DBSA is nationally recognized for our Peer Specialist training services, our mental health advocacy work, our expansive peer support network, and as a subject matter expert on the subject of mood disorders.
- **Innovative:** DBSA provides leading-edge, interactive online resources.
- **Wellness-centered:** DBSA informs, empowers, supports, and inspires individuals to achieve the lives they want to lead.