

BRIEF | PRINT



Modré dveře
TERAPEUTICKÉ CENTRUM

The **Modré dveře** Therapeutic Centre is a non-profit organisation that supports mental health in various ways. It offers social services, including psychotherapy, social rehabilitation, and activation for individuals with mental illness, as well as family mediation and crisis assistance, all aimed at helping people achieve psychological stability in their lives. More than 90% of **Modré dveře**'s services are provided free of charge.

Product

Crisis assistance is one of the most frequently used services offered by **Modré dveře**, available to everyone regardless of age, anonymously and free of charge. This service provides professional help to anyone experiencing a crisis.

What is a psychological crisis?

A psychological crisis is a person's reaction to a challenging life situation, such as prolonged stress, financial insecurity, a hopeless situation, or a significant life change like divorce or the loss of a loved one.

How does a psychological crisis manifest?

A crisis can manifest in various ways—most commonly as intense anxiety, panic, fear, feelings of despair, hopelessness, or guilt. A person experiencing a psychological crisis often suffers from insomnia, fatigue, irritability, or apathy, as well as thoughts of self-harm or suicide.

How does crisis assistance help?

Seeking professional assistance significantly accelerates stabilising an individual's mental state, helping them navigate challenging situations and regaining control over their lives.

How does crisis assistance at **Modré dveře** work?

The service is provided by a crisis intervention specialist who dedicates 50 to 60 minutes to the client. The length and course of each session are always tailored to the client's needs. The specialist helps clients analyse difficult situations from different perspectives, listening without judgment or evaluation. The client is guided to find their own solutions and develop strategies to cope with challenging situations. Together, they work towards finding a way out of a dead-end situation.

The service adheres to strict principles of anonymity and confidentiality. Clients are not obliged to share anything they do not wish to disclose, and the crisis intervention specialist ensures that nothing discussed will be made public in any manner. If necessary, the service can be provided on a repeated basis.

Background

We live in a time when the number of people experiencing mental health issues is on the rise, and there is an increasing emphasis on mental well-being. Individuals are becoming more aware that mental health is just as vital as physical health, leading to a growing demand for professional psychological and psychotherapeutic support. However, we still encounter challenges, such as a shortage of psychologists and psychiatrists, alongside an insufficient availability of psycho-social services.

The most significant increase in mental health issues is seen among adolescents.

What serious issues do young people bring to our specialists?

- **Anxiety and depression** (up to 40% of ninth-grade students suffer from depression, and 30% experience anxiety disorders)
- **Self-harm and suicidal tendencies** (suicide remains the second most common cause of death among children in the Czech Republic)
- **Bullying and aggressive behaviour**

- **Relationship problems** (in both family and school environments)
- **Addictions** (substance and digital addictions)
- **Unrealistic pressure for perfection caused by social media + cyber bullying**
- **Increased pressure to perform** (academic stress, fear of failure)
- **Lack of real social interaction** (less personal contact due to digitalisation and the COVID-19 pandemic)
- **Global issues and future uncertainty** (climate crisis, economic insecurity)

Target audience

Individuals of all ages experiencing crises or psychological issues they cannot manage alone.

Key message

No one has to be alone in their worries. Seeking professional help is not a sign of weakness but of strength.

Campaign Objective

Increase awareness of our crisis assistance service.

Brand Personality/Tone of voice

Communicate in a positive, empathetic, and respectful tone. The information provided should be specific, understandable, and verifiable. The campaign should contain motivating and positive elements. Its tone should be serious but friendly and trustworthy.

Mandatories

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