



STATE OF WISCONSIN

BARBARA LAWTON
LIEUTENANT GOVERNOR

September 15, 2008

Dear NDS 2007 participant,

Thank you for participating in last year's National Depression Screening Day. With your help, we reached more than 700,000 Wisconsinites with an invitation for a free and private online screening for depression. And we broke state and national records in the process. I write today to invite you once again to join us on **October 10th** for National Depression Screening Day 2008 with a goal to top our own record.

Depression is a common, real, and treatable illness. Nearly one million individuals in Wisconsin struggle with depression – about one in six. Unfortunately, thousands of these individuals battle depression alone and remain untreated. Indeed, untreated depression has far-reaching implications for all of us. Medical costs of those afflicted by depression average twice those who are non-depressed, and those suffering from depression (an estimated 16% of all Americans) are seven times more likely to be unemployed or underemployed. A recent National Institute of Health study found that depression costs the U.S. tens of billions of dollars annually, primarily from increased health care costs and from lost work productivity.

Together we can change those statistics. The good news: with early screening, depression is easily diagnosed and treated, minimizing its devastating effects on and workplaces. This year, Mental Health America of Wisconsin will offer once again a free, confidential, and simple online screening on National Depression Screening Day. The screening tool will be available at my website at www.ltgov.wisconsin.gov and will provide immediate feedback to those who complete the screening as to indicators for depression and resources for treatment.

We count on your leadership one more time to help us promote this opportunity to your members/employees in direct email communications, newsletters and flyers placed in high-traffic areas. A flyer and e-mail are attached that you can use to alert you members to the screening tool on my website. It is easy to participate in National Depression Screening Day 2008: just fill out the attached form below (and attached) and return it to my policy director, Cecely Castillo at cecely.castillo@wisconsin.gov or via fax to 608.267.3571. If you have any questions, contact Cecely at 608.266.3516.

And please pass this email invitation on to colleagues, to other business and organizational leaders. Together we can cast an even wider net this year. Dare we dream connecting with a million?

Thank you for your kind consideration. Our work together last year provides a powerful launch pad for an even stronger effort to improve employee productivity and strengthen Wisconsin's economic outlook.

Yours truly,



Barbara Lawton
Lieutenant Governor

National Depression Screening Day 2008

To confirm your business or organization's participation in National Depression Screening Day 2008, please complete the form below and return to the Office of the Lieutenant Governor by email to cecely.castillo@wisconsin.gov or via fax (608-267-3571).



YES, _____
will join Lieutenant Governor Barbara Lawton
business or organization

in raising awareness of depression by participating in National Depression Screening Day!

We will participate by:

- Emailing a link to the screening to ___ (#) of employees or members
- Posting flyers throughout our workplace
- Publicizing the screening in our newsletter
- Posting a link to the screening on our website
- Creating a space in our workplace for employees to privately take the screening
- Other (please explain)

Our contact information:

Name of contact person _____ Title _____

Phone _____ Email _____ Fax _____