

# 10×10 Wellness CAMPAIGN

SAMHSA

To promote wellness for people with mental illnesses by taking action to prevent and reduce early mortality by 10 years over the next 10 years.



**U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES**  
Substance Abuse and Mental Health Services Administration  
[www.samhsa.gov](http://www.samhsa.gov)

Wellness is physical, emotional, social, occupational, intellectual, financial, environmental, and spiritual.

## WHAT IS WELLNESS?

Wellness incorporates many dimensions of health: physical, emotional, financial, social, occupational, intellectual, environmental, and spiritual.

Dr. Sarah R. Linde-Freucht of the U.S. Department of Health and Human Services stated that “health relates broadly to how an individual functions in one’s life, the quality of one’s relationships, and how one adapts to change and copes with difficulties” (2008).

The new focus on wellness highlights the importance of recovery from mental illnesses. By pursuing wellness, we can reduce the disparity in mortality for people with mental illnesses, which is far greater than any other population. \*

**“People with mental illnesses die decades earlier than the general population.”**

**—National Association of State Mental Health Program Directors**

Signers of the Pledge for Wellness envision a future in which people with mental illnesses pursue optimal health, happiness, recovery, and a full and satisfying life in the community via access to a range of effective services, supports, and resources.

\*Source: Measurement of Health Status for People with Serious Mental Illness, NASMHPD (2008).



## THE EIGHT DIMENSIONS OF WELLNESS\*

- **Social** – Contributing to one’s environment and community.
- **Environmental** – Good health by occupying pleasant, stimulating environments that support well-being.
- **Physical** – Engaging in regular physical activity, learning about nutrition and taking care of illnesses.
- **Emotional** – Awareness of one’s feelings while maintaining satisfying relationships.
- **Spiritual** – Search for meaning and purpose in human existence.
- **Occupational** – Personal satisfaction and enrichment derived from one’s work.
- **Intellectual** – Creativity and mentally stimulating activities of interest.
- **Financial** – Satisfaction with current and future financial situations.

\*Source: Swarbrick, M. (2006). A wellness approach. *Psychiatric Rehabilitation Journal*, 29,(4) 311- 314.

## WHY IS WELLNESS IMPORTANT?

Recent studies have found that increased morbidity and mortality are largely due to treatable medical conditions that are caused by modifiable risk factors such as smoking, obesity, substance use, and inadequate access to medical care.\*

## THE 10X10 WELLNESS CAMPAIGN

The Federal Government has spearheaded a major cross-governmental, public/private initiative to transform delivery of the Nation’s mental health services into a system based on the expectation of recovery.

The SAMHSA 10x10 Wellness Campaign pledges to reduce early mortality for people with mental illnesses by 10 years over the next 10 years.

**To find out more & to sign the pledge, visit [www.10x10.samhsa.gov](http://www.10x10.samhsa.gov).**

\*Source: Measurement of Health Status for People with Serious Mental Illness, NASMHPD (2008).

# FOR MORE Information

- Substance Abuse and Mental Health Services Administration (SAMHSA)  
[www.samhsa.gov](http://www.samhsa.gov)
- FDA Office of Women's Health  
[www.fda.gov/womens](http://www.fda.gov/womens)
- US Department of Health and Human Services  
[www.hhs.gov](http://www.hhs.gov)
- Center for Psychiatric Rehabilitation  
[www.bu.edu/cpr](http://www.bu.edu/cpr)
- National Alliance on Mental Illness (NAMI)  
800-950-NAMI; [www.nami.org](http://www.nami.org)
- Healthier US  
[www.healthierus.gov](http://www.healthierus.gov)
- The National Empowerment Center  
800-POWER2U; [www.power2u.org](http://www.power2u.org)
- The National Wellness Institute  
[www.nationalwellness.org](http://www.nationalwellness.org)

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Achieving wellness involves  
**ACTION and COMMITMENT.**

Don't wait to get well. Be part  
of the achievement of the 10x10  
Wellness Campaign's goal!



**FOR INFORMATION, CONTACT:**

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