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Double R Productions Connects “Hearts & Minds” with NAMI

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Double R Productions collaborated with the National Alliance of Mental Illness (NAMI) once again to produce a series of videos for NAMI’s new consumer education program entitled “Hearts & Minds”. This new program is aimed at raising awareness about eating better, exercise, and quitting smoking for people dealing with serious mental illness. Since “Hearts & Minds” was a new initiative, **Double R** teamed up with NAMI to develop the art direction and scripts for the videos. With fun, eye-catching graphics, **Double R** was able to bring a fresh feel to the topic of health. **Double R** coordinated shoots in Massachusetts, Virginia and Maryland to interview health experts, including NAMI Medical Director Ken Duckworth, and consumers who have changed their life by adopting a healthier lifestyle. From bike riding and weight lifting to yoga and swimming, **Double R** ensured that a variety of physical activities were included to send the message that even a little bit of activity can make a big difference. A main component of the video was ending each segment with a “What Works for Me” section, where each interviewee was asked how they stay healthy. **Double R** produced a long program video, a short teaser piece and three web segments for the program.

“This was a wonderful opportunity to collaborate with NAMI again, and spread a very positive message about the importance of a healthy lifestyle within the mental health community” stated, **Double R Productions’** President Rosemary Reed.

The web segments will be launched with the new NAMI “Hearts & Minds” website in the fall. The long program video was premiered at the 2009 NAMI Convention in San Francisco in July.

Double R Productions is a full service communications firm in Washington, DC, specializing in film, television and all manner of media/web production. Since 1987, **Double R** projects have included public service announcements, original programming, corporate, non-profit and association image pieces, along with video news releases and commercials. **Double R** also works with government agencies on everything from media training and documentaries to interactive video training projects.

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