

## Serviceplan Health France highlights the severity of depression in new campaign

In collaboration with Fondation Fondamental and Fnapsy (Fédération Nationale des Associations d'usagers en Psychiatrie), Serviceplan Health France launched a new campaign – which is aimed at raising public awareness around depression – on World Mental Health Day, 10 October 2019. The film, “The Little Empty Passage”, is intended to send the message that depression is an illness, not a weakness of character.

Straddling comedy and drama, the film's director, Daniel Perez (co-creative director of Serviceplan Paris), shows how patients with obvious pathologies would be treated if their clinical signs were considered as lightly as the signs of depression are sometimes. This spot was broadcast on the internet and social media.

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