

# Pure-O OCD Is No Laughing Matter

EXPLORING THE COMPLEXITY OF PURE-O OCD TO BETTER  
UNDERSTAND HOW OCD IS MISREPRESENTED IN THE MEDIA

# Is No Laughing Matter

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I WOULD LIKE TO DEDICATE THIS THESIS TO MY DAUGHTER OLIVIA, WHO LIKE SO MANY OTHERS, STRUGGLES EVERYDAY TO LIVE LIFE WHILE BATTLING HER OCD.

SHE HAS BEEN MY INSPIRATION AND MY REASON TO BE A PART OF DISPELLING THE MISCONCEPTIONS OF OCD.

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A THESIS SUBMITTED TO LIBERTY UNIVERSITY FOR MASTER OF FINE ARTS IN STUDIO AND DIGITAL ARTS

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ONCE A SINFUL OR INTRUSIVE THOUGHT HAS ENTERED OUR MINDS, IT CAN BE TEMPTING TO RUMINATE ON IT AND TO INDULGE IN THAT THOUGHT. INSTEAD, WE ARE CALLED TO TAKE THOSE THOUGHTS CAPTIVE AND OVERCOME THEM WITH GOOD, AND WE CAN DO THAT THROUGH PRAYER AND SUBMITTING OR CONFESSING THOSE THOUGHTS TO GOD.

ROMANS 12:21

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## ABSTRACT

After completing the research phase, I adopted a comprehensive approach that included a literature review, visual analysis, and content analysis. I formulated a visual solution the audience and creators for the film and television industry, drawing on insights from the research findings.

Utilizing the same digital platforms that can sometimes perpetuate misinformation, social media and entertainment programming can be harnessed to convey accurate information. The strategic application of these platforms holds the potential to correct misconceptions surrounding the disorder, broadcasting an accurate message.

Leveraging the profound reach of the media, this endeavor strives to maximize its wide-ranging impact to foster a heightened comprehension of the difficulties and indignities experienced by individuals contending with the condition. This approach veers away from the often disparaging portrayal OCD receives, aiming to cultivate a more empathetic perspective.

*Over the last decade or so, parts of society have become more comfortable talking about certain mental illnesses, like depression and anxiety. OCD, however, remains a highly mockable mystery – providing (inaccurate) entertainment to audiences throughout the world in shows like Monk, Glee, and The Big Bang Theory.*

*– Stefanie Lyn Kaufman Stefanie Lyn Kaufman is founder and executive director of mental health charity Project LETS*

CHAPTER



# INTRODUCTION

As I embarked on the journey of conceptualizing ideas for my MFA Thesis, two topics persistently emerged: Alcoholics Anonymous (I had just celebrated 30 years of sobriety, a personal milestone), and Obsessive Compulsive Disorder, (OCD). My inclination towards these subjects was undeniable, and despite some initial hesitation, I found myself drawn back to them repeatedly. A significant motivation behind this choice stemmed from my daughter, Olivia, who recently marked her 24th birthday and has grappled with an OCD diagnosis since eighth-grade. Observing her relentless battles with this condition, I became acutely aware of the depth of her struggles and the profound impact OCD had on her life.

In particular, witnessing Olivia's challenges firsthand illuminated the stark contrast between the misconceptions driven by society and the reality of OCD. Often misrepresented as mere quirks or superficial behaviors, OCD's complexity and severity extend far beyond such simplistic portrayals. Through my daughter's experiences, I realized that her obsessions were markedly more distressing and disruptive than the public's perception suggested. These misinterpretations, fueled by friends and media alike, underscore the urgent need for accurate information and a more empathetic understanding of OCD. In essence, my connection to Alcoholics Anonymous and OCD have guided my thesis exploration, fueled by a desire to shed light on these often misunderstood and misrepresented aspects of life.

This thesis will use graphic design as a communication vehicle to educate the public and creative storytelling about the misperception and misrepresentation of OCD, especially the subtype Pure-O. Graphic designers imbue images with expressive and communicative power by altering, exaggerating, and combining them to create a new conceptual reality (Meggs). Most OCD representations in the media portray the popular understanding of OCD, i.e. fastidiousness and cleanliness. Pure-O portrayals in the media are infrequent, which might contribute to misunderstandings about the illness (Sefer). By using visual design to educate, the same media formats that spread the misinformation about OCD and Pure-O, can reverse the trend and start representing Pure-O as the crippling obsessive thought illness that it is.

At the same time, this casual attitude toward OCD and the unknown effects of Pure-O drive the sufferers into hiding their condition and not getting the help they need. The media's ability to quickly transmit social information is of great concern for those trying to destigmatize mental illness. Stigmatizing media portrayals can marginalize community members and prevent people from seeking treatment (Corrigan, ; Corrigan, et al).

## Why Pure-O

There have been many subtypes of OCD examined and investigated. This thesis paper delves into the exploration of one particular subtype by focusing on Pure-O. The term "Pure-O" encapsulates the essence of purely Obsessional symptoms, which constitute the primary driving force behind the majority of OCD compulsions. By scrutinizing this specific subtype, the paper aims to shed light on the intricate nature of obsessions and their impact on individuals' lives, thus contributing to a deeper understanding of OCD and potentially offering insights into why media's focus on the visual compulsions is misleading and inaccurate.

There is some discussion as to whether categorizations of OCD into heterogeneous forms, including a pure obsessive form, make sense. However, there are common themes and mechanisms underlying any form of OCD (Haverkampf).

Primarily obsessional OCD is a lesser-known manifestation of OCD that's popularly referred to as "Pure O," a misnomer from when it was believed that this form was purely obsessional (Williams et al. 2011, 2013). In reality, alongside obsessions (taboo and intrusive thoughts/images/urges), compulsions usually take cognitive forms or forms not readily visible as abnormal to others (e.g., mental rituals, avoidance behaviors, somatic checking behaviors, and reassurance seeking) (Seyfer).

## Research Statement

This project's in-depth study of how the media portrays OCD and how gaining knowledge can reverse the perceptions of Pure-O can inspire creators to rethink their portrayals, contribute to wellness, and destigmatize the illness. In the end, young people who suffer in silence can feel safe and comfortable to seek help and start therapy to live a better life. Longitudinally, it may save lives by reducing stigma, allowing those with OCD to feel more secure in seeking treatment, reducing suicide ideation and attempts.

## Knowledge Gap

Since the public, in general, is not aware of the impacts of Pure-O OCD on its sufferers, this thesis recommends an awareness campaign, aimed at the public, entertainment and social media content creators. Literature research, case studies and visual studies hold the key to understanding what the viewers and the Pure-O sufferers themselves persevere the illness to be and what perceptions need to be understood and changed. Entertainment shows, social media, and written content that portray misperceptions of Pure-O, can be harnessed and used to promote awareness.

CHAPTER



# LITERATURE REVIEW RESEARCH



## Problem Statement

OCD is often portrayed in media as an eccentric, quirky, kooky mental illness that misinforms people of the intense mental health struggle the condition can cause for those afflicted with the disease, leading to anxiety, distress, loneliness, and governed by intrusive thoughts.

## Purpose Statements

Most OCD representations in the media portray the popular understanding of OCD as a cleaning disease and organizational illness when, in fact, the condition is more impactful and devastating to the sufferer. Examining a sub-type of OCD, “Pure-O” OCD, which is rarely portrayed in the media and contributes to misunderstandings about the illness, this research can reveal how devastating OCD really is and how far from facts the representations are. Little research has examined how individuals with “Pure-O” relate to stereotyped OCD depictions (Seyfer). To modify the public’s and the media’s perspective of Pure-O as a stigmatized ailment and to offer options for sufferers to overcome their stigma by merging past stereotypes, this Thesis project intends to shine a light on Pure-O as a condition. Destigmatizing Pure-O is crucial to promoting early discovery, effective treatment, and increased quality of life for those affected.

## Background

This thesis will use graphic design as a communication vehicle to educate the public and creative storytellers about the misperception and misrepresentation of OCD, especially the Pure-O sub-type. Graphic designers imbue images with expressive and communicative power by altering, exaggerating, and combining them to create a new conceptual reality (Meggs). Most OCD representations in the media portray the popular understanding of OCD—i.e., as involving fastidiousness and cleanliness. “Pure-O” OCD portrayals in the media are infrequent, which might contribute to misunderstandings about the illness (Sefer). By using visual design to educate, the same media formats that spread the misinformation about OCD and Pure-O can reverse the existing trend and start representing Pure-O as the crippling obsessive thought illness that it is. Most OCD representations in the media portray the popular understanding of OCD,—i.e., fastidiousness and cleanliness. “Pure-O” OCD portrayals in the media are infrequent, which might contribute to misunderstandings about the illness (Sefer). At the same time, this casual attitude of OCD and the unknown effects of Pure-O drive the sufferers into hiding their condition and not getting the help they need. The media’s ability to quickly transmit social information is of great concern for those trying to destigmatize mental illness. Stigmatizing media portrayals can marginalize community

*Monica’s past of being overweight, her need for control, her obsessive-compulsive disorder and her high maintenance personality is often used as a punchline for a joke throughout the series, depicting monica geller ocd.*

*– Pratiksha Rajopadhyaya, Chevening Scholar 2022 | MSc. Clinical Psychology*



members and prevent people from seeking treatment (Corrigan; Corrigan et al.). This thesis offers a better understanding of and representation of Pure-O OCD.

## Introduction

This literature review delves into the multifaceted domain of obsessive-compulsive disorder (OCD), encompassing its historical context, psychological ramifications, and the distinctive subtype called Pure-O. Initially, a comprehensive exploration of the historical evolution of OCD will provide insights into its recognition as a mental health disorder. The review will then pivot towards making clear the effects of OCD on individuals' daily lives, emphasizing the distressing cycles of obsessions and compulsions that characterize the condition. Furthermore, it focuses on Pure-O, an intriguing subtype of OCD that predominantly manifests through internal mental rituals rather than outward physical behaviors.

A critical aspect of OCD addressed in this review is the role of media in shaping public perceptions of OCD. The proliferation of multiple media formats has often led to misinformation about the disorder, perpetuating misconceptions that oversimplify or misrepresent its nature. By analyzing how movies, television shows, and news articles have contributed to this dissemination of inaccurate information, overlap with similar campaigns for other OCD subtypes. Understanding how various OCD symptoms are related to one another fosters a thorough comprehension of the condition (Haverkampf).

Within the realm of OCD subtypes, the review will extensively examine Pure-O, shedding light on its distinct characteristics and its often-misunderstood nature. Contrary to the common misconception that OCD solely entails visible rituals, Pure-O revolves around internal mental compulsions and distressing obsessions. Through in-depth analysis of clinical case studies and research findings, the review will elucidate the profound impact of Pure-O on individuals' emotional well-being, social interactions, and overall quality of life. By dispelling prevalent misunderstandings and misconceptions surrounding Pure-O, the review ultimately seeks to contribute to a more nuanced comprehension of OCD.

This review researches the following themes:

- History of OCD and the discovery of the sub-type Pure-O OCD
- Media
- OCD Disease Symptomology
- What is PANDAS?
- Pure-O OCD: what separates this illness from common OCD
- What is OCD & Scrupulosity?
- Postpartum OCD
- Homosexuality Anxiety
- Violent or Sexual Obsessions
- Pedophilia - Pure-O
- Suicide - Pure-O
- Treatment
- Conclusion

*Movies like "Mommie Dearest" make society think that people with mental illnesses, like OCD, are paranoid and insane. And, even though some people with OCD are "extra" or "over the top," most are not.*  
- DR. R. Y. Langham Dr. R. Y. Langham has a B.A. in English, an M.M.F.T in Marriage and Family Therapy (Psychology), and a Ph.D. in Family Psychology.





## History of OCD

The incidence of obsessive-compulsive disorder (OCD), or Obsessive Compulsive Neurosis as it was once known, is a relatively common disorder and can be traced historically, cross-culturally, and across a broad social spectrum and does not appear to restrict itself to any specific group of individuals (OCD-UK). In contrast to earlier centuries, when “scruples” was used to refer to all manner of obsessions and compulsions, the psychological issue of “scrupulosity” today refers to an obsessive concern with one’s sins and compulsive performance of religious devotion. The word “conscience” comes from the Latin word “scrupulum,” which means “a sharp stone” and connotes a stabbing agony. The phrase has been used for ages to represent the obsessional anguish of historical and religious personalities who struggled with worries about their sin (OCD-UK). The historical problem posed by OCD seems to have been that, although recognized since the 1830s as a sui generis cluster of symptoms, it did not elicit an imaginative response from psychiatrists; most tried to pigeonhole it into one of the ongoing clinical categories. This Occamian attitude might have encouraged an excellent economy of thought but has probably done little to increase understanding of this fascinating and elusive condition (Berrios). Collaboration with Other OCD Subtypes: Promotional campaigns for Pure O frequently overlap with similar campaigns for other OCD subtypes. Understanding how

*This cinematic representation of psychopathology accurately depicts the functional interference and distress associated with OCD; however, Melvin’s over-the-top eccentricities obscure the boundary between what is “quirky” and what is OCD.*  
– Noah C. Berman, Center for OCD & Related Disorders

various OCD symptoms are related to one another fosters a thorough comprehension of the condition (Haverkampf).

## Media

Most OCD representations in the media portray the popular understanding of OCD,— i.e., fastidiousness and cleanliness. “Pure O” OCD portrayals in the media are infrequent, which might contribute to misunderstandings about the illness. Little research has been done on how individuals with “Pure-O” relate to stereotypical OCD depictions (Seyfer). To modify the public’s and the media’s perspective of Pure-O as a stigmatized ailment and to offer options for sufferers to overcome their stigma by merging past studies, this literature review intends to shine a light on Pure-O as a condition. Destigmatizing Pure-O is crucial to promoting early discovery, effective treatment, and increased quality of life for those affected. Negative depictions make it harder for people to ask for help, feel good about themselves, and adhere to treatment plans. Positive portrayals, on the other hand, can help change how the public views mental illness. Although there are more depictions of OCD in the media nowadays, discovering that these depictions are not consistent, and the term “obsessive-compulsive,” when attached to a character, did not always reflect the most recent diagnosis contained in the DSM-5 (Fennell and Boyd 2014). Paul Cefalu writes in his article, “Given

such medical and scientific advances, it makes sense that OCD would be paid so much media attention during the past decades. Yet medical and scientific advances cannot account for the extent to which the media, in its recent portrayals of OCD, consistently represents the disorder with levity and humor” (Cefalu). While it is understandable that one should not expect such funny descriptions to precisely diagnose the etiology of OCD, popular representations of the condition sometimes cause us to forget that, according to the DSM IV, OCD is an anxiety illness, which is hardly amusing to most of its long-term victims 1. Stigmatizing media portrayals can marginalize community members and prevent people from seeking treatment (Corrigan; Corrigan et al.).

## OCD Disease Symptomology

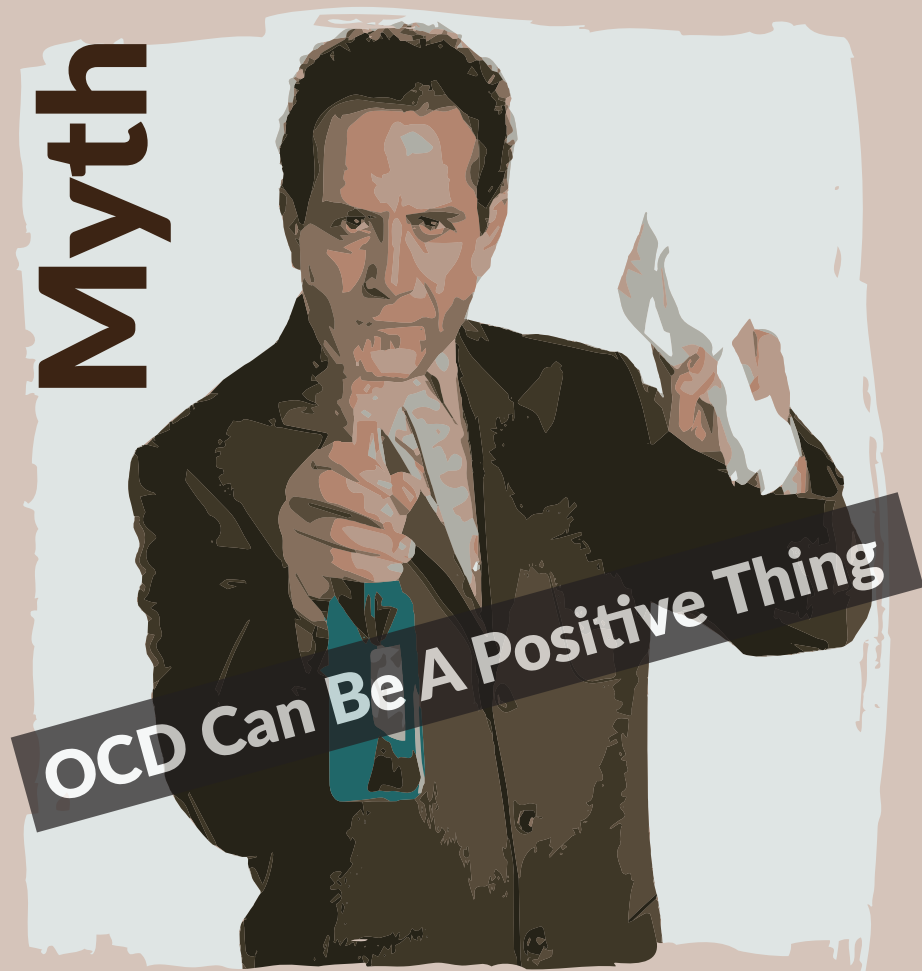
Millions worldwide suffer from obsessive-compulsive disorder (OCD), a complex mental health problem distinguished by a pattern of intrusive and upsetting thoughts called obsessions and recurrent mental activities or behaviors called compulsions. OCD can seriously impede everyday functioning, cause significant distress, and impact facets of a person’s life. As Aminabee Haik et al. writes, obsessive-compulsive disorder (OCD) features a pattern of unreasonable thoughts and fears (obsessions) that lead you to do repetitive behaviors (compulsions). These obsessions and compulsions interfere with daily activities

and cause significant distress (Haik et al.). As the obsessions and compulsions frequently stem from feelings of fear or worry, OCD is categorized as an anxiety disorder. Obsessions are intrusive, recurring thoughts, ideas, or desires that are highly distressing and unsettling. Cleanliness, symmetry, safety, and morality are just a few examples of the topics that these obsessions can center on. Even though OCD sufferers know that their obsessions are unreasonable, they frequently find it difficult to suppress or control them (Haik et al.). OCD is also known as the doubting idea explained clearly in Brenda Chaing’s Journal of Behavior Therapy and Experimental Psychiatry. Doubt that occurs within the context of OCD has been understood in various ways. Defining it according to its behavioral consequences, as “hesitation over futile issues and incapacity to make decisions,” whereas Janet described it according to appraisal/feeling, “an action wasn’t done well or completely, that it lacked something, or that it didn’t produce the sought-for satisfaction ... although to an observer all may appear perfectly well done” (Chaing).

*The Odd Couple’s Felix Unger, we see a man obsessed with neatness and order, who is also a hypochondriac. The preoccupation with cleanliness and order sounds a lot like OCPD. The strained interpersonal relationships is quite consistent with this disorder.*  
– Dr. Cathy is a retired clinical psychologist



Myth



## What is PANDAS?

A pediatric autoimmune neuropsychiatric disorder associated with streptococcal infections (PANDAS) describes a disorder that develops in children who abruptly develop neurologic abnormalities following a streptococcal infection. The authors discuss what is known about this poorly understood condition and how nurses can educate and support patients and their families. A RELATIVELY NEW diagnosis, pediatric autoimmune neuropsychiatric disorder associated with streptococcal infections (PANDAS) describes the abrupt development or worsening of neuropsychiatric abnormalities, particularly obsessive-compulsive disorder (OCD) or tic disorders, following a group A streptococcal (GAS) infection in children (Melerine and Ledet).

For every parent of a child with an illness, especially a mental illness, there is a particular story. But when you meet a parent of a child with PANDAS (typically a child between ages 3-14), you will repeatedly hear the same panicked story. A child who was happy at home and school and was social and athletic is now walking in circles for hours, washing hands until they bleed, and repeatedly asking the same questions. A child that used to be comforted by a hug is now inconsolable. They may be begging parents for help, begging for a way to end the horror that exists only in their minds. Imagine a child screaming in terror in a corner and a parent unable to hold them. These parents will tell

you about the day or week their child changed (Jennie & Boaz).

## Pure-O OCD What separates This Illness From Common OCD

Millions worldwide suffer from obsessive-compulsive disorder (OCD), a complex mental health problem distinguished by a pattern of intrusive and upsetting thoughts called obsessions and recurrent mental activities or behaviors called compulsions. These parents can describe the day or week their child changed (Jennie and Boaz).

What separates this illness from common obsessive-compulsive disorder (OCD) sufferers who have "Pure-O" are fundamentally forced to doubt and fear who they "really are." This impact can also be increased by treatments that need a certain degree of separation between "normal thoughts" and "OCD thoughts." When a stable sense of self does not immediately fill the voids left by OCD, a person can begin to feel lost, even if treatment helps lower symptoms. Bretécher, writing for The Guardian, describes her Pure-O condition with lower symptoms. Bretécher, writing for The Guardian, describes her Pure-O condition this way: "I have Pure-O, or Pure OCD, a little-known type of obsessive-compulsive disorder. People with Pure-O can experience repetitive thoughts, doubts, and mental images about sex, blasphemy, and murder. Purely

*While I could never watch past the first episode of Monk because I was beyond annoyed at how the show portrayed OCD, we can use these characters as an opportunity to speak more about what OCD is and how it can affect the lives of those who suffer with it.*

*- Ranae Moua, OCD and Anxiety Treatment Center*

obsessional OCD is so-called because the compulsions are largely invisible and not often acted out in the more obvious, better-known ways like cleaning or hand washing. Pretty much everything about Pure-O is secretive” (Bretécher). In her autoethnographic reflection on her Pure-O, It’s Not Me, It’s My OCD, Molly Sandford-Ward writes that not all types of OCD include a desire for cleanliness, neatness, handwashing, or counting (Sandford-Ward). I have ‘Pure-O’ or ‘Primarily Obsessional’ OCD, a subset of the disorder in which sufferers mainly experience compulsions as obsessive thought patterns rather than physical actions (Phillipson). These thoughts are usually frequent, persistent, and related to societal or personal taboos. Common themes include aggression, violence, sadism, religious blasphemy, sexual orientation, pedophilia, incest, and other perceived ‘transgressive’ behaviors or personality traits” (Ward).

It is essential to recognize that Pure-O OCD is a valid and distressing form of OCD despite the absence of visible compulsions. Increased awareness and understanding of this subtype can help reduce stigma and ensure that individuals receive the appropriate support and treatment to manage their symptoms effectively.

## What is OCD & Scrupulosity?

Obsessive-compulsive disorder (OCD) is a mental health disorder that affects people of all ages and walks of life and occurs when a person gets caught in a cycle of obsessions and compulsions. Obsessions are unwanted, intrusive thoughts, images, or urges that trigger intensely distressing feelings. Compulsions (also referred to as “rituals”) are behaviors or mental acts that an individual attempts to get rid of the obsessions and/or relieve the anxiety caused by the obsessions. The term “rituals” refers specifically to compulsions and does not overlap with the rituals inherent in religious practice. In general, OCD is diagnosed when these obsessions and compulsions become time-consuming, cause significant emotional distress, and interfere with day-to-day functioning and interpersonal relationships. Scrupulosity is a subtype of obsessive-compulsive disorder (OCD) involving religious or moral obsessions. Scrupulous individuals are overly concerned that something they thought or did might be a sin or other violation of religious or moral doctrine. They may worry about what their thoughts or behavior mean about who they are as a person (IOCDF).

*Movie characters can unintentionally demonize OCD by further perpetuating stereotypes of OCD symptoms. While Matchstick Men does an excellent job of portraying how OCD manifests for one man, it also can come across as a caricature of how a person with OCD experiences the disorder.*

*– Melissa Boudin, PsyD*



## Postpartum POCD

The reproductive years are a time of increasing vulnerability to the onset of or exacerbation of psychiatric disorders in women (Soares). Although postpartum depression has received much of the research focus and postpartum psychosis receives much of the media attention, there is limited understanding of the phenomenology of anxiety disorders, and obsessive-compulsive disorder (OCD) in particular, during pregnancy and postpartum (Miller et al.), postpartum OCD is marked by intrusive and unwanted (i.e., ego-dystonic) thoughts that run counter to the person's general character or disposition (Abramowitz et al., 2003). A woman with postpartum OCD may have thoughts about harming her baby, but they are intensely distressing and represent a fear that such things could occur, not a desire to act on such thoughts or images. Women with intrusive thoughts will go out of their way to avoid situations that might precipitate the distressing event, including avoiding the kitchen, hiding all knives, not bathing the baby, or avoiding being near the infant. PPOCD can be treated on an outpatient basis and is not considered an emergent indication for psychiatric hospitalization (Puryear and Treece).

## Homosexuality Anxiety

Homosexual anxiety has been documented in the psychological literature for decades, although descriptions and theoretical causes vary widely. "Acute homosexuality panic" was first described by Kempf in 1920 as a psychosis that resulted from the pressure of uncontrollable "sexual cravings" that occurred when men or women were grouped alone for Homosexuality Anxiety: A Misunderstood Form of OCD 197 prolonged periods. This concept is no longer used to understand psychotic disorders; however, homosexuality fears have since been documented in people with schizophrenia, panic disorder, and other disorders (Keller and Foa, 1978; Rudden, Busch, and Milrod, 2003; Elmore, 2002).

Sexual obsessions are a common symptom of obsessive-compulsive disorder. It is not known how many suffer from homosexuality anxiety, and further study is needed. Homosexuality anxiety is not to be confused with a sexual orientation crisis, as such a misdiagnosis will only further distress the OCD patient. However, an accurate diagnosis may be difficult if the OCD obsessions are limited to sexuality themes. CBT and medication are considered the treatment of choice for this population. Nonetheless, research is needed to ascertain how treatment might be specifically tailored to OCD patients with homosexuality anxiety (Williams).

## Violent Or Sexual Obsessions

Dozens of obsessions and compulsions comprise the disorder known as OCD. While these categories cover a wide range of themes, they share characteristics. They include intrusive, unpleasant thoughts, unceasing doubt, guilt, fears of being insane and crushing anxiety. All OCD can be painful, paralyzing, repulsive, and debilitating, but one of the nastier and more startling types manifests as morbid obsessions. This manifestation is particularly true of violent obsessions in this category, including thoughts of killing or injuring others or oneself or acting sexually in socially abnormal ways. Violent thoughts may involve both mental images and impulses to act. These can include those in which people see themselves hitting, stabbing, strangling, mutilating, or otherwise injuring their children, family members, strangers' pets, or even themselves. They may envision themselves using sharp or pointed objects such as knives, forks, scissors, pencils, pens, broken bottles, letter openers, ice picks, power tools, poison, their bare hands, or even their cars. The urges they experience may involve pushing or throwing themselves or others into the paths of trains or cars, out of windows, or off balconies, buildings, or other high places.

Sufferers must understand that the thoughts do not cause anxiety; instead, it is caused by the views sufferers take of their thoughts. They must overcome the idea that, "If I think it, it must be real." People who suffer from these thoughts have no history of violence, nor do they ever act out on their ideas or urges. Although OCD

can project extreme and bizarre thoughts into people's minds, it is not the thoughts or the anxiety as much as people's solutions to having the thoughts that represent the heart of the problem. It is the compulsive acts that people perform to relieve their anxiety that cause the paralysis that they experience (Penzel).

## Pedophilia - Pure-O

In his essay "Pedophilia-Themed Obsessive-Compulsive Disorder: Assessment, Differential Diagnosis, and Treatment with Exposure and Response Prevention," Simone Leavell describes "fears of sexually harming children" as "fairly common among clients suffering from obsessive-compulsive disorder (OCD)." Yet, these symptoms are largely unrecognized and frequently misdiagnosed. Specifically, clients with pedophilia-themed OCD (P-OCD) experience excessive worries and distressing, intrusive thoughts about being sexually attracted to, and sexually violating, children" (Leavell et al.).

P-OCD patients may avoid children at all costs to avoid the emergence of their self-perceived pedophilic inclinations. The avoidance of triggering items and other associated stimuli (such as baby strollers, maternity magazines, children's cartoons, television programs, and movies featuring child performers or about child molestation and news articles about convicted pedophiles) is another trait shared by P-OCD patients. For those who do seek OCD therapy, mental health professionals may misinterpret and treat P-OCD patients wrongly

because they express taboo obsessional content (Glazier et al.). In “Distinguishing Pedophilia-Themed Obsessive-Compulsive Disorder and Minor Attraction,” Tayla Currie writes, “Distinguishing pedophilia-themed obsessive-compulsive disorder and minor attraction.” The term ‘pedophilia-themed obsessive-compulsive disorder’ (P-OCD) describes a subtype of OCD whereby individuals experience intrusive obsessions that cause extreme distress about being sexually attracted to, or sexually violating, children. Previous research highlights that P-OCD is often misinterpreted as a minor attraction (Currie).

## Suicide - Pure-O

Luca Pellegrini reports in his journal, *Suicide attempts and suicidal ideation in patients with obsessive-compulsive disorder: A systematic review and meta-analysis*, “At least one patient out of ten with OCD attempts suicide during his/her lifetime (pooled prevalence rate 0.13), while nearly half of individuals with OCD have suicidal ideation (pooled prevalence rate of current suicidal ideation: 0.27; pooled prevalence rate of lifetime suicidal ideation: 0.47). Our study builds upon previous results and clearly shows that individuals with OCD are at significant risk of attempting suicide and having suicidal ideation. Approximately 50% of subjects with OCD are at risk of suicidal ideation, and 13% attempt suicide (Pellegrini).

## Treatment

Although general cognitive behavioral therapy (CBT) can help alleviate the distress associated with obsessive-compulsive disorder (OCD), strategies tailored to targeting specific cognitions, feelings, and behaviors to OCD, such as exposure and ritual prevention (Ex/RP) and cognitive therapy (CT) are a significantly more effective form of treatment. Obsessive-compulsive disorder (OCD) is a severe and disabling condition that interferes with occupational functioning, relationships, and life satisfaction. Research has identified four primary categories of OCD symptoms, termed symptom dimensions, where each dimension includes both obsessions and compulsions. These dimensions are (1) contamination and washing, (2) doubts about causing harm, (3) symmetry, arranging, and counting, and (4) unacceptable and obsessions (Williams et al.). OCD with sexual, aggression, moral, religious, and health concerns may be frightening for clients and therapists. Fortunately, cognitive and behavioral approaches are highly effective, although they require specialized skill and knowledge to implement competently. Therapists should ensure they are familiar with the techniques described before working with people with OCD. However, when therapists have good training, most clients will do well with proper application (Williams et al.).

## Conclusion

Even though the media has mocked and trivialized OCD, adding to the stigma and spreading false information about the illness, sufferers who deal with this illness daily also have to feel betrayed by the media, which contributed to the misconception of OCD as an eccentric, quirky, kooky, tic and not a serious illness, especially when presenting the subtype of OCD known as Pure-O. They become a means of expressing a greater awareness of patients' misery and embarrassment instead of poking fun at the illness. Public service announcements (PSAs) can raise awareness of the issue, de-stigmatize it, and make it more comfortable for individuals with OCD and their loved ones to find the support they need. PSAs can also promote existing support resources, such as support groups, helplines, websites, and mental health organizations specializing in OCD. By providing accessible information about these resources, PSAs can help individuals with OCD and their loved ones find the support they need.

## Case Study 1

International OCD Foundation

PO Box 961029, Boston, MA 02196

The International OCD Foundation is a donor-supported non-profit organization founded in 1986 by a small group of individuals with OCD. The Foundation has grown into an international organization serving a broad community of individuals with OCD and related disorders, their family members and loved ones, and mental health professionals and researchers worldwide. We have affiliates in 25 states and territories in the US, in addition to global partnerships with other OCD organizations and mental health non-profits worldwide.

In 1986, a group of individuals with OCD began meeting while enrolling in the earliest medication trials for OCD treatment. The principal investigator of one of the studies was Wayne Goodman, MD, then a junior faculty psychiatrist who started the OCD program at Yale University School of Medicine during his residency training. It was Dr. Goodman's idea that some participants meet together during the clinical trials to discuss their experiences of having OCD, trying to access treatment, and coping with the isolation of not knowing anyone with OCD. None of them had ever met another person with OCD before enrolling in the trial.

After realizing the importance of mutual support and community, the group established itself as the Obsessive -Compulsive Foundation (OCF) and cast its net as widely as possible to see who else was suffering in silence. They wrote to ABC's 20/20 describing OCD and suggesting that the producers do a segment. In March of 1987, 20/20 ran a segment on OCD featuring some OCF founders. The small group of founders was subsequently flooded with 20,000 inquiries in the days following the 20/20 segment. The Foundation then had to determine what it could do to help. And so, the Foundation began to build its structure and sought the guidance of clinicians and researchers. Their mission states, "The mission of the IOCDF is to ensure that no one affected by OCD and related disorders suffers alone. Our community provides help, healing, and hope" (IOCDF).

Their mission states that "The mission of the IOCDF is to ensure that no one affected by OCD and related disorders suffers alone. Our community provides help, healing, and hope" (IOCDF).

Ethan Smith and Dr. Liz McIngvale, IOCDF Advocates, are spearheading a range of advocacy projects to raise awareness and understanding of OCD. Among their notable initiatives are the impactful OCD Awareness Week campaigns, compelling awareness-raising public service announcements (PSAs), and the creation of inspirational content on various social media platforms. The significance of their work lies in the recognition that false and misleading assertions about OCD can yield grave consequences for the community of individuals grappling with this intricate mental health condition. The propagation of inaccurate information not only contributes to fostering

stigma but also perpetuates misconceptions and downplays the severity of OCD symptoms. The consequences of this misinformation can be dire, as it deters individuals from seeking the proper treatment they urgently require and genuinely deserve. Such reluctance to seek help, stemming from a lack of accurate understanding, can compound their challenges and impede recovery. It is imperative to counter these erroneous claims vehemently and to foster the dissemination of precise insights about OCD. Doing so makes it possible to ensure that those affected by the disorder can access the vital support, compassion, and evidence-based interventions essential for their overall well-being and enhanced quality of life.

The widespread misuse of "I'm so OCD" in modern English parlance has perpetuated misconceptions about OCD. This casual usage by individuals who do not suffer from OCD belittles the severity of the condition and trivializes the struggles faced by those who genuinely have it. It is crucial to understand that being tidy or having specific preferences does not equate to having OCD. A campaign to raise awareness among young adults about the early signs of OCD fosters a better understanding of the disorder. It encourages individuals to recognize symptoms in themselves or others, enabling them to seek appropriate treatment before the condition worsens. Early intervention and support are essential to improving the lives of those affected by OCD and helping them lead fulfilling and healthy lives. The campaign consists of a series of PSA ads and Twitter campaigns. These campaigns depict the most common OCD traits and, when interacted with, redirect the viewer to the IOCDF's website for more information.

Combating the myths of OCD poses significant challenges that hinder proper understanding and support for individuals with the disorder. Firstly, misconceptions are deeply ingrained in society, often perpetuated by media, entertainment, and casual conversations. Disentangling these misconceptions from the truth requires consistent and widespread education campaigns to reach various communities. Additionally, the invisible nature of OCD symptoms further complicates the issue. Unlike physical disabilities, OCD is not always apparent, making it difficult for others to empathize and comprehend the severity of the condition. Moreover, mental health stigma can discourage those affected from seeking help or openly discussing their struggles. Overcoming this stigma is crucial to creating a supportive environment where individuals feel comfortable seeking treatment. Ultimately, combating the myths of OCD demands collaboration among mental health professionals, advocates, and society to foster empathy, awareness, and accurate information, enabling those impacted to receive the understanding and assistance they genuinely need.



There was no direct outcome measured from the results of this campaign, but there is a continuing growth in the membership. Over 3,000,000+ unique visitors have been to the IOCDF websites, and there have been over

200,000+ Peace of Mind virtual community livestream views (“IOCDF Annual Report”).

The significance of this case study and its successful outcomes lies in its potential to serve as a guiding beacon for the development of future campaigns. The insights garnered from the meticulous planning, strategic execution, and positive impact of this case study can provide invaluable lessons for campaign designers and organizers. By examining the core elements that contributed to its triumph, such as the adept leadership of National Advocates Ethan Smith and Dr. Liz McIngvale, the utilization of diverse communication platforms, and the emphasis on dispelling misconceptions, future campaigns can draw upon these principles to create well-informed strategies.

The achievements of this case study underscore the importance of adaptability and innovation in advocacy efforts. It emphasizes the value of crafting campaigns tailored to address specific challenges and resonate with the intended audience. Campaign developers can glean practical techniques that encompass clear messaging, community engagement, and strategic use of digital tools. By studying what made this case study effective. Overall, this case study’s triumph offers a roadmap for designing future campaigns that inspire change, challenge misinformation, and foster meaningful impact within diverse communities.

## Visual Analysis 1

The primary target audience for this campaign is the general public, with a specific focus on the younger demographic. The choice to cater to the younger segment stems from recognizing that they are active users of various digital platforms and social media. In today’s digital age, information dissemination occurs predominantly through electronic mediums, such as smartphones, laptops, and desktops. This audience is comfortable consuming content through these devices and is highly engaged on social media platforms. The project maximizes its reach and impact by tailoring the campaign to resonate with this tech-savvy audience. The campaign effectively captures the younger generation’s attention through compatible imagery and formats optimized for social media, facilitating better understanding and engagement with the messages.

The prevalence of social media and electronic devices has fundamentally transformed how information is accessed and shared. This campaign recognizes and capitalizes on this shift by utilizing visuals and content designed for digital consumption. The strategic integration of compatible imagery in social media formats ensures that the campaign aligns seamlessly with the online habits and preferences of the target audience. Whether it’s eye-catching infographics, engaging videos, or compelling visual stories, the campaign leverages these digital tools to create a compelling narrative that resonates within the digital landscape. As a result, the campaign has the potential to gain viral traction, sparking conversations and awareness among the broader public and particularly among the digitally connected younger segment.

The project’s approach to utilizing electronic platforms and social media formats reflects a deep understanding of contemporary communication trends. By adapting the campaign’s visuals and messages to suit the preferences and behaviors of the audience, the project optimizes its potential to foster awareness, understanding, and engagement. This intentional alignment with the digital age ensures that the campaign captures the intended audience’s attention and has a lasting impact on the broader public discourse surrounding the subject matter.

By employing character-illustrated interpretations of individuals in friendly and relatable poses, the visual imagery within the campaign instantly captures the viewer’s attention as they navigate through content that might otherwise be text-heavy. These illustrations serve as a visual entry point, drawing the audience in and creating an immediate connection. Moreover, the design’s well-structured hierarchy of elements guides the viewer’s gaze effortlessly, resulting in a seamless reading experience. The judicious use of different font weights within a consistent font family is a strategic typographic choice that enhances the design’s readability and engagement. This approach utilizes bold and italic fonts to emphasize pivotal words and key points, ensuring that essential information stands out prominently. This design strategy not only adds a layer of visual appeal but also aids in conveying critical details in a manner that’s easy for the reader to absorb. The harmonious fusion of captivating illustrations and thoughtful typography culminates in a visually engaging design that communicates the campaign’s message, ultimately leaving a lasting impact on the audience.

In essence, the combination of character illustrations and skillful typography works harmoniously to create a design that bridges the gap between aesthetics and functionality. It seamlessly integrates visual elements and textual information, creating a dynamic and captivating composition that invites exploration. This approach capitalizes on the power of visual storytelling and strategic typography to communicate complex messages in an accessible and memorable manner. As a result, the design captures attention and resonates with the audience on a deeper level, ensuring that the campaign's objectives are communicated effectively and leave a meaningful impression. According to the Culture Code Theory of Design, posters can be divided into strategy, meaning, and technical aspects. This study explored the impact of visual imagery on poster communication and effect focus on the meaning and technological factors that relate to audiences directly (Lou Wen et al.). Using illustration, typography, and color makes these deliverables warm and inviting.

In studying Iconography, Virginia Seymour writes, "What transforms an image into a symbol? In visual language, a symbol can be any object, character, color, or even shape that recognizably represents an abstract concept. The word recognizable is important here: any element in an image can be intended as symbolic, but true symbols do not need to be explained to be understood by the intended audience" (Seymour). The visuals present a straightforward letter form, featuring a bold sans serif font showcasing the letter combination "OCD," now recognized as the abbreviation for obsessive-compulsive disorder (OCD). This clever, minimalist design approach concisely conveys the condition's essence and establishes a strong visual association with OCD. The use of a bold font accentuates the significance of the letters, further solidifying its impact on the viewer. This thoughtful visual representation is a powerful tool for raising awareness and promoting understanding of OCD within the broader community.

The International OCD Foundation's (IOCDF) PSA and Twitter campaigns, which aim to address the myths and misinformation about OCD, are invaluable resources for my thesis on the misportrayal of OCD in the media. By studying the challenges faced by the IOCDF in combating these myths, I can better understand the complexities of dispelling misconceptions. This knowledge will aid me in formulating and developing effective campaigns explicitly targeted at the media and film communities. Understanding the deeply ingrained nature of these myths and the difficulty in overcoming mental health stigma will be crucial in crafting persuasive messages that resonate with media professionals. By leveraging the IOCDF's strategies and experiences, I can

create campaigns that promote accurate and empathetic portrayals of OCD in the media, thereby contributing to increased awareness and understanding among the general public.


What transforms an image into a symbol? In visual language, a symbol can be any object, character, color, or even shape that recognizably represents an abstract concept. The word "recognizable" is essential here: any element in an image can be intended to be symbolic by the creator, but true symbols do not need to be explained to be understood by the intended audience (Seymour). The visuals present a simple letter form, featuring a bold sans serif font showcasing the letter combination "OCD," which has now been recognized as the abbreviation for Obsessive-Compulsive Disorder (OCD). This clever, minimalist design approach concisely conveys the condition's essence and establishes a strong visual association with OCD. The use of a bold font accentuates the significance of the letters, further solidifying its impact on the viewer. This thoughtful visual representation is a powerful tool for raising awareness and promoting understanding of OCD within the broader community.

The takeaway from this campaign is that the aesthetic choices made in these deliverables demonstrate a thoughtful and cohesive design approach. The consistent soft green background creates a calming and harmonious atmosphere, enhancing the visual experience. Using pleasing illustrative avatar images representing viewers adds a friendly and relatable element, making the content more approachable. Moreover, employing a clean sans-serif font family with all its weight variations ensures a neat and well-organized text presentation. The combination of these design elements not only


enhances the aesthetics but also reinforces the message's clarity and accessibility. The result is a visually appealing and engaging composition that effectively communicates the intended information and leaves a positive impression on the audience.

In my deliverables, the strategic use of illustrative avatars can be effective as it allows for a broader appeal, ensuring that the images resonate with a wide audience. By incorporating relatable and diverse avatars, the content becomes more inclusive and relatable, fostering a stronger connection with the viewers. Additionally, the consistency in color choices throughout the various deliverables adds a sense of cohesiveness and brand recognition. This unified color scheme enhances the overall visual impact, making the materials memorable and reinforcing the brand identity. Combining these design elements results in deliverables that captivate the audience and effectively communicate the intended message while leaving an impression on the recipients.

## WHAT ARE THE CAUSES OF **OCD**?



**Research has found** that differences in the brain play a role in who is affected by OCD and related disorders.



**Genetics and environmental factors** may also determine who ends up developing OCD.

Regardless of the cause, **effective treatments backed by science are available.** Get the facts about treatment at [iocdf.org](http://iocdf.org).

International OCD Foundation | @iocdf #realOCD iocdf.org

## TRUE CAUSE OF STIGMA ABOUT **OCD**



**Misleading information** and/or lack of knowledge about OCD is harmful.



This creates unnecessary barriers to seeking and finding effective treatment. It could be the reason that someone with OCD doesn't receive the treatment and care they need.

Share the **facts** about OCD and point people to reliable resources backed by **research**.

International OCD Foundation | @iocdf #realOCD iocdf.org

## MISINFORMATION CAUSES HARM TO INDIVIDUALS WITH **OCD**




**MYTH:** Heavy metals cause OCD and celery juice cures OCD.


Be a good consumer of information on social media. To learn more about the **actual science** about OCD, check out [iocdf.org](http://iocdf.org).

International OCD Foundation | @iocdf #realOCD iocdf.org

## WHAT IS THE TREATMENT FOR **OCD**?



The most effective treatments for OCD are a type of **cognitive behavioral therapy** called **exposure and response prevention**, and/or a class of **medications** called serotonin reuptake inhibitors, or SRIs.



OCD can only be diagnosed by a **licensed mental health professional**, and only a **licensed medical professional** can prescribe medication.

**About 3 out of 4 people with OCD will benefit from ERP and/or medication.**

International OCD Foundation | @iocdf #realOCD iocdf.org

## Case Study 2

In September 2018, Nazdar Qudrat Abas and Dilshad Jaff published an article, "Social Media as an Effective Therapeutic Tool for Addressing Obsessive-Compulsive Disorder: A Case Study." Nazdar Qudrat Abas, MSc. Psychiatric and Mental Health Nursing, is a Lecturer at Psychology Department, University of Garmian, Kurdistan Region of Iraq. Her area of focus includes the mental health of forcibly displaced persons, minorities, and women. Dilshad Jaff, MD, MPH, is a program coordinator for solutions to complex emergencies with the Gillings School's Research, Innovation, and Global Solutions unit and an adjunct assistant professor in the Department of Maternal and Child Health. He is an expert in complex humanitarian crises and conflict resolution.

Their abstract states, "obsessive-compulsive disorder (OCD) is a chronic but treatable medical condition. Adhering to the therapy plan is considered one of the biggest challenges for OCD patients, especially when communities are insecure due to armed conflicts and political upheavals. This paper documents the results of using social media platforms (especially Facebook Messenger, which provides free internet access) to manage the symptoms of a young female with chronic OCD. The results suggest that social media can be a potentially effective therapeutic tool, mainly in situations where armed conflicts, displacement, and insecurity are present and where more traditional customs and conservative norms are sometimes reinforced as a protective mechanism, particularly for women who may be prevented from following the classic person-

to-person consultation protocol. When used skillfully and with proper protection, social media may help overcome the multiple cultural and social barriers that prevent the application of the more traditional treatment protocol" (Abas and Jaff).

In sum, OCD is a mental health disorder characterized by time-consuming, distressing, and/or impairing obsessions (repetitive, unwanted thoughts, images, or urges) and/or compulsions (repetitive behaviors or thoughts), often accompanied by avoidance behaviors (Hirschtritt et al.). In Iraq and the Kurdistan Region of Iraq (KRI), literature on OCD is scarce. Alhasnawi et al. (2009) report that anxiety disorders are the most common class of disorders (13.8%) reflected in the Iraq Mental Health Survey conducted in 2007–2008. The lack of awareness surrounding mental health, coupled with the shame and stigma perpetuated by families and communities, creates a significant barrier to recognizing and comprehending mental health conditions, ultimately deterring individuals from seeking appropriate care. This challenge is even more pronounced during armed conflict and violence, where mental health conditions worsen. Consequently, patients, particularly women, find it difficult to access modern mental health services, leading to the reinforcement of traditional customs and conservative norms as an alternative, albeit insufficient, means of coping. The case study suggests that using online platforms like social media for OCD treatment can be effective in managing severe OCD in a challenging, conservative, and conflict-afflicted environment despite the lack of comprehensive evaluation. In May 2017, a 24-year-old middle-class college-educated female was brought by a

friend to the counseling unit at the psychology department at the University of Garmian in the KRI.

The challenges they faced with this study were that being part of a highly traditional family, she faced restrictions and was not allowed to visit a clinic alone for diagnosis and treatment, thereby hindering regular counseling sessions, and she could only manage to meet with a therapist on two occasions. According to the case study, the patient was initially prohibited from using the internet at home due to restrictions on internet usage at home imposed by some families in Iraq, especially for females. However, her cousin persuaded the family to allow her to use social media to stay connected with friends and address her worsening OCD (Abas and Jaff). Abas and Jaff concluded that with the practical support of her sister, she eventually gained access to free internet services, enabling her to use platforms like Facebook and Facebook Messenger to reach out to her friends. Per the patient's account, her sister and, later on, her family recognized the value of social media as the most beneficial form of therapy for her. It facilitated her communication with friends through texting, calling, and sharing daily events and allowed her psychotherapist to provide support by communicating through Facebook via texting and calling. According to the patient, her condition showed improvement after using social media for five weeks. The platform significantly reduced the severity of her symptoms and allowed effective communication with the psychologists, contributing to her progress.

My argument underscores the profound impact of media, particularly social media, as an effective conduit for spreading information on diverse topics, including Pure-O OCD. Although media platforms have occasionally perpetuated stereotypes about OCD, they can also serve as potent tools for sharing accurate insights about the condition. The presented study serves as a compelling example of harnessing the potential of social media as a therapeutic instrument to reach individuals grappling with Pure-O OCD, particularly in regions where societal or political constraints impede access to proper treatment. The case study involving a 24-year-old woman from Iraq and the Kurdistan Region underscores the pivotal role played by social media in offering assistance to those facing formidable obstacles in obtaining treatment due to societal limitations and a shortage of specialized mental health professionals. This instance is a poignant illustration of how social media can bridge gaps, providing crucial support to individuals who otherwise might not have accessed the help they desperately need.

My argument recognizes both the pitfalls and potentials of media platforms, especially social media, in shaping public perception and disseminating accurate information. The case study serves as a powerful testament to the transformative power of these platforms, showcasing their ability to transcend geographical and societal barriers, thereby providing a lifeline to individuals who find themselves marginalized due to structural or cultural constraints. By leveraging the reach and accessibility of social media, we can not only challenge stereotypes but also create avenues for education, empathy, and support, ultimately contributing to a more informed and compassionate society.

## Visual Analysis 2

This visual study is on OCDuk's awareness campaign. OCDuk's website states that OCD-UK has worked for children and adults affected by obsessive-compulsive disorder since 2004. We provide advice, information, and support services for those affected by OCD and campaign to end the trivialization and stigma of OCD. The charity is uniquely service-user-led. Everyone involved in the organization has personal experience with OCD, directly or through a loved one. Based on those experiences, we provide life-changing advice, information, and support services for those affected by OCD and campaign to end the trivialization and stigma of OCD. We also work to help health professionals and the public understand OCD better so that the thousands of people we support no longer have to feel ashamed or embarrassed to talk about obsessive-compulsive disorder.

We have been working for children and adults affected by OCD since 2004, and in the last 15 years, we have been innovative in creating new ways to support people with OCD. We pledge to continue to learn from the people we work alongside and to collaboratively deliver services and campaigns that influence them (OCDuk).

The grouping of Facebook ads and PSA posters companion deliverables meet the surrounding myths and questions about OCD by directly addressing what OCD is not. This collection of FB ads addresses what OCD is not and focuses on each myth surrounding OCD. One example is a Facebook ad that addresses the

myth that people with OCD live in immaculate homes, while another FB ad addresses the myth that OCD sufferers love cleaning. Another FB example addresses the myth that OCD can be a positive thing, and the 4th sample is that an OCD sufferer can be a little OCD. Their target audience is the general public, especially the younger segment, because most deliverables use social media to broadcast the visuals. They communicate their message through visual information consumed electronically, through social media, websites, smartphones, and websites on smartphones, laptops, and desktops.

These ads and posters are structured in a simple grid fashion with the image on the left and the OCDuk orange brand color panel on the right side. The well-established hierarchy of elements guides your eyes smoothly, ensuring a seamless reading experience. A common theme through all four is that a person is holding a card with the myth in clean type displayed on it. What is masterful about this is that you never see the face of the person, just the hands and the mid-torso. The text employs a variety of weights within a consistent font family, skillfully utilizing bold and italic fonts to emphasize keywords and essential points. This clever typographic choice not only adds visual interest but also aids in highlighting crucial information, making it easily digestible for the reader. The combination of captivating illustrations and thoughtful typography creates a compelling and engaging design that effectively communicates the message, leaving a lasting impression on the audience. Compositional interpretation (CI) is critically reviewing visual imagery through

deep analysis and description of details within an image (Rose and Gillian, 2001). The first image the eye goes to is the photo of a person's midsection, mostly covered by a white sign, with just his fingers holding it up. Next is the font's size and boldness, which displays the myth on the white card, and the myth buster copy is on an orange panel on the right side. Then, the eye travels over the rest of the visual to obtain necessary information. According to the Culture Code Theory of Design, posters can be divided into strategy, meaning, and technical aspects. This study explored the impact of visual imagery on poster communication and effect focus on the meaning and technical elements that relate to audiences directly (Lou Wen et al.). Using illustration, typography, and color makes these deliverables warm and inviting. Various design approaches have been taken for designing posters in different contexts of branding and promotion. Affective strategies are common in advertisements; however, limited studies have been conducted on the affective evaluation of posters. Along with affective evaluation, semiotic analysis is also crucial for the communication of meaning to the target audience in an effective way (Chowdhury and Varala). The use of pleasing colors, fonts, and illustrations makes this an inviting deliverable with a broad appeal.

What transforms an image into a symbol? In visual language, a symbol can be any object, character, color, or even shape that recognizably represents an abstract concept. In this context, "recognizable" means that a creator can intend any element to be symbolic, and the symbols do not need to be explained to the intended

audience (Seymour). The visuals present a straightforward letter form, featuring a bold sans serif font showcasing the letter combination "OCD," which has now been recognized as the abbreviation for obsessive-compulsive disorder (OCD). This clever, minimalist design approach concisely conveys the condition's essence and establishes a strong visual association with OCD. The use of a bold font accentuates the significance of the letters, further solidifying its impact on the viewer. This thoughtful visual representation is a powerful tool for raising awareness and promoting understanding of OCD within the broader community.

This study will benefit my graphic solution because the aesthetic choices made in these deliverables demonstrate a thoughtful and cohesive design approach. The consistent soft green background creates a calming and harmonious atmosphere, enhancing the visual experience. Using pleasing illustrative avatar images representing viewers adds a friendly and relatable element, making the content more approachable. Moreover, employing a clean sans-serif font family with all its weight variations ensures a neat and well-organized text presentation. The combination of these design elements not only enhances the aesthetics but also reinforces the message's clarity and accessibility. The result is a visually appealing and engaging composition that effectively communicates the intended information and leaves a positive and lasting impression on the audience.

In my deliverables, the strategic use of illustrative avatars is effective as it allows for a broader appeal, ensuring that the images

resonate with a wide audience. By incorporating relatable and diverse avatars, the content becomes more inclusive and relatable, fostering a stronger connection with the viewers. Additionally, the consistency in color choices throughout the various deliverables adds a sense of cohesiveness and brand recognition.

This unified color scheme enhances the overall visual impact, making the materials memorable and reinforcing the brand identity. Combining these design elements results in deliverables that captivate the audience and effectively communicate the intended message while leaving an impression on the recipients..

**OCD Myth**  
People with **OCD** live in immaculate homes.

**Mythbuster**  
The fact is, most people with **OCD** do not have fears around cleanliness. For those that do, it's much more likely you'll find a thick sticky residue in the bathroom from *over washing* themselves.

**OCD Myth**  
Having **OCD** can be a positive.

**Mythbuster**  
**OCD** is actually a debilitating mental health problem which prevents sufferers from living life as they choose. It reduces self-confidence and highly restricts the person *suffering with OCD* both mentally and physically.

ocduk.org

**OCD Myth**  
Somebody can be a 'little bit' **OCD**.

**Mythbuster**  
OCD is not an adjective, so a person can't be OCD. The **D** in OCD stands for **disorder**. This means when someone is diagnosed to be **suffering** from **Obsessive-Compulsive Disorder**, they will be experiencing a severe impact on their daily functioning and quality of life.

ocduk.org

**SOME FACTS ABOUT OCD**

If you've ever said "I'm a little bit OCD" then this handout is just for you!

**OCD fact**  
The onset of **Obsessive-Compulsive Disorder** typically occurs in late adolescence to early twenties, but can impact on children as young as five. **OCD** impacts on individuals regardless of their gender, social or cultural background.

ocduk.org

OCD - It's more than you think!

**OCD Myth**  
All **OCD** compulsions are visible, like hand washing, cleaning and checking of objects.

**Mythbuster**  
For those people suffering from **Obsessive-Compulsive Disorder**, their rituals and behaviours (compulsions) are less obvious. They might be flunking tests, like trying to remember past events or checking of their own body. They might also be aversions of particular people, places or objects. In all cases, they are in response to frequent unwanted and upsetting intrusive thoughts or feelings (obsessions).

ocduk.org

OCD - It's more than you think!

**OCD Myth**  
Sufferers of **OCD** love cleaning.

**Mythbuster**  
**NO THEY DON'T!** Inaccurate media portrayals of **OCD** lead to this widely held misconception. The truth is, people with **OCD** that clean, do so in utter misery because *they feel compelled* to do so, not because they love cleaning.

ocduk.org

**SOME FACTS ABOUT OCD**

If you've ever said "I'm a little bit OCD" then this handout is just for you!

**OCD fact**  
The World Health Organization included **Obsessive-Compulsive Disorder** in their list of the top ten most disabling illnesses through **loss of income** and for poorer **quality of life**. For women aged 15 to 44 years, **OCD** was listed fifth in the leading causes of disability.

ocduk.org

OCD - It's more than you think!

## Case Study 3

Catherine Benfield is the creator of Taming Olivia, a complete branding of her OCD. After living with distressing, intrusive thoughts since early childhood, I finally got an OCD diagnosis at 32. It came with other painful symptoms associated with generalized anxiety, panic disorder, and depression. I found that the best way to traverse recovery and develop self-compassion and kindness (even if my mind told me I did not deserve it) was through Olivia. This cheeky and somewhat sassy character helped me separate myself from my condition and practice those positive skills (Benfield).

Ms. Benfield explains the motivation best: “Hi everyone! I’m Catherine. I live in London with my husband, son, and two cats, and I have OCD. That’s not how I usually introduce myself, but it is important here. I have had OCD since early childhood but did not receive a diagnosis or treatment until 2013, when I was 33. By that point, OCD had impacted every part of my life and had cost me an unimaginable amount. But enough about that because 2013 was also the year I entered treatment—my life started again. I am well most of the time now, and I am living life according to my values. Taming Olivia is about using creativity to help us view our condition as a separate entity. It is about using self-love and treating ourselves with kindness and compassion even when our brains tell us we do not deserve it. It is about using acceptance to help us recognize where we are in recovery and where we want to be.

It is about learning to accept what we cannot control and working on what we can. OCD can be an excruciating condition, and it is enough that we have to deal with it in the first place without being hard on ourselves. Taming Olivia is about kindness, community, creativity, hope, and what is, hopefully, an appropriate amount of humor” (Benfield).

Taming Olivia is a complete brand package created by Catherine Benfield and her partner, Pete Benfield, the illustrator. They started with a central character called Olivia, an illustrated image who appears friendly but has a dark, controlling underside. This dark personality makes Olivia an excellent character for the OCD that lives inside every sufferer’s head. The mission statement of Taming Olivia is “Inserting kindness, creativity, and compassion” (Benfield). There is a lack of awareness surrounding OCD for the patients and the general public, and Taming Olivia fills part of that need. Taming Olivia is about using creativity to help us view our condition as a separate entity. It is about using self-love and treating ourselves with kindness and compassion even when our brains tell us we do not deserve it. It is about using acceptance to help us recognize where we are in recovery and where we want to be. It is also about learning to accept what we cannot control and working on what we can. OCD can be an excruciating condition, and it is enough that we have to deal with it in the first place without being hard on ourselves. Taming Olivia is about kindness, community, creativity, hope, and an appropriate amount of humor (Benfield).

Before I knew very much about OCD, I saw myself and ‘it’ as very much the same thing. I was terrified that the endless intrusive thoughts hinted at dark desires, indicating that I was pretty much the worst human in the world because I was, at best, irresponsible about my duty of care towards my loved ones and, at worse, a danger to all those around me (Benfield). Catherine had difficulty separating from the illness and felt they were the same. This feeling is shared throughout the OCD community. To feel accepting and compassionate towards OCD, I needed to create a new image of it. Although I have been blessed with a fairly good imagination (not always a good thing if you live with OCD, to which my fellow warriors will attest), I would have found it a big challenge showing compassion to my “medusa-bully” baggage (Benfield).

In her own words, Ms. Benfield describes the success of her Taming Olivia in this way, “Over the years, Taming Olivia has grown beyond belief. I have worked with the international press. I am now the executive producer of a short film that will bring the reality of living with upsetting intrusive thoughts to the mainstream. It has already won multiple awards (including Best Short and Best Actor) on the international film festival circuit. We’ve got an amazing cast and crew, and I’m thrilled to be a part of it” (Benfield).

Taming Olivia provides the information needed to help dispel the myths surrounding OCD and support the OCD community. The more correct information broadcasted throughout social media, the better the chances are that the public will be mindful of the illness. In the case of obsessive-compulsive disorder (OCD), in particular, widespread use of the hashtag “#OCD” indicates that social media users often trivialize the disease. Research shows that a disease can be trivialized in three distinct yet related ways: oversimplification of symptomology or causes, skepticism about severity, and mockery or levity to describe the condition (Pavelko and Myrick). Using an artistic portrayal and assigning a name to the condition of OCD represents a clever strategy to assist patients in coping with their struggles. This uncomplicated visualization is a valuable source of support, enabling individuals to navigate the challenges posed by OCD.

By personifying OCD through an illustrated character and a designated name, an innovative avenue is created for patients to engage with their condition. This tangible representation aids in fostering a sense of separation between the individual and the disorder, ultimately promoting a more effective approach to managing its impact.

## Visual Analysis 3

Catherine Benfield is the creator of Taming Olivia, a complete branding of her OCD. After living with distressing, intrusive thoughts since early childhood, I finally got an OCD diagnosis at 32. It came with many other painful symptoms associated with generalized anxiety, panic disorder, and depression. I found that the best way to traverse recovery and develop self-compassion and kindness (even if my mind told me I did not deserve it) was through Olivia. This cheeky and somewhat sassy character helped me separate myself from my condition and practice those positive skills. I set up a blog about Olivia for personal use and hoped it would help one or two others. Fast forward five years, and it has grown beyond my wildest dreams. Taming Olivia is used as a concept around the world. We have appeared in international press, classrooms, therapists' offices, global conference centers, and, importantly, in discussions around dinner tables (Benfield).

The target audience for this creative initiative primarily encompasses the broader public, particularly the younger demographic. This choice is strategic, as much of the content is disseminated through social media platforms to showcase the visual representations. Evolving from a mere conceptual character, "Taming Olivia" has developed into a comprehensive concept that resonates with individuals grappling with OCD across various age groups, ranging from adolescents to middle-aged adults. The character's relatability spans this diverse audience, making it a compelling tool for connecting and engaging with those affected by the condition.

Furthermore, "Taming Olivia" has proven to be a valuable resource for therapists, particularly those working with adolescents. This innovative approach can serve as an effective medium for initiating conversations surrounding OCD, thereby fostering understanding and empathy among both patients and practitioners. The character's relatable qualities and relatability further solidify its potential as an instrumental aid in therapeutic settings, enabling professionals to better communicate with and support their adolescent clientele.

What originated as a simple character sketch has blossomed into a comprehensive branding endeavor encompassing a range of multimedia components. From its humble beginnings, "Taming Olivia" has evolved into a fully-fledged branding package, incorporating a dynamic website, a captivating short film, a user-friendly app, informative blogs, engaging newsletters, and a repository of valuable insights concerning OCD. The main cartoon character, Olivia, is central to this initiative, which serves as the foundational element and core representation of the "Taming Olivia" brand (Benfield). Olivia, the animated character, has become the driving force behind the identity of "Taming Olivia." With the seamless integration of various media formats, this branding approach ensures a cohesive and immersive experience for individuals engaging with the content. From visual representation to educational materials, Olivia acts as a unifying thread that not only simplifies the understanding of OCD but also fosters a sense of familiarity and connection among those navigating the complexities of the condition.

This project effectively disseminates its messages through imagery that aligns seamlessly with various social media formats, capitalizing on social media and digital technology's pervasive influence. Ms. Benfield has adeptly crafted her character, Olivia, into a relatable persona capable of forging connections across all age demographics. Through an expansive array of communication channels, including traditional print mediums like newsletters and magazines, as well as contemporary multimedia platforms like short films and a dynamic online presence, "Taming Olivia" ensures its widespread reach and resonance.

Cartoons, like photographs and film, saturate our cultural landscape, and yet they are rarely used to disseminate research findings. The "visual turn" in qualitative sociology has neglected this form of transmission. This neglect is perhaps surprising as cartoons have the potential to present findings from scholarly research in a visually engaging way. For example, cartoon humor can help to clarify thinking and spark conversations about different ideas and beliefs (Lockyer and Pickering). Further, a cartoon image can usefully represent and challenge cultural norms (Prosser). Through the embodiment of the illustrated icon, Olivia, OCD has transcended its clinical confines and transitioned into a relatable consumer context within its very design. Olivia's welcoming image is a versatile conduit for expressing various emotions and sentiments. Encircling this iconic figure, a wealth of clinical information is presented, catering to patients' informational needs and providing them with comprehensive access to resources.

The typography chosen appears to possess a bold and robust quality reminiscent of a borax ink style. While this aesthetic might serve a purpose, a multitude of typefaces could effectively complement the charming cartoon depiction of Olivia, infusing a sense of warmth into the clinical content. By exploring alternative typefaces, the design could strike a harmonious balance between the character's inviting nature and the informative, clinical aspect of the material.

Compositional interpretation (CI) involves critically reviewing visual imagery through deep analysis and describing details within an image (Rose and Gillian). The "Taming Olivia" concept is built around the therapeutic concept of the OCD patient giving their OCD a personality. I found that the best way to traverse recovery and develop self-compassion and kindness (even if my mind told me I did not deserve it) was through using Olivia, who helped me separate myself from my condition and practice those positive skills (Benfield). Its simplicity makes the image generic and vague enough to connect to a broad spectrum of people. The coloring is white with gray shadows, and the expressive eyes convey the different subjects covered on the website. Olivia has long ears and paws for feet, which adds to the make-believe imagery.



The Taming Olivia website impresses with its wealth of information, thoughtfully organized through a user-friendly navigational system that ensures easy access to specific topics. A standout feature is Ms. Benfield's commitment to objectivity, as she refrains from injecting her personal opinions and instead relies on credible sources to enrich the content. These trustworthy sources are complemented by valuable links facilitating deeper exploration, offering users a comprehensive learning experience. Moreover, including blogs authored by therapists contributes expertise, enriching the information and providing visitors with well-rounded insights.

However, a notable concern arises when scrutinizing the website's content. While it offers a plethora of information, some claims and fragments of data are presented without proper citations, leaving a sense of ambiguity regarding their sources. This absence of clear referencing blurs the line between verifiable facts and mere conjecture, potentially undermining the credibility of the information presented. Additionally, Ms. Benfield's background as a patient with OCD, rather than a qualified psychiatrist, introduces a challenge in distinguishing between factual content and opinions. This lack of clear demarcation between objective information and subjective viewpoints could confuse readers seeking accurate and reliable insights into the subject matter. Various design approaches have been taken for designing posters in different contexts of branding and promotion. Affective approaches are common in the case of many advertisements; however, few studies have

been conducted on the affective evaluation of posters. Apart from providing an affective evaluation, semiotic analysis is also crucial for the communication of meaning to the target audience in an effective way (Chowdhury and Varala). The use of pleasing colors, fonts, and illustrations makes this an inviting deliverable with a broad appeal.

What transforms an image into a symbol? In visual language, a symbol can be any object, character, color, or even shape that recognizably represents an abstract concept. The word "recognizable" is vital here: any element in an image can be intended to be symbolic by the creator, but true symbols do not need to be explained to be understood by the intended audience (Seymour). In Taming Olivia, an illustrated character has been created around which to build the content. Artwork provides a beautiful departure from the photos we encounter every day. Compelling graphics and illustrations do not just catch the eye. They help tell a story. After all, with pen on paper (or stylus on a tablet, more likely), anything is possible—any style explored, any concept explained beautifully and easily. Plus, illustration is a medium with universal appeal. The proper animation can bring people together like no live-action clip can, precisely because of its ability to abstract concepts and characters (Dyakovskaya). The primary aesthetic choice was to create a character with limited detail to remain universal. The term 'cartoon'—originally used to describe a full-size preliminary drawing of a painting or tapestry—has, since the mid-19th century, been used to denote a humorous or satirical illustration published in newspapers

and magazines. For the most part, cartoons address topical public issues, personalities, events, or social trends and seek to comment on such matters. A well-crafted cartoon can distill quite complex issues into a form accessible to a broader (non-expert) audience (Kleeman).

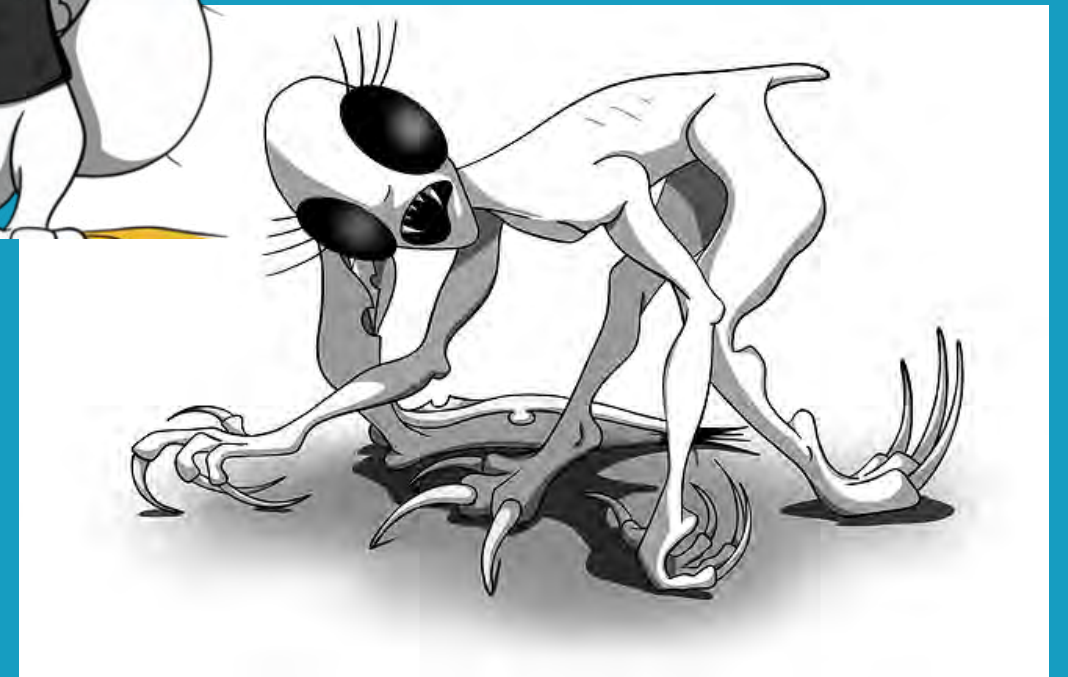
Taming Olivia's branding is strategically crafted to offer an aesthetically pleasing experience and an accessible and universally relatable one. Central to my thesis is how OCD, particularly its often-overlooked subtype, Pure-O OCD, is often trivialized. Taming Olivia rises to this challenge by harnessing the full range of digital media accessible through diverse electronic devices, effectively employing mediums like short films to convey the intricate narrative of OCD. Given the media's potential to perpetuate erroneous and derogatory information about OCD, thereby downplaying its profound impact on those affected, Taming Olivia's approach underscores the power of the same digital platforms to rectify misunderstandings and disseminate accurate information.

The branding choices for "Taming Olivia" enhance navigation and foster a profound connection with a broad audience. My thesis delves into the underlying issue of OCD's trivialization, particularly within the Pure-O subtype. Taming Olivia utilizes digital media across various electronic platforms, even employing concise cinematic formats to weave narratives about OCD. When media often misrepresents OCD by oversimplifying its effects, the same digital avenues can be harnessed to counteract this, transmitting accurate information and dismantling misconceptions.

## A Collection Of Offensive OCD Parodies On Social Media

Below are more examples of ways that social media is insensitive to the struggles of OCD sufferers.





# Image Boards

Image boards serve as a valuable tool for capturing the visual essence and essence of a thesis subject. Through meticulous examination of elements like color palettes, arrangement, font choices, and visual hierarchy, these boards

facilitate the creation of mood boards that lay the foundation for the desired aesthetic. Furthermore, these image boards not only aid in conceptualizing a distinctive visual identity but also offer insights into existing design trends, enabling the development of an original and informed style.



Movies and TV shows that use OCD as a character flaw in the main character

The graphic strategy for this research involves a comprehensive analysis of pre-existing images, which will inform and direct the design choices for the eventual outcomes. This approach not only aids in cultivating a distinctive visual identity but also facilitates the formulation of an innovative style that merges elements such

as color schemes, typographic selections, and layout arrangements. By harmonizing these components, the resultant visual output possesses the potency to captivate audiences effectively and bolster its capacity to engage and allure viewers.



Movies and short films with the main character having struggles of OCD

CHAPTER  
3

VISUAL  
PROCESS

## Visual Process

Through thorough research into OCD and its subtypes, I have comprehended the daily challenges individuals grappling with this condition face. This insight has allowed me to empathetically grasp the experience of waking up each day burdened not only by life's routine struggles but also by the ceaseless onslaught of intrusive images and thoughts that those afflicted by this illness must navigate.

This research has highlighted the alarming misrepresentation of OCD and its subtypes within the media. It is disconcerting to observe how casually people use the term without acknowledging the truly debilitating nature of the illness. Amusing characters like Sheldon Cooper in The Big Bang Theory are, in reality, struggling painfully with day-to-day existence. This realization underscores the urgent need for a shift in perception and portrayal to rectify the inaccurate characterization of OCD and its subtypes, fostering a more accurate understanding of the challenges those affected by the condition face. The initial hurdle that the visual elements must confront is dispelling the misconceptions surrounding OCD while ensuring the rapid and accurate transmission of the intended message. This succinct message must possess the ability to be comprehended at a single glance, considering the abundance of competing visuals vying for attention.

## Typography

To effectively encapsulate the profound challenges associated with OCD, the font CocogooseProLetterpress has been selected to maximize the impact of the visuals. The font "CocogooseProLetterpress" is an ideal choice to convey a punk rock aesthetic. This font offers versatility and aligns perfectly with the desired punk rock vibe. Lato regular is a clean sans serif font with clarity, and legibility. This makes Lato a perfect companion to the grunge effect of CocogooseProLetterpress.

Punk Rock

Merriam-Webster

<https://www.merriam-webster.com>

dictionary punk...

The meaning of PUNK ROCK is rock music marked by extreme and often deliberately offensive expressions of alienation and social discontent.

**ABCDEFGHIJKLMNO  
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## Color Palette

Colors are paradoxes. They affect emotions, behaviors, preferences, performance, and physiology in different and sometimes contradictory ways (Rider).

The selection of colors for the visuals should evoke the anxiety associated with OCD while complementing the "Cocogooseproletterpress" font. Vibrant electric hues are an excellent means to instantaneously captivate the viewer's attention, particularly in the digital realm, where these intense color palettes will shine vividly on screens of various digital devices.



# Mood Board

A mood board is a design-related method to showcase a vision for pretty much anything. It involves making digital or physical collages that capture the essence of the mood, vibe, or reality you want to create.

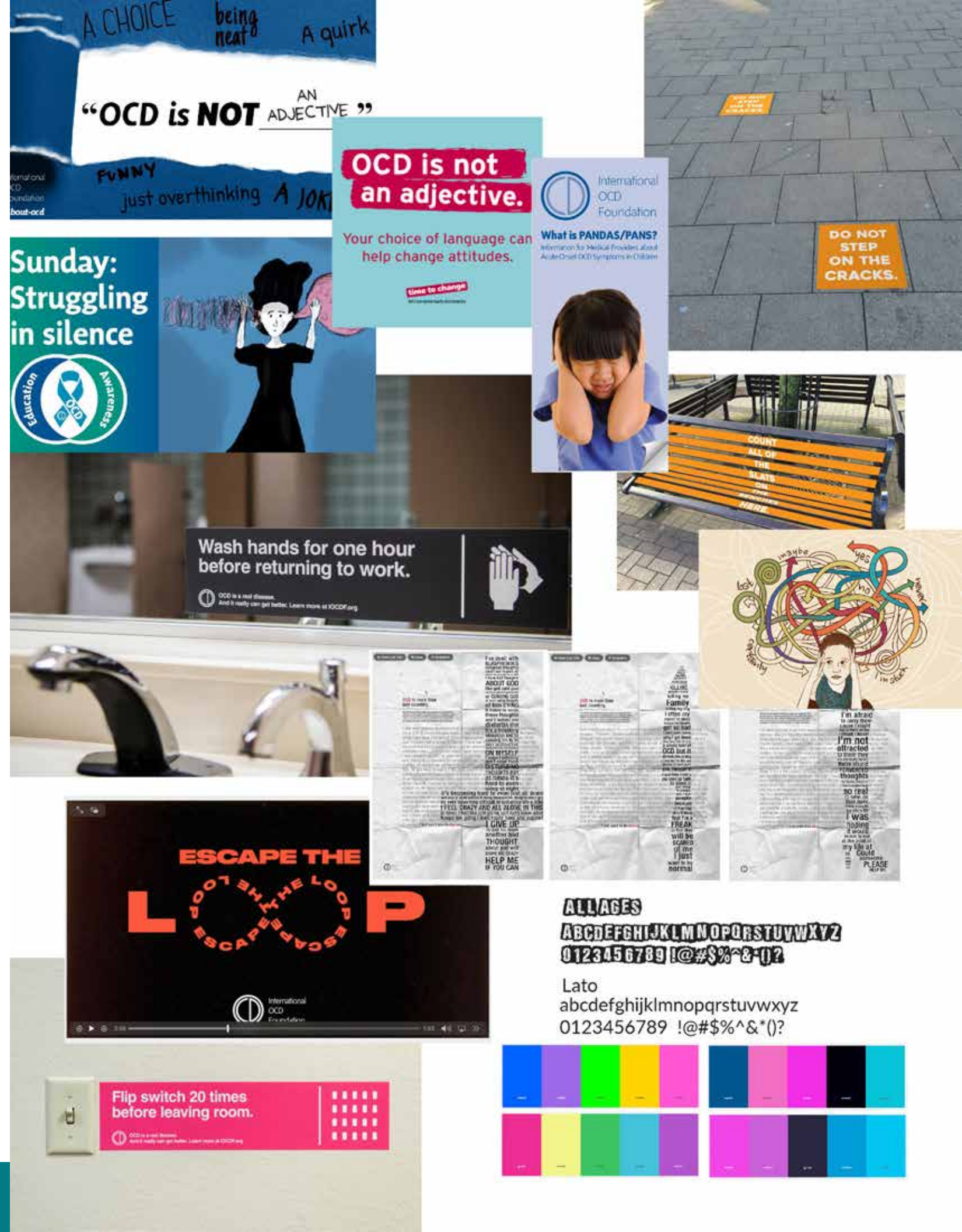
A mood board can be as simple as a poster board collage of images, drawings, color schemes, words, typography, and other design elements visually conveying a mood or sentiment. It can also be more high-tech and high-quality, leveraging a mood board template (also called a mood board maker, a mood board template, or a brand board template).

Since a mood board is a visual map that directs where you want to go, it can help you clearly define your ideas and stay on task, whether you use it for interior design, graphic design projects, a brand, or vacation planning.

Interior designers use mood boards to help communicate to clients their proposed vibe for a space or even the details of an entire room. Companies use them internally to convey their brand's personality or upcoming launches or campaigns. Fashion designers use fashion mood boards, also called look books, to create a visual story around their products. People use them to visually articulate everything from a dream wedding to a desired lifestyle or New Year's resolutions. Since mood boards are easy to modify, they can be effortlessly refined based on feedback (Adobe).

Utilizing a mood board has become an indispensable part of my creative process for each publication and branding endeavor. This meticulously crafted mood board is a compass, guiding me through the intricate journey of establishing the flavor and style that will characterize the ultimate visuals. By amalgamating various images, colors, textures, and typography, I can distill a cohesive essence that resonates with the project's core message. This visual roadmap inspires and aligns my creative vision with the clients' expectations.

Furthermore, the mood board's role as a historical reference is invaluable. In the dynamic landscape of design, it's all too easy to inadvertently replicate elements from past campaigns, diluting the uniqueness of the current project. With the aid of the mood board, I can easily spot design patterns and motifs explored previously, enabling me to avoid redundant territory and propel the creative process toward fresh and innovative directions. This proactive approach enhances the project's originality and saves time and resources by preventing the reinvention of the wheel. Ultimately, the mood board is a potent tool that nurtures creativity and fosters strategic and efficient design solutions.



# Headlines & Tag Lines

The headlines concept is pivotal to establishing the language for the final artifacts and committing to the correct copy to serve as the foundation. By investing significant energy in this aspect, I have ensured that my advocacy work consistently conveys a clear and compelling message about OCD and related disorders. These well-thought-out headline statements provide a solid framework for my project and serve as a guidepost for all creative endeavors,

ensuring the message remains impactful and authentic.

My dedication to refining the copy and language is akin to laying a solid foundation for a building. With this critical work completed, I can confidently move forward, knowing that my messaging aligns with my mission to dispel misconceptions and spread awareness about OCD. It's the starting point from which all other creative elements will flow, allowing me to build a compelling narrative that engages and educates audiences effectively.

People with OCD can never live a normal life.  
 People with OCD just need to try harder.  
 OCD doesn't feel like a choice  
 Don't believe everything you think

People with OCD are weird or crazy.  
 Everyone with OCD washes their hands too much.  
 OCD is an invisible disorder  
 OCD makes one feel broken

Logo Icon Copy:

OCD TORTURES  
 OCD IS A PRISON  
 OCD ABUSES  
 OCD NOT FUN  
 OCD LIFE ALTERING  
 OCD HELP  
 OCD ALLIES  
 DO NOT FEED THE OCD BEAST  
 LIVING WITH OCD  
 SPREAD THE TRUTH - OCD  
 OCD FACTS  
 OCD WHAT YOU NEED TO KNOW  
 OCD IS INTRUSIVE  
 OCD UNWANTED THOUGHTS

OCD IS MISERY  
 OCD 24 HR DISTRESS  
 OCD TORMENTS  
 OCD HARASSES  
 OCD PUNISHES  
 GET UNSTUCK OCD  
 OCD TRUTH  
 OCD IS A BEAST  
 HOW TO LIVE WITH OCD'  
 TRUTH ABOUT OCD  
 DISPEL THE OCD MYTHS  
 STOP THE OCD BULLY  
 OCD IS OBSESSIVE  
 OCD HOTLINE

OCD is not a Punch Line  
 OCD is not a joke  
 OCD is not a character defect  
 OCD abuses it's host  
 OCD torments its patient.  
 OCD harasses the sufferer  
 OCD punishes the sufferer  
 OCD kills.  
 OCD TORMENTS.  
 OCD TORTURES  
 OCD ABUSES  
 OCD PLAGUES  
 OCD is unwavering  
 You do not get over  
 OCD is extremely difficult  
 OCD is more than cleaning  
 OCD is an internal war  
 OCD sufferers are stuck in obsessive thoughts  
 OCD is more than organizing  
 OCD is an illness not a joke  
 OCD is compulsions  
 OCD is obsessions  
 OCD is crippling  
 OCD is not narcissism

OCD IS RELENTLESS  
 OCD IS UNBEARABLE  
 OCD IS INSUFFERABLE  
 OCD REAKS HAVIC ON IT'S HOST  
 OCD MISERY  
 OCD IS NOT FUN  
 OCD AFFLICTS ITS SUFFERER  
 OCD IS DISTRESSING  
 OCD CAN BE VIOLENT  
 OCD ABUSES ITS VICTIM  
 OCD IS A PRISON  
 OCD IS UNYIELDING  
 OCD IS UNCONQUERABLE  
 OCD OCD DOMINATES ITS VICTIM  
 OCD IS REAL NOT A KOOKY ILLNESS  
 REWIRE THE OCD BRAIN  
 OCD IS VIOLENT THOUGHTS  
 OCD IS FEAR BASED  
 OCD IS NOT FUNNY  
 OCD IS NOT PERFECTIONISM  
 OCD IS ANXIETY ON STEROIDS  
 OCD IS A DISABILITY  
 OCD IS NOT AN ODDITY  
 OCD IS HARMFUL

Headlines 2:

OCD is an obsessive illness  
 OCD is unrelenting compulsions

OCD is obsessive and compulsive  
 For OCD sufferers cognitive-behavioral therapy (CBT) works

## Brand Identity

I needed a sign-off “brand” identifying icon for every deliverable, from environmental posters to digital ads on the internet and social media outlets. This identifier must be immediately recognizable through type, style, and color. So, I had to commit the font and color combos.

The font is “All Ages,” designed for punk rock material, with its edgy, erratic, energized design. This mimics the chaotic world that OCD sufferers live in and the constant noise in their heads. Next, I had to find colors that vibrate to the same visual extent as the type, so I chose very electric colors and applied the color wheel theory to find color combinations that vibrate visually.





**TRUTH  
ABOUT  
OCD**

**OCD  
WHAT YOU  
NEED TO  
KNOW**

**OCD  
GET  
UNSTUCK**

**OCD  
DISPEL  
MYTHS**

**OCD  
SPREAD  
THE TRUTH**

**OCD  
CONNECT**

**OCD  
HOTLINE**

**OCD  
FACTS**

**OCD  
MYTHS  
FACTS**

**OCD  
HELP**

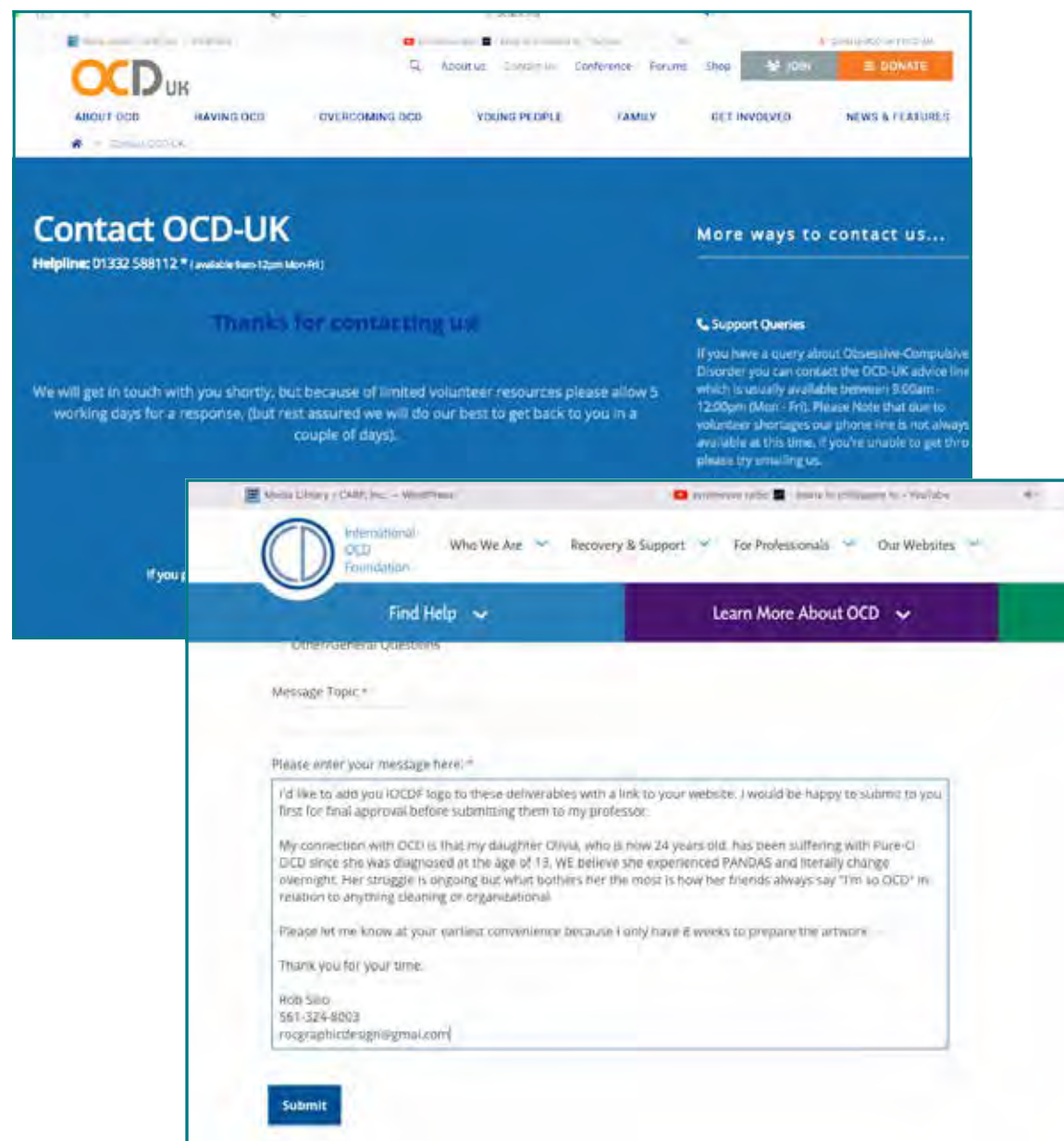
**OCD  
TRUTH**

**OCD  
ABUSED**

## IOCDF & OCD UK

Taking the initiative to send email requests to both the International OCD Foundation and the OCD UK Foundation for permission to use their identifiers and links in my project is a significant step towards enhancing the credibility and value of my campaign. By seeking their endorsement and support, I aim to not only dispel the myths

surrounding OCD but also provide reliable information and support for those affected by the disorder. While the waiting period for their responses can be challenging, it represents a crucial moment in the project's development, as their collaboration would significantly enrich the campaign, ensuring that it's a valuable resource for individuals seeking accurate information and assistance in dealing with OCD.



## Fear Icons

OCD, a silent tormentor, stealthily infiltrates the minds of its sufferers, unrelentingly subjecting them to excruciating mental anguish. In this

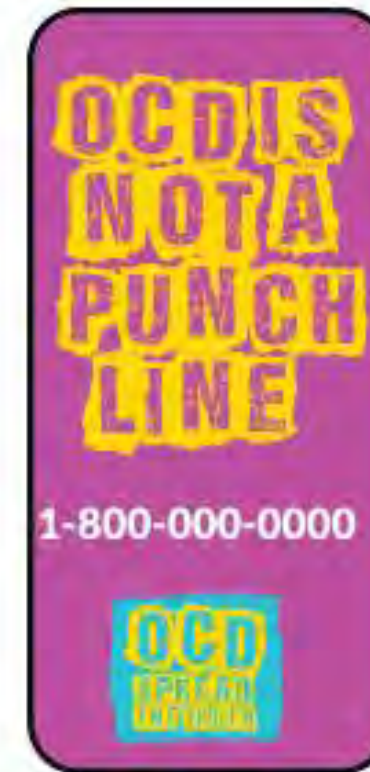
harrowing battle, individuals afflicted by OCD find themselves trapped, unable to escape the vicious cycle of their minds. Icons bearing the tag lines of mental stress may enhance the ability to communicate the devastating agony and abuse.



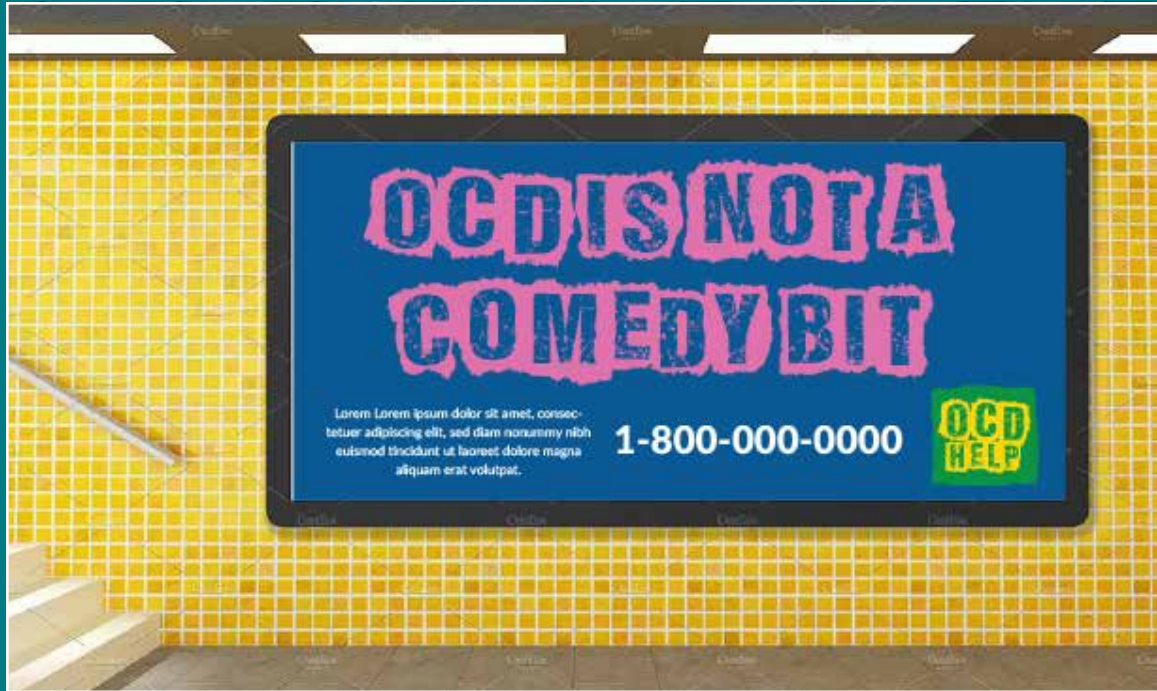
## Digital Ads

Leveraging digital ads is a powerful means to effectively convey a message across the vast landscape of social media platforms. With swift, attention-grabbing visuals, a succinct message, and a bold delivery, one can effectively combat

the visual noise that inundates consumers daily. Crafting digital communications tailored for laptops, smartphones, and various devices provides the optimal avenue for broadcasting and ensuring your message resonates in an increasingly digital world.



# Enviornmental Ads



## Exploring A New Direction

With a clear sense of how type, color, and headline statements harmonize, I'm ready to embark on an exciting creative journey. I aim to seamlessly integrate iconic imagery from cinema and television, establishing a visual narrative that underscores the stark disparities between fictional portrayals of OCD and the lived reality.

By crafting compelling visuals that align with the OCD headlines, I intend to convey the powerful message that movies often misrepresent this condition. Through this creative endeavor, I aspire to ignite conversations, challenge stereotypes, and propel the movement toward a more accurate, compassionate, and informed understanding of OCD, advocating for the truth to be widely spread and accepted.

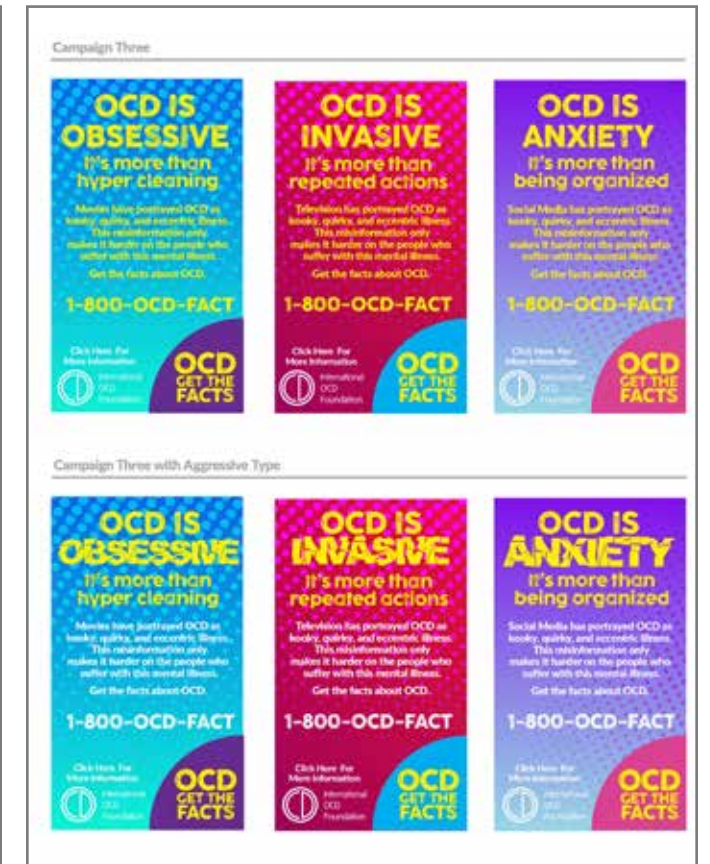
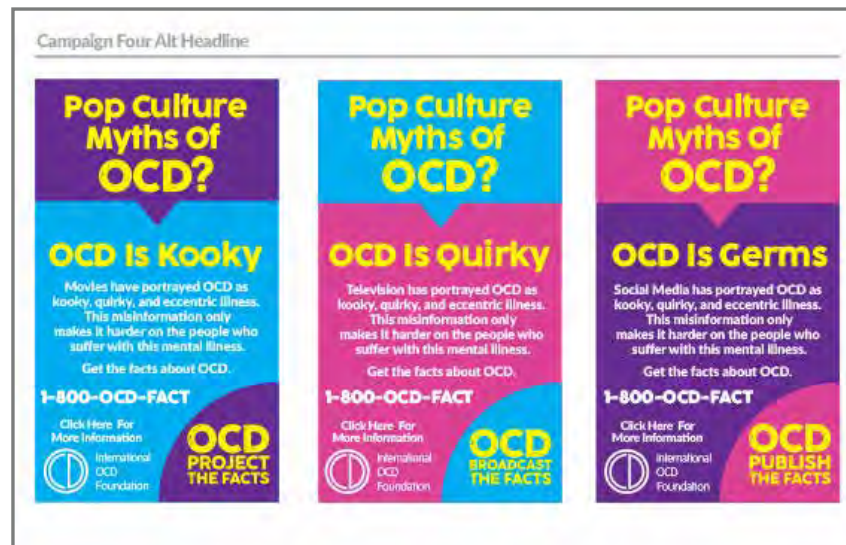


# Finalizing The Concept

The Cocogoose Pro Letterpress font offers an optimal balance between readability and the ability to convey the underlying emotions associated with OCD. Its design allows for clear and accessible text, ensuring that information is easily comprehensible. Simultaneously, its subtle nuances and intricacies in lettering capture the anxiety and tension experienced by individuals living with OCD, fostering a

deeper connection to the emotional journey of those affected by the condition. In choosing Cocogoose Pro Letterpress, one can effectively communicate the experiences and challenges faced by OCD sufferers without compromising on legibility and accessibility.

A more positive approach to what OCD is followed by what media outlets misrepresent OCD is a more positive headline. Below are the two leading choices for the final design.

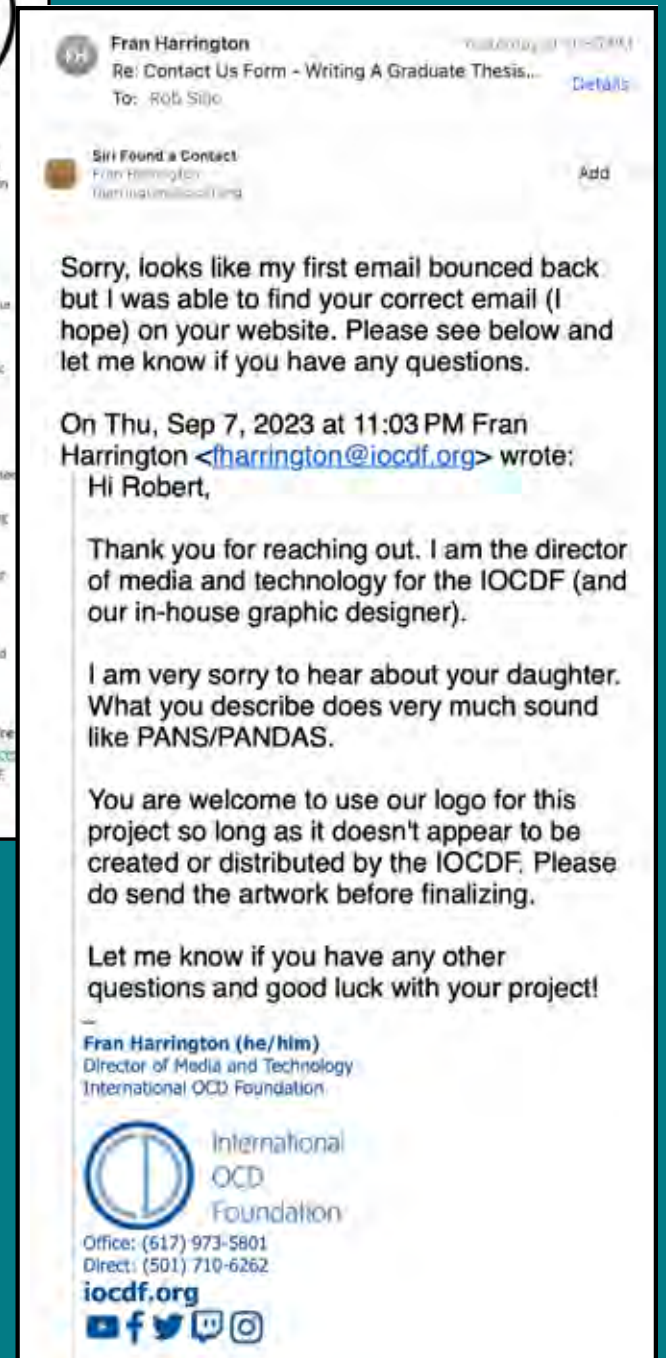
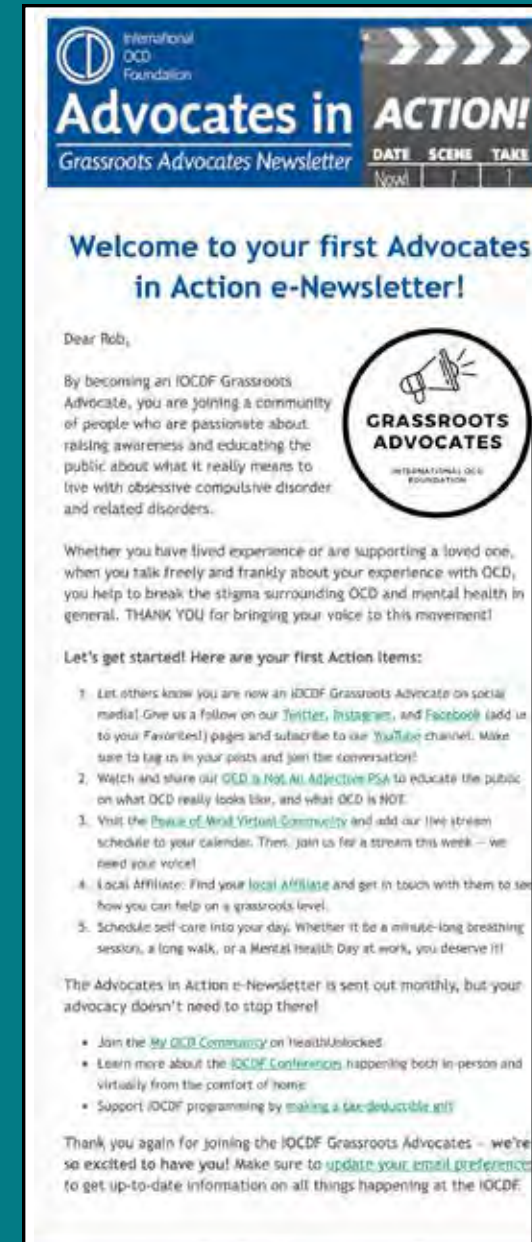


## IOCDF Recognition

Being recognized as an advocate by the International OCD Foundation (IOCDF) is a significant milestone in my journey to raise awareness about obsessive-compulsive disorder (OCD) and related disorders. This recognition reflects my passion and dedication to educating the public about the challenges of living with OCD. The IOCDF is a reputable and influential organization in the field of mental health, making this acknowledgment all the more meaningful. It validates my efforts and provides a crucial platform to amplify the message and reach a wider audience.

One of the most significant privileges of this recognition is the permission to use the IOCDF's corporate logo and the opportunity to review my work from Fran Harrington, Director of Media and Technology at the IOCDF. This collaboration enhances my advocacy efforts' credibility and underscores the cause's importance. It signifies that my work aligns with the IOCDF's mission to support individuals with OCD and related disorders. The backing of the world's largest OCD-focused organization empowers me to make a more profound impact and further dismantle the stigma surrounding these conditions.

In conclusion, being recognized as an advocate by the International OCD Foundation is a testament to my commitment to raising awareness about OCD and related disorders. This recognition boosts my credibility and strengthens my ability to educate and engage with the public. With the support of the IOCDF, I am better equipped to continue my advocacy work and contribute to a more informed and empathetic society regarding mental health challenges like OCD.



**CHAPTER**

**4**

**FINAL  
DELIVERABLES**

**DELIVERABLES**



## Overview

Upon conducting extensive research into the existing digital designs prevalent across various social media platforms, it became evident that the key to championing the cause of promoting public awareness required a deliberate approach. The need for the campaign to stand out amidst a sea of online content was evident. It had to take a direct, no-nonsense approach that boldly and simply conveyed the message. In a world filled with distractions and information overload, the aim is to create visuals that command the viewer's attention and leave a lasting impression, sparking engagement and inspiring action.

The strategy to prioritize clarity and impact, ensuring that the message could be swiftly understood and emotionally felt. By being direct, forward, bold, and commanding, the aim was not just to be another drop in the digital ocean but a beacon that compelled viewers to take notice and join in championing the cause for greater public awareness.

A critical aspect of the campaign's success rested on securing approval from the International OCD Foundation for using their logo and the ability to link the campaign directly to their website. This collaboration not only lent the campaign a stamp of authenticity but also established a direct and credible bridge between the deliverables and the leading authority on OCD nationally and internationally. By gaining the foundation's endorsement, the aim is to foster trust among the public and OCD sufferers alike, ensuring that the message would be seen as a reliable source of information and support. The symbiotic relationship between the

campaign and the International OCD Foundation served as a powerful beacon guiding individuals toward the invaluable resources and expertise provided by the foundation. This partnership allows the campaign to align its goals with the foundation's mission of raising awareness and assisting those affected by OCD. Together, the campaign aspired to illuminate the path toward understanding, acceptance, and a brighter future for individuals grappling with OCD, as well as their loved ones.

## Final Deliverables

The process of crafting the final deliverables unfolded with a clear vision: creating digital images optimized for seamless dissemination across diverse social media platforms. These digital artifacts capture attention, resonate with viewers, and effectively convey our message. In tandem with these digital assets, the importance of developing printed materials, specifically Public Service Announcements (PSA) in various formats. These versatile PSA posters would find placement in visible locations such as schools, churches, and other houses of worship, and in movie theaters screening films featuring characters dealing with OCD.

This holistic approach allowed the campaign to cast a wide net in public awareness, ensuring that the message reached individuals in both the digital and physical realms. The aim of strategically placing PSA posters in prominent locations is to spark conversations and encourage engagement at various touch points within the target audience's daily lives, fostering a deeper understanding of OCD and promoting empathy and support for those affected.

Expanding the media reach to include movie theaters was a brilliant idea, and creating movie slides to be displayed on the big screen alongside other pre-movie advertising presented an exciting opportunity. These movie slides not only provided an additional avenue to showcase the campaign's message but also allowed it to captivate the attention of a captive audience primed for entertainment. By strategically timing the presentation of these slides before the main feature, we could effectively raise awareness about OCD in a compelling and visually striking manner.

Movie theaters serve as communal spaces where diverse audiences gather, making them ideal venues for spreading the message to a broad spectrum of individuals. The impact of these slides on the big screen and the placement of the posters in the theater lobby would reinforce our campaign's visibility and resonance. Moreover, in movie theaters screening films featuring characters with OCD, the materials would have added relevance, fostering a deeper connection between the audience and the cause. This multifaceted approach ensured that the advocacy efforts transcended traditional boundaries, making an indelible mark on the big screen and in the audience's hearts.

Creating 4 x 9-inch rack cards for medical offices and local hospitals represents a strategic move in the campaign to enhance visibility and accessibility. This material can readily be displayed on countertops, ensuring the campaign message is readily available to individuals seeking healthcare services. Incorporating the International OCD Foundation on the rack cards further strengthens the campaign's credibility and provides a direct link to expert resources.

Medical offices and hospitals are frequented by individuals seeking health-related information and support, making them ideal locations. The placement of the rack cards educates healthcare professionals while reaching patients and their families. This traditional print media approach complements the digital and cinema strategies to raise awareness about OCD. The IOCDF posted this statement about who they are on their website: "The International OCD Foundation is a donor-supported non-profit organization. Founded in 1986 by a small group of individuals with OCD, the Foundation has grown into an international organization serving a broad community of individuals with OCD and related disorders, their family members and loved ones, and mental health professionals and researchers worldwide. We have affiliates in 25 states and territories in the US, in addition to global partnerships with other OCD organizations and mental health non-profits around the world" (IOCDF)

## Smart Phone & Digital Ads

The most robust commitment to broadcasting the campaign lies in leveraging digital media platforms like Facebook, Instagram, TikTok, and Twitter, primarily because existing literature research has underscored these platforms as the main culprits in the dissemination of misinformation. By harnessing the immense reach and engagement potential of these social media giants, the campaign can effectively target and reach its intended audience while countering the spread of false information, thus ensuring the message's authenticity and impact.

Indeed, the phrase "fight fire with fire" aptly encapsulates the strategy behind this marketing approach. In an environment where misinformation has thrived on certain digital platforms, combating it effectively requires a proactive and strategic use of those very platforms. By deploying the campaign on social media platforms known for misinformation issues, the aim is not to perpetuate the problem but rather to counter it with accurate and compelling information, ultimately harnessing the same channels that have been used for spreading falsehoods to promote truth, awareness, and a more informed audience.

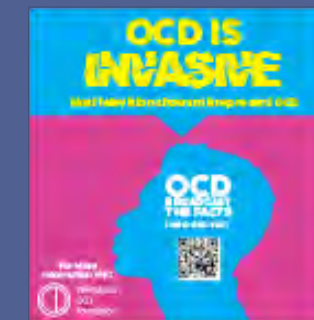
A quick glance at our surroundings makes it abundantly clear that the invention of the smartphone, particularly the iPhone, has undeniably captured the public's fascination. Research is hardly required to grasp this phenomenon; a mere observation reveals the profound love affair the public shares

with their smartphones. These devices have seamlessly integrated into our daily lives, serving as indispensable tools for communication, information, entertainment, and productivity, thereby solidifying their status as a central and enduring feature of contemporary society.

Employing vivid and bold colors along with an assertive punk-style font demonstrates a savvy utilization of the digital platform. The luminous effect produced by digital screens serves to electrify the visuals, effectively ensnaring the viewer's attention. This combination of eye-catching design elements not only makes for a visually stimulating experience but also maximizes the impact of the content in a digital context, where grabbing and holding the viewer's gaze is crucial for effective communication and engagement.

In conclusion, the ultimate digital deliverables seamlessly fuse fundamental design elements with iconic references from the world of movies and television, precisely aligning with the overarching message that media plays a pivotal role in perpetuating myths and disseminating misinformation about the daily experiences of individuals with OCD. This creative synthesis not only underscores the urgency of the campaign's mission but also reinforces the need for a more accurate and empathetic portrayal of OCD sufferers in the media landscape. It serves as a compelling reminder of the campaign's commitment to dispelling misconceptions and promoting a deeper understanding of the challenges faced by those living with OCD, ultimately striving for a more compassionate and informed society.





## Environmental Graphics

Transit advertising encompasses a wide range of promotional strategies strategically positioned within various modes of transportation, including buses, taxis, trains, trams, and subways. This versatile advertising medium extends to locations within transportation hubs, such as bus stops, subway entrances, and even fuel stations, providing businesses with a unique and highly visible means of reaching their target audience. By utilizing the constant movement and exposure associated with transit systems, advertisers can effectively convey their messages to a diverse and captive audience.

### Bus Advertising

Bus advertising, often referred to as “billboards on wheels,” is a significant subset of transit advertising within the out-of-home advertising category. Leveraging the mobility of public transportation systems, bus advertising utilizes moving buses as dynamic canvases to broadcast messages to a diverse and captive audience. These rolling billboards provide advertisers with a potent means to engage potential customers in urban environments, ensuring that their messages reach individuals as they go about their daily routines, making bus advertising a potent tool in the marketing landscape.

### Airport Advertising

Airport advertising holds considerable significance owing to its distinct capacity to captivate a diverse, attentive audience characterized by substantial purchasing power. Travelers, while navigating the various stages of their airport journey, including check-in, security checks, layovers, and baggage claim, are uniquely positioned to absorb and engage with advertising messages, given the time they spend in these environments.

### Subway Transit Systems

Subway advertising represents a notable category within out-of-home advertising, encompassing promotional campaigns that can manifest within subway cars, on station platforms, and other available wall spaces. This advertising medium also includes urban panels, which consist of posters strategically positioned at the entrances to subway stations. Car cards inside subway trains, akin to smaller billboards, serve as effective channels to showcase branding and messaging. Given the consistent and often overwhelming ridership during peak commute times, subway advertising offers a distinctive and advantageous opportunity to present the campaign directly to a captive audience, making it a compelling and strategic choice for reach and impact.





## Movie Theater PSA Posters & Screen Slides

Movie theater patrons provide an attentive audience for delivering a message about effectively representing OCD, especially when these ads are strategically scheduled to coincide with a movie featuring characters with OCD traits. There may be no more fitting setting to shed light on the nuances of OCD than within the immersive ambiance of a local cinema. The dimly lit theater, the anticipation preceding the feature film, and the expansive screen all contribute to an environment where moviegoers are highly receptive to advertising. It is vital to adhere to principles that render these ads both compelling and practical to enhance their impact, ensuring that the message about OCD is heard and profoundly resonates with the audience.

The campaigns will be strategically positioned before the feature film, capitalizing on the audience's undivided attention during this prime spot. This placement minimizes distractions and enhances engagement with the advertisements. Incorporating cinematic elements such as top-notch visuals and compelling narrative storytelling can elevate theater ads, ensuring they captivate and leave a lasting impression on the viewers. In the end, when executed skillfully, movie theater advertising presents a distinctive opportunity to connect with a receptive audience in an environment ideally suited for entertainment and engagement, making it an ideal platform for conveying important messages like the accurate representation of OCD.

Cinema advertising is specialized out-of-home advertising that takes advantage of the movie theater environment. It utilizes various technologies and occupies different spaces within the theater to showcase advertisements in multiple formats, including static posters and dynamic digital and video ads. This unique advertising medium allows brands to engage with a captive audience of moviegoers, capitalizing on the immersive cinematic experience to effectively convey their messages and promotions.

Kiosk ads are placed in movie theaters, typically in the lobby area. These advertisements can take the form of both digital or static displays, offering versatility in how messages and promotions are presented to moviegoers. Kiosk ads, positioned strategically in high-traffic areas, aim to capture the attention of patrons as they enter or exit the theater, providing an additional opportunity for brands to reach a targeted and engaged audience within the cinema environment.



# Brand Guide

A brand bible is a comprehensive reference document that meticulously outlines all aspects of a brand, including its identity, voice, messaging strategies, and visual guidelines. Serving as a complete guide, it plays a crucial role in ensuring everyone engaged in shaping and promoting the brand adheres to a unified set of standards, maintaining consistency throughout all brand-related endeavors. This article explores the fundamental components of crafting a brand bible, offering valuable insights into the process and significance of this foundational tool for effective brand management and communication.

Creating a brand bible is essential for establishing and preserving brand uniformity and a robust brand identity. Carefully defining and documenting core elements such as the brand's values, identity, voice, messaging principles, visual aesthetics, and practical applications ensures that all stakeholders involved in brand-related activities align with the brand's ethos and character. While crafting a brand bible may require time and precision, the resulting advantages are substantial. With a well-constructed brand bible, you empower your brand to thrive, connect with your target audience, and foster enduring relationships, propelling your brand toward success and longevity.



## Apparel

Raising awareness about obsessive-compulsive disorder (OCD) is crucial in dispelling misconceptions and fostering understanding about this often-misunderstood mental health condition. One innovative approach to spreading the message about OCD is creating a unique line of apparel featuring the “OCD, Spread the Truth” logo. This initiative serves as a powerful conversation starter and aims to challenge stereotypes and promote empathy and acceptance for individuals living with OCD. Through this wearable platform, individuals can help shed light on the realities of OCD, break down stigma, and encourage open dialogue about mental health.

The deliberate combination of bold, vibrant colors and an assertive font choice in the “OCD, Spread the Truth” apparel line is an attention-grabbing strategy. These visually striking elements make a strong fashion statement and draw eyes and curiosity wherever these garments are worn. By utilizing such an eye-catching design, this initiative aims to spark conversations about OCD, encouraging individuals to inquire about the message behind the apparel and, in turn, facilitating the dissemination of accurate information about the disorder. This unique fusion of aesthetics and advocacy creates a compelling platform to challenge preconceptions and educate society about OCD’s realities.





**CHAPTER**  
**5**

**CONCLUSION**

## Conclusion

This thesis project was an opportunity to gain a deeper insight into the daily challenges individuals, including my daughter Olivia, affected by obsessive-compulsive disorder (OCD) face as they navigate their way through life. It became evident, upon closer examination of movies and television shows featuring characters with OCD, that the media's portrayal of the disorder often diverges significantly from the harsh realities experienced by those living with it. While scholarly journals characterize OCD as a debilitating illness that profoundly impacts the quality of life for those who suffer from it, the media frequently skews this depiction, presenting OCD as a quirky, eccentric, and occasionally comical affliction primarily associated with only the compulsions related to cleanliness and organization.

As my investigations unfold, the thesis core mission remains rooted in dispelling these misrepresentations and fostering a more accurate understanding of OCD's multifaceted nature. By delving into the scholarly journals written about OCD, this thesis aims to highlight the disorder's intricate and often hidden obsessions, thus challenging prevailing stereotypes and enhancing public empathy and awareness. Through a nuanced exploration of scholarly journals, case studies, and visual studies, this thesis project attempts to close

the gap between media portrayals and the lived reality of those grappling with OCD, ultimately fostering a more compassionate and informed discourse surrounding this complex mental illness.

Depression, alcoholism, and eating disorders are often depicted in the media with a certain degree of sensitivity, aiming to raise awareness and evoke empathy. However, when it comes to obsessive-compulsive disorder (OCD), there is a striking difference in how it is treated. The continuing use of the phrase "I'm so OCD" in casual conversation, often used to describe minor compulsions for neatness or organization, has contributed to a trivialization of the disorder. This casual usage belittles the genuine struggles of those affected by OCD and perpetuates misconceptions about its nature. It is puzzling why OCD, characterized by relentless, distressing, and intrusive thoughts and obsessions, is not afforded the same level of understanding and respect in media narratives.

When used thoughtfully, humor can positively raise awareness and understanding of various issues, including mental health. However, it is essential to recognize that humor that mocks or trivializes OCD perpetuates stigma and misunderstanding. The portrayal of OCD characters as objects of humor is indeed a perplexing phenomenon. Perhaps it is from a misunderstanding of the disorder or a

misguided attempt to use humor as a coping mechanism. Nevertheless, the consequence is that it inadvertently reinforces stereotypes, making it all the more crucial to challenge these misconceptions and promote a more accurate and compassionate representation of OCD in media and society.

Scholarly journals and case/visual studies have been instrumental in unveiling the complex intricacies of Obsessive-Compulsive Disorder (OCD), revealing that the commonly portrayed compulsions related to cleaning and organizing merely scratch the surface of this multifaceted condition. Through rigorous study and analysis, these sources have exposed the existence of various subtypes of OCD, each characterized by distinct obsessions and compulsions that can profoundly impact the lives of those afflicted. This expanded understanding not only highlights the diversity of experiences within the OCD spectrum but also underscores the pressing need for a more comprehensive and nuanced portrayal of this disorder, reflecting the depth and complexities with which patients grapple daily.

Armed with the wealth of knowledge gained from scholarly research and a critical examination of how media often perpetuates misconceptions about obsessive-compulsive disorder (OCD),

it became evident that utilizing these very media outlets could be a powerful and effective means to convey the campaign's message. By harnessing the reach and influence of these pop culture platforms, it is possible to challenge the prevailing stereotypes and spread a more accurate understanding of OCD. The goal is to educate viewers about the stark gap between media portrayals and the genuine struggles of individuals living with OCD, encouraging them to reconsider how they engage with and discuss this condition. It is essential to convey that humor or innocent trivialization only contributes to the stigmatization of OCD and does a disservice to those who suffer from it, ultimately hindering their ability to seek support and understanding.

Through a strategic and thoughtful media campaign, focusing on television, especially cable programming, it is possible to reshape the narrative surrounding OCD, fostering empathy and dismantling the persistent harmful stereotypes. By utilizing these cable and streaming networks and channels, the campaign can engage with a wide audience, encouraging reflection and positive change in how society perceives and discusses OCD, ultimately paving the way for greater awareness, support, and inclusivity for those affected by the disorder.

# Evolution Of The Deliverables



The same movie theaters that feature the cinematic content of false information can be vehicles to educate and bring awareness to the viewing audience. There is no malicious intent, only the lack of knowledge that keeps OCD sufferers in the shadows. Posters (PSA), movie slides, and giveaway items in the lobby can all be displayed at these theaters.

Harnessing the same social media outlets that have disseminated inaccurate information about obsessive-compulsive disorder (OCD) presents a compelling opportunity to counteract misinformation and raise awareness effectively. It is essential to recognize that the perpetuation of misconceptions surrounding OCD can stem from a lack of understanding rather than malicious intent. By strategically using these social media outlets, such as TikTok, Facebook, Instagram, and twitter, can educate and inform the viewing audience, we can shed light on the true nature of OCD, its impact on individuals' lives, and the importance of treating the disorder with empathy and respect.

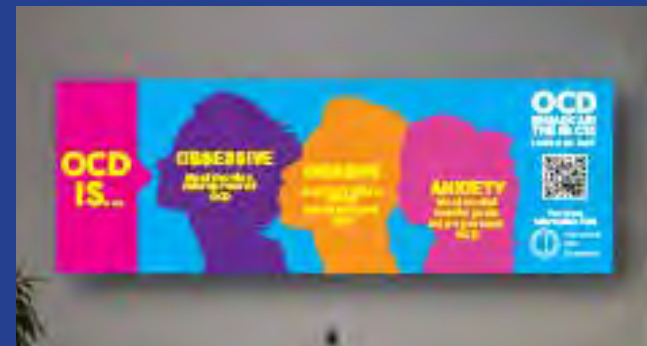
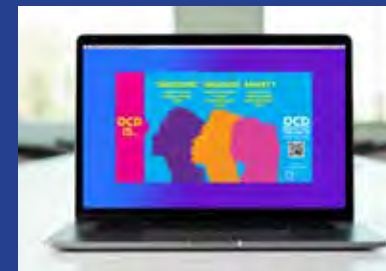
This campaign began in the spring of 2023 and reached a significant milestone on September 7, 2023, after an inquiry to the renowned International OCD Foundation (IOCDF). This inquiry sought permission to be recognized as an advocate for OCD awareness and to use their logo on all campaign materials. The approval

from IOCDF and the establishment of an ongoing dialogue represent a pivotal moment in this campaign's journey. This official recognition serves as a resounding stamp of legitimacy, affirming the campaign's commitment to raising awareness and dispelling misconceptions about OCD. It underscores the alignment of the campaign's goals with a respected authority and further validates its mission's importance.

This collaboration provides access to valuable resources and expertise and enhances the campaign's credibility and reach. As it unfolds, this campaign can now draw upon the endorsement of a reputable organization to bolster its impact and bring about positive change in how society perceives and responds to individuals living with OCD.

Hopefully, the IOCDF will be able to use part or all of the deliverables to distribute the correct information about the struggles of sufferers with OCD. God has given me a voice, which I continue to use with my 30-plus years of sobriety, to aid and educate all the young and old addiction sufferers. I serve the Alcoholics Anonymous daily as part of my recovery. Now, it would be an honor if God gave me this platform for utilizing my creative talents with which he has blessed me to help educate the public on this debilitating illness called OCD.

# The Deliverables At A Glance



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