

# Join us to Eliminate the Stigma of Depression.



## About iFred

The International Foundation for Research and Education on Depression (iFred), is a 501(c)3 organization dedicated to researching causes of depression, to support those dealing with depression, and to combat the stigma associated with depression. Though several organizations deal with mental illness, few, if any, actually focus internationally on depression in an encouraging, enlightening way. iFred's primary goal is to bring energy and information together from a variety of existing sources to educate, inform, and change the way we look at depression today.

iFred is asking for your support. Help us prevent the loss of someone else's father or mother, brother, child, friend, or loved one and help create an environment where people are not ashamed to talk about their illness. iFred is putting a new face on depression – a face of vitality, hope, and victory – and we need you to help make it a reality.

## Why a sunflower?

iFred has chosen the sunflower to be the international symbol for the fight against the stigma associated with depression. We believe by associating a positive symbol with depression, we are taking the first step towards a better image. There were many reasons for choosing the sunflower:

- A recent study by Rutgers, the State University of New Jersey, showed that flowers have an immediate positive impact on happiness (100% of time, both males and females), that they have a long-term positive effect on moods, and that they make intimate connections. The study also said sunflowers are said to enhance alertness, as yellow light waves stimulate the brain.
- A recent study by Texas A&M also found that placing flowers and plants in offices led individuals to be more creative, better problem solvers, and more productive.
- A sunflower is the color yellow, often associated with joy and happiness.
- Sunflowers flourish with sun and light. Humans do as well.
- Sunflowers and depression both have lifecycles.
- Sunflowers grow from a small seed and can get bigger, as can a depressive episode when left untreated.



iFred • 7040 Bembe Beach Road, Suite 100 • Annapolis, MD 21403  
Phone: 410-268-0044 • Fax: 410-268-0572  
info@ifred.org • [www.ifred.org](http://www.ifred.org)

[www.depression.org](http://www.depression.org)

## Help plant the Field of Hope this spring!

One in four people are affected by depression through family, friends, and coworkers, one in ten experience a major depressive episode every year. 50% of the population knows someone that has been hospitalized for mental health. The World Health Organization has estimated that by the year 2020, depression will be the 2nd leading cause of health impairment worldwide. Unfortunately, despite the magnitude and severity of the illness, the stigma today for depression and mental illness is worse than it was 50 years ago.

iFred is kicking off their work to eliminate the stigma of depression with the launch of the Field of Hope in Goodland, Kansas this Spring, 2006. A sunflower field will be planted to celebrate those that have recognized, treated, and survived their depression, or for those that have loved ones affected by depression. For as little as \$10, you can have a seed planted for you or someone you know and watch as it grows to a beautiful yellow field full of hope in August 2006. You will even receive a postcard photo of the field at the end of the sunflower season.

To sign-up to sponsor a seed, go to [www.depression.org](http://www.depression.org) or visit [www.thefieldofhope.org](http://www.thefieldofhope.org). This field of hope will continue to be planted in the years to come.

iFred is also looking for artists to perform at the ceremony in August, a purchaser for the harvest at the end of the plant, and media to run public service announcements already created on [www.depression.org](http://www.depression.org) or [www.ifred.org](http://www.ifred.org). iFred is also looking for survivors that would like to step out of the shadow and share their stories of depression survival. Get involved today and help eliminate the stigma of depression by writing [hope@ifred.org](mailto:hope@ifred.org).