

## **WAR MENTAL HEALTH CRISIS COPING: EVIDENCE-BASED MEDIA PSYCHOEDUCATION**

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Study of the war media trauma during chronic traumatic stress is needed for prevention of mental health problems in risk groups (combatant families, refugees and poverty in different communities) to reduce the burden of mental illness for individuals and for society and for economy in Ukraine and Poland.

What is the war images. We have many war-related story in media. I show some pictures. war images need for illustration of media stories about traumatic events, destroy of life, people suffering. War images give stress experience for from a quarter to a half part of auditorium. Media transform individual trauma into collective trauma.

Some words about mental health crisis scale. Traumatic stress disorder in war affected society became a large-scale mental health crisis, because stress mental health pathology growth up to 30% of population (in average).

It gives a significant fall of human capital, which is needed for post war reconstruction of Ukraine. (direct medicinal additional cost and indirect productivity decrees and additional unemployment),

This mental health crisis has large European scale, as all countries became the host for millions of Ukrainian war migrants.

Many researches have demonstrated, if people receive timely help through psychoeducation, the pathologizing process and development of disorders is reduced by half.

The idea is to transform media from traumatic agent into protector factor, a psychoeducation agent which give useful information for overcome mental health crisis. By reduction the most traumatic war images.

PTSD and depression are the most mental health problem of war and post war society, which reduce labor productivity and bring added economical losses of human capital (for compensation in medicine and educational services at list). The scale of traumatic stress of citizens in Ukraine are very high (57% adult in urban communities has clinical level of symptoms), which is more for mental health services in Ukraine because it is need mass psychoeducation company in media and education system. More than 7 million temporarily displaced persons from Ukraine are in European countries, 1.3 million of them are in Poland (UNHCR).

War mental health crisis come and media multiply them by dissemination of war images. Representing of war images in media is need for information but have an effect of media traumatizing. It is need to study the component and mechanics of media trauma in media communication and remote business and private interpersonal communication during war traumatic stress.

We proposed the idea and design of the research on media trauma as a part of the war mental crisis overcome. It is needed mix methodology. Laboratory experiments are proposed for testing different

technological mediation of war images and its psychological impact. War images are audio and visual synchronization through different screens, VR and AR components of war representations such as destroyed material culture and infrastructure objects, deaths, wounds, suffering etc. The most destructive element of war images will be single out and ways to reduce negative effects will be proved. Index of media traumatization will be constructed. Ethical evaluation of propriety of the experimental design will be conducted by Ethical Commission. Interviews with group of risks of mental health problems will be conducted in different regions of Ukraine and in Poland with displaced family, and also with combatants and veteran families. The most vulnerable poor family (with digital inequality) will be included in the study from urban and rural communities to find the most appropriate access ways to informational and social support for them in community. We will study adult and youth participants from families. Two mass All-Ukrainian surveys to evaluate the role of media trauma in PTSD, anxiety and depression development will be conducted with different media platform consumers (TV, radio, and social media) – before and after perceiving of war images. Three-components model of media psychoeducation will be proposed for pilot evaluation on the basis of research results (resource psychoeducational block, war image representation media education, metacognitive integrative block with elements of health media literacy). International psychodiagnostics methods will be used (adapted in Ukraine language) for examine the effect of psychological recommendation and media psychoeducation pilot. Economical effect will be prognosis on the base of indicator of youth professional self-determination and career plans (teen participated survey N=1200) which give the possibility to evaluate differently the economic risk of human capital problem connected with mental health after war trauma in the medium term. Mental health recommendation to media industry for support of human capital during and after war will be created. Psychoeducational program will be proposed for formal and informal education.

The role of media traumatization in the picture of complex post-traumatic stress disorder as a result of large-scale hostilities remains insufficiently researched. In the review of stressor factors of PTSD for children, it is noted that the stressor includes three elements - the event, exposure, and the subjective reaction of the child and considers the impact of media coverage of the event as exposure to the stressor for the development of PTSD in the child (Pfefferbaum, 2005; Arvidson, 2009). Work-related traumatic content may be experienced via frequent, repeated, and prolonged exposure to violent graphics and/or video footage, including user generated content (Feinstein et al., 2014; Weidmann & Papsdorf, 2010). Most of journalists are resilient but Journalists' post-traumatic stress disorder (PTSD) rates range from 4 to 59% depending on the beats covered, and location of the journalists studied (DART Center). The role of media traumatization in the condition of digitalizing of public life and in the context of long stress of war for civilian is not clearly. All users of social media work with user generated content like journalist during war but without professional community support, which can add mental health risks. Proposed research examines emotional stress reactions on war images perception at the psychological and psychophysiological levels. Technological variants of different screen and context of war images perception will be studied as independent variants. Traumatic and protective factors will be statistically approved. The merit of project is

mix methodology, which includes experimental design, interviews and mass surveys for evident-based recommendation development. New knowledge about role of media in public mental health will be create.

Media trauma refers to the exposure to traumatic events through various forms of media, such as television, newspapers, and social media. The research on media trauma and its relationship to the development of post-traumatic stress disorder (PTSD) is an important area of study as it has significant implications for both individuals and society. The constant exposure to traumatic events through media can lead to increased levels of anxiety and fear in the general population. The research of media trauma can also be beneficial for the media industry. By understanding the impact of the war reporting on the mental health of vulnerable audience, media organizations can make more informed decisions about how to report on traumatic events. Moreover, media psychoeducation can give positive effect onto audience and reduce mental health problem and increase of human capital and empowering community for economy recovering.

Timely provided psychological and medical help makes it possible to reduce non-psychotic morbidity by 2.23 times among students (Yurtsenyuk, 2021). The total excess economic burden of PTSD in the United States was estimated at \$19,630 per person with PTSD; this economic effect takes into account both direct medical expenses for the treatment of military and civilians, and indirect ones, including additional loss of productivity in the workplace, compared to those without the disorder, and additional unemployment (Davis et al, 2022). A systematic review of 13 cost-of-illness studies and 18 economic evaluations (Von der Warth et al, 2020) found that annual direct excess costs ranged from \$512 to \$19,435 and annual indirect additional costs were \$5,021. per person on average in 2015. Healthcare costs for adolescents and young adults with PTSD in Germany in 2014 over a six-month period amounted to an average of €5,243 per person, including in-patient costs in psychiatric hospitals, general hospitals and rehabilitation institutions, hospitalized for an average of 27 days during this period. In addition, health-related quality of life was lower. Participants reported a 61% loss in productivity and a delay in learning, and that they were unable to meet educational goals (Dams et al, 2020).

An online survey on the Kantar Ukraine online panel covered 1,000 people aged 18-55 in Ukrainian cities with a population of more than 50,000. 40% of respondents experienced threats to their own lives and/or were direct witnesses of such threats in connection with being in the zone hostilities and/or under fire, 16% have lost relatives. The vast majority of respondents (over 90%) had manifestations of at least one of the symptoms of post-traumatic stress disorder, and 57% of citizens, based on self-assessment of the frequency of symptoms (PCL-C>50), are in the risk zone of developing PTSD. Extrapolating of this evaluation of economic burden of PTSD to project impact we await that evidence-based media psychoeducation can give significant economic and social effect for economic recovery and reconstruction in Ukraine to increase human resource productivity.

Media trauma research results give new evidence to PTSD and C-PTSD diagnostic criteria as a problem of public health and stimulate new research in clinical psychology, mental health and psychiatry and in media study and humanity.