

# Two-Thirds of Women with Anxiety and Depression are Reaching a Breaking Point with Their Mental Health

*Yet many are waiting a year or more to get help — if they ever do*

Myriad Neuroscience

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## NEWS PACKAGE

<b>SUGGESTED TEASE</b>	IN A NEW SURVEY, TWO THIRDS OF WOMEN WITH DEPRESSION OR ANXIETY SAY THEY ARE REACHING A BREAKING POINT WITH REGARD TO THEIR MENTAL HEALTH, WITH MANY WAITING A YEAR OR MORE TO SEEK TREATMENT — IF THEY EVER DO.
<b>ANCHOR LEAD</b>	<p>WOMEN ARE REACHING A BREAKING POINT, AND IT IS TAKING A SERIOUS TOLL ON THEIR MENTAL HEALTH.</p> <p>A NEW SURVEY FINDS THAT WHEN FEELING OVERWHELMED, WOMEN SAY THEY "JUST NEED TO TAKE A BREAK," WITH NEARLY A THIRD BELIEVING THEY JUST NEED TO TRY HARDER.</p> <p>BARB CONSIGLIO HAS THE DETAILS ON WHY WOMEN DON'T SPEAK UP MORE OFTEN, AND WHY THEY SHOULD.</p>
<p><b>PACKAGE START</b> CG: Courtesy: Myriad Neuroscience, makers of the GeneSight test Shots of Ansley video chat with mom</p> <p><b>CG: Ansley Fancher</b> Sought treatment for anxiety</p> <p>Shots of Ansley video chat with mom</p>	<p>FOR YEARS, ANSLEY FANCHER STRUGGLED WITH STRESS AND ANXIETY. :03/:03</p> <p><i>"It got to the point where it was affecting my ability to just stay focused in school. And so I asked my mom if she could help me get treated for my anxiety."</i> :10</p> <p>FORTUNATELY FOR ANSLEY, HER MOM, BJ, IS A FAMILY PSYCHIATRY CLINICIAN, AND KNOWS THE SIGNS OF MENTAL HEALTH STRUGGLES THAT GO BEYOND REGULAR STRESS, ESPECIALLY AMONG WOMEN. :08</p> <p><i>"When you can't shake it off anymore, when you feel stuck, that's when you know that you need some help."</i> :05</p> <p>BJ KNOWS THAT THE STRESS FACED BY WOMEN ISN'T UNCOMMON. IN FACT, A NEW</p>
<p><b>CG: BJ Fancher</b> Mental health clinician</p> <p>Shots of BJ working at her office</p>	

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<p><b>Graphic: GeneSight Mental Health Monitor</b>  <b>six in 10</b>  <b>Women suffer from stress and anxiety</b>  <b>More than half</b>  <b>IGNORED OR DISMISSED BY LOVED ONES.</b></p>	<p>SURVEY BY THE GENESIGHT MENTAL HEALTH MONITOR FINDS TWO THIRDS OF WOMEN WITH DEPRESSION OR ANXIETY SAY THEY ARE REACHING A BREAKING POINT WITH REGARD TO THEIR MENTAL HEALTH.  THE SURVEY FOUND MORE THAN HALF OF WOMEN DIAGNOSED WITH ANXIETY OR DEPRESSION WAITED AT LEAST A YEAR BEFORE SEEKING TREATMENT OR NEVER DID.  EXPERTS STRESS THAT THESE CONDITIONS WORSEN OVER TIME, AND CAN DRASTICALLY IMPACT DAILY LIFE IF LEFT UNTREATED. SEEKING TREATMENT FROM A HEALTHCARE PROVIDER AS SOON AS YOU RECOGNIZE SYMPTOMS IS CRITICAL. :16</p>
<p>Shots of BJ and a patient</p>	
<p><b>CG: Dr. Rachael Earls</b>  <b>Senior medical science liaison, Myriad Genetics</b></p>	<p><i>“It is critical to receive treatment for mental health because we know that mental health conditions are highly comorbid with other physical diseases, such as cancer, stroke, heart disease.”</i>  :11</p>
<p>Shots of Ansley taking medication</p>	<p>TO HELP ANSLEY MANAGE HER ANXIETY, DOCTORS CONSIDERED DIFFERENT MEDICATIONS.  TO ANALYZE HOW SHE MAY BREAK DOWN OR RESPOND TO CERTAIN PSYCHIATRIC MEDICATIONS, THEY USED THE GENESIGHT TEST, A TOOL BJ KNOWS FROM HER PRACTICE. :10</p>
<p>Shot of BJ looking over GeneSight results.</p>	
<p><b>BJ Fancher (CG’d earlier)</b></p>	<p>“There is a great test called a GeneSight that would actually tell me how the patient breaks down the medicine in their liver. //The goal is to get the symptoms into remission.” :06</p>
<p>Shots of Ansley talking to Mom on video chat</p>	<p>NOW, ANSLEY IS MANAGING HER ANXIETY AND HELPING CHANGE HOW OTHER WOMEN IN HER LIFE UNDERSTAND MENTAL HEALTH AND THE BENEFITS OF THE RIGHT MEDICATION REGIMEN. :11</p>
<p><b>Ansley Fancher (CG’d earlier)</b></p>	<p><i>“I think the stigma is definitely changing. And even, I already see it within my own generation just because we’re more open to just talking about mental health in general.”</i> :09</p>
<p>Shots of Ansley on campus  <b>PACKAGE END</b></p>	<p>IN MACON, GEORGIA, THIS IS BARB CONSIGLIO REPORTING. :02</p>
<p><b>ANCHOR TAG</b></p>	<p>SIX IN TEN WOMEN DIAGNOSED WITH DEPRESSION OR ANXIETY SAID THAT TAKING A PRESCRIPTION MEDICATION WAS THE MOST</p>

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	<p>HELPFUL STEP IN TREATING THEIR SYMPTOMS, WITH THERAPY RANKED NEXT. EXPERTS STRESS THE IMPORTANCE OF SEEKING TREATMENT FROM A HEALTHCARE PROVIDER AS SOON AS YOU RECOGNIZE SYMPTOMS.</p>
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### SOCIAL MEDIA

<p> <b>Share it! Suggested tweet:</b></p>	<p>A new survey by <a href="#">@GeneSight</a> finds that two thirds of women diagnosed with anxiety or depression are reaching a breaking point with regard to their mental health, but many are waiting a year or more to get help — if they ever do. Learn why talking to your doctor and seeking treatment is important. <a href="#">Bit.ly</a></p>
<p> <b>Suggested post:</b></p>	<p>A new <a href="#">GeneSight</a> Mental Health Monitor survey found that two thirds of women diagnosed with anxiety or depression are reaching a mental health breaking point, but often wait a year or more to get help — if they ever do. Experts say these mental health struggles can worsen over time, and can negatively impact your life in a variety of ways. <a href="#">Bit.ly</a></p>

### EXTRA BITES

<p><b>CG: BJ Fancher</b> <b>Mental health clinician</b></p>	<p>Fancher says women have multiple roles and they need support: <i>“So they have multiple roles and they kind of have to keep it all together. And we see all these things on the internet and media that we’re superwoman. And a lot of people, it is just not the truth and we need a lot of support. And when they don’t have that, then their mental health becomes affected.”</i></p> <p>Fancher talks about challenges for getting support: <i>“At the end of the day, there’s just not enough time. And then you’re trying to get your needs met, which may be a social group, friends. The biggest challenge is that at the end of the day, you’re just tired, you’re exhausted. And then you just think this is supposed to be the norm.”</i></p>
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**CG: BJ Fancher**  
**Mental health clinician**

Fancher says there is no shame in asking for help:  
*"I tell them all the time: you didn't ask for it. You don't deserve it. You don't want it. But if you could have pulled your boots up by the bootstraps, you and I wouldn't be sitting here talking."*

Fancher says prolonged trial and error when selecting medication could put you at increased risk:  
*"The more you do trial and error and don't get success, you actually increase their risk for treatment resistant depression or anxiety. And it makes it harder for the clinicians to treat."*

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Ansley says because of her GeneSight results her anxiety medicine was changed:  
*"She gave me the results and kind of explained what they meant. And based off of those results, we changed my anxiety medicine. That way my body could better process that medicine."*

**CG: Ansley Fancher**  
**Sought treatment for anxiety**

Ansley says she talks with her friends about mental health:

*"I actually do kind of act in a way of like counselor to my friends. I never try to pressure them into talking about stuff, but if they're willing to talk about it with me, then I'm more than open about my own experiences with mental health issues and problems."*

Ansley says there is no downside for seeking mental health help:

*"Even if someone does say, 'Oh, don't worry about it, I don't think you need it,' if you're already seriously considering it, I think you should just go and do it because there's no downside of seeking help. You can only benefit from it."*

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