

# Crushing PRs: Mental and Physical

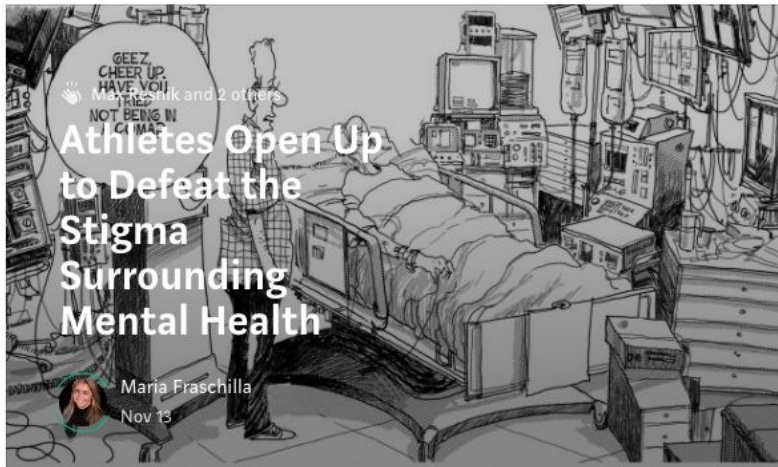
Telling the story of athletes  
suffering from mental illness.

Maria Frascilla • 12.13.2017



## Crushing PRs

Stories dedicated to athletes suffering and overcoming their mental illnesses, as well as resources and different outlets for those suffering from mental illness. If you'd like to share your story, shoot us a message!



 Max Resnik

### Help is a Phone Call Away: Mental Health Hotlines

 Maria Frascilla  
Nov 3



**What's the  
problem?**






**Who are we  
targeting?**



# What now?

Let's talk to the professionals.



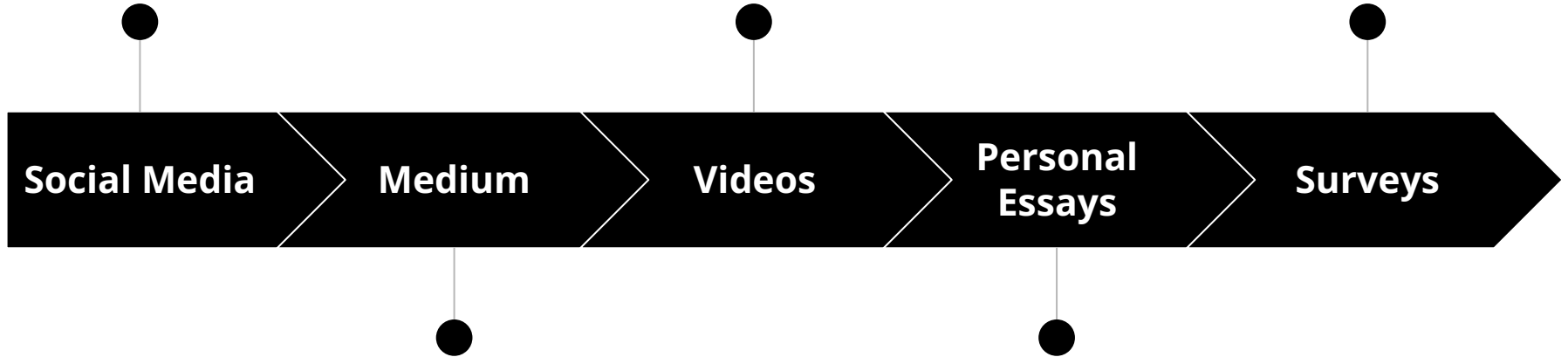


**How do we  
reach to these  
athletes?**

Facebook, Instagram,  
Twitter, YouTube,  
LinkedIn, Pinterest

YouTube series,  
vloggers, Instagram  
videos.

What do they actually  
want to know about?



1.26M people viewed  
Medium.com in the  
last 6 months.\*

\*According to similarweb.com

Relate to the  
community and show  
them you  
understand.

# Social Media

81% of the U.S. population has a social media profile.

This is the main place I've had success reaching amateur athletes. Many athletes use social media platforms to reach their fans on an intimate level by sharing stories of their struggles.



# Bradley Martyn opens up about Anxiety



bradleymartyn • Following

bradleymartyn I wouldn't normally post something like this because before this point in my life it was something I was ashamed of...something that I felt made me appear weak, something that I felt others would judge me for..but I've learned to say fu\*k it..ANXIETY is no joke .... to the outside world everything might appear fine..normal, like nothing's wrong..but sometimes inside we can be going through a storm of emotions, fears, pains...everyone deals with their problems internally different from the next person. One thing you can be sure of..we ALL go through moments of vulnerability..we ALL experiences moments of weakness..we ALL have those internal struggles on a day to day basis..no matter how big or how small your battles are..ONE thing always remains the same...YOU, if YOU are willing to



135,748 likes

AUGUST 30

Add a



bios fear 2 months ago

Real fking talk. Your vids hit home bro. Takes a real man to be emotional and keep his dignity. Keep getting stronger brad..you have much love and support backing you!

REPLY 159

javydachamp Takes the strongest person to come out n say that, no lie after this just subbed to all ur channels. Ur n inspiration

thelaurakopel Favorite post. This is very real and I admire you for being so honest in a world where people aren't

seanboy1980 That's real talk brother! We all experience struggles and should be able to share them. Thanks for sharing yours! 🙏



Bradley Martyn

@BradleyMartyn

## Anxiety is a bitch

7:35 PM - 19 Apr 2017

# Sarah Ramadan opens up about Anorexia



jshevels My son is recovering from an eating disorder he was 5st it's the worst illness ever I feel your pain in what you go through but it's fantastic when you here about ppl coming out at the other end and over coming such a hurrific illness, hope you keep fighting and massive well done you look great now you need to be so proud of yourself xx

see\_mom\_lift Thank you for sharing this, you are a fighter and so beautiful!

rufus\_ryker I cant imagine how much strength it took to make the change but i can tell you your story has always been so inspiring to me so thank you always!  
#fightforgrowth

# Alison M. Desir opens up about Depression



alisonmdesir

Following



♥ 651 likes    💬 53 comments

**#unlikeany** I remember the nights I couldn't fall asleep and the days I could not get out of bed. Back when I pinned my entire existence on what others thought of me and came up short. When depression told me I didn't deserve to be here. And I was almost robbed of the opportunity to live this life. Complicated and painful as it may be sometimes, I'm happy to be here. **#FindMeaningOnTheRun**

SEPTEMBER 6



**meganbe** I needed to read this. Thank you @alisonmdesir

**deronbankston** We're glad you're here to tell your story. We're never alone because we run together! Keep being you! 🙌

**ippolitadi** As always thank you for telling this story. I still struggle telling it outside of one on one spaces but it is the truth of how I got to be here as I am today too. Love you and your inspirational strength everyday @alisonmdesir

**curiousngl** You're such an inspiration :) I run to **#beatdepression** and you are huge encouragement. I watch your feed everyday. 💙

# Crushing PRs: Medium Publication

## CRUSHING PRs

12 pieces

2,209 views

1,100 reads

51 fans

*"Maria Frascilla, a member of my St. Edmunds family, hit the nail right on the head.*

*"The need to provide student athletes with the same mental health benefits as they do physical health benefits is huge."*

*"Maria writes honest and real pieces about the inevitable connection between the physical and mental."*



# The Sports Walk (Ep 3): Sexism In Pro Sports, Serena Williams & Mental Health Awareness For Athletes

## The Sports Walk

Duration: 6:47

Views: 913

Likes on YouTube: 9

Comments: 1

Shares: 30

Screened at NYC Web Fest 2017.



# Personal Essays

Personal essays sharing my struggles have helped me relate to my community on a much more intimate level.

*"Thanks for sharing your struggles and triumphs."*

*"There are so many people that can benefit from your honesty!!!"*

*"Good read especially for me as I am going through anxiety and depression as well."*

# Surveys

Going into this year, I didn't know what to expect, so I solicited participants via Instagram and had them fill out surveys.

**What** What would you like to see more of and why? Athlete profiles surrounding mental illness, best coping mechanisms/words of advice from athletes themselves, generalized mental health resources, etc.

11 respo

11 responses

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PTSD,

Depre

Anxiet

Personal trainers becoming knowledgeable about mental illness. For me a group class was the last place I needed to be so I needed to find someone who could understand my background in order to help me move forward

I would love to see more athletes being open about their issues surrounding mental health as well as them giving words of advice. Having people to look up to, and knowing you aren't alone is a big help for me personally.

I would like to see more education to the youth regarding mental illness. As it stands, we don't teach our kids that society accepts them as they are physically and mentally and sometimes that can actually cause kids to develop mental illnesses just trying to fit in. We need more acceptance and tolerance of people just as they are. And we need less ego. Much less. Ego stops many people from seeking help. It stopped me for a long time.

Thank you for letting me participate. I hope I helped.

Best coping mechanisms and advice from other athletes

Non judgment, and acceptance.

Everything listed there. Also I'd like to see more doctors prescribing healthy lifestyles instead of pills to treat mental health issues.

I'd like to see more athletes come forward and discuss their mental illnesses, so that it is something that people understand is quite common. We need to see that our role models in fitness can also be role models for recovery and dealing with mental illness.

Me flirting:

U got anxiety too or no



*Thank you!*

**Maria Fraschilla**

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