



Problem Statement

Lack of access to mental health support in Tanzania has created a service shortage crisis. In the WHO Mental Health and Development report, “by 2030 depression will likely be the single highest contributor to the burden of disease in the world” (p 56). However, in Africa there are only 0.9 mental health workers per 100,000 people (MHIN, 2019). Poor social and economic circumstances, lack of support during a crisis and stigmatization can all contribute to poor mental health (WHO Mental Health Promotion, 2005). The impact is vast, with poor mental health leading to increased levels of unemployment, negative physical health outcomes and human rights violations—hence increasing the vulnerability of already vulnerable people (WHO, 2005). Lay counselors can support mental health service providers, but without integrating a promotion- based approach to mental health, we will not significantly contribute to reducing overall treatment need nor reduce factors contributing to mental illness.

Describe the specific program(s) or product(s) your organization will implement to solve the problem

In order to promote positive mental health, TEWWY works with partners to develop and deliver promotional materials through elderly women counselors, support group circles, phone-based interventions and capacity building. In a 2005 WHO report, Promoting Mental Health: Concepts & Emerging Evidence, it shows that developing culturally relevant material on mental health and building social support networks during crises are correlated with a reduction in poor mental health. TEWWY Wellness Partners, such as hospitals and CSOs, are linked to a counselor who administers an online survey, measuring feelings of self-efficacy, self-esteem and belonging. Upon data collection, responses are assessed daily and entered into a database where clients are connected via SMS to weekly support group schedules, phone-based campaigns and a crisis support number from TEWWY. Each client has the freedom to select from the different support mechanisms, with new resources created based on the need found.

How will the lives of the target population be better because of your organization's work?

In alignment with individual characteristics of positive mental health defined by the WHO, TEWWY works to increase the self-esteem, self-efficacy and sense of belonging for socially and economically vulnerable Tanzanians. For example, if 15 counselors administer an online survey to 100 people a week and 50% of the

respondents meet the vulnerability criteria, 750 people will get access to weekly messages, 5 support group circles and phone counselors. Each intervention will be evaluated independently with weekly response rates from the message campaigns, crisis calls and attendance at the support groups. From the initial baseline, a 1-month, 6-month and 12-month follow-up will be made to assess impact on mental health status as well as intervention selection trends and cost effectiveness. For organizational partners receiving capacity building, assessment will be done monthly for a year-period to measure confidence in delivering mental health promotion from the baseline survey.

How will you track and assess the status and success of your organization?

To track the capacity building of mental health promotion for partners, the number of partners and monthly feelings of self-efficacy will be assessed. For expanding mental health promotion services, the number of people receiving interventions, number of support groups running & attendance, number of crisis calls received and response rate to texts will be measured. An improvement in self-esteem, self-efficacy and sense of belonging will determine the impact on beneficiaries' mental health.

OUR MODEL

A Community Response Driven Network of Wellness Partners to Promote Social, Physical & Emotional Wellness:

Integrating Choice in Mental Health Promotion for Socially & Economically Vulnerable Communities

- 1.) TEWWY identifies Wellness Partners interested in connecting with TEWWY's Online Capacity Building or *TEWWY's 4 Wisdom & Wellness Markers*
- 2.) **Wellness Fellows** go to select Wellness Partners & connect directly to people via an online survey measuring feelings of belonging, self-esteem & self-efficacy
- 3.) Names are entered into a database where people who meet the social and economic vulnerability criteria are connected to one of the following support services:
 - a. **Wisdom & Wellness Circles**
 - b. **SMS Counseling Via Wellness Fellows**
 - c. **SMS Mental Health Promotional Campaigns**
- 4.) Support mechanism are all tailored to build feelings of **self-esteem, self-efficacy and belonging** for clients with like skills integrated for both Wellness Fellows and participants at the Wisdom & Wellness Circles

- 5.) After 3 months, clients get the opportunity to select their preferred support mechanism
- 6.) Impact is assessed and new resources and capacity building tools are created from the findings found