



mental
health
awareness
initiative

promotion of mental health awareness at the heart

The main goal and function of MHAI are to **promote mental health awareness**

To achieve that, in **May 2021**, MHAI held a **Mental Health Awareness Initiative 2021** international hybrid panel discussion with the theme **Why Mental Health Awareness Matters**. It brought together leading mental health specialists from different corners of the world in one of the first mental health awareness month celebrations in Armenia.

Awareness campaigns on social media are a continuous part of our work. It plays an integral role in *building and communicating the critical role of mental health* in our lives. The campaigns help MHAI to talk and interact with the public by *educating others on mental health* through articles, self-care toolkits and data sharing, to highlight a few.

Mental Health Awareness Initiative

260K

people reached
during first 12 months

To reach its goals, MHAI is committed to advancing the importance of mental health by implementing **awareness campaigns on social media** coupled with **printout distribution**.

2M

estimated
online audience



In October 2021, MHAI launched the Talks on Mental Health

Promotion of mental health condition awareness, acceptance and end of stigma related to mental health is one of the goals of MHAI. To foster positive change, the MHAI is continuously delivering **acceptance campaigns** through **social media** on the most pressing topics concerning mental health.

To create a culture of acceptance during the celebration of 2021 **Mental Health Illness Awareness Week**, MHAI launched the **Talks on Mental Health** series of discussions, where we bring affiliates, providers, scholars, and advocates from across the world to talk about important and emerging mental health issues.

Promotion and distribution of *mental health care accessibility* are the target areas of development for the MHAI. To meet the most pressing mental health challenges and provide support for beneficiaries and the public in the aftermath of the COVID 19 crisis and the challenges that humanity faces today, MHAI is continuously developing projects with its international and local partners.

With the help of our volunteer resources, MHAI is working to obtain copyrights of international journals in mental health to carry out translations and distribution, which will allow the further education of the wider public about mental health.



MHAI puts continuous effort into **promoting and advocating mental health rights** in Armenia

Understanding that the historical divide in policies and practices between mental and physical health has, unfortunately, resulted in political, professional and geographical isolation and marginalisation. It resulted in the stigmatisation of mental health care. MHAI puts continuous effort promoting and advocating mental health rights in Armenia.

How to Talk on Mental Health campaigns launched in [October 2021](#) on **social media** helped us by creating a ground for future activities, highlighting that there is no health without mental health. Good mental health means much more than the absence of impairment.

To contribute to the [modernisation and development of mental health rights](#) in Armenia, the MHAI is planning to conduct a series of **Mental Health is a Human Right** campaign via different **media** to encourage and facilitate public discourse on the importance of the topic.

Our mission is to promote mental health awareness, mental health well-being and mental health care accessibility by providing advanced knowledge, communicating the critical role of mental health, fostering supportive environments and eliminating stigma.

MHAI partnered with Arina Healing Body Soul, Inc. to deliver **Meditation: Antidote of Stress** classes

The first phase of the project, starting from **March 2022**, was **open to anyone** who wanted to reduce stress, establish inner balance, raise awareness and continue to discover themselves better for the benefit of all. Together with its partner, MHAI aimed to generate a positive impact on the lives of people in our global community.

more than **10**
lessons held
in the first phase

Due to the sheer number of participants, MHAI will deliver **Meditation: Antidote of Stress** meditation classes in the second phase in the upcoming months.

MHAI is on its way to establishing in-house mental health counselling services to serve the needs of the community

The **counselling services** will be accessible by MHAI in-house trained personnel following the highest industry standards and international professional guidelines. We believe deeply that mental health services **save lives** and improve the outlook of people who may feel hopeless and lost in times of adversity.



**1 in every 8 people in the world¹
live with a mental disorder**

Healing the Wounds of History experiential workshops

Putting scientific evidence-based data at the heart of our work, MHAI is involved in *providing mental health science and knowledge* to benefit society and improve lives. While **educational campaigns on social media** are at the centre of our work, allowing us to educate thousands about the importance of mental health, MHAI continues to address some of the most pressing concerns in Armenian society.

Together with our partners based in California, MHAI periodically delivers **Healing the Wounds of History** experiential workshops. The latest one took place in [June 2022](#).

7

participants from Armenia
past 12 months

Produced by California-based Healing the Wounds of History non-profit, workshops explore the ***Historical Legacy of the Armenian Genocide***. It processes the ***wounding connected with the war 2020 Nagorno-Karabakh/Artsakh***, helping participants to understand how ancestral legacies of trauma and resilience manifest in their daily lives.





Advocacy to introduce psychosocial teacher trainings in schools

One of the target areas of MHAi is **education**: to make mental health awareness accessible to teachers, MHAi is working on **advocacy campaigns** to introduce **psychosocial teacher training** in schools throughout Armenia. It aims to support school personnel in their work to motivate and meet the needs of their students who experience educational challenges.

A positive psychosocial school environment helps to create a conducive environment for effective teaching and learning. It relates to 'the dynamic relationship between psychological aspects of our experience (our thoughts, emotions, and behaviors) and our wider social experience (our relationships, family and community networks, social values, and cultural practices)' (INEE, 2016: 8). Key elements contributing to the psychosocial school climate include the quality of personal relationships at school, methods used in the process of learning, classroom management and discipline, students' and teachers' well-being, prevalence of school-based violence, and social and emotional learning (SEL).

UNESCO's International Institute
for Educational Planning



more than **44%**²
of K-12 employees feel “always”
or “very often” burned out

Alongside awareness campaigns, MHAI oversaw the distribution of **self-care educational content** on **social media**, which helped to adapt some percentage of existing data, such as self-care toolkits for Armenian society

Assessment services

While we acknowledge the positive impact such content had and continuously has on the community we serve, we are committed to future development by introducing **assessment services**.

Assessment services will give people an accurate picture of their emotional and psychological state, allowing them to reach out and select the matching treatment. Once they have their results and treatment plan, they can learn how to manage their condition and start getting better.

Free

for beneficiaries

Paid

for 3rd party referrals



We believe **there is much more to do** to advance the promotion of mental health awareness, and acceptance and end the stigma related to mental health

Media monitoring to identify issues and raise awareness

MHAI plans to deliver mental health **awareness campaigns** combined with **media monitoring** to identify and raise awareness of unacceptable health issues in public discourse and media.



Mental Health Awareness Initiative aims to deliver a solid platform for mental health professionals to combine their knowledge and expertise to raise Mental Health Awareness and the importance of taking care of mental health.

To further advance mental health in Armenia and support the professional development of mental health specialists, MHAI is planning to establish one of its kind and first library

Mental Health Library

Mental Health Library will showcase collections of professional literature on mental health as a facility that will benefit professional and academic communities the most, with dedicated sections of self-help and pop psychology resources allocated for non-professional readers.

Free

self-help books and publications for beneficiaries

Paid Subscription

professional literature for mental health specialists and academics

2.3

The government's total expenditure on mental health as % of total government health expenditure in Armenia on 2020

3

4

Number of published research articles on mental health in Armenia on 2020

5

Acceptance Auditorium

The auditorium will serve MHAI to host events, training, workshops and lectures. The organisation will be able to generate income from paid rent.

In Use

for MHAI events, trainings, workshops and lectures

Paid Rent

for 3rd party events, trainings, workshops and lectures relevant to MHAI

MHAI understands the importance of *continuous and timely service* to the community and that mental health challenges faced by individuals and society are enormous

We developed and periodically ran **self-awareness campaigns on social media** to provide time-sensitive support. Yet to further enhance our impact, we are working on researching mental health concerns, which will allow us to provide more personalised and tailored communication and support.

Endnotes

1. Mental disorders, [WHO](#)
2. K-12 Workers Have Highest Burnout Rate in U.S., [GULLUP](#)
3. Mental Health Atlas 2020 Country Profile: Armenia, [WHO](#)
4. Mental Health Atlas 2020 Country Profile: Armenia, [WHO](#)