

**TASKEEN**   
SEHATMAND PAKISTAN

[www.taskeen.org](http://www.taskeen.org)

# ANNUAL PLAN

JAN-DEC 2023



# PUBLIC MENTAL HEALTH AWARENESS PROGRAM

## Key Achievements 2022

1. Reached **18 million+** people through social media campaigns

2. Partnership with **FM91** and conducted **13 shows** to create mental health awareness

3. Partnered with **SnackVideo** App and prepared **17 content** videos to create awareness around mental health stigma

4. Integrated community based awareness programs at ZMT and Sehat Kahani clinics and reached **10000+** people

5. Launched **52 awareness videos** on the following themes:

- Postpartum Depression
- Malpractice in Mental Health
- Cultural Pressures
- Men's Mental Health

## Strategic Goals 2023



1. Reach **40 million+** people through social and mass media



2. To strengthen the community awareness program with **primary healthcare clinics** in order to reach to the masses



3. To **create awareness** about our mental health helpline and to provide a solution to our viewers by creating a call to action for our helpline



4. To **raise awareness** about the stigma facing mental health issues and amplify reach via **TV and Radio**



5. **Establish and strengthen partnerships** to scale mental health awareness activities

## ADVOCACY

### Key Achievements 2022

1. Successfully passed the **suicide decriminalization** bill in the Parliament

2. Published 02 reports on **Mental Health Regulation and Mental Health Screening Tools**

3. Working on implementation of the **Islamabad Mental Health Act**

4. Planned the first annual **Pakistan Mental Health Coalition Meeting**

5. Working with the President of Pakistan and the Ministry of National Health Services, Regulation and Coordination (NHSRC) to establish a national mental health helpline

### Strategic Goals 2023



1. Implementing the **suicide decriminalization** action plan by engaging relevant stakeholders



2. Ensure passage of **Islamabad Mental Health Act** to create a viable framework for mental health in the **Federal Capital**



3. To launch a **national mental health helpline** and a **national mental health awareness campaign**



4. To carry out **mental health integration into Universal Healthcare (UHC)**



5. To mobilize **coalitions and sustain relationships** with all coalition members

## MENTAL HEALTH SUPPORT

### Key Achievements 2022

1. Established capacity of **500+ calls** per month

4. **78% beneficiaries** reported our service was helpful

2. Provided mental health support to **3000 patients**

5. Developed an **automated WhatsApp** appointment scheduling chatbot

3. **Conducted 6000** consultations with our beneficiaries

5. Developed and piloted a **school mental health chatbot**

### Strategic Goals 2023



1. Provide support to **4500+ beneficiaries**



2. Conduct **10,500 consultations**



3. Launch the **automated WhatsApp** appointment scheduling chatbot



4. Launch the **school mental health chatbot** for adolescents and youth



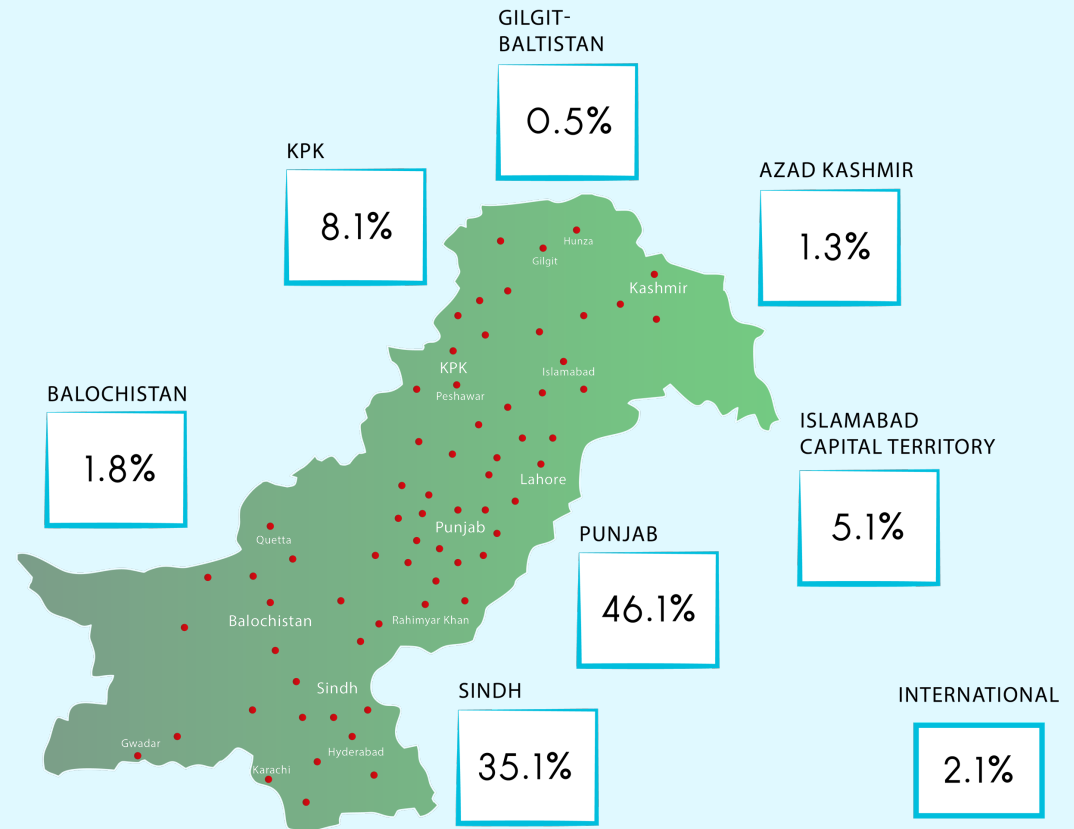
5. **Expand our services** through our community outreach programs



6. Work with government to launch the **National Mental Health Helpline**

## NATIONAL FOOTPRINT (N=3000)

A map highlighting the locations of the beneficiaries of our mental health support activities.



# BUDGET COMPARISON

Type	Category	Details	Actual (Jan- Dec 2022)		Projected (Jan- Dec 2023)		
			Actual (USD 1 = 170)		Projected (USD 1 = PKR 227)		
Direct	Public Awareness Program	Public mental health information campaigns on social and mass media	PKR 9,066,846	\$ 53,334	PKR 10,164,353	\$ 44,782	24%
	Wellness Program	Free of cost mental health helpline and chatbot	PKR 10,193,710	\$ 59,963	PKR 18,761,885	\$ 82,661	44%
	Advocacy Program	Stakeholder engagement for increased investment and policy change	PKR 4,056,089	\$ 23,859	PKR 6,112,500	\$ 26,930	14%
	Research Program	Publishing impact in scientific journals	N/A	N/A	PKR 1,676,000	\$ 7,384	4%
	Support	Finance, HR, Admin	PKR 2,727,754	\$ 16,046	PKR 3,301,900	\$ 14,547	8%
Indirect	Overheads	Office expenses, Rent, Utilities, Legal consultants	PKR 2,901,906	\$ 17,070	PKR 2,651,490	\$ 11,682	6%
Grand Total			PKR 28,946,305	\$ 170,272	PKR 42,668,128	\$ 187,986	100%



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