

TASKEEN 
SEHATMAND PAKISTAN

www.taskeen.org

ANNUAL PLAN

JAN-DEC 2024



PUBLIC MENTAL HEALTH AWARENESS PROGRAM

Key Achievements 2023

1. Reached **14 million+ people** through social media campaigns

2. Partnered with **AKHSP** to increase mental health awareness in the **Gilgit-Baltistan** and **Chitral** regions

3. Partnered with **WHO-EMRO** to produce videos highlighting the stories of people with lived experience

4. Integrated mental health awareness activities into ZMT, Sehat Kahani and FBF clinics and reached **37,000+ patients**

5. Launched **40 mental health awareness videos** on the various themes, few highlights are:

- Financial Pressures
- Suicidal Ideation
- Prenatal Depression

Strategic Goals 2024



1. Reach **15 million+ people** through social and mass media



2. To expand the **mental health integration into healthcare institutions** program



3. Launch the **primary prevention initiative** to emphasize on the significance of early intervention and prevention of mental illnesses



4. Collaborate with **celebrity ambassadors** to call for increased awareness and fundraising of mental health



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

ADVOCACY

Key Achievements 2023

1. Representation of Taskeen and Pakistan at global platforms: the **GMHAN** and **WHO-EMRO**

2. Signed MoUs with Health Services Academy (**HSA**), Islamabad Health Regulatory Authority (**IHRA**) and the **Gilgit-Baltistan Government**

3. Sustained relationships with local and global coalition; **expansion of the PMHC**

4. Worked on **regulation of mental health services in ICT region** with Islamabad Health Regulatory Authority (**IHRA**)

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

Strategic Goals 2024



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



2. To ensure mental health service **regulation of inpatient and outpatient mental health facilities** in Islamabad with IHRA.



3. To strengthen the **national mental health helpline** and launch a **national mental health policy**.



4. To develop protocols for **Emergency and Crisis Response** in Pakistan



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



6. To develop a provincial mental health action plan for Balochistan

MENTAL HEALTH SUPPORT

Key Achievements 2023

1. Provided mental health support to **4400+** patients

4. **81% beneficiaries** reported our service was helpful

2. Conducted **8300+** consultations with our beneficiaries

5. Launched a **WhatsApp AI** appointment scheduling and screening **chatbot**

3. **77% beneficiaries** reported a reduction in symptom severity

6. Launched the **Trainee Psychologist Program** with two institutes to scale helpline capacity

Strategic Goals 2024



1. Provide support to **5500+** beneficiaries



2. Conduct **11,000** consultations



3. Work with government and other private institutions to launch the **National Mental Health Helpline**



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



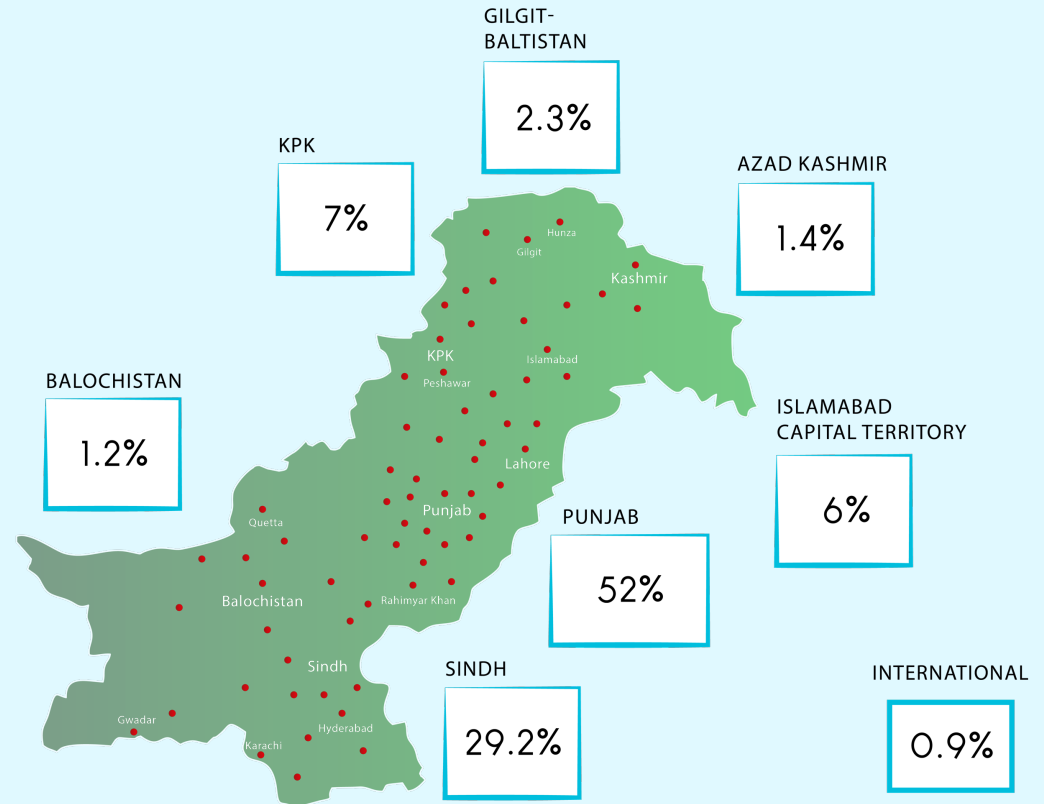
5. Expand our **Trainee Psychologist Program** to a total of 4 institutions in Pakistan.



6. To design and deploy **Taskeen Unity**, a HIPAA compliant patient database software

NATIONAL FOOTPRINT (N=4,246)

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



COMMUNITY MENTAL HEALTH

Background

Taskeen has launched its **Community Mental Health Program**, which aims to empower individuals with knowledge, skills, and support to enhance their psychosocial well-being.

The initiative's objectives include educating about holistic well-being, empowering with coping skills, improving relationships through healthy communication, educating on empathetic listening, and identifying and referring individuals for professional mental health help.

The target population encompasses schools, community centers, and companies or workplaces, each receiving tailored interventions based on their unique demographics.

Strategic Goals 2024



1. Develop and roll out our School Wellbeing Program



2. Train at least 100 Taskeen Wellbeing Mentors



3. Reach at least 2500 people through the Taskeen Wellbeing Mentors

BUDGET COMPARISON

Type	Category	Details	Actual (Jan- Dec 2023)		Projected (Jan- Dec 2024)		
			Actual (USD 1 = 253)		Projected (USD 1 = PKR 285)		
Direct	Public Awareness Program	Public mental health information campaigns on social and mass media	PKR 10,228,166	\$ 40,428	PKR 15,763,160	\$ 55,309	21%
	Wellness Program	Free of cost mental health helpline and chatbot	PKR 16,730,330	\$ 66,128	PKR 29,915,600	\$ 104,967	40%
	Advocacy Program	Stakeholder engagement for increased investment and policy change	PKR 4,698,082	\$ 18,570	PKR 7,608,909	\$ 26,698	10%
	Research Program	Publishing impact in scientific journals	PKR 632,087	\$ 2,498	PKR 1,949,600	\$ 6,841	3%
	Community Program	School Wellbeing Program	PKR 563,325	\$2,227	PKR 4,226,200	\$ 14,829	6%
	Fundraising	Raising funds for Taskeen	PKR 3,908,669	\$ 15,449	PKR 3,063,000	\$ 10,747	4%
	Support	Finance, HR, Admin	PKR 3,469,781	\$ 13,715	PKR 6,012,600	\$ 21,097	8%
Indirect	Overheads	Office expenses, Rent, Utilities, Legal consultants	PKR 5,595,038	\$ 22,115	PKR 6,270,000	\$ 22,000	8%
Grand Total			PKR 45,825,478	\$ 181,130	PKR 74,809,069	\$ 262,069	100%



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