

# SEHATMAND PAKISTAN

ANNUAL PLAN 2025



TASKEEN   
SEHATMAND PAKISTAN

## WELLNESS DEPARTMENT

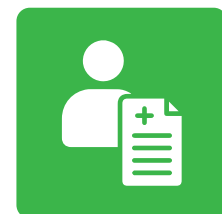
### Strategic Goal:

To facilitate beneficiaries and caregivers contacting us for help to receive the appropriate mental health support to improve their well-being, particularly focusing on underprivileged communities.

### Key Achievements 2024:



Provided support to 5,212 beneficiaries



Conducted 10,700 consultations in total



Completed 2 cohorts of the Trainee Psychologist Program (TPP) with 4 institutes resulting in 1,614 additional consultations



91% beneficiaries reported improvement in distress



Launched Taskeen Unity - a HIPAA compliant patient database

### 2025 PRIORITIES:

#### 01 INCREASE HELPLINE CAPACITY:

- Provide support to 6,500 beneficiaries and conduct 13,000 consultations in total.
- Expand partnerships with universities for the TPP for 2 cohorts per year.

#### 02 MONITOR AND EVALUATE SERVICE DELIVERY

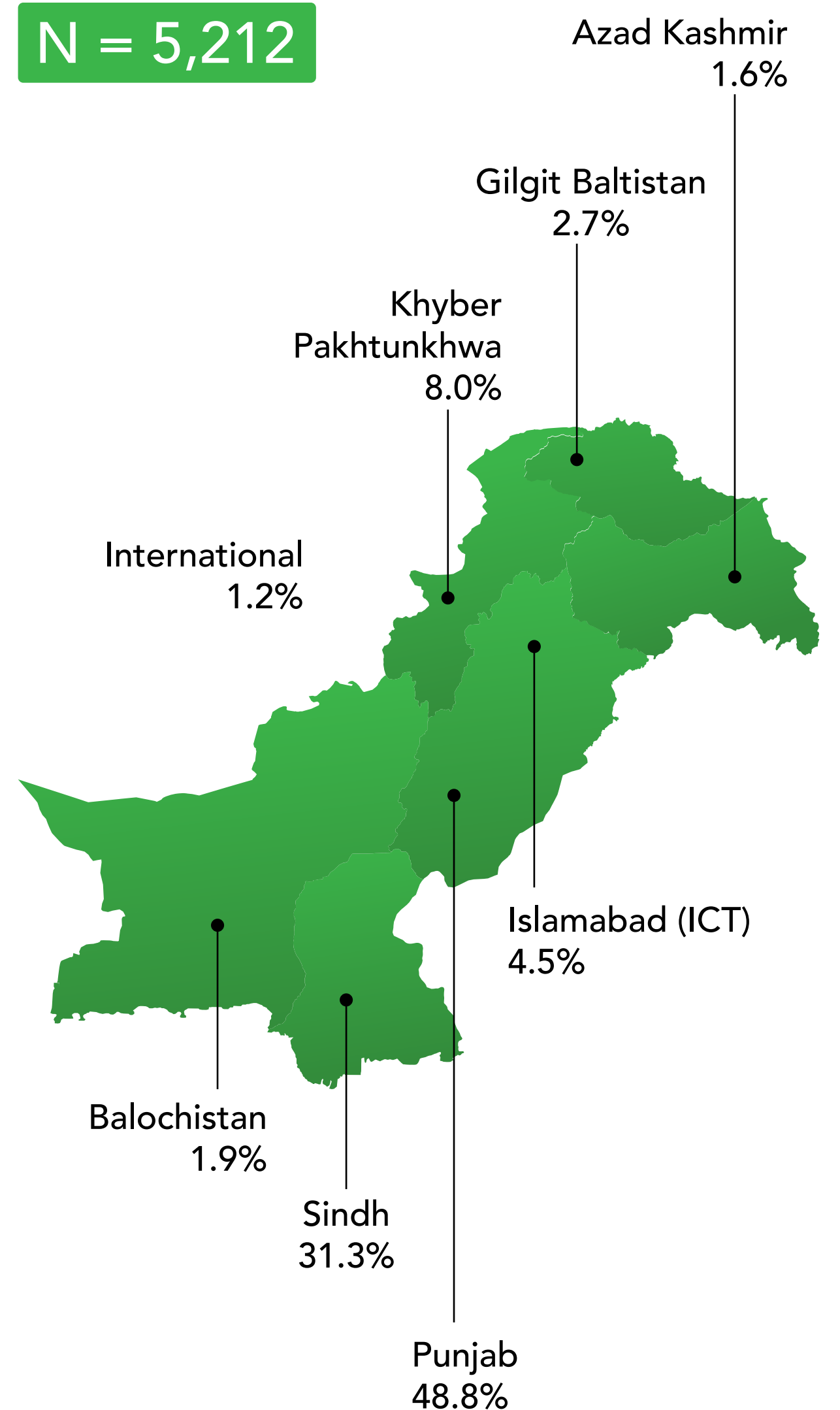
- Achieve 60% improvement in distress, session effectiveness, and counselor effectiveness after the first session.
- Ensure 80% improvement in distress, session effectiveness, and counselor effectiveness from the fourth session onwards

#### 03 MAINTAIN AND ENHANCE TASKEEN UNITY

- Maintain the comprehensive database for streamlined tracking and management of beneficiary information.

#### 04 DEVELOP AND LAUNCH TASKEEN DOST

- Develop a secure and encrypted AI-powered WhatsApp chatbot, to provide round-the-clock and accessible self-help mental health resources.
- Offer culturally relevant and validated mental health content to dispel myths, build resilience, and manage stress.



## ADVOCACY DEPARTMENT

### Strategic Goal:

To increase public access to mental health services, reduce legislative barriers and create a vibrant mental health landscape in Pakistan.

### Key Achievements 2024:

**01**  
Collaborated with Islamabad Health Regulatory Authority (IHRA) and Health Services Academy (HSA) to develop an inpatient mental health service checklist for ICT

**02**  
Developed a 5 year National Mental Health Policy which was approved by the secretaries of National Health Services, Regulation and Coordination (NHSRC) and Ministry of Education and Professional Training (MoEPT)

**03**  
Developed strategic partnerships with governmental institutes and civil society organizations to work towards implementation of the suicide decriminalization bill

**04**  
Developed ethical principles and code of conduct for mental health professionals, institutes and organizations within the Quality Standards and Advocacy sub-committee of the Pakistan Mental Health Coalition

**05**  
Developed a protocol for MHPSS in emergencies in Sindh in collaboration with the PDMA Sindh and the Emergency Response sub-committee of the Pakistan Mental Health Coalition

### 2025 PRIORITIES:

**01**  
**SUICIDE DECRIMINALIZATION**

- Provide sensitization training to 500 Sindh police officials on mental health and suicide decriminalization by Q4 2025
- Collaborate with partners (e.g., Musawi, SHRC) to expand efforts in Sindh and Punjab.

**02**  
**COLLABORATION WITH GOVERNMENT AND REGULATORY BODIES**

- Implement inpatient mental health service regulation in ICT (baseline study) by Q3 2025
- Collaborate with Sindh Health Care Commission to develop MSDS checklist for inpatient facilities in Sindh by Q4 2025 and onwards
- Facilitate the approval of Federal Mental Health Policy through the Ministry of Education and Professional Training and Ministry of National Health Services, Regulation and Coordination

**03**  
**STRENGTHENING THE PAKISTAN MENTAL HEALTH COALITION (PMHC)**

- Restructure the PMHC based on the learnings from GMHAN
- Establish a dedicated secretariat led by Taskeen and BAT for strategic alignment and execution.

## PUBLIC AWARENESS DEPARTMENT

### Strategic Goal:

To empower individuals to improve their mental health and wellbeing, reduce stigma around mental illness, encourage early help-seeking behaviors, engage youth through innovative platforms, and amplify impact through strategic partnerships and outreach.

### Key Achievements 2024:



Reached 19 million+ people through digital mental health campaigns



Raised PKR 304,620 through the Green Heart Movement program



Recruited 5 Green Heart Movement ambassadors and piloted the Green Heart volunteer program.



Taskeen, in collaboration with the British Asian Trust and MKRF, successfully launched the national mental health awareness campaign MilKar in October 2024.



Produced over 20 videos on various themes of mental health awareness and primary prevention, few key highlights are: Somatization and Mental Health, Healthy Communication Skills, Mental Health of Caregivers, Attachment Styles

### 2025 PRIORITIES:

#### 01 RAISE AWARENESS AND PROMOTE WELLBEING

- Reach 20 million+ people through digital mental health campaigns
- Produce mental health awareness videos and campaigns on themes of stigma reduction, primary prevention and stories of hope
- Engage youth through TikTok and by launching a short film competition to promote mental health awareness among youth
- Revamp the website in both Urdu and English, improving the user experience.

#### 02 STRENGTHENING PR AND PARTNERSHIPS

- Recruit 5-10 Green Heart Movement ambassadors and expand the volunteer program to 2 schools to boost youth mental health awareness and crowdfunding
- Create Zakat-specific content, leveraging celebrities to create brand awareness and promote fundraising.

#### 03 MIL KAR CAMPAIGN

- Support MKRF and BAT for the development and implementation of the Mil Kar campaign.

## COMMUNITY DEPARTMENT

### Strategic Goal:

To empower people with the knowledge, skills, and support to improve their own and their communities' psychosocial wellbeing.

### Key Achievements 2024:

<p>01 Launched School Wellbeing Program with FEMT and Happy Homes Schools (HHS) school networks across Karachi, Gilgit and Skardu</p>	<p>02 Engaged 1,683 teachers through intrapersonal (Level 1) and interpersonal (Level 2) skills workshops</p>	<p>03 Trained and supervised 36 CWMs across two partners</p>	<p>04 Reached 119,000+ people through community-based mental health awareness.</p>	<p>05 Reached 655 individuals across 12 diverse organisations through Taskeen Wellbeing Sessions</p>
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### 2025 PRIORITIES:

<p><b>01</b> <b>WINGS: SCHOOL WELLBEING PROGRAM</b></p> <ul style="list-style-type: none"> <li>• Implement the WINGS program in 10 schools across Karachi and Islamabad</li> <li>• Engage 2,000 teachers and 400 parents through intrapersonal (Level 1) and interpersonal (Level 2) skills workshops.</li> <li>• Train 40 school wellbeing mentors (SWMs) to implement the WINGS program.</li> <li>• Engage 2,000 adolescents through the WINGS program.</li> </ul>	<p><b>02</b> <b>PEACE: MENTAL HEALTH INTEGRATION PROGRAM</b></p> <ul style="list-style-type: none"> <li>• Train and supervise 50 CWMs across multiple partners.</li> <li>• Conduct mental health screening of 15,000 individuals.</li> <li>• Reach 100,000 people through community-based mental health awareness.</li> </ul>	<p><b>03</b> <b>TASKEEN WELLBEING SESSIONS</b></p> <ul style="list-style-type: none"> <li>• Reach 1,000 individuals through interactive audio-visual wellbeing workshops for PR and mental health awareness purposes.</li> </ul>
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## BUDGET COMPARISON

		ACTUAL (JAN - DEC 2024) ACTUAL (USD 1 = 280 PKR)		PROJECTED (JAN - DEC 2025) PROJECTED (USD 1 = PKR 285)		
<b>DIRECT</b>	<b>PUBLIC AWARENESS &amp; RELATIONS DEPT.</b>	15,073,713	\$ 53,835	22,726,400	\$ 79,742	14%
	<b>WELLNESS DEPARTMENT</b>	24,964,685	\$ 89,160	43,239,620	\$ 151,718	28%
	<b>ADVOCACY DEPARTMENT</b>	5,963,733	\$ 21,299	10,863,719	\$ 38,118	07%
	<b>RESEARCH DEPARTMENT</b>	2,042,782	\$ 7,296	2,292,100	\$ 8,042	01%
	<b>COMMUNITY DEPARTMENT</b>	9,442,424	\$ 33,723	49,075,710	\$ 172,195	31%
	<b>SUPPORT</b>	7,981,926	\$ 28,507	17,516,200	\$ 61,460	11%
<b>INDIRECT</b>	<b>OVERHEADS</b>	6,656,145	\$ 23,772	11,518,600	\$ 40,416	07%
<b>GRAND TOTAL</b>		72,125,408	\$ 257,591	157,232,349	\$ 551,692	100%

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