

TASKEEN 
SEHATMAND PAKISTAN

www.taskeen.org

ANNUAL PLAN

JAN-DEC 2022



PUBLIC MENTAL HEALTH AWARENESS PROGRAM

Key Achievements 2021

1. Reached **28 million** people through social media campaigns

2. Reached **40 million** people through television shows

3. Partnered with Facebook to reach **18 million+** people in October 2021

4. Developed a plan to **target underserved communities**

5. Launched 70 awareness video campaigns on the following themes:

- **De-stigmatization of mental health**
- **Mental Health education for patients**
- **Mental Health education for family members**
- **Healthy Parenting**

Strategic Goals 2022



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



2. Pilot new mediums to reach masses:

- a. **SMS awareness campaigns**
- b. **Radio awareness campaigns**
- c. **Snack Video awareness campaigns**



3. Develop partnerships to increase accessibility for **underserved communities**



4. Re-leverage old content and launch 45 awareness video campaigns on the following themes:

- a. **Women's Mental Health**
- b. **Men's Mental Health**
- c. **Transgender's Mental Health**
- d. **Academic Pressures**
- e. **Youth Series**

MENTAL HEALTH ADVOCACY

Key Achievements 2021

1. Introduced **suicide decriminalization bill** to senate

2. Collaborated with Ministry of Health to develop the **Islamabad Mental Health Act**

3. Spearheaded the development of the **Pakistan Mental Health Coalition** and **South Asian Union of Mental Health**

4. Published **02 reports** and conducted **04 webinars** on mental health advocacy

Strategic Goals 2022



Ensure passage of **suicide decriminalization bill**



Ensure passage of **Islamabad Mental Health Act**



Reform **provincial mental health acts**



Launch a campaign on **mental health regulation**



Advocate for Taskeen helpline to **become national mental health helpline**

MENTAL HEALTH SUPPORT

Key Achievements 2021

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

2. Provide mental health support to **2133 patients**

3. Conducted **4128 consultations**

4. **87%** of the beneficiaries reported service helpful

5. Launched Pakistan's **first mental health chatbot**

Strategic Goals 2022



Increase capacity to **1000 calls** per month



Provide mental health support to **4000+ beneficiaries**



Conduct **8000+ consultations**



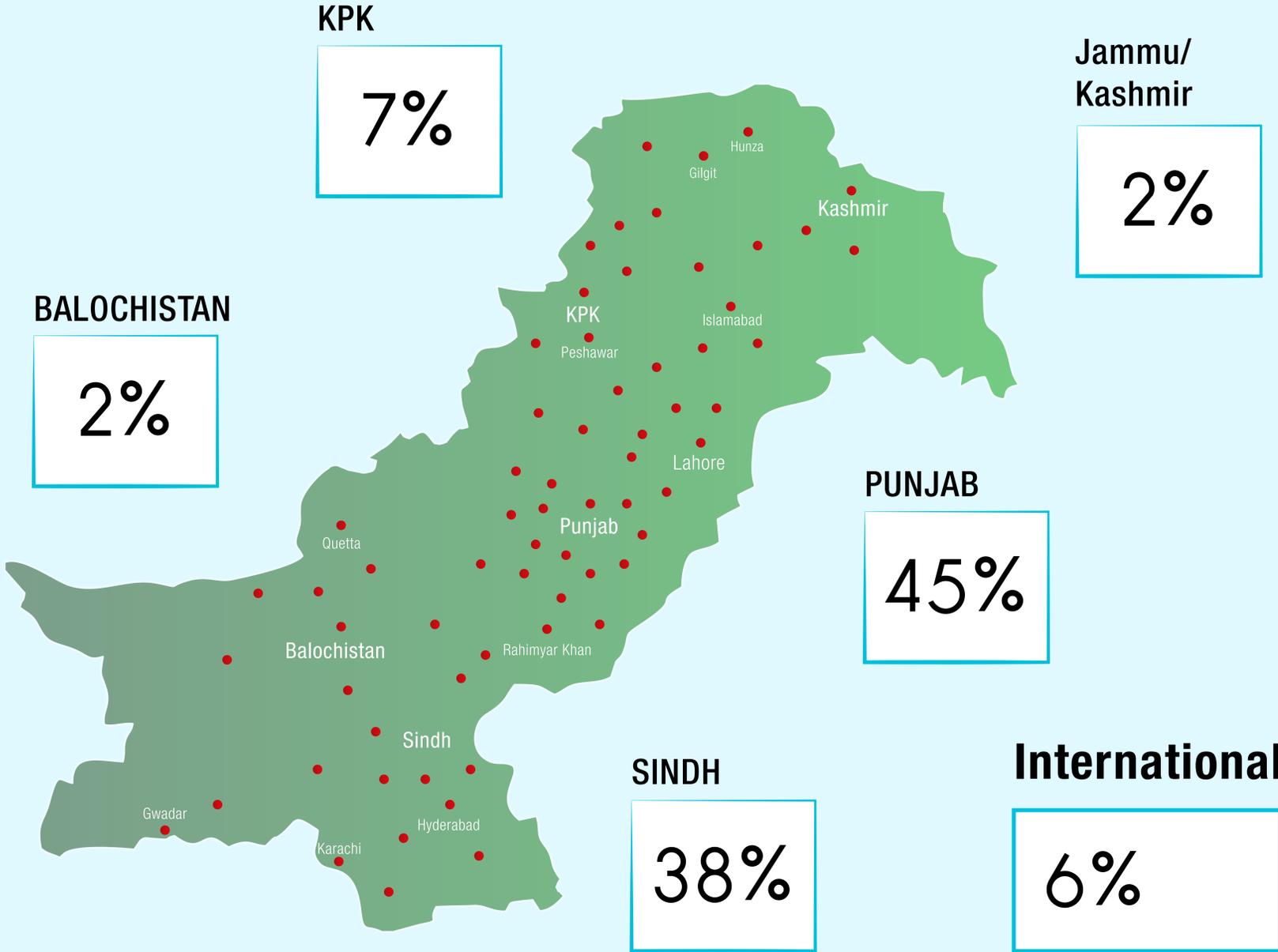
Launch **mental health chatbot** for school going youth



Develop **partnerships** to increase accessibility for underserved communities

NATIONAL FOOTPRINT (N=2200)

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



BUDGET COMPARISON

Type	Category	Details	2021 Actual		2022 Projected		Percent Increase / (Decrease)
Direct	Public Awareness Program	Public mental health information campaigns on social and mass media	PKR 9,553,028	\$56,194	PKR 13,548,000	\$79,694	42%
	Wellness Program	Free of cost mental health helpline and chatbot	PKR 6,369,157	\$37,466	PKR 9,039,000	\$53,171	42%
	Advocacy Program	Stakeholder engagement for increased investment and access	PKR 2,448,015	\$14,400	PKR 3,403,000	\$20,018	39%
	Support	Finance, HR, Admin	PKR 1,144,344	\$6,731	PKR 2,100,000	\$12,353	84%
Indirect	Overheads	Office expenses, Rent, Utilities, Legal consultants	PKR 1,117,541	\$6,574	PKR 2,280,000	\$13,412	104%
Grand Total			PKR 20,632,085	\$121,365	PKR 30,370,000	\$178,647	47%



0316-Taskeen (8275336)



Copyright © 2022 Taskeen, All right reserved.