



# COMMS ANNUAL REPORT 2021





# LITTLE DID WE KNOW WHAT WAS COMING.

Yes, we thought that 2021 would be easier than 2020 on all of us, but little did we know what was coming. With the increased need for Mental Health awareness and high-quality services of support to the community, it was apparent that we were still in a state of emergency. Thousands of August Blast wounds were still unheard, unseen, and unhealed, all while the country has been sinking deeper into a total socio-economic collapse and literal darkness. The Communications department at embrace stepped up to the responsibility and pushed against odds, while dealing with internal departmental changes and a very fluid environment.

**This report covers the multiple activities of the department as well as measurable results to the growth and impact the department achieved for Mental Health in general and embrace in specific.**

The impact was a direct result of diligent, passionate, and committed team members that aimed very high, and worked relentlessly to make the embrace mission and impact happen. We are also grateful for the empowerment and support provided by our organization, as well as our partners and donors.

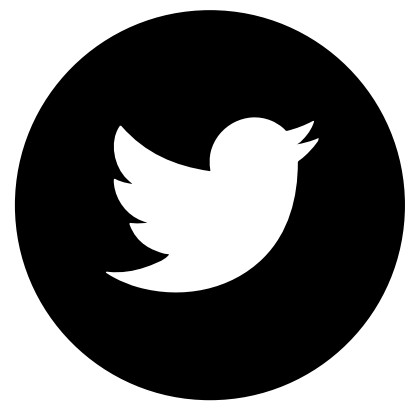


# OUR ONLINE PLATFORM OVERVIEW

Total Number of posts per Platform

 **220**

 **220**

 **353**

Type of posts split

**40** Posts Lifeline

**11** Posts A&O

**20** Posts EMHC

**64** Posts General

**18** Posts Campaigns

**37** Videos

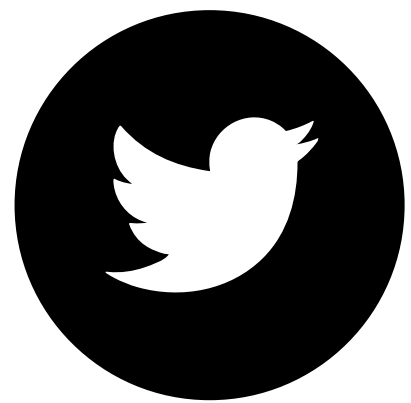
**30** Announcements




Social Media Supporters

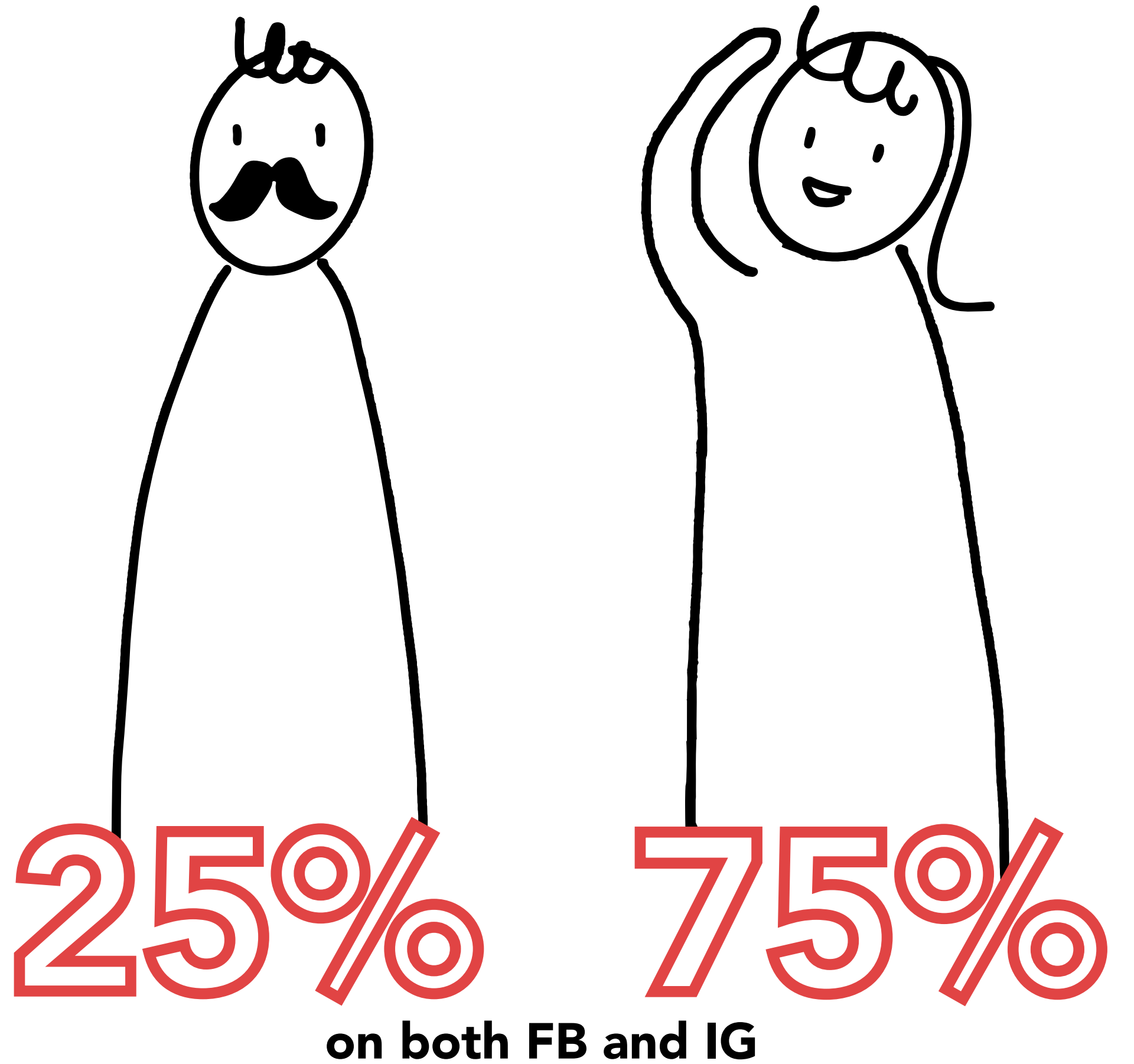
 19,186

 30,540

 2,539

 37

Demographics



# Growth

# of Supporters

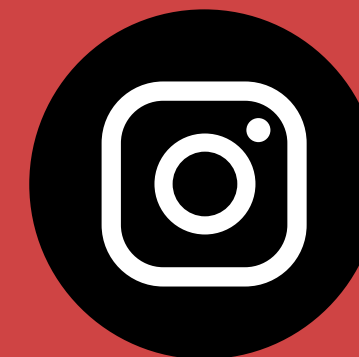
Percentage growth from  
Jan 2021 to Dec 2021

**23.9%**  
15,478 to 19,186



**3,708**

**56.5%**  
19,503 to 30,540



**11,037**

**52.2%**  
1,668 to 2,539



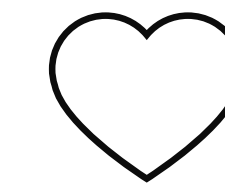
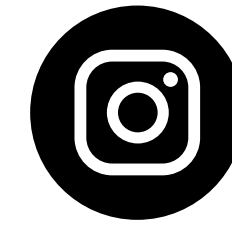
**911**



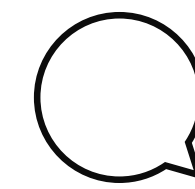
# Top-performing post of 2021



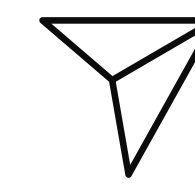
## Hussein Bourji post - July 8, 2021



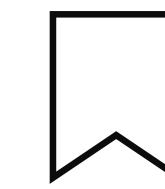
2,949



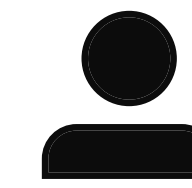
211



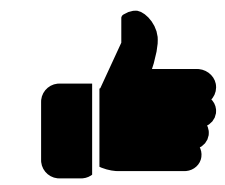
751



153



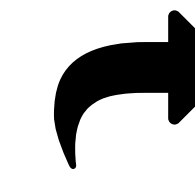
Accounts reached: **25,525** out of which  
9,828 were non-followers



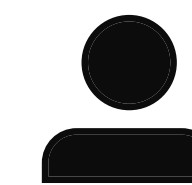
1.1k



35



92



Accounts reached **41.1k**

# Top-performing video of 2021





## Hidden Wounds of August Blast - July 28, 2021

      
**19,082** **328** **10,892** **2,382**

 Accounts reached: **129,789** out of which  
112,871 were non-followers

     
**1.9k** **35** **304**

 Accounts reached **76.8k**

 **82,031** views

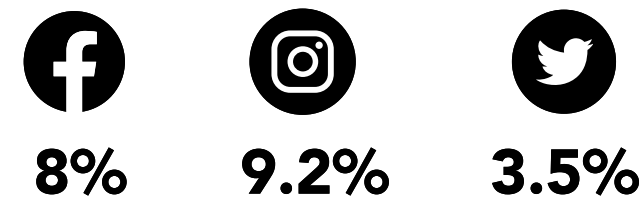


**Rundown of the Top 12 Performer Posts of 2021 - engagement rate %**

### JANUARY



Pharmacies Collaboration (Jan 18)



### FEBRUARY



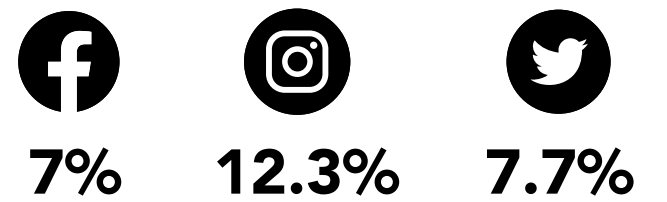
Valentine's at Embrace (Feb 14)



### MARCH



International Women's Day (Mar 8)



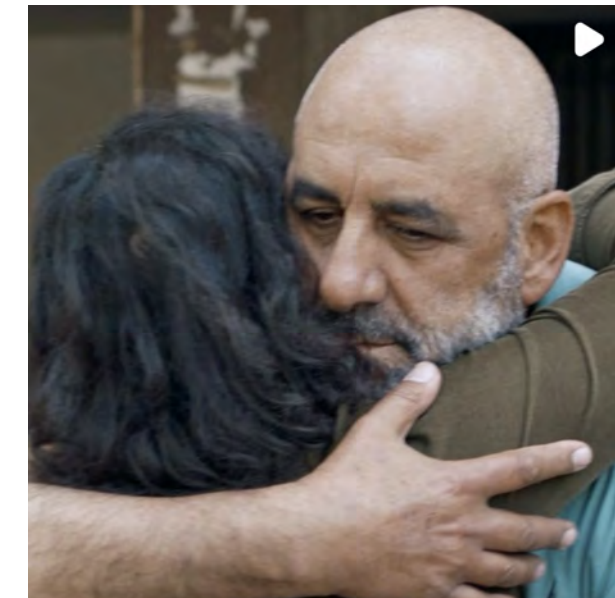
### APRIL



Sexual Assault Support Tips (Apr 28)



### MAY



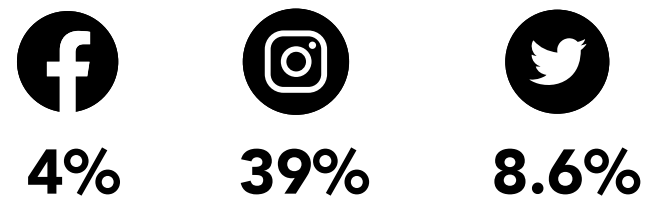
Talking Saves Lives Campaign (May 21)



### JUNE



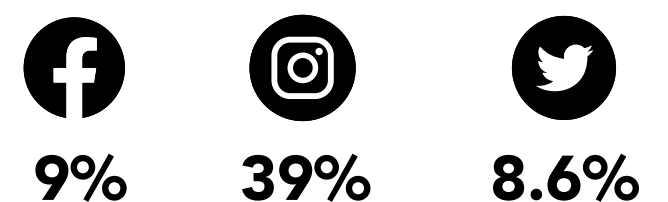
Hike (June 20)



### JULY



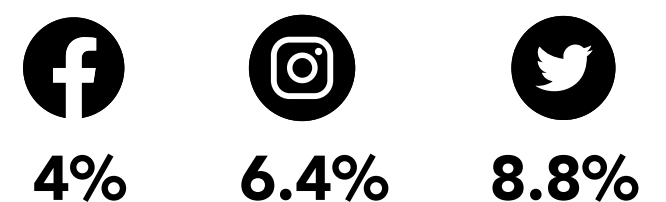
Hussein Bourji Testimonial (Jul 8)



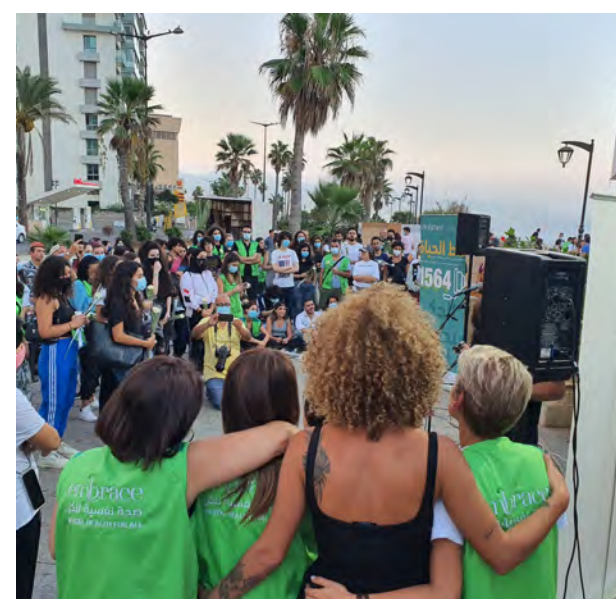
### AUGUST



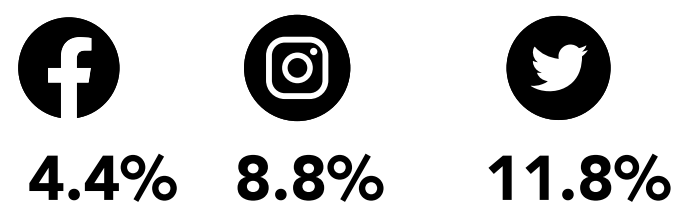
Tony Sawma Testimonial (Aug 31)



### SEPTEMBER



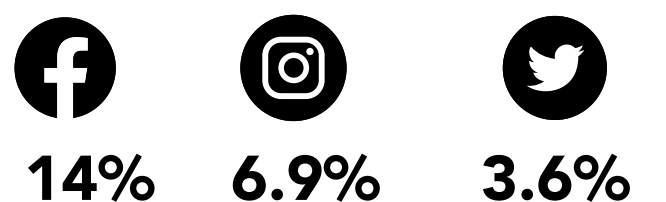
Into the Dawn (Sep 13)



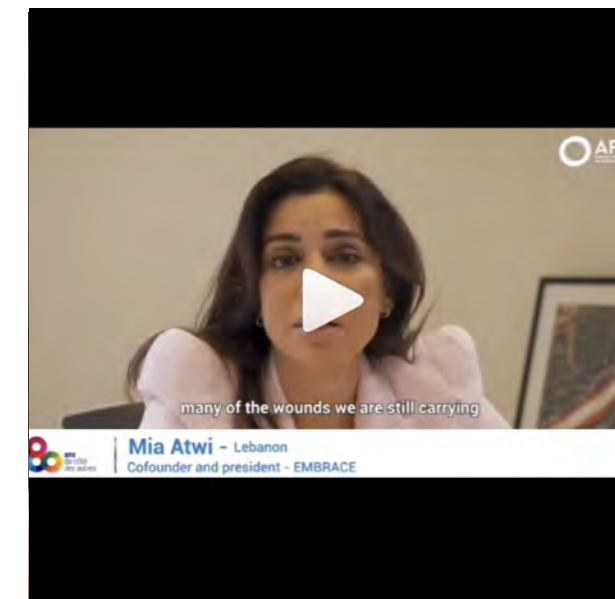
### OCTOBER



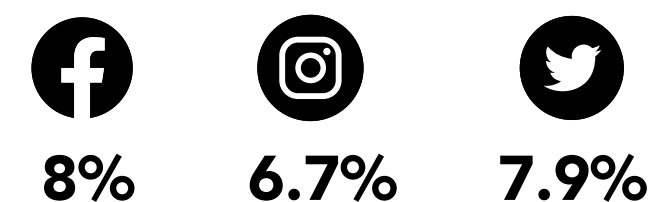
ISF Collaboration (Oct 28)



### NOVEMBER



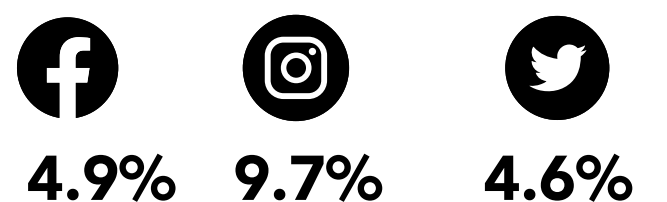
AFD80 (Nov 29)



### DECEMBER



Lifeline Operator Testimonial (Dec 22)



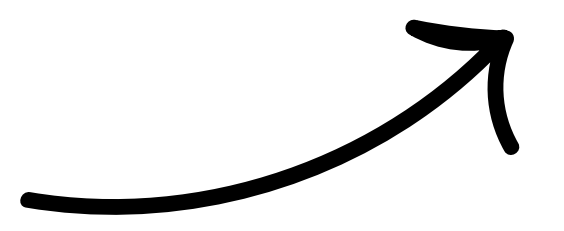




**II.**

**THE  
COMMUNI-  
CATION  
ACTIVITIES**

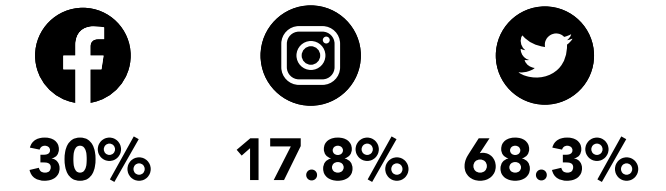
# **Campaigns**



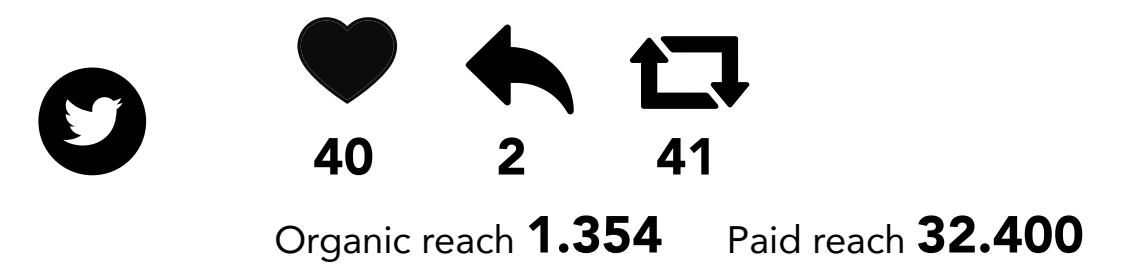
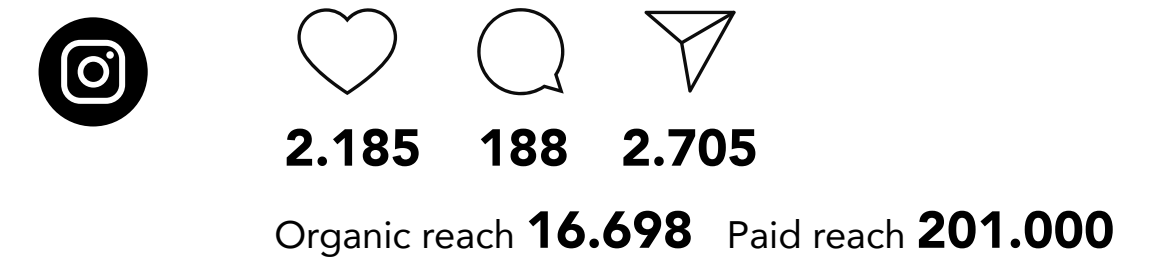
# العكس سب طول العمر



## CAMPAIGN ENGAGEMENT RATES



## CAMPAIGN VIDEO STATISTICS





# THE STORY BEHIND "TALKING SAVES LIVES" CAMPAIGN

The stories of Lara, Raja, Karim and Faten resemble the stories of many individuals residing in Lebanon who are facing similar strenuous living conditions and struggling, daily, due to the economic and social deterioration Lebanon is facing.

As part of our mission to raise awareness about the importance of taking care of our mental health, this campaign served as a reminder that the Lifeline 1564 (The National Emotional Support and Suicide Prevention Hotline) is available to listen and help anyone in distress.

## CAMPAIGN REPORT FINDINGS:

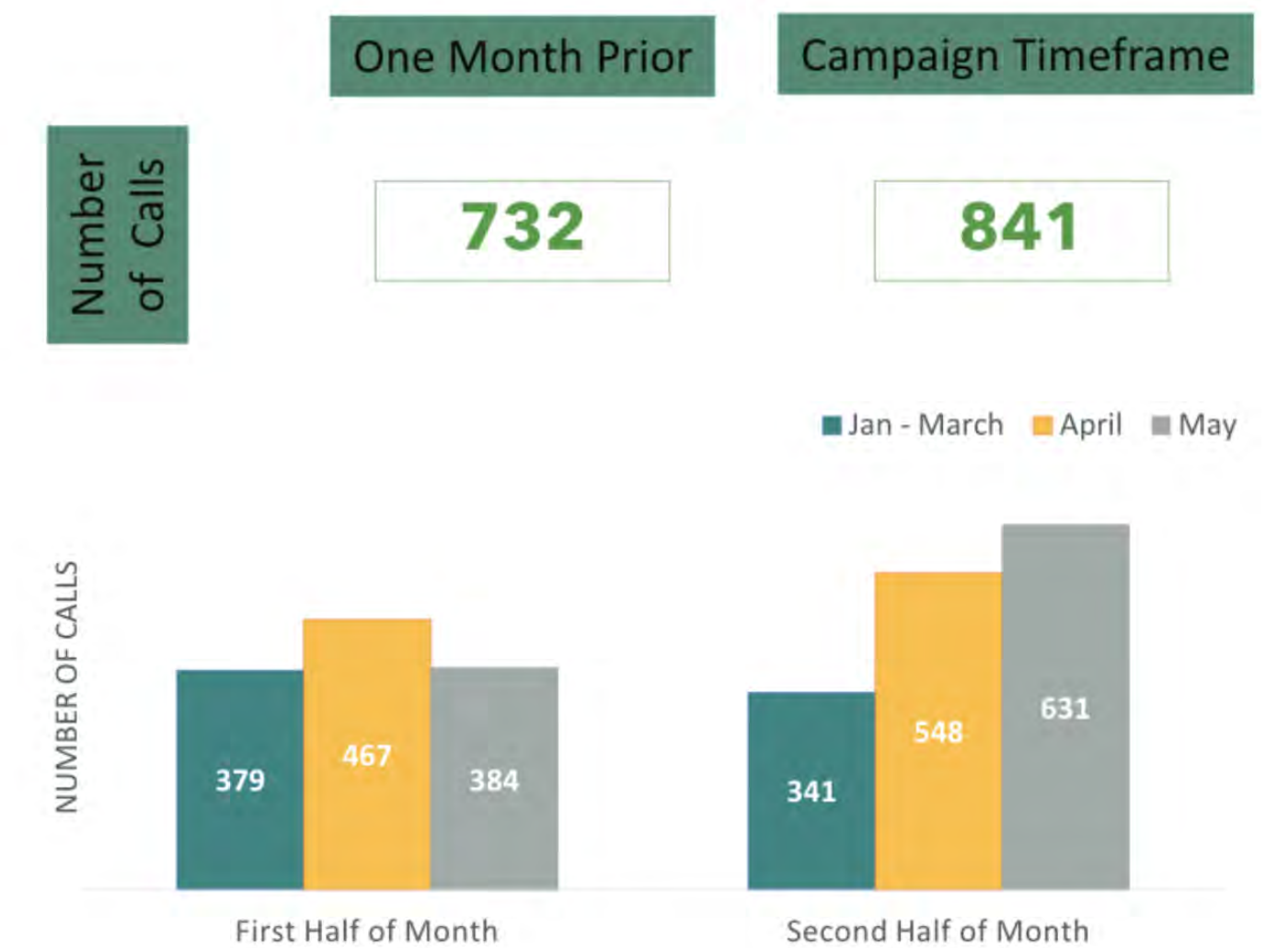
Call volume appeared to be slightly larger during the campaign period by approximately

### 100+ CALLS

(compared to before the campaign period) This increase in call volume was accompanied by only small changes (+/- 2%) across different demographics variables and types of calls. 1-2% increase in the South region reach, and a small increase in emotional distress and suicide ideation calls were detected. It was also noticed there was a little bit more missing data across this time period suggesting maybe the operators were overwhelmed with additional calls.

## MEDIA COVERAGE

Following our successful campaign launch, Embrace was featured on several media outlets to talk more about the rationale behind the campaign and how important it is to reach out. Embrace's team, along with representatives from the National Mental Health Program, led conversations on local & regional TV and Radio stations to highlight mental health and suicide prevention and remind viewers and listeners of the Lifeline 1564.





# ماتعالمجت

في جروح بعد

HIDDEN WOUNDS  
THAT REMAIN UNTREAD

## The Story

As we come close to the one-year memorial of the Beirut Blast, so many wounds ooze & emotions resurface, many of which remain untold, unheard & unseen and thus untreated. Our mental health is highly at stake, despite the efforts that Embrace has placed in the past 12 months to listen and alleviate the internal wounds and reach out to those in need of mental & emotional support.

Our commitment to the mission and people's ongoing support enabled us to open the Embrace Mental Health Center in one month post blast. This center provided direct and quality mental health care to individuals who were traumatized by the explosion, and together with the National Lifeline 1564 and numerous awareness sessions, enabled us to reach more than 9,500 individuals during this past year. The film campaign was created and produced wholeheartedly by Embrace, in collaboration with the Director Samia Badih and the Beirut Film Institute, to tell the story of the many hidden wounds that, since August 4 & until today, remain untold, unheard, and thus untreated. 6:07 still ticking.

It serves as a reminder that, today, we still need the support of all people who believe that mental health is an essential gateway to wellbeing.



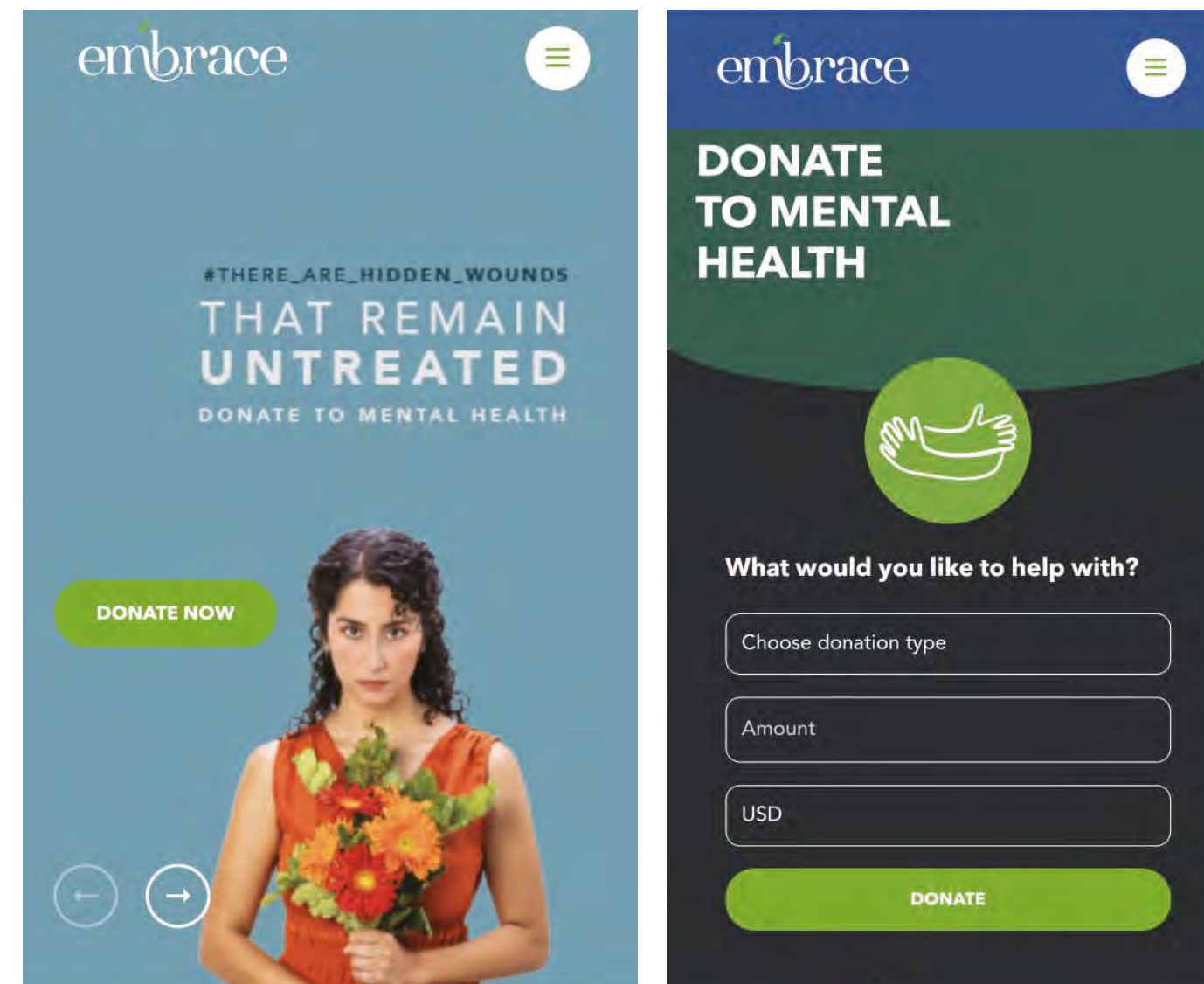


## PRE AND LAUNCH

We started the pre-launch campaign on July 2021 ,27, by posting 3 teasers on our social media platforms limited to the idea of "untreat-ed and silent wounds" The film campaign was launched on July 28, 2021, when we posted the video with a clear message: "Even when physical wounds are close to healing, there remains so many hidden wounds left untold, unheard and untreated, as we get closer to August 4."



## WEBSITE LAUNCH



## GROWTH OF SOCIAL MEDIA BASE AFTER THE CAMPAIGN

495 3.230 152

## CAMPAIGN VIDEO STATISTICS

19.107 330 10.884 2.449  
Accounts reached **128.609** Impressions **138.065**  
ACTION TAKEN FROM THIS POST: **6,459**  
WEBSITE TAPS: **168** FOLLOWS: **2,067**  
VIEWS: **105,103**

446 7 285  
Reach **68k** Engagement **8.555**

# PROMOTION- OUTDOOR CAMPAIGN

The still visual campaign was promoted outdoors via two main agencies:

Vivad:

Paid Print: Vivad offered their billboards for free & Embrace was only charged for printing of material.

Areas selected in Beirut were Koreitem, Raouche, Verdun and Mar Mikhael.

Vivad also offered to install LED screens free of charge. The screens included bright, vivid, attention-grabbing displays of our campaign giving the chance to all passengers and pedestrians to see the campaign and heighten the awareness.

Promomedia:

We received the free support of Promomedia and projected the ads across 15 different billboards in Beirut



## ONLINE CAMPAIGN PROMO- TION

With the support of ITS Communications, the campaign was promoted on Youtube and Twitter solely since Instagram & Facebook performed exceptionally well organically.

its.  
COMMUNICATIONS

VIVAD

PROMOMEDIA

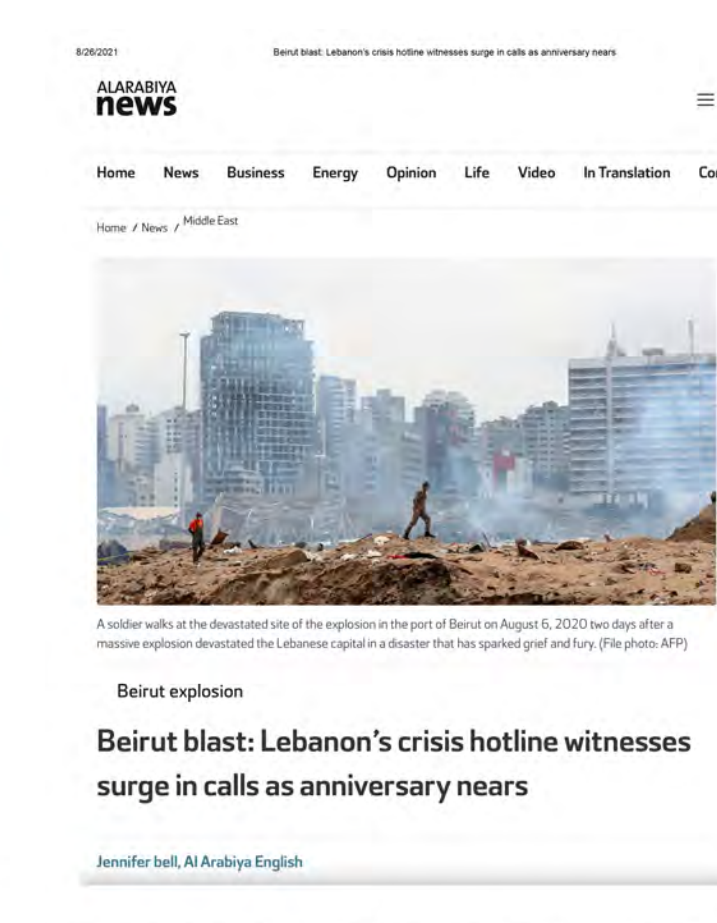
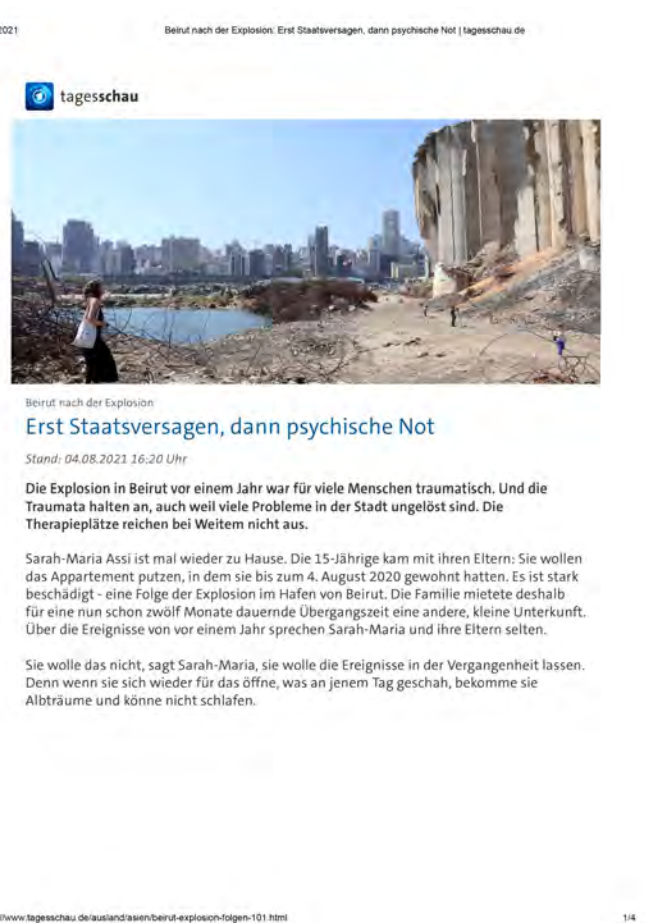
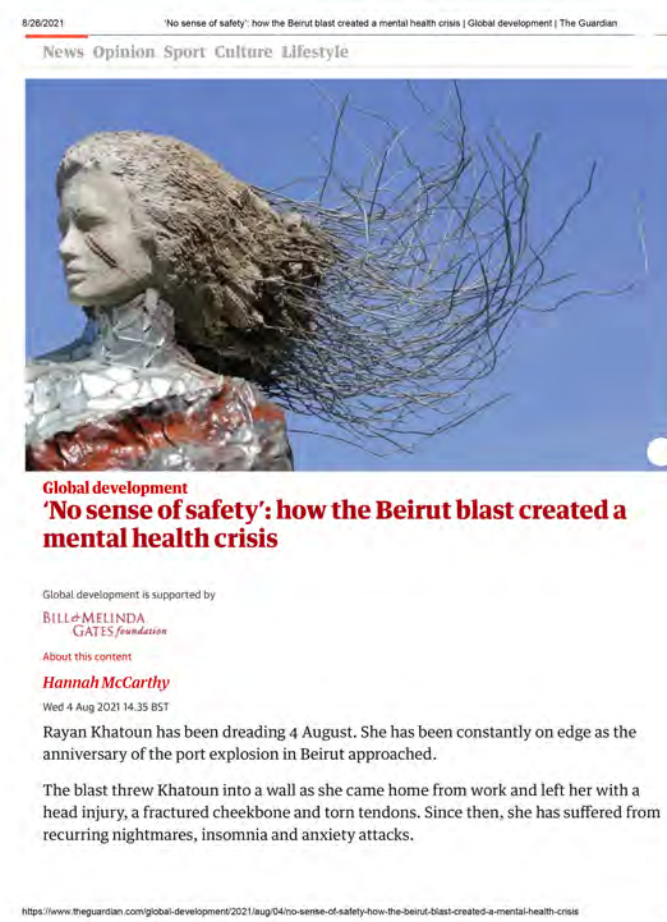


# MEDIA COVERAGE

2 Local articles, 9 international articles, 2 local TV appearances (Annahar and MTV) MTV insertions: 20 slots+

In order to maximize on exposure and coverage, the Communications Department pushed the campaign and press releases via email and Whatsapp portals as well as influencers on social media.

This greatly helped in attracting press and media outlets, locally and internationally, who featured Embrace's work as well as the campaign via a series of articles, short documentaries, as well as media interviews on TVs and Radios.





# Events







# INTO THE DAWN WALK- SEPTEMBER 2021

On World Suicide Prevention Day, and each year since 2014, we walked together into the dawn to raise awareness around mental health, suicide prevention, and pay tribute to loved ones we lost to suicide.



1.197



79



32

Accounts reached: 12,604 out of which **2,591** were non-followers.



61



8



**1,528** impressions **70** total engagements

embrace



In preparation for 'Into the Dawn' Walk, new roll-up banners were produced to spread our messages as well as branded Embrace vests which all our volunteers wore during the walk. Embrace stickers and The Lifeline information were distributed to people who attended.



## مشينا مع طلوع الضو لنزيد التوعية عن الصحة النفسية



530



110



20

4948 views

Accounts reached: 20,090 out of which **14,475** were non-followers.



40



14

Accounts reached **2.431**



Impressions: **734**

Media views: **133**

Total engagement: **40**

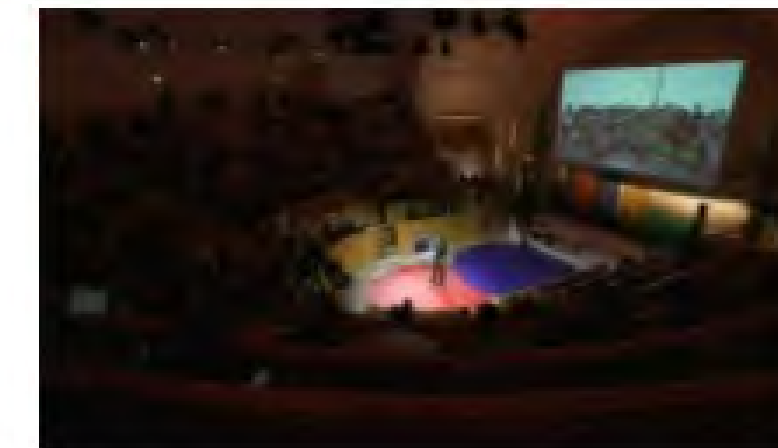


**82,031** views



# EMBRACE AT AFD 80TH ANNIVERSARY IN PARIS - DECEMBER 2021

As Part of AFD's 80th anniversary celebration that was held at The National Museum of Natural History in Paris, Embrace's Strategic Partnerships Director, Lea Zeinoun, took the audience on a Mental Health journey that started with 40 seconds touching "Mise en Scène" film that reenacts voices of callers asking for Mental Health support. Zeinoun followed by addressing the socio-economic hardships Lebanon is facing and how Embrace is dealing with its consequences when it comes to the National Emotional Support and Suicide Prevention Hotline.



Under the High Patronage of President Emmanuel Macron, Agence Française de Développement (AFD) celebrated its 80th anniversary, reaffirming its commitment to Embrace and other global partners.

AFD's project leaders from all over the world were invited to share their organizations' knowledge, experiences, and achievements, through presenting projects, reflecting on challenges, and envisioning a better world.

As part of the celebration that was held at The National Museum of Natural History in Paris, Embrace's Strategic Partnerships Director, Lea Zeinoun, took the audience on a Mental Health journey that started with a 40 seconds touching « Mise En Scène » film that reenacts voices of callers asking for The Lifeline's support amidst the socio-economic crisis and tragic events Lebanon has been witnessing for the past few years.

« Imagine if these calls were never answered, if these cries for help were never heard... They used to be, especially in Lebanon, they used to be unanswered

# CONFERENCE DECEMBER 10: BREAKING SILENCE ON SUICIDE

On December 10th, a conference organized by Embrace alongside NMHP and WHO was held at Ecole Supérieure des Affaires. The conference was dubbed 'Breaking Silence on Suicide: A 360 Conference on Prevalence, Practice, Prevention and Views forward in Lebanon. Over 150 people attended as well as media outlets who covered the conference on the news.

Some of the main topics that were tackled are:

- Learnings after 4 years of operations on the National Hotline for Emotional Support and Suicide Prevention.
- A close look at the patterns and characteristics of Suicide in Lebanon.
- Evaluation of Lebanon's National Helpline for Emotional Support and Suicide Prevention: Reduction of distress among callers.

**10  
12  
21**

The National Mental Health Programme, the World Health Organization and Embrace have the honor to invite you to a Conference under the theme

**BREAKING SILENCE ON SUICIDE** **A 360 CONFERENCE** on Prevalence, Practice, Prevention and Views forward in Lebanon

**FRIDAY 10 DECEMBER 2021**  
AT 10h AM

At Auditorium Fattal - ESA Business School, 289, rue Clemenceau

Kindly note that there are no parking spots available on-premises.

**REGISTER HERE** By Wednesday 8 December 2021, 5h PM

**10  
12  
21**

**BREAKING SILENCE ON SUICIDE** **A 360 CONFERENCE** on Prevalence, Practice, Prevention and Views forward in Lebanon

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**SCAN FOR  
MEDIA KIT**



# Other Activities





# SOUK EL TAYEB VIDEO AND COLLABORATION

As part of our mission to ensure people with mental illnesses are respected, empowered and able to access appropriate care without the constraints of lack of knowledge, shame or limited resources, Embrace collaborated with Matbakh El Kell at Souk El Tayeb, to send a heart-warming message (in Arabic) and a flyer that details Embrace's services with every meal that is getting distributed through one of Matbakh El Kell's partners Beit El Baraka. The video was produced by the Communications Department and was shot during June, published in August 2021 .



# INTERNATIONAL WOMEN'S DAY: RECOGNITION TO THE EMBRACE WOMEN

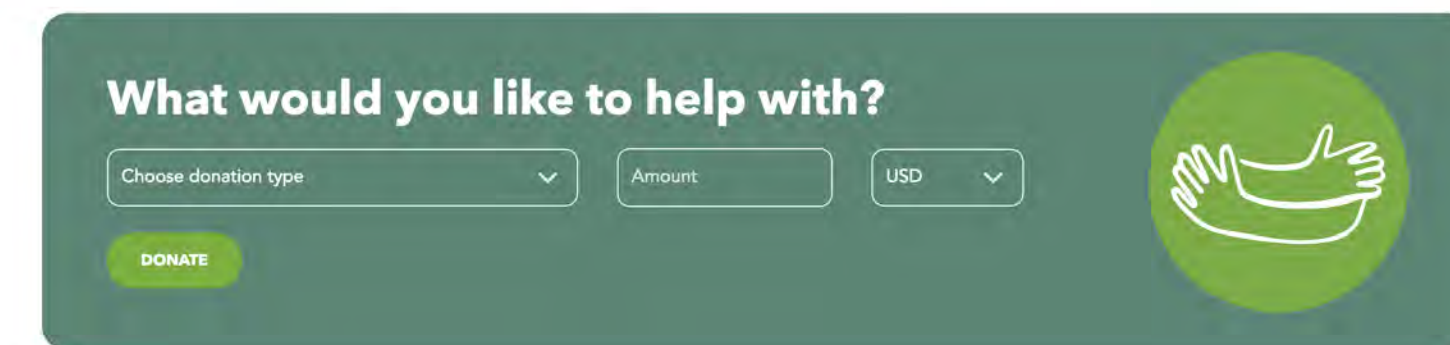
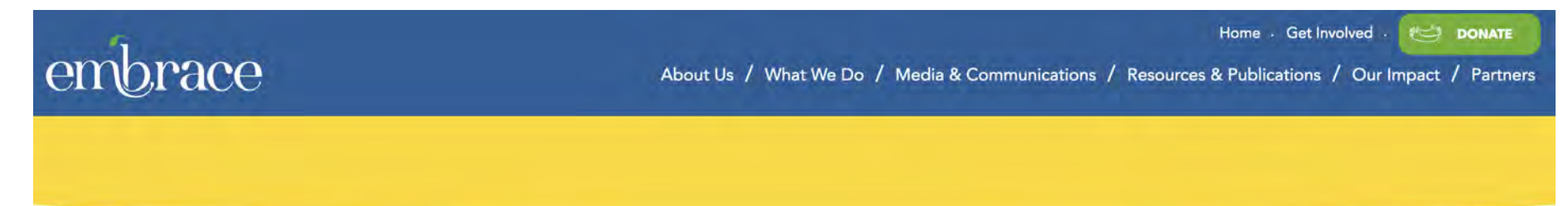
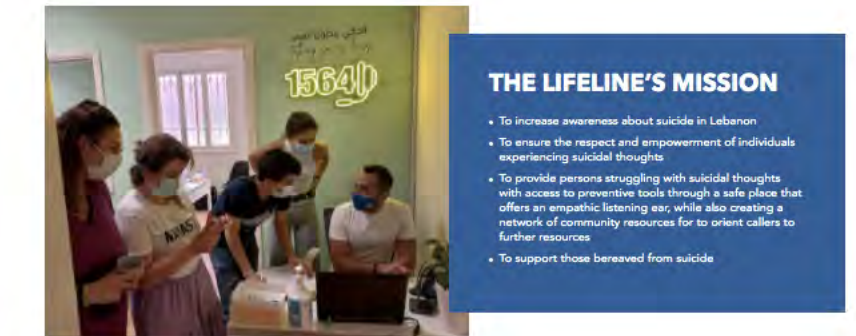
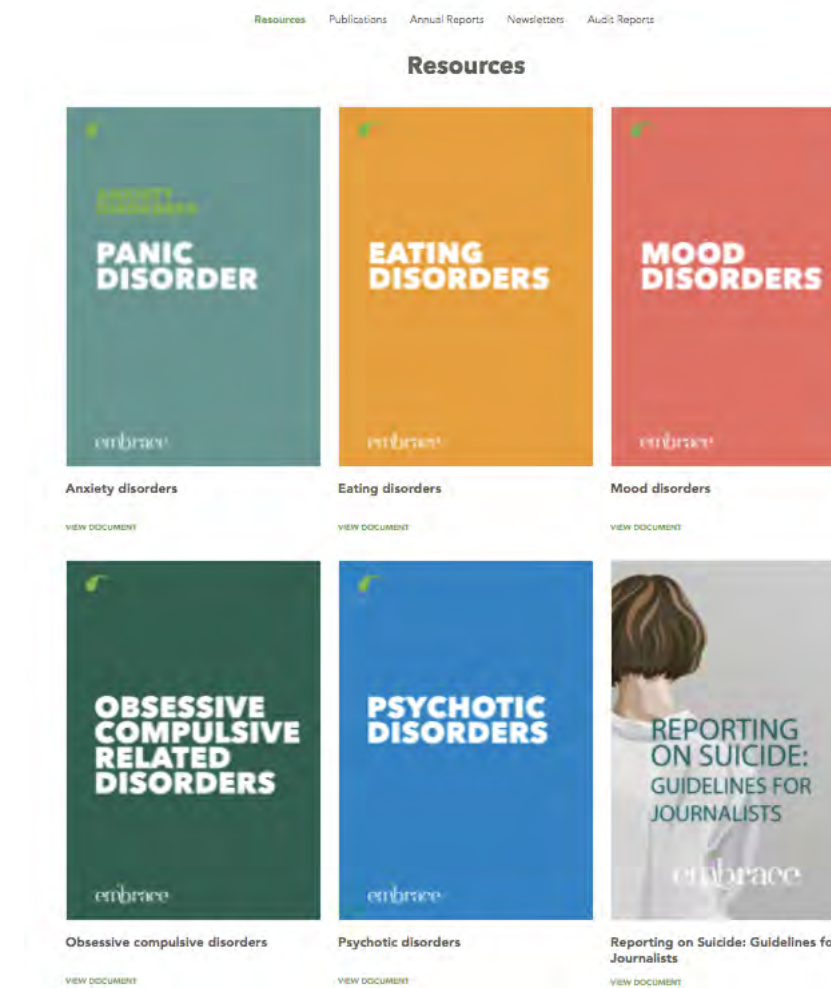
On Women's Day 2021, we celebrated our women, whether they are raising a family, driving change, overcoming obstacles, empowering each other, breaking stigmas or standing up against injustice. These women have a transformational, inspirational, and contagious energy and they are constantly raising the bar high. With the support of Chirine Ghalayini, the Communications Team arranged a full day photoshoot to capture our team members in action, which included the photos of many of our women and were used to celebrate International Women's Day.





# WEBSITE: 2021 WEBSITE RELAUNCH

The Embrace website needed a full revamp post-rebranding. It was a project that the team kicked off in end of 2020 and was complete and delivered in July 2021. The website was designed by Fresh.SAL in collaboration and guidance by the Embrace Creative Team.





# EMBRACE JOINS TIKTOK'S COMMUNITY PARTNER'S CHANNEL

Embrace will be working closely with TikTok's Trust and Safety teams as a Community Partner to reinforce community guidelines and policies in order to ensure users' safety against suicide and self-harm on the platform. Embrace is now listed in TikTok's Suicide Prevention Resources - Safety Center for Lebanon, Egypt, Saudi Arabia, and the UAE!



**Tik Tok**

# PRINTED MATERIAL FOR LIFELINE, AWARENESS & OUTREACH AND EMHC AND DESIGNED PRODUCTS







# Press & Media

**58** **TOTAL PRESS AND  
MEDIA APPEARANCES**

**11**

**LOCAL VIDEO/TV  
APPEARANCES**

**08**

**INTERNATIONAL  
VIDEO/TV APPEARANCES**

**10**

**LOCAL PRESS FEATURES**

**25**

**INTERNATIONAL  
PRESS FEATURES**

**04**

**RADIO &  
PODCASTS IN 2021**



# Top 10 Media Features



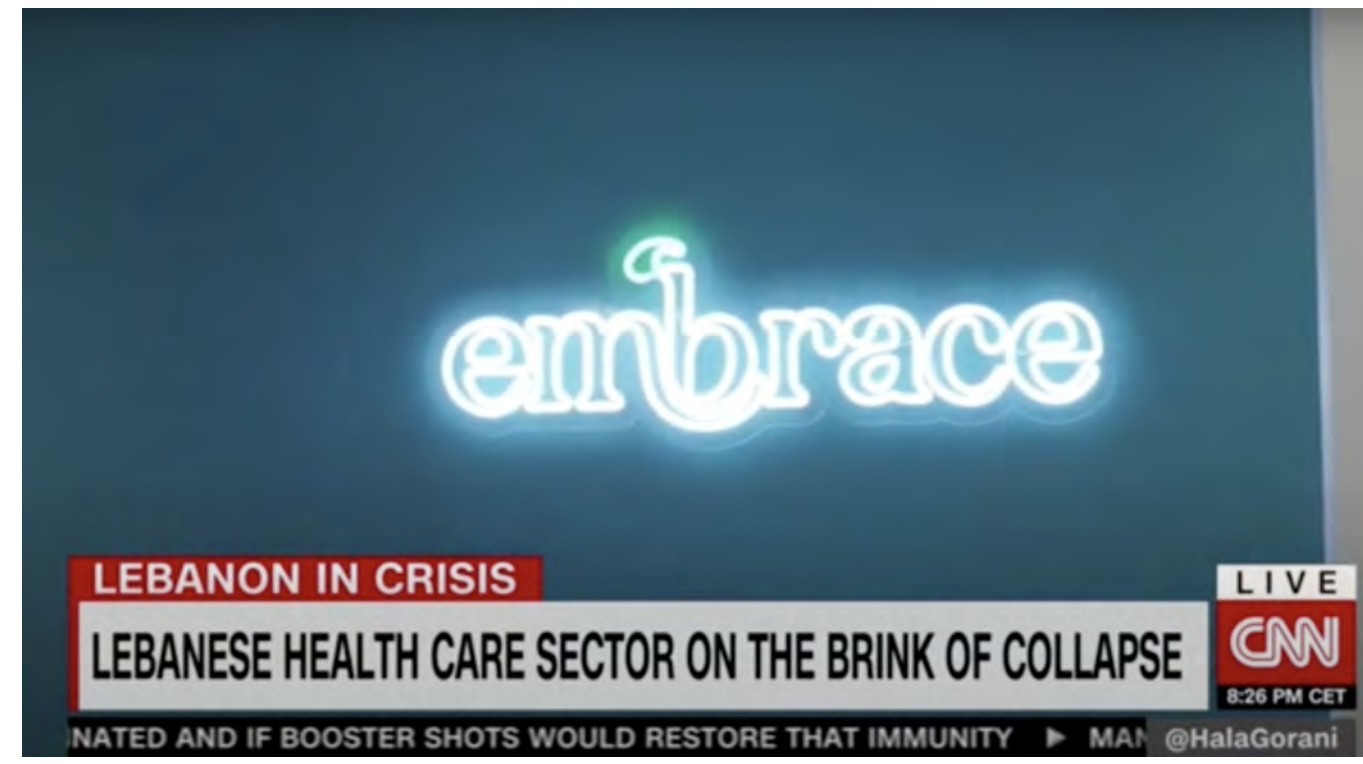


## Top 6 Video Interviews / Reports



### MTV Sar el Wa2et

كيفية التعاطي مع الانتحار على الاعلام من  
الناحية الوقائية والعملية عند حدوثه



### CNN Report

National Mental Health struggles as well  
as those faced by Embrace



### Hiba Dandachli Embrace Communication Director on Al Jadeed

أبرز النشاطات جمعية إمبرايس في  
مجال الدعم النفسي والوقاية من الانتحار



## CGTN Report

'Amid cycle of crisis, Lebanese struggle with mental health issues'



## Lea Zeinoun Strategic Partnerships Director at Embrace on Al Hadath

تزايد حالات الاكتئاب في لبنان في ظل الأزمات الراهنة و دور إمبريس في المعالجة



## Mia Atwi Embrace President and Co-Founder on MTV

حاجات المجتمع ما بعد الصدمات



# **A Few Words from Our Team Members**



**HIBA  
DANDACHLI**  
COMMUNICATIONS DIRECTOR  
(JUNE 2020 – TO DATE)

“At a time when all I needed was to feel less alone and more empowered to speak up, Embrace came in. An experience that for the past 2 years almost has enriched every aspect of my life, including the personal one. I am driven by its community, its cause, and the team that always felt like my own small family, and for that, I am truly grateful.”

**NOUR EL ACHI**  
COMMUNICATIONS MANAGER  
(SEPTEMBER 2021 – TO DATE)

“Embrace allowed me to Embrace myself, to love myself, to accept myself and to work on myself. A beautiful energy is imbedded in all my colleagues and channeled to all of us and that’s what keeps us going. Embrace is simply HOME; a home with no judgement, a community that focuses on its team wellbeing and Lebanon’s wellbeing and for that I’m forever grateful”

**EMNE MROUE**  
CREATIVE  
(NOVEMBER 2020 – TO DATE)

“As a creative, it is always fulfilling to see yourself working for a cause. Embrace has given me the chance the talk to people about mental health and raise awareness on its importance through my creative communication and branding strategies. I have the autonomy to use my imagination and creations out there to save one person at a time”

**STEVEN  
CHEBACLO**  
COMMUNICATIONS OFFICER (OCTOBER 2021 – TO DATE)

“Embrace opened its arms for me when I was at my lowest and I am forever grateful. I had recently lost a friend to suicide and it had been years that I am battling depression and feeling worthless. The beautiful people at Embrace made me feel at home, and the work itself made me feel like I can make a difference. The passion for helping people takes over the center and is contagious & refreshing; I am glad that I am part of this loving family.”



**AYMAN RAHME**  
COMMUNICATIONS OFFICER  
(FEBRUARY 2020 – MAY 2021)

“It's the evolution and revolutionary growth of Embrace that was self-satisfactory. It was never about making personal milestones but witnessing how everyone's dedication and hard work actually saved a life!

Being able to share stories about people's experiences with mental health. Also, working collaboratively along great team members bringing Embraces' visions to life. This created a purpose and a huge motivation to work against all adversities and uncertainties in Lebanon to spread awareness on mental health, impact our community, and thus creating a better tomorrow!”

**ANAS SHEHAB**  
COMMUNICATIONS OFFICER  
(JUNE 2021 – SEPTEMBER 2021)

“Embrace was never a workplace, amidst all crises Lebanon was facing, Embrace was that safe space. A cause worth coming back for, worth fighting along to create a better tomorrow.

Always and forever grateful for my time there”

**SHERINE MAKAREM**  
COMMUNICATIONS MANAGER  
(JANUARY 2021 – JUNE 2021)

“Working at Embrace provided me the opportunity to work with a team that believes everything is possible. A team that truly pushes boundaries and exceeds expectations. I worked with a team that aims to communicate all of this in the most profound and impactful way possible. I couldn't be prouder of being part of a team that echoes what Embrace is doing and planning to achieve in the future. I know that embrace just started breaking barriers and misconceptions around Mental Health. I am eager to see and applaud what Embrace will continue to do day after day. The team, staff and volunteers, is an unmatched team. A truly a dream team.”