

LITTLE DID WE KNOW WHAT WAS COMING.

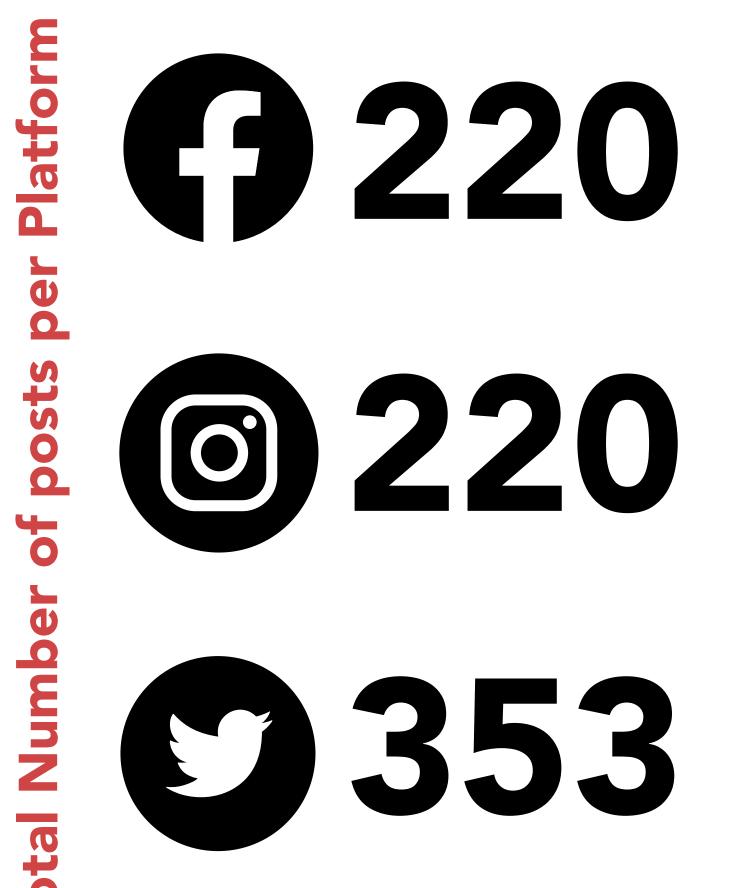
Yes, we thought that 2021 would be easier than 2020 on all of us, but little did we know what was coming. With the increased need for Mental Health awareness and high-quality services of support to the community, it was apparent that we were still in a state of emergency. Thousands of August Blast wounds 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

posts 0 Number



Type of posts split

40 Posts Lifeline 11 Posts A&O

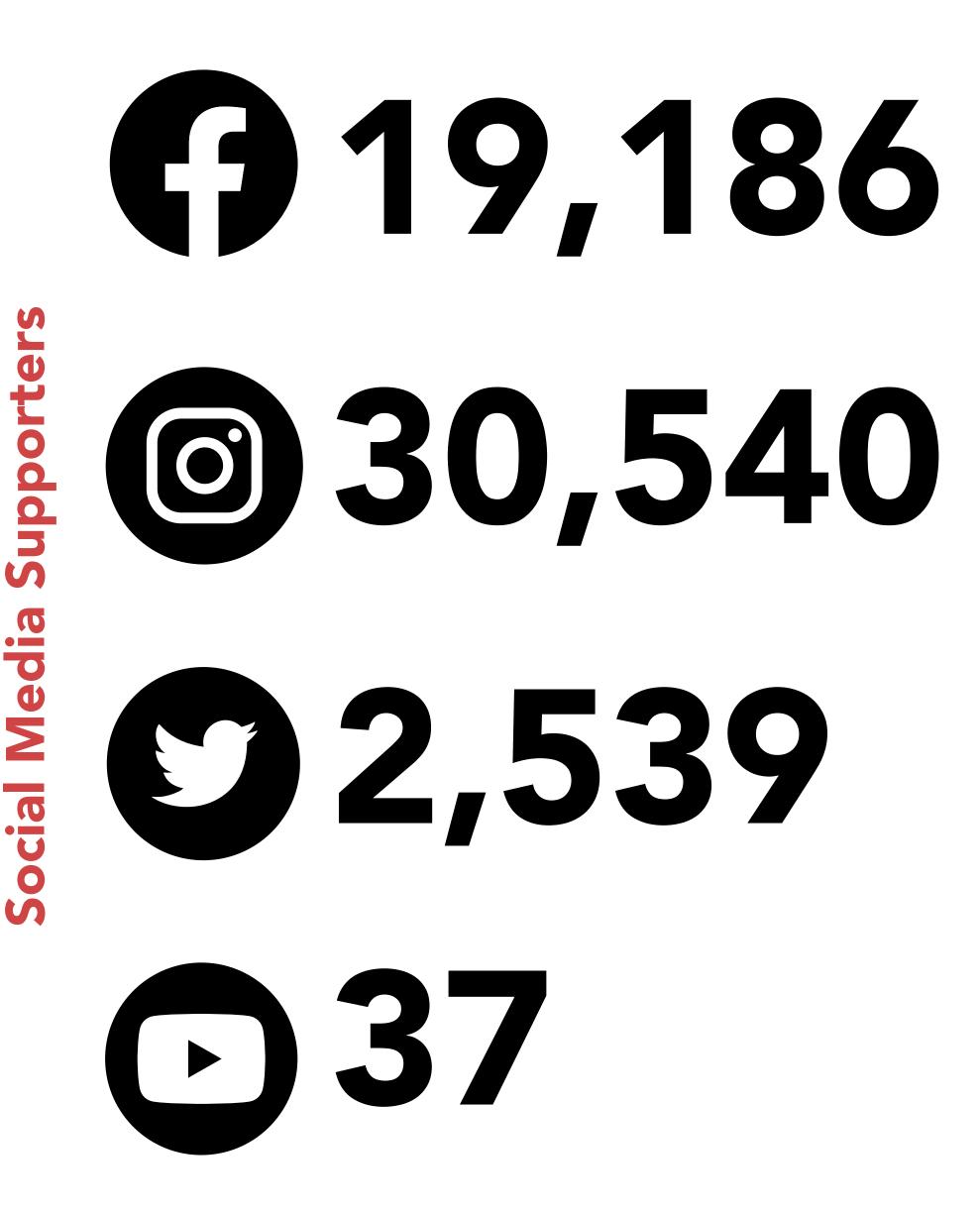
20 Posts EMHC

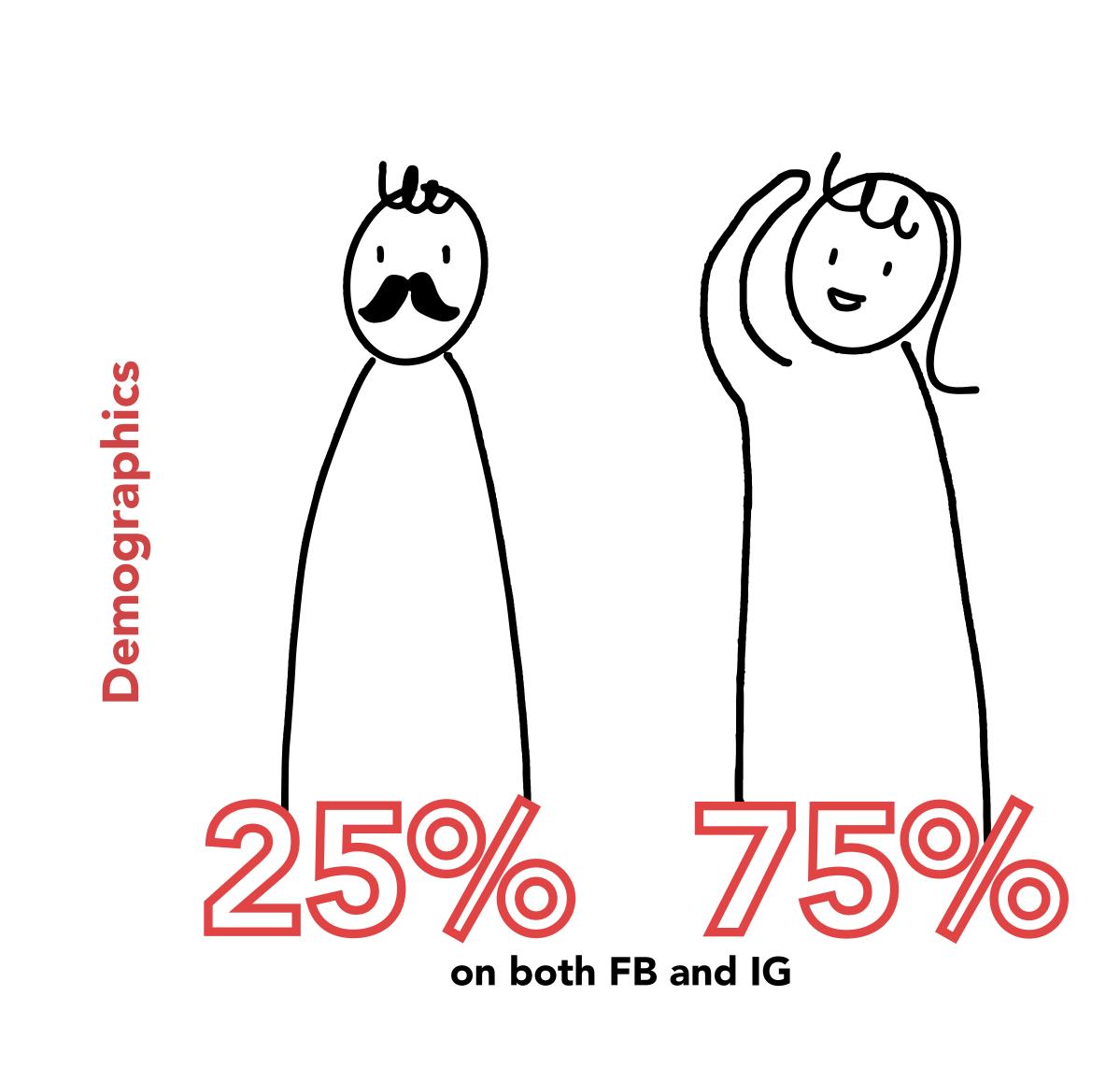
64 Posts General

18 Posts Campaigns

37 Videos

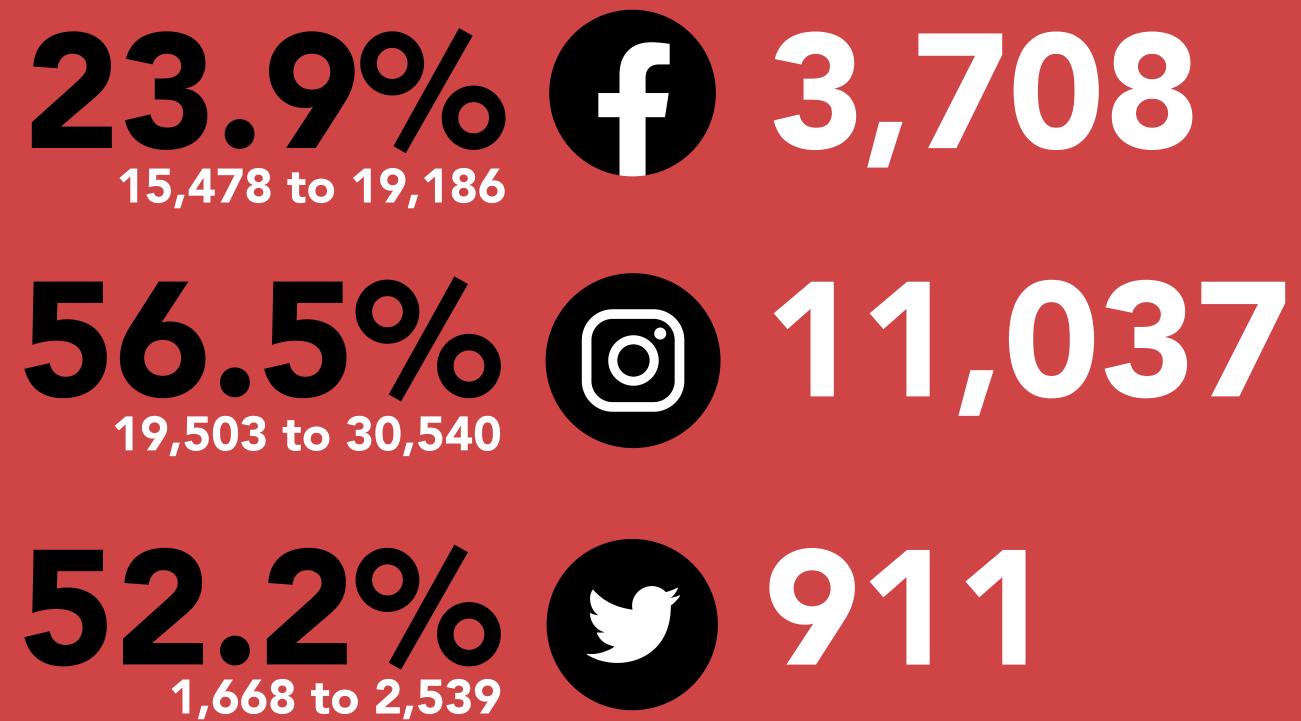
30 Announcements





Growth of Supporters

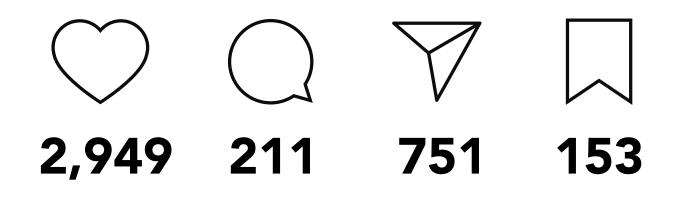
Percentage growth from Jan 2021 to Dec 2021



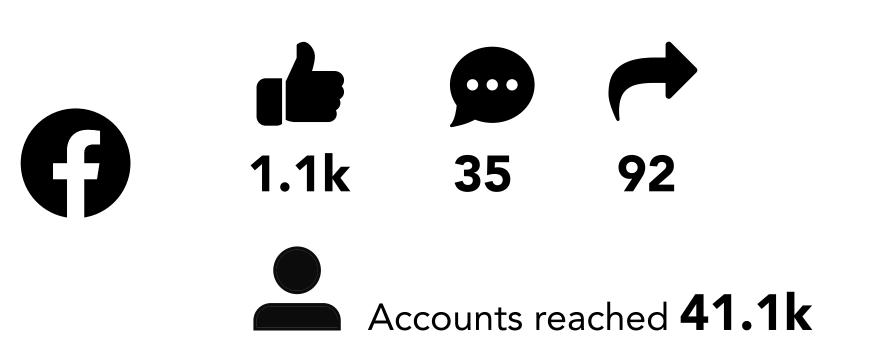
Top-performing post of 2021



Hussein Bourji post - July 8, 2021

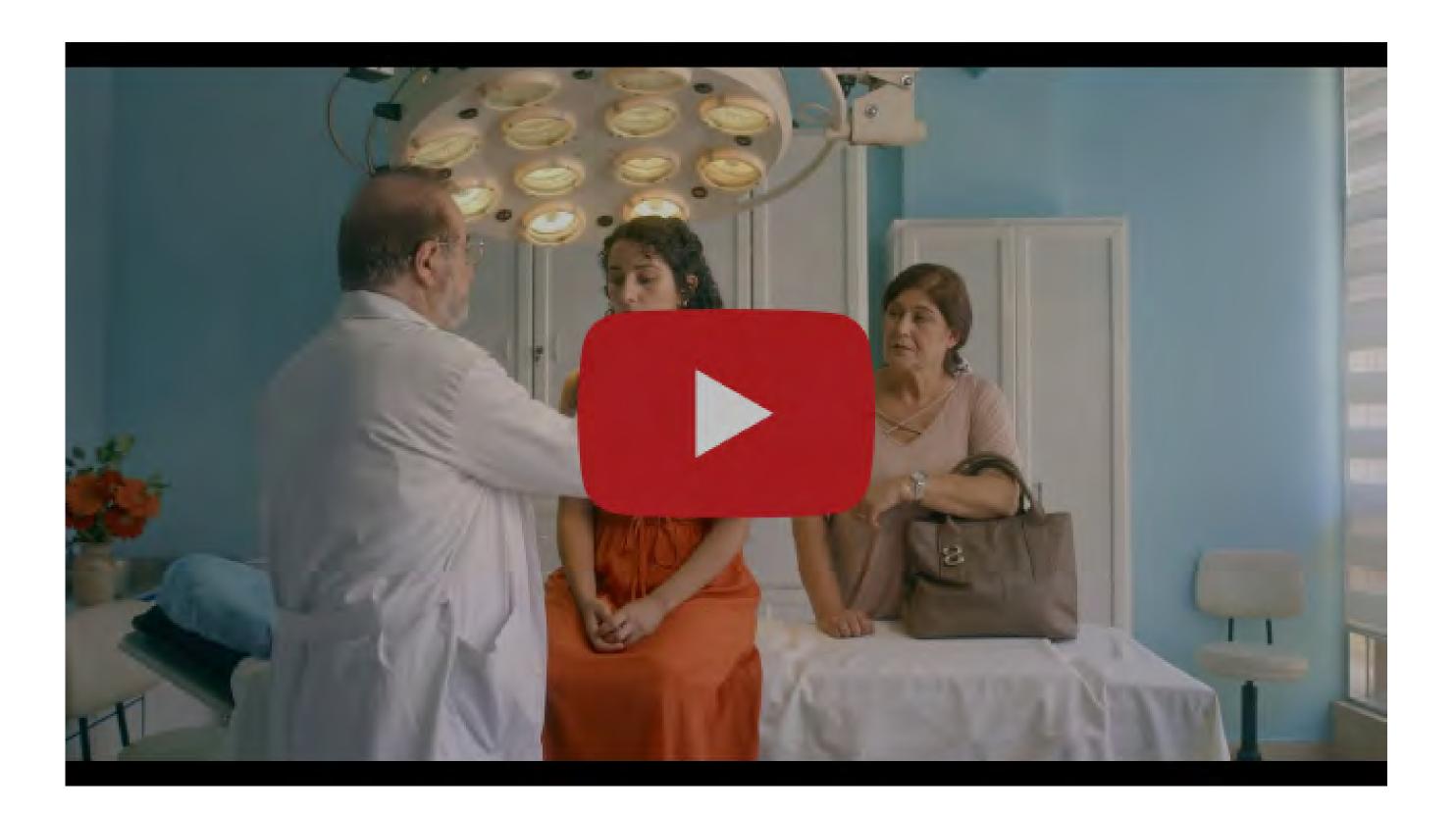


Accounts reached: **25,525** out of which 9,828 were non-followers



Ø

Top-performing video of 2021



Hidden Wounds of August Blast - July 28, 2021







JANUARY



Pharmacies Collaboration (Jan 18)



FEBRUARY



Valentine's at Embrace (Feb 14)



MARCH

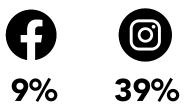


A	0		
7%	12.3		

JULY



Hussein Bourji Testimonial (Jul 8)







AUGUST



Tony Sawma Testimonial (Aug 31)







4.4% 8.8%

International Women's Day (Mar 8)



APRIL



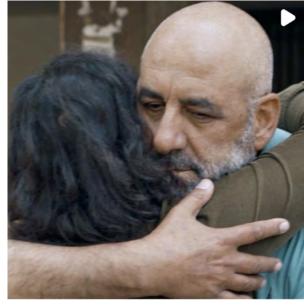
embrace

Sexual Assault Support Tips (Apr 28)

4%



MAY



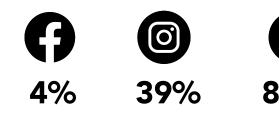
Talking Saves Lives Campaign (May 21)



JUNE



Hike (June 20)



DECEMBER

SEPTEMBER



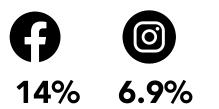
Into the Dawn (Sep 13)





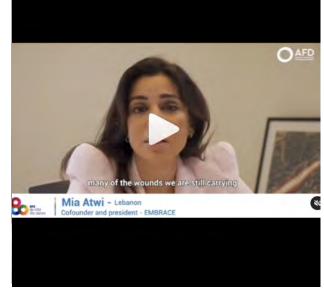


OCTOBER

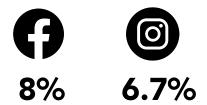




NOVEMBER



AFD80 (Nov 29)





9 0





matter to me more than ever.

ي و الوقاية من الانتحار

4.9% 9.7%





COMMUNI-CATON ACTIVITES



Campaigns





CAMPAIGN ENGAGEMENT RATES





30%

17.8% 68.3%

CAMPAIGN VIDEO STATISTICS

94

O





2.185 188 2.705

Organic reach 16.698 Paid reach 201.000



60

Organic reach 8.207 Paid reach 245.801





Organic reach **1.354** Paid reach **32.400**

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.



في جروح بعد ما تحا م

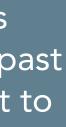
HIDDEN WOUNDS THAT REMAIN UNTREAD

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

embrace

=

THAT REMAIN





embrace	=
DONATE TO MENTAL HEALTH	
What would you like to help w	vith?
Choose donation type	
Amount	
USD	
DONATE	

GROWTH OF SOCIAL MEDIA BASE AFTER THE CAMPAIGN



3.230

152

CAMPAIGN VIDEO STATISTICS



495



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**



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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.









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.



mental health crisis

Hannah McCarthy Wed 4 Aug 2021 14.35 BST





Stand: 04.08.2021 16:20 Uhr

Albträume und könne nicht schlafen.

News Opinion Sport Culture Lifestyle



No sense of safety' how the Beirut blast created a mental health crisis | Global development | Th

No sense of safety': how the Beirut blast created a

Rayan Khatoun has been dreading 4 August. She has been constantly on edge as the anniversary of the port explosion in Beirut approached.

The blast threw Khatoun into a wall as she came home from work and left her with a head injury, a fractured cheekbone and torn tendons. Since then, she has suffered from recurring nightmares, insomnia and anxiety attacks.

سوت لبنان - Voice of Lebanon - ازينة زيريه لسوت لبنان: بعد 4 أب ...المجمع رفض أن يكون "فرق صلة" ولا حالة إلا بعد التعرير





Erst Staatsversagen, dann psychische Not

Die Explosion in Beirut vor einem Jahr war für viele Menschen traumatisch. Und die Traumata halten an, auch weil viele Probleme in der Stadt ungelöst sind. Die Therapieplätze reichen bei Weitem nicht aus.

Sarah-Maria Assi ist mal wieder zu Hause. Die 15-Jährige kam mit ihren Eltern: Sie wollen das Appartement putzen, in dem sie bis zum 4. August 2020 gewohnt hatten. Es ist stark beschädigt - eine Folge der Explosion im Hafen von Beirut. Die Familie mietete deshalb für eine nun schon zwölf Monate dauernde Übergangszeit eine andere, kleine Unterkunft. Über die Ereignisse von vor einem Jahr sprechen Sarah-Maria und ihre Eltern selten.

Sie wolle das nicht, sagt Sarah-Maria, sie wolle die Ereignisse in der Vergangenheit lassen. Denn wenn sie sich wieder für das öffne, was an ienem Tag geschah, bekomme sie

CORONAVIRUS NEWS	× + ×	راديو 🖸 مباشر	ē sk	<mark>y</mark> news ä	عربب
Arab News Thussing: August 26, 2021 Image: Arab News Thussing: August 26, 2021		أخبار نافذة مغ	الأخبار العاجلة	شرق أوسط	بسية
ARAB NEW	S .				ص
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MEDIA (/MEDIA) LIFESTYLE (/LIFESTYLE) OPINION (/OPINION)	SPORT (/SPORT)	سحايا دون مساعدات			
RESEARCH & STUDIES (/RESEARCH) PODCAST (/PODCAST)	CAST)	د أغسطس 2021 - 23:59 بتوقيت أبوظبي			
		م صعب - بيروت - سكاي نيوز عربية			
LATEST NEWS / Lifestyle (/Taxonomy/Term/B) The art of an ender Libyan artist Hasan	Dhampsh (inofic) 19:117461/12ex		<	© ¥	1
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28/2021 Lebanon helpline hit by crises as public mental health deterioral	es.	8/28/2021	No closure for Beirut blast tra	uma survivors without publice	0
MENA	he Middle East, Explained	MENA		The Mic	ldle East, Exp
NAN CORRENANCES RATE MENA WORLD SUBJECTS WINNEY LIFETYLE ANTERACIONAL DAVYL. Egypt Itaq Itan Javdan Lebanon Syliar Tunisai	SPONT PODOKSIS	Egypt Iniq fran Jordan		E HUNSELLI UNL TRAVEL SOCIET	PEDCHITIS
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Lebanon helpline hit by crises as public n health deteriorates	nental	No closure f justice	or Beirut blast trai	uma survivors (withou



rvice for people affected by Lebanon's compounding economic and politic entially leaving some of the country's most



Once, they were symbols of promise. The Beirut blast turned them to monuments of despair



The blast — the third-largest non-nuclear explosion in history — pushed out a firebali miles into the air, followed by a hemispherical shock wave that raced inland for six miles at supersonic speed. BY NARIH BULOS I STAFF WRITER

AUG. 4, 2021 2 AM PT A

BEIRUT - The day Beirut exploded, the silos remained. For 50 years, dozens of white

Los Angeles Times \$1 for 6 months SUBSCRIBE NOW

https://www.latimes.com/world-nation/story/2021-08-04/beirut-blast-an







Listen to the latest podcast on the Beirut blast here

One year after the Beirut port explosion, trauma survivors have yet to hea

ental health organisations in Lebanon recorded a spike in calls related to the Beirut blast the days leading up to the commemoration on Wednesday

eople are reliving the trauma like it just happened," said Dr Georges Kara cal Psychology at Saint George H



massive explosion devastated the Lebanese capital in a disaster that has sparked grief and fury. (File photo: AFP)

Beirut explosion

Beirut blast: Lebanon's crisis hotline witnesses surge in calls as anniversary nears

Jennifer bell, Al Arabiya English

ÉCONOMIE - PÉNURIE DE MAZOUT

Black-out sur le Liban : le coup de grâce pour les entreprises et les commerces

Manque de carburant et coupures d'électricité : deux raisons pour lesquelles la survie des entrepreneurs et des commerçants libanais est, depuis la semaine dernière, en jeu dans un pays qui, d'un drame à l'autre, s'enfonce littéralement dans l'obscurité.

OLJ / Par Julien RICOUR-BRASSEUR avec le service économique, le 17 août 2021 à



Beyrouth, capitale du traum

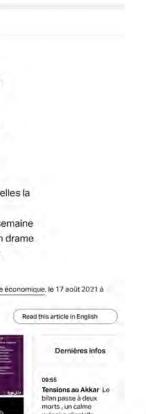
Un an après l'explosion du port, le 4 août 2020, les habitants de la capitale libanaise

onniers de la catastrophe qui a ravagé la ville. En ce jour de commém imes continuent de réclamer une justice qui ne vient pas.





https://english.alarabiya.net/amp/News/middle-east/2021/08/03/Beirut-blast-Lebanon-s-crisis-hotline-witnesses-surge-in-calls-as-anniversary-nei







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.









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





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

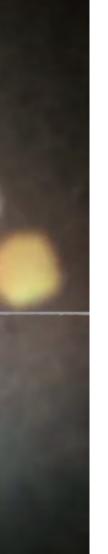


EMBRACE AT AFD 80TH ANNIVERSARY IN PARIS - **DECEMBER 2021**

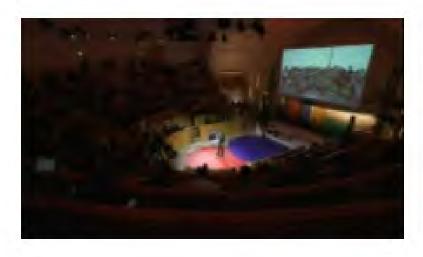
As Part of AFD's 80th anniversary celebration that was held at The National Museum of Natural History in Paris, Embrace's Strategic Partnerships Director, Lea Zeinoun, took the audience on a Mental Health journey that started with 40 seconds touching "Mise en Scene" film that reenacts voices of callers 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 Superieure 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.



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







A 360 CONFERENCE on Prevalence, Practice, **Prevention and** Views forward in Lebanon

FRIDAY 10 DECEMBER 2021

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

FREGISTER HERE By Wednesday 8 Da



360

MEDIA KIT

on Prevalence, **Practice, Prevention** and Views forward in Lebanon.



10 12 21

BREAKING LEN **ON SUICIDE** A 360 CONFERENCE

on Prevalence, **Practice, Prevention** and Views forward in Lebanon.









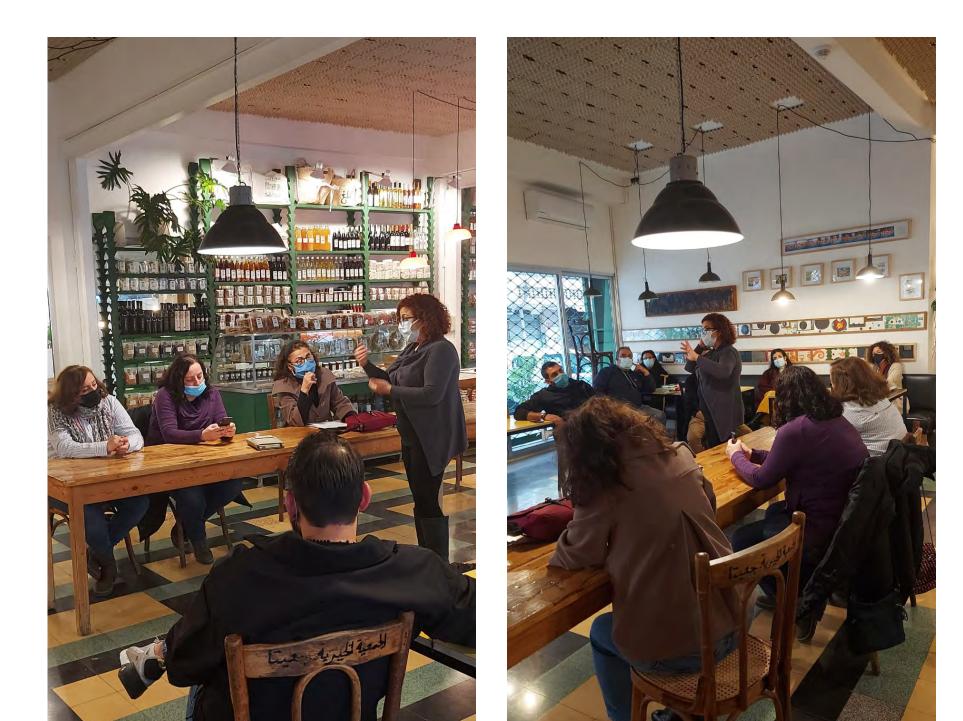


Other Activities

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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

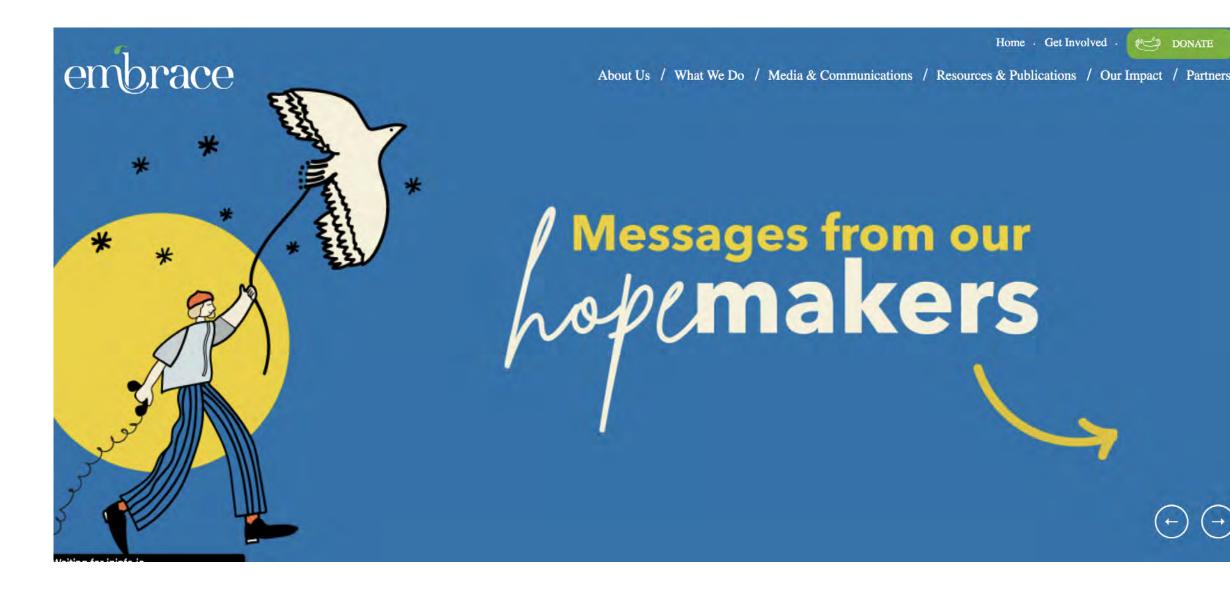
On Women's Day 2021, we celebrated our women, whether they are raising a family, driving change, overcoming obstacles, empowering each other, breaking stigmas or standing up against injustice. These women have a transformational, inspirational, and contagious energy and they are constantly raising the 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.

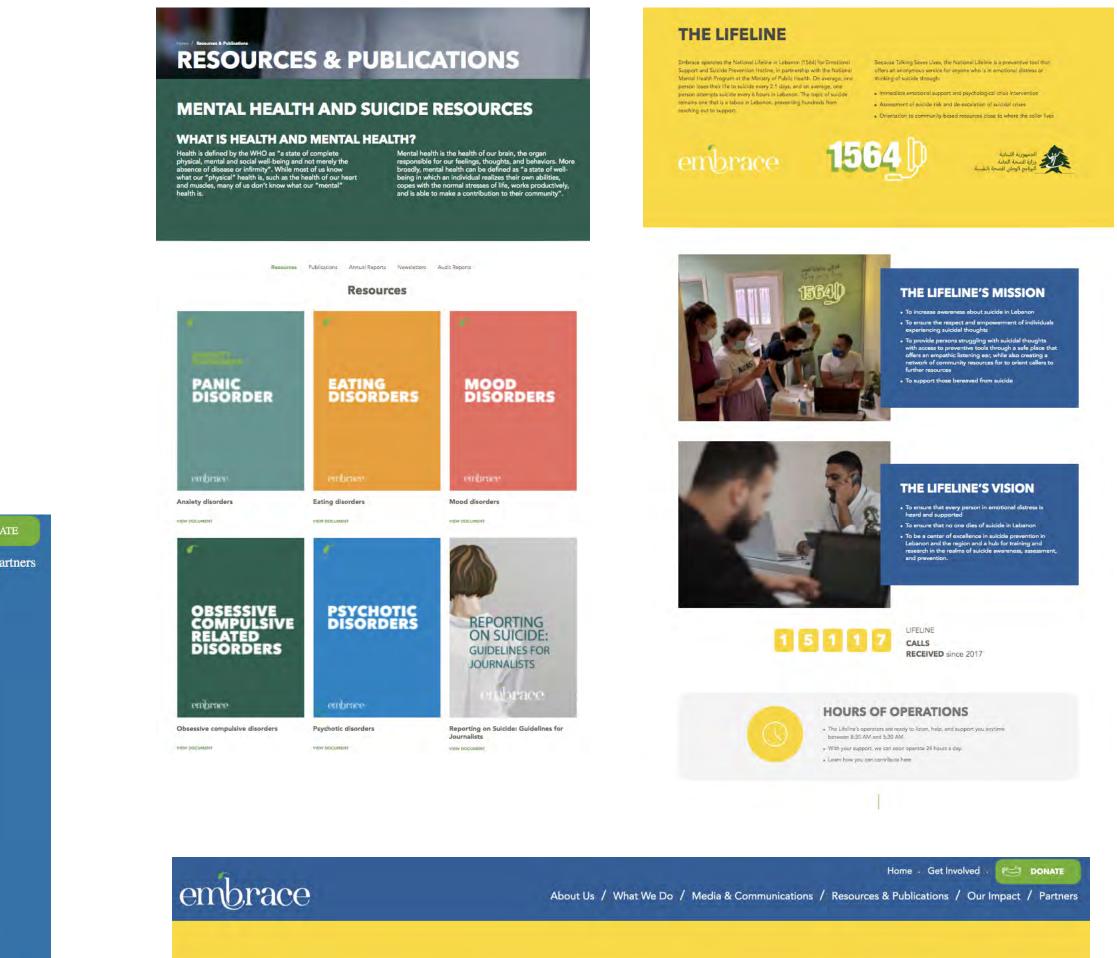


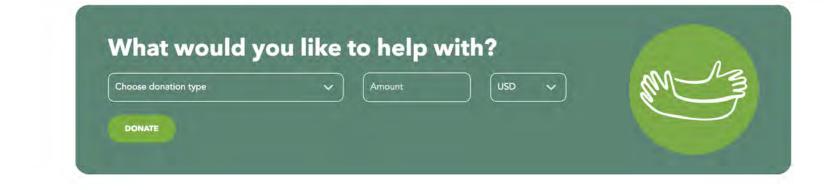


WEBSITE: 2021 WEBSITE RELAUNCH

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.







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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!



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





Press &



11

80

10

25

TOTAL PRESS AND MEDIA APPEARANCES

LOCAL VIDEO/TV **APPEARANCES**

INTERNATIONAL VIDEO/TV APPEARANCES

LOCAL PRESS FEATURES

INTERNATIONAL PRESS FEATURES

RADIO & PODCASTS IN 2021





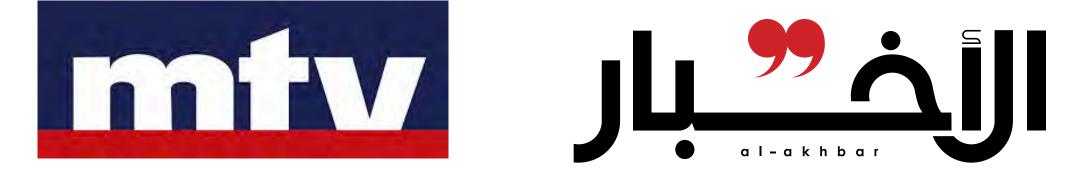
Top 10 Media Features













THOMSON REUTERS





franceinfo:



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 إمبرايس في المعالجة





Mia Atwi Embrace President and Co-Founder on MTV

حاجات المجتمع ما بعد الصدمات

A Few Words from Our Team **Nembers**



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"

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."

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"



AYMAN RAHME COMMUNICATIONS OFFICER (FEBRUARY 2020 – MAY 2021)

"It's the evolution and revolutionary growth of Embrace that was selfsatisfactory. 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."