

AWARENESS & OUTREACH

A year in review

About **A&O**



The Awareness & Outreach Department at Embrace offers numerous mental health awareness interventions targeting a wide and diverse audience across different areas in Lebanon. The content is designed to inform children, adolescents and adults about mental well-being while also breaking down misconceptions around mental health.

Through our interventions, we create an opportunity for people to talk openly about challenges and issues related to their mental health and encourage them to look after themselves and their loved ones.

The aim of these interventions is to help participants identify signs of distress, to offer tips for coping with complicated feelings and ways to support others. Most importantly, our interventions highlight the importance of seeking professional help when needed.

Meet the **TEAM**



COMMUNITY OUTREACH VOLUNTEERS

The Community Outreach Volunteers (COVs) participate in various A&O efforts and events. COVs help Embrace connect with the community and help bring awareness to our services.

In August, we held the first Community Outreach Volunteer Training. During this training, the process of the awareness sessions was explained, and the awareness material shared. The purpose of the training was to go over the content and to optimize COVs performance.

Meet the **TEAM**



SUBJECT MATTER EXPERTS

The A&O Subject Matter Experts are part of Embrace staff. They are psychologists, psychiatrists and psychiatric nurses with valuable knowledge and experience.

These mental health professionals are selected to provide awareness sessions depending on the topic, the age group and the type of audience.

Our Subject Matter Experts also help develop content for the awareness sessions and train our COVs.

Achievements 2021 URDA



Embrace, in collaboration with the Union of Relief and Development Associations (URDA), was able to hold awareness sessions in regions where mental health services are not easily accessible: Akkar, Saida, Ainab and Bekaa. Our goal was to spread knowledge about the importance of mental health and assess each region's needs for mental health services.

Achievements 2021

INTERNAL SECURITY FORCES (ISF)



ISF officers are among Lebanon's main frontliners dealing with Mental Health emergencies in Lebanon. With increasing pressures in the country, Embrace has taken on its mission to support all of Lebanon's frontliners who are also experiencing daily stressors that affect their mental health. To address these challenges, Embrace is collaborating with ISF by providing mental health and crisis intervention trainings.

Achievements 2021

LEBANESE RED CROSS



Lebanon's frontliners are our most valuable assets, and their mental health & wellbeing are among our highest priorities. With the current situation in Lebanon, frontline workers are now more than ever exposed to physical and emotional stress as well as potentially traumatic events. Embrace has set among its priorities to support our frontliners in the Lebanese Red Cross with mental health awareness and support sessions. The goal of these sessions is to help first-aiders manage their wellbeing and be better equipped to respond to all emergencies and continue their mission of better serving our community.

Achievements 2021 **LEBANESE YOUTH**



In 2021, the Awareness & Outreach Department focused on addressing the challenges that young people in Lebanon are facing.



After the pandemic, the blast and the socioeconomic collapse, the Lebanese youth was left with trauma and emotional scars. Young people are ashamed to talk about their problems because they are often worried about burdening others. Additionally, they often lack the knowledge about mental health and have limited access to mental health services.

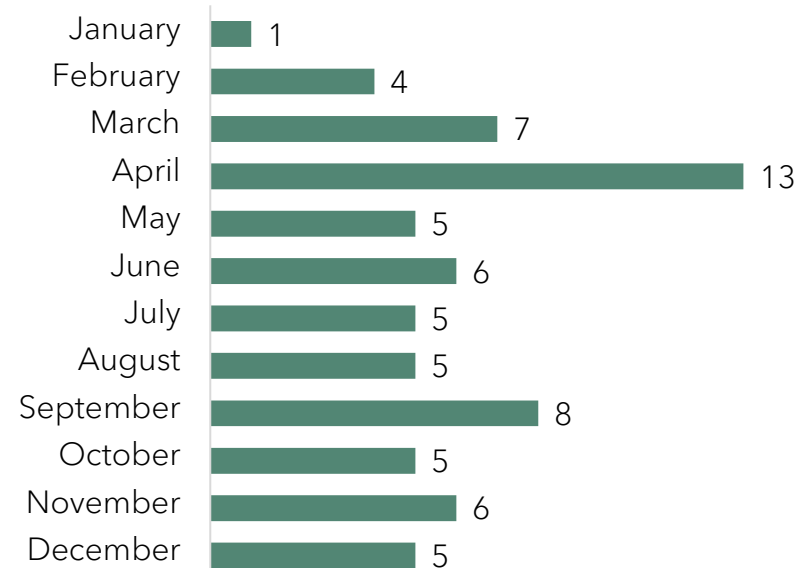


To address these issues, we created tailored interventions to fit the needs of adolescents and young adults and to help improve mental health among these age groups.

We believe that raising awareness about mental health among youth creates a ripple effect that reaches people in their circles and far beyond it.

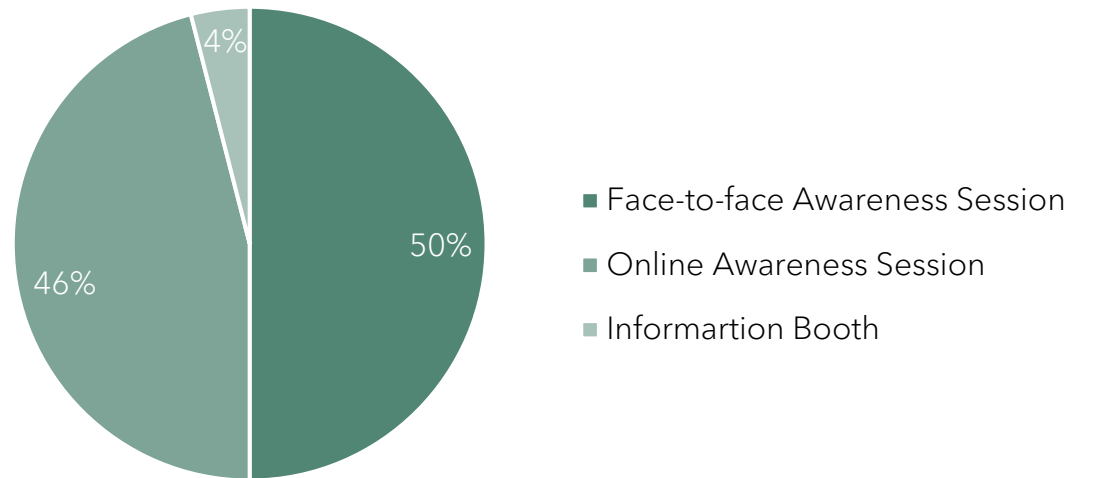
Impact IN NUMBERS

**TOTAL NUMBER
OF SESSIONS** 70



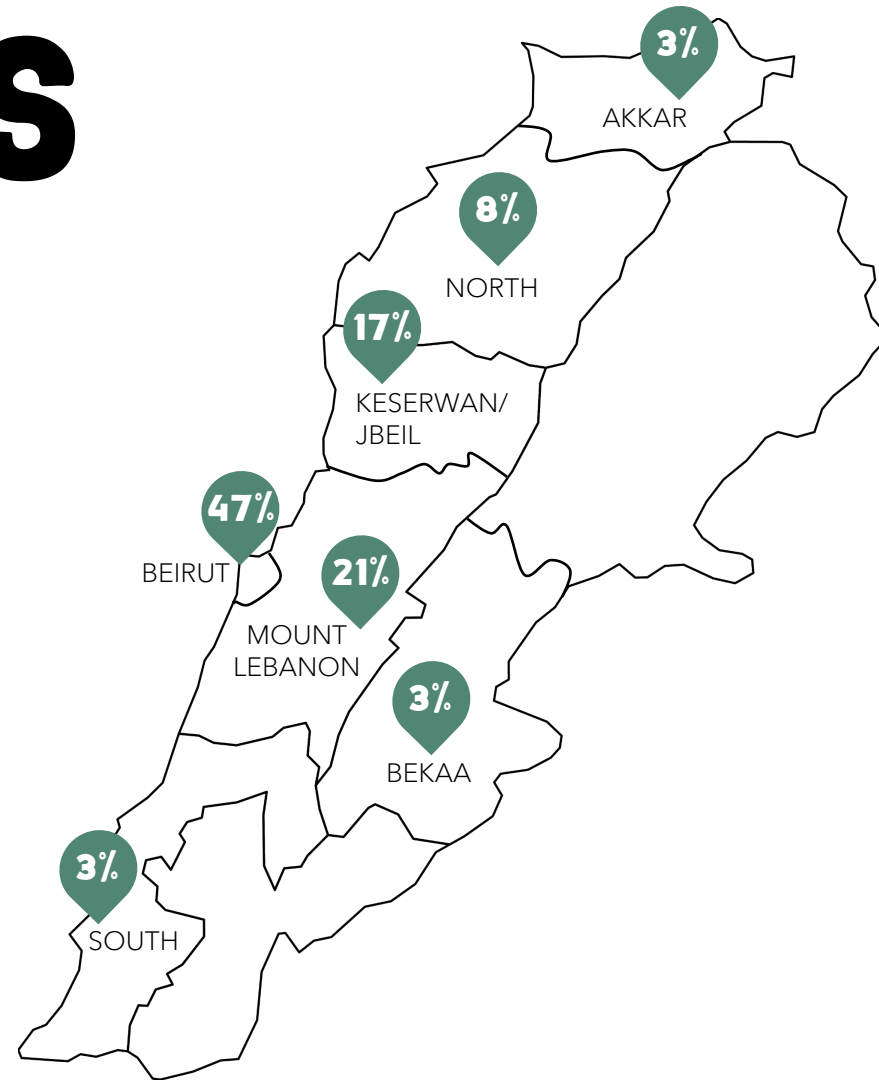
Impact IN NUMBERS

TYPES OF INTERVENTIONS

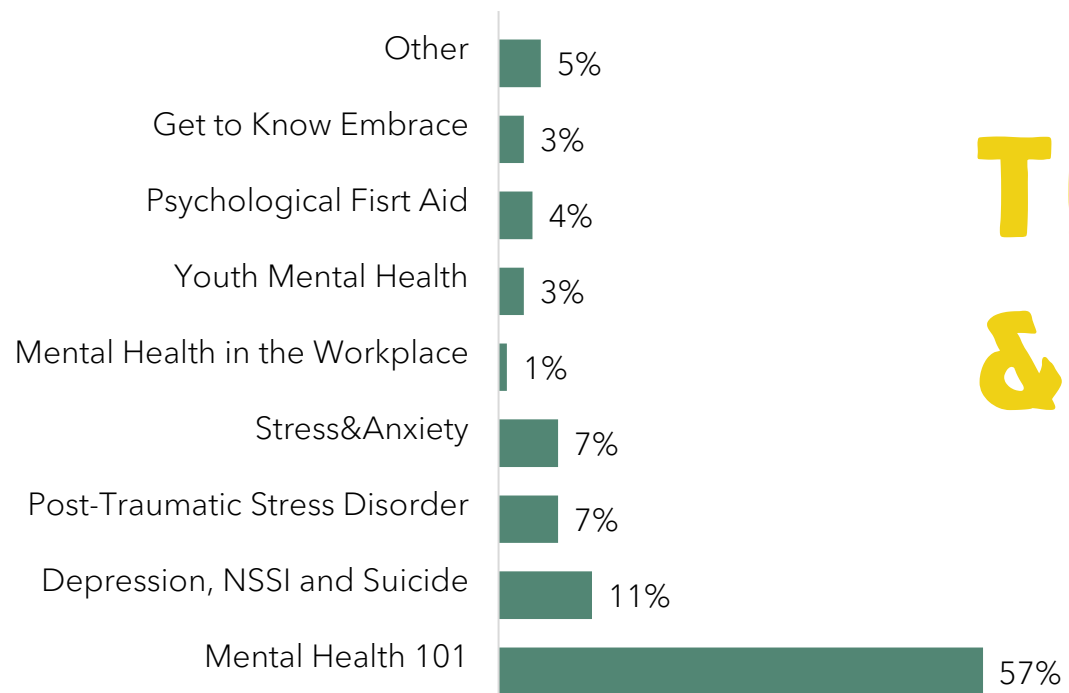


Impact IN NUMBERS

LOCATIONS OF INTERVENTIONS



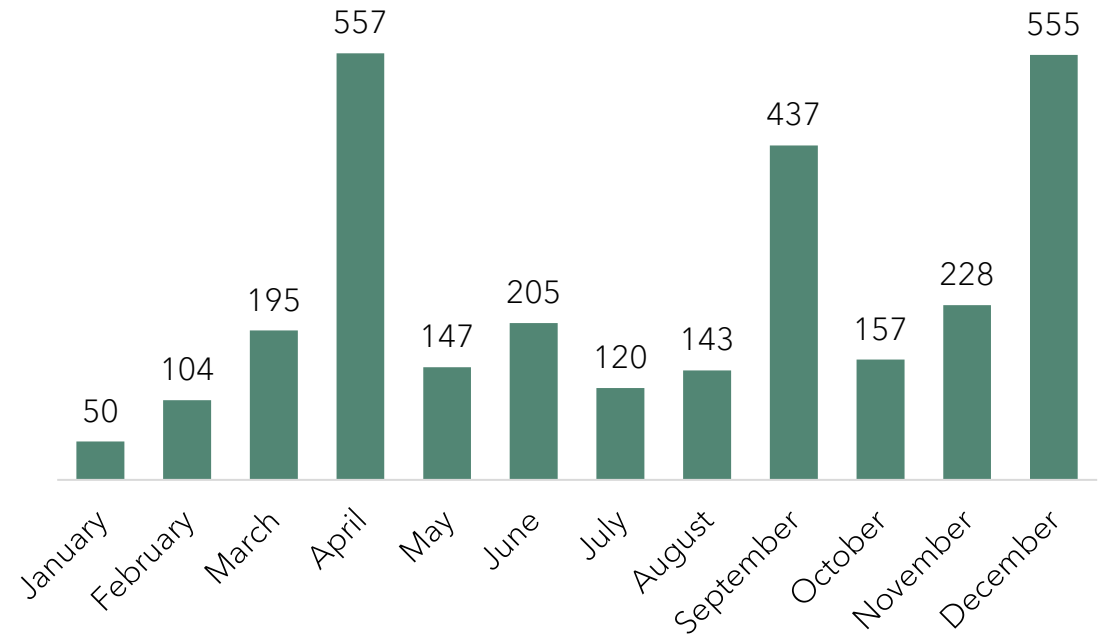
Impact IN NUMBERS



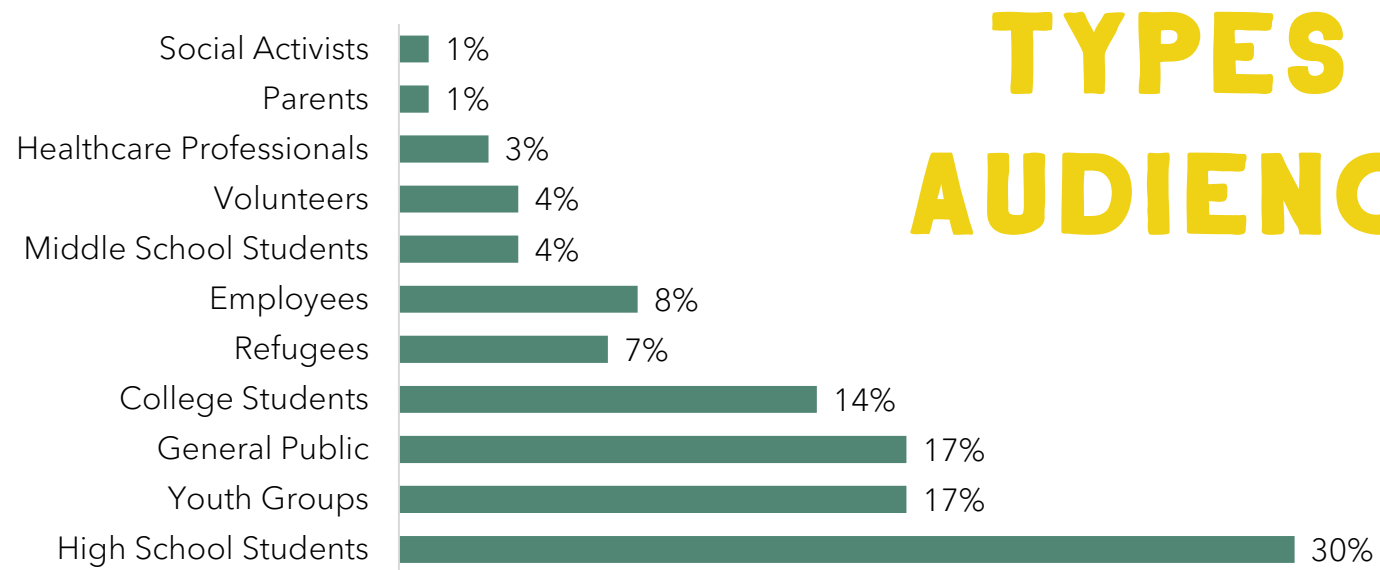
THEMES & TOPICS

Impact IN NUMBERS

2898
PEOPLE REACHED



Impact IN NUMBERS



TYPES OF AUDIENCES

General **FEEDBACK**



A total of **293**
individuals completed a post-
session evaluation form.

General **FEEDBACK**

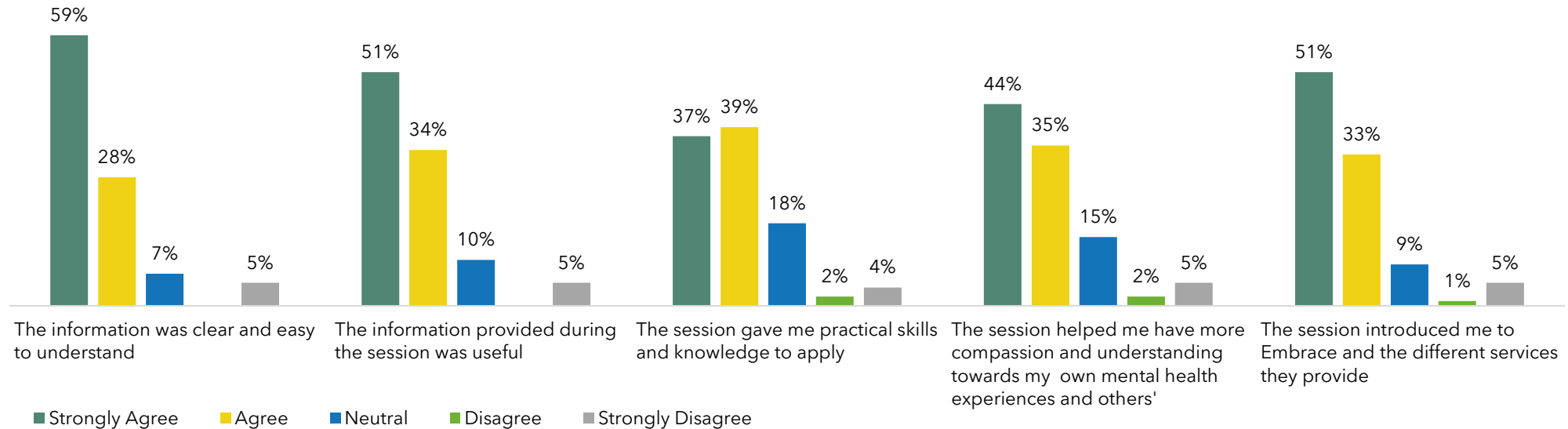
RATINGS OF **OVERALL SATISFACTION**



85% reported that they would
recommend the session to a friend

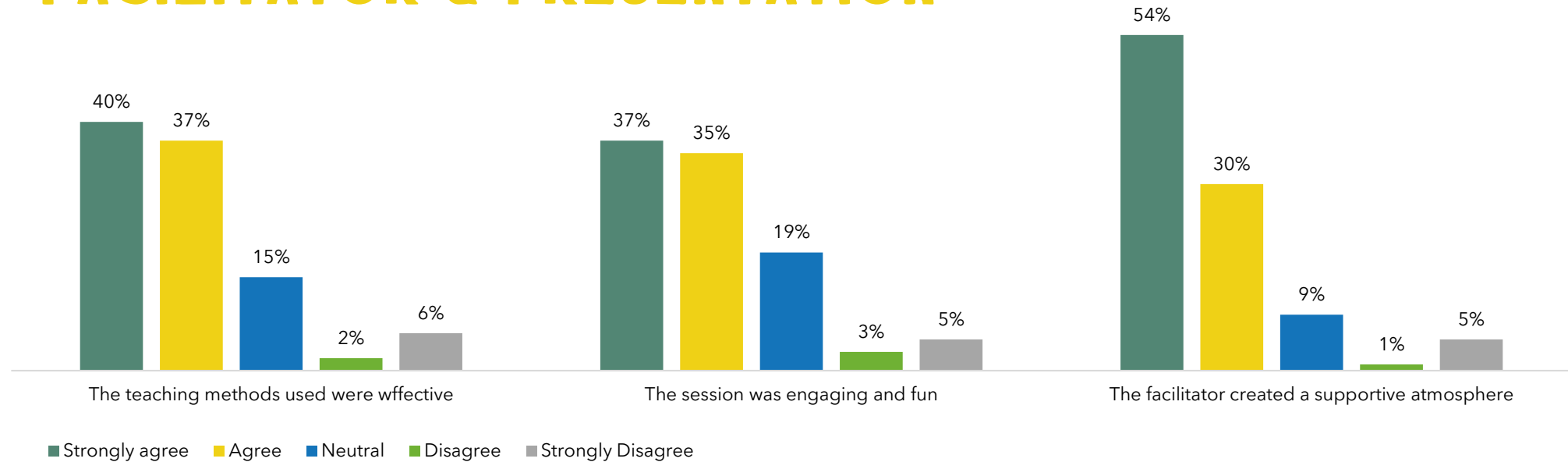
General FEEDBACK

RATINGS OF SESSION CONTENT



General FEEDBACK

RATINGS OF FACILITATOR & PRESENTATION



General **FEEDBACK**

RATINGS OF **SESSION'S LOGISTICS**

75%

agreed that the time and space allocated
for the session were appropriate



General **FEEDBACK**

ECHOES

"The session created a safe space for all people who participated and helped make them feel validated and understood."

"Everything was clear, the facilitator was professional and explained everything authentically. I didn't know that stress and anxiety were different things."

"The session provided me with knowledge to help and assist myself and others going through mental obstacles."

"I absolutely loved the session. The facilitator really created a supportive and inclusive environment and gave the session in a way that kept everyone engaged and interested."

"The session was very tailored to us as medical students, our knowledge and expectations, and our personal experiences."

"The understanding of how a few simple words can save a life."

"I loved the first dynamic of "truth or myth" because it provoked a lot of discussion in the groups."

"It was great to see that I am not alone in my struggles, I felt empowered to reach out for help if and when need be."

"I know many people who have depression and anxiety, and this session taught me a lot on how to help them."

"The session was very engaging, and the facilitator took the time to answer our questions during the presentation. She is compassionate and real which made the session relatable."

"The interaction between the facilitator and the students was super."

Goals for 2022

1. Serving diverse audiences with more focus on adults and elderly.
2. Building awareness of local vulnerable communities outside Beirut.
3. Training a team of permanent COVs to help with the implementation of A&O activities.
4. Preparing informative Mental Health Awareness content to be posted on our social media platforms.