



EDUCATOR
TRAINING

PEER LEADER
TRAINING

YOUTH
1ST-PERSON
STORYTELLING

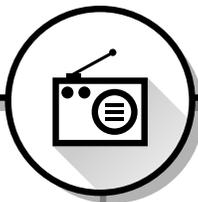
HEALTHCARE
PROVIDER
TRAINING

SCHOOLS

YOUTH CLUBS

RADIO

CLINICS





A Unique Response to the **URGENT NEED FOR YOUTH MENTAL HEALTH LITERACY & CARE IN AFRICA**

Broadcast Mental Health is an exciting new initiative that combines interactive radio programs for youth, school curriculum materials about mental health, and evidence based adolescent mental health care approaches that help address youth Depression and other mental illnesses in African countries.

Broadcast Mental Health is a collaboration involving Farm Radio International and Teenmentalhealth.org and funded by Grand Challenges Canada. It began in Malawi in 2012 and rolled out in Tanzania in 2014. It helps students, teachers and health workers reduce mental health stigma and increases youth access to effective mental health care. For the first time ever, these two countries are developing the capacity to treat Depression in young people.

Starting from radio programs for youth about mental health, we have reached tens of thousands of listeners. To date, we have also trained hundreds of educators, youth workers and medical personnel to help identify and treat adolescent Depression and other mental illnesses in communities in Malawi and Tanzania.

Quick Fact:

“First time EVER in Malawi and Tanzania that health and education systems have joined with radio stations and NGO’s to identify, diagnose and treat youth with Depression and other mental diseases.”

FACT SHEET ABOUT THE PROGRAM

>23,600

youth engaged with
the mental health radio
program

>3,400

youth exposed to
the mental health
curriculum in schools

>600

teachers and health
care providers
trained

1ST TIME EVER FOR MALAWI & TANZANIA

1

Mental health literacy has been introduced into school curriculum.

2

The health and education and NGO systems have come together to improve youth mental health.

3

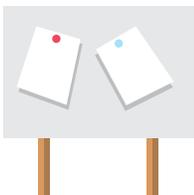
Fluoxetine, the gold standard medication treatment for youth with Depression, will be available, in community clinics.

4

Teachers who have been trained in understanding youth mental health now refer students to health clinics for mental health assessments.

5

And, for the 1st time in ANY African country, an online training and peer support system for health providers has been implemented to address youth Depression.



“For the first time we can provide treatment to young people who are suffering these problems.”

Health clinic nurse, Tanzania

STUDENTS TALK ABOUT MENTAL HEALTH ON THE RADIO

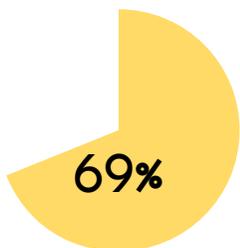


Youth radio shows like Nkhawa Njee in Malawi and Positive Mood in Tanzania are created for youth by radio broadcasters. Radio programs like these use compelling drama to tell stories of youth living with Depression. They also entertain, inform

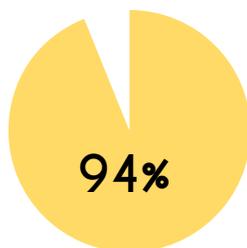
“I think the program is really cool. We are the youth and they talk about how we live our life and how we can make it better. They talk about how we should avoid stress in our life so we can live longer.”
Achmed, 17 years old

and provide advice. Young people can relate to characters in the drama and they can link to expert health providers to ask questions and seek advice. These radio programs have been shown to significantly improve mental health knowledge and decrease stigma among listeners.

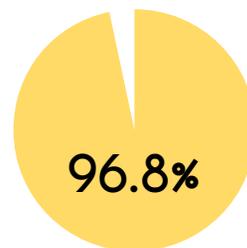
So why are these radio programs successful? Radio is the easiest and most widely available and accessible media in Malawi and Tanzania, allowing programs like Nkhawa Njee and Positive Mood to reach a vast audience. These radio programs are supported by all branches of the community, including schools, youth programs and health care facilities.



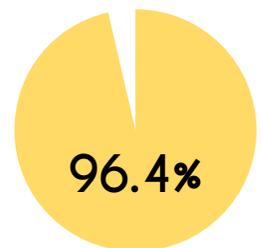
69% of listeners tuned into Nkhawa Njee every week or most weeks.



94% of listeners feel Nkhawa Njee is entertaining and gives important information for young people.



96.8% of listeners indicated they learned things about mental health that they didn't know before.



96.4% of listeners indicated they would seek help for their mental health problems or encourage a friend to seek help as a result of Nkhawa Njee's broadcasts

RADIO PROGRAMS CAN'T DO IT ALONE



Trained educators and mental health workers complement the radio programs and provide a community support system. For example, new mental health curriculum resources provided in schools in central Malawi has demonstrated positive effects.

After teaching a mental health curriculum, 81.3% of teachers reported a positive change in their students' attitudes toward mental illness and 96.9% of teachers noticed specific positive changes in their student's behaviors. Educators reported that students were able to:

- ▶ know what to do and where to go if they had a personal problem
- ▶ act supportively towards and not ignore people who they think might have a mental illness
- ▶ better express their problems to others
- ▶ approach teachers about mental health concerns
- ▶ explain what Depression is and how to handle situations that may lead to suicide
- ▶ talk more openly about their mental health challenges
- ▶ change how they think about people who have a mental illness



Photo: A teacher teaches a mental health literacy class in Lilongwe, Malawi

In addition to teachers and their curriculum training, 100 primary health care workers in Malawi and 75 primary care workers in Tanzania have been trained to screen for, identify and treat adolescent Depression. Together with the radio programs, teachers and health providers work to improve the lives and mental health of their students.

Quick Fact:

“New tools have been developed to more accurately gauge youth mental health needs and to help better understand how to diagnose and treat Depression”

Mental Health Trainer, Malawi

BREAKING DOWN BARRIERS TO CHANGE

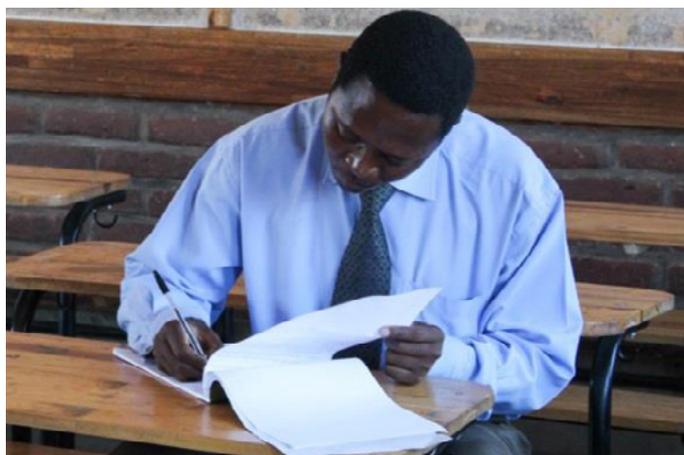
Change

These approaches are breaking down existing barriers to the understanding, recognition and care of mental disorders in young people by:

- 1 Providing schools the tools to educate both teachers and students about mental health and mental disorders
- 2 Providing primary health care workers with the training and tools to help them identify, diagnose and appropriately treat youth who have Depression
- 3 Giving primary health care workers training in psychological “Effective Helping” interventions
- 4 Improving access to medications known to be effective in treating Depression in young people.
- 5 Creating community awareness, enhancing community mental health literacy and decreasing stigma through radio drama, youth mental health listening clubs and peer mental health educator trainings

“The Curriculum guide not only helps teachers understand their students (who may have a mental health problem), but also helps them as parents in terms of how to deal with their children.”

Teacher, Tanzania





Quick Highlight:

Broadcast Mental Health is leading the way towards better identification, diagnosis, and treatment of adolescent Depression in low-income countries.
