

Q3 JUL  
AUG  
SEP

2023 REPORT

STRONGMINDS®



Image by Karin Schermbrucker

## QUARTER HIGHLIGHTS

- For the second year in a row, StrongMinds is on track to exceed our annual target for clients treated for depression. We now expect to serve more than 190,000 people in 2023 (revised from 165,000).
- We have secured our first government partnership in Kenya, signing an MOU with Mombasa County to train community healthworkers to treat depression. We have also completed the pilot phases of several new NGO partnerships in Ethiopia, Kenya, and Nigeria, reaching nearly 8,000 people with depression in those countries.
- StrongMinds will roll out a new six-week therapy program in 2024. This move stems from a recent randomized controlled trial that found six-week therapy yielded outcomes for clients that are equal to or better than our current eight-week therapy model.
- On the global stage, StrongMinds participated in mental health policy talks at the United Nations General Assembly High-Level Meetings in New York, the Ministerial Mental Health Summit in Buenos Aires, and the National Institute of Mental Health's Research Without Borders Conference in Washington, D.C.

StrongMinds treats depression using Group Interpersonal Psychotherapy (IPT-G), a simple, proven and cost-efficient community-based model that focuses on interpersonal communication as the root of—and source of recovery from—depression.

# METRICS

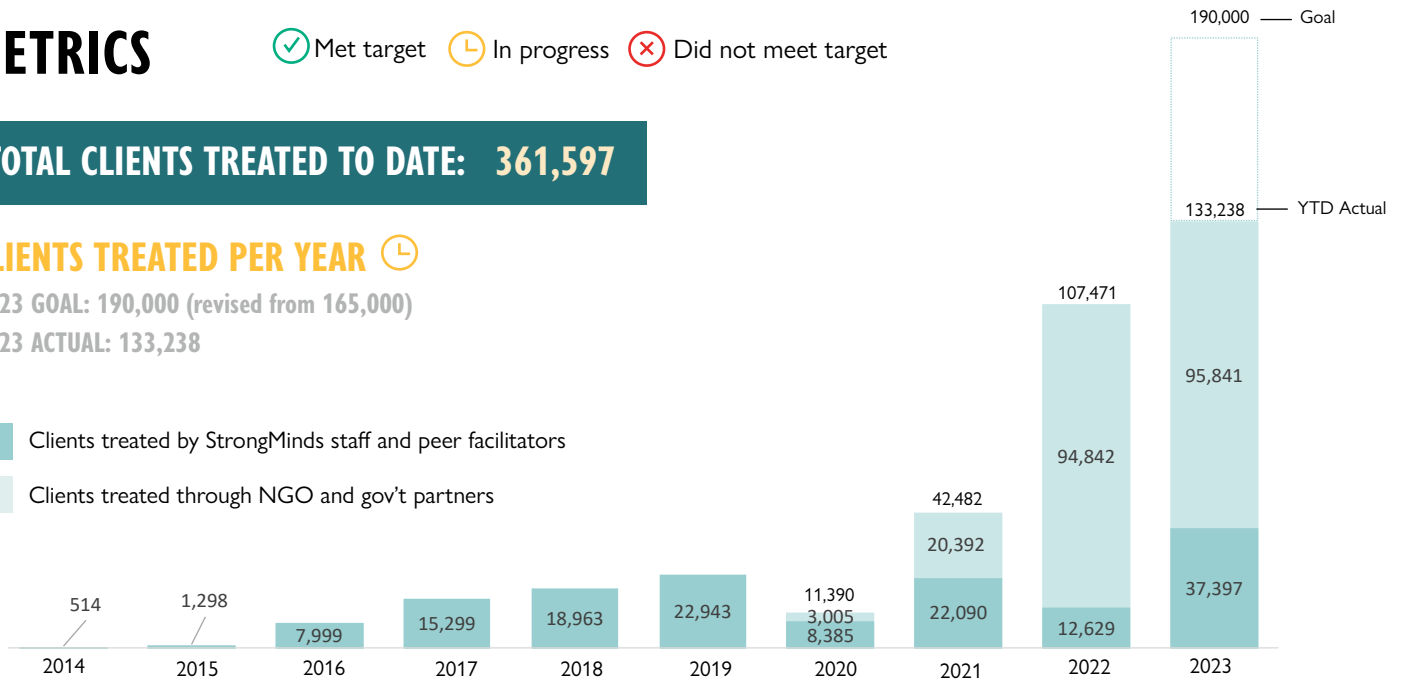
✔ Met target 
 🕒 In progress 
 ✘ Did not meet target

**TOTAL CLIENTS TREATED TO DATE: 361,597**

## CLIENTS TREATED PER YEAR 🕒

2023 GOAL: 190,000 (revised from 165,000)  
 2023 ACTUAL: 133,238

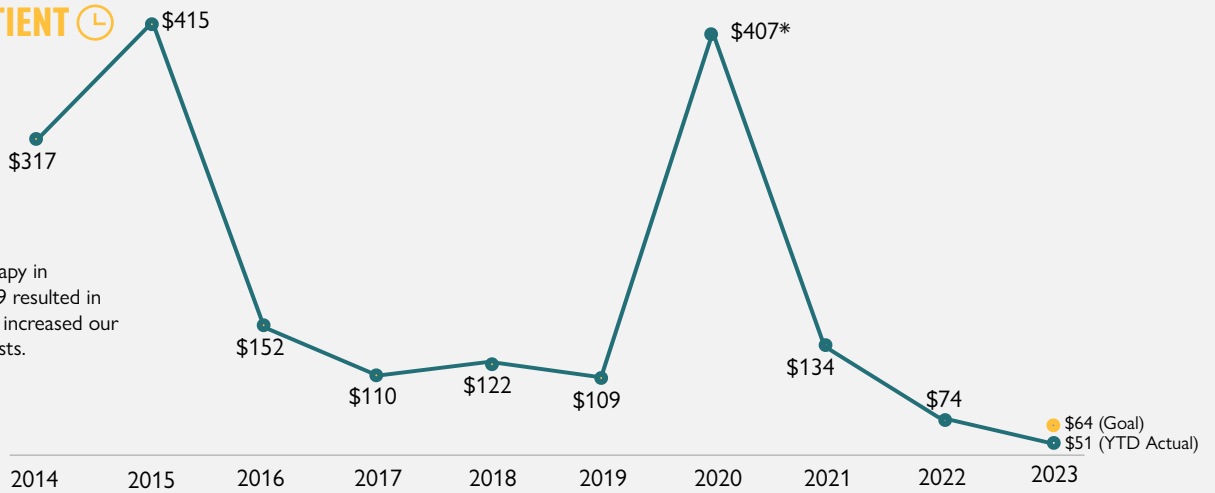
■ Clients treated by StrongMinds staff and peer facilitators  
■ Clients treated through NGO and gov't partners



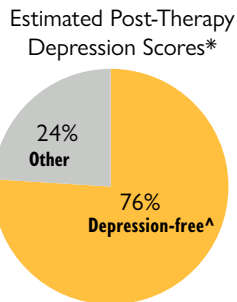
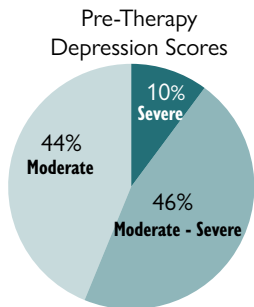
## COST-PER-PATIENT 🕒

2023 GOAL: \$64  
 2023 ACTUAL: \$51

\*Our pivot to teletherapy in response to COVID-19 resulted in start-up expenses that increased our per-patient delivery costs.



## REDUCTION IN DEPRESSION SYMPTOMS 🕒



THERAPY DELIVERY METHOD	DEPRESSION SCORE CHANGE**	
	TARGET	(ESTIMATED*)
StrongMinds Staff	-12 points	-9.6 points
NGO Partners	- 8 points	-11.1 points
Government Partners	- 8 points	-11.2 points
Peer Facilitators	- 8 points	-11.8 points

PHQ-9 SCALE	Depression Score
Severe Depression	20-27
Moderate-Severe	15-19
Moderate Depression	10-14
Mild Depression	5-9
Minimal Depression	0-4

\*Pending verification

\*\*A 4-point drop on the PHQ-9 is considered a clinically significant reduction in depression score in the US

<sup>^</sup>Depression-free is defined as achieving minimal depression on the PHQ-9

# IMPACT & DELIVERY

StrongMinds is now working in five countries.



## NEW PARTNERSHIPS DRIVE GEOGRAPHICAL EXPANSION

StrongMinds has entered its first-ever government partnership outside of Uganda and Zambia. We recently signed an MOU with Mombasa County in Kenya to train 60 community health workers to deliver our IPT-G model. This achievement is the culmination of our growing Global Partnerships Program, which served nearly 8,000 people with depression in Ethiopia, Kenya, and Nigeria this year.

In 2023, we partnered with Project Hope Ethiopia, Hope Worldwide Kenya, and LVCT Health Kenya to integrate our IPT-G model into their programs supporting HIV prevention and treatment. Our partnership with Triggerise in Mombasa wrapped its first year and is poised to expand to new counties in 2024.

In Nigeria, StrongMinds is working with Plan International to integrate depression treatment into programs focused on the sexual and reproductive health of adolescents and young adults in Bauchi and Sokoto States. We will continue working with Plan International to reach more young people with depression in Nigeria in the coming year.

Expanding our work with government and NGO partners ensures that life-changing depression treatment is included in broader health and development initiatives across sub-Saharan Africa.

### RESUMING HIV TREATMENT AFTER DEPRESSION RECOVERY

People living with HIV are at greater risk for depressive disorders, while depression can also impede health-seeking behaviors, creating a dangerous feedback loop.

After the sudden loss of her husband, Amara struggled to support her children. To save money, Amara—who is living with HIV—stopped taking her antiretroviral therapy (ART) medication, endangering her health further. “I couldn’t see a way out of my situation,” Amara says.

Through our partnership with Project Hope Ethiopia, Amara was screened for depression and enrolled therapy. With the support and wisdom of her group members, Amara found the courage to restart her ART medication, improving her physical health. She also raised ETB 2,000 (~USD\$35) to start a small business selling penchera, a local potato and vegetable dish, alleviating her financial stress.

After completing her therapy sessions, Amara expressed deep gratitude for the project’s life-changing impact. “I am completely free from stress,” she says. “I feel relieved, and I am motivated.”

# ORGANIZATIONAL DEVELOPMENT



Image by Karin Scherbrucker/Cartier Philanthropy

Since joining StrongMinds as a volunteer peer therapy facilitator, Ceelo Hamusonde, has provided depression treatment for more than 240 women in Lusaka, Zambia.

## GLOBAL ADVOCACY FOR MENTAL HEALTH

### Putting Africa's mental health crisis on the global agenda

StrongMinds advocates for improved financing for mental health initiatives, addressing stigma around mental health, and elevating the voices of people with lived depression experience globally. Recently, we had the opportunity to advance these goals at three key summits.

#### UN General Assembly

At the UN General Assembly High-Level Global Health Meetings on Pandemic Preparedness and Prevention, Ending Tuberculosis, and Universal Healthcare, Rasa Dawson, our Chief Development and Communications Officer submitted statements calling for mental health inclusion in policy and financing decisions.

#### Global Ministerial Mental Health Summit

StrongMinds took the stage at the 5th Global Ministerial Mental Health Summit in Buenos Aires, Argentina, a global convening of health ministry officials focused on mental health.

As part of the Community Mental Health workshop (sponsored by NHS England and the World Health Organization), CEO Sean Mayberry and Ceelo Hamusonde, a StrongMinds peer facilitator from Zambia, presented on the need for sustainable, community-based mental health systems that foster social support and connections. Ceelo received a

standing ovation when she shared her personal story of living with depression, and her drive to help other women recover from depression as a lay mental health counselor in her community.

Key findings from the summit will be shared with the World Health Organization and participating Ministries of Health to inform future funding and policy decisions.

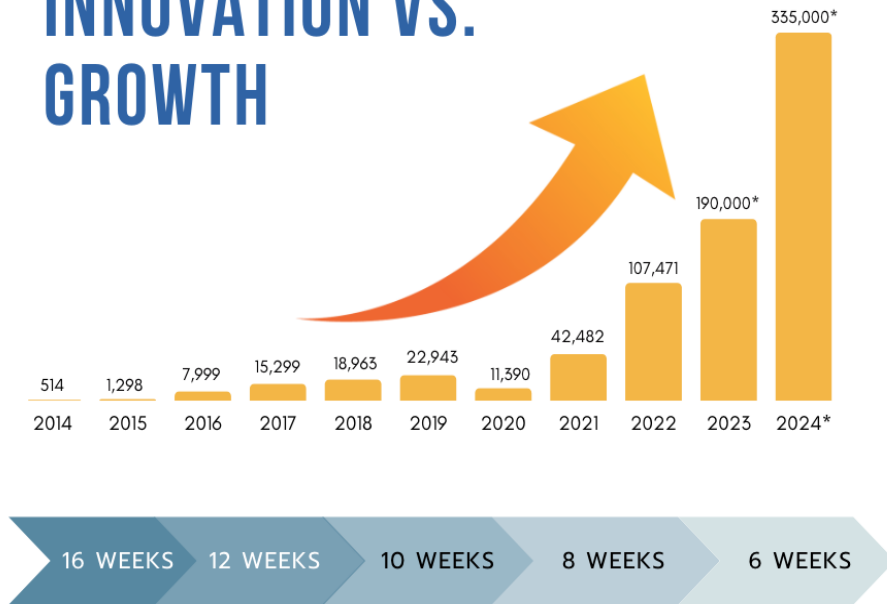
#### Global Mental Health Research Without Borders Conference

Dr. Roscoe Kasujja, Director of the StrongMinds Innovation Lab, chaired a panel on innovations in implementation science at the 2023 Global Mental Health Research Without Borders Conference in Washington, DC. The conference was sponsored by the National Institute of Mental Health, Grand Challenges Canada, and the International Alliance of Mental Health Research Funders and brought together academics, activists, and community change-makers in the global mental health space to exchange research and knowledge.

In 2024, StrongMinds will continue its advocacy efforts. We envision a future where everyone has access to the mental healthcare they need.



# INNOVATION VS. GROWTH



The StrongMinds Innovations Lab is identifying new, more efficient ways to deliver effective depression treatment to more people.

## NEW RESEARCH: SIX-WEEK THERAPY YIELDS IMPROVED RESULTS

Results of a randomized control trial comparing six- and eight-week therapy sessions.

Since our first therapy groups commenced in 2014, we have sought to develop efficiencies in our therapy model that will allow us to reach more people with depression faster. Over the years, we have consistently heard from clients that attendance requirements for lengthy therapy cycles can interfere with income-producing work and childcare responsibilities. In response, we have routinely developed, tested, and rolled out shorter Group Interpersonal Therapy (IPT-G) cycles that reduce hardship on clients while maintaining excellent results.

Last year, the StrongMinds Innovation Lab developed a new six-week IPT-G model, grouping clients with similar depression triggers to generate more focused discussions relevant to all participants. In partnership with researchers from New York University Langone Health, we conducted a randomized controlled trial (RCT) comparing this six-week therapy model to our previous eight-week model, which groups clients with more wide-ranging depression triggers.

Trial results showed that six-week IPT-G sessions produced client outcomes equal to or superior to our eight-week model, achieving a two-point greater improvement in clients' PHQ-9 depression scores. The study also found that the six-week intervention yielded greater improvements in clients' subjective well-being and self-reported disabilities, as measured by the [WHO's Quality of Life Survey](#) and the [WHO Disability Assessment Schedule](#).

Guided by these exceptional results, StrongMinds will roll out six-week therapy for all clients in January 2024.

# COMMUNICATIONS FINANCE & FUNDRAISING



Image by Karin Scherbrucker/Cartier Philanthropy

## COMMUNICATIONS & MARKETING

### Q3 MEDIA COVERAGE

Vox, Sept. 11, 2023

[A surprisingly radical proposal: Make people happier – not just wealthier and healthier](#)

Standard-Examiner, July 08, 2023

[Guest opinion: Countries with large healthcare professional shortages could save us from ours.](#)

## FINANCE

We have completed all 2022 audits without findings.

View our [audited tax returns \(990s\)](#).

View our [latest quarterly financial statements](#).

## GLOSSARY OF KEY TERMS

IPT-G: Group Interpersonal Psychotherapy

MOH: Ministry of Health

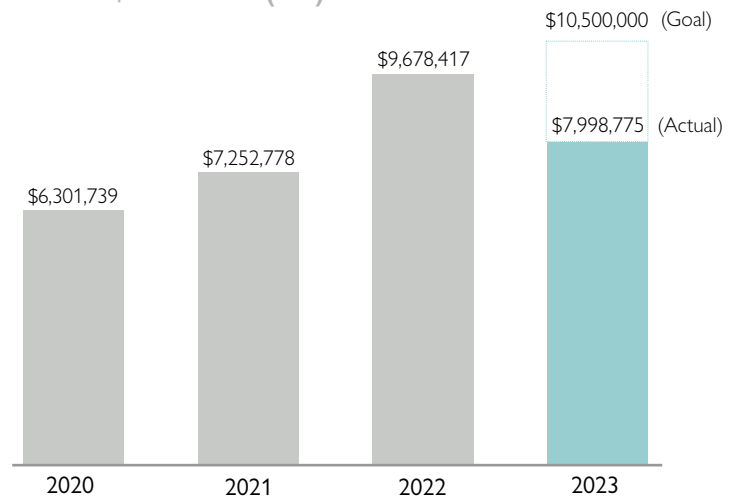
PHQ-9: Patient Health Questionnaire (for depression)

Peer Facilitator: Former client who is trained to lead therapy groups in their community

## TOTAL FUNDS RAISED

GOAL: \$10.5 MILLION

ACTUAL: \$8.0 MILLION (YTD)



## CONTRIBUTIONS & EXPENSES

