

Q2 APR
MAY
JUN

2020 REPORT

STRONGMINDS[®]
Ending the depression epidemic in Africa

StrongMinds has launched a range of new services to provide remote mental health support during COVID-19.



COVID-19 RESPONSE

QUARTER HIGHLIGHTS

- In Q2, StrongMinds fully adapted our in-person talk group therapy for depression to a phone-based teletherapy, including a version specifically for adolescents. All StrongMinds Mental Health Facilitators (MHFs) and supervisors were trained in this updated curriculum, and the first clients began to receive treatment at the end of June.
- StrongMinds launched its first-ever public education campaign on mental health with a series of cobranded mental health messages to encourage positive coping strategies. We also launched a cobranded campaign with the Uganda Ministry of Health.
- In the report, entitled **COVID-19 and Mental Health in Africa**, we released the results of our phone interviews with nearly 12,000 former clients. The report shows that COVID-19 is causing an increase in household distress, but that previous exposure to StrongMinds mental healthcare has helped women cope through the pandemic.

METRICS TO DATE

✓ Met target

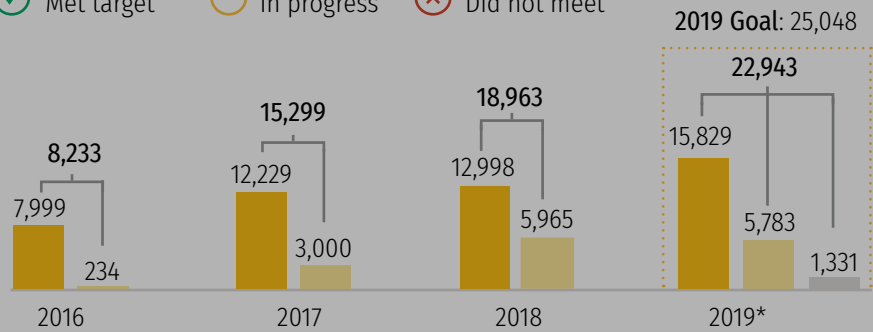
⌚ In progress

✗ Did not meet

TOTAL TREATED PER YEAR

2019 GOAL: 25,048 TREATED ✗

- STG | Strong-
- PTG | Peer-led
- Partner-led



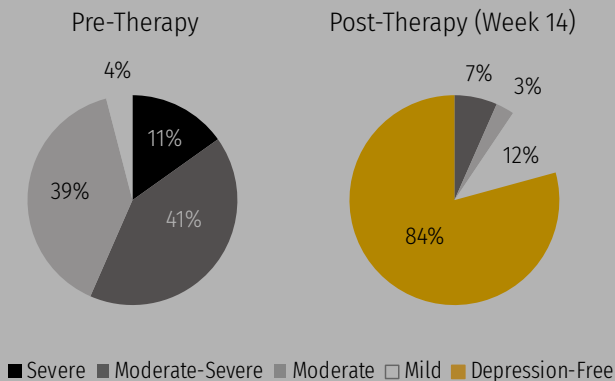
COST PER PATIENT*

COVID-19 RESPONSE

In Q2, we established baseline depression data for the 12,000 women we surveyed, and enrolled 3,600 women in teletherapy. In Q3 we will have preliminary data on the following:

- Number of women treated for depression and anxiety through phone-based teletherapy
- Average PHQ-9 score change
- Percentage of clients who have a clinically significant reduction in symptoms
- Number of people reached through psychoeducational messaging

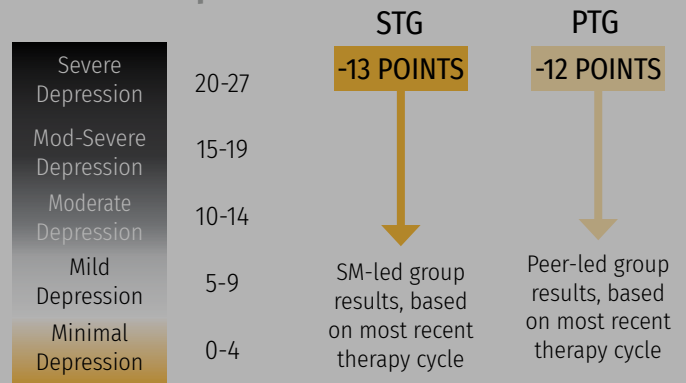
MOST RECENT THERAPY CYCLE* ✓



*Pie charts illustrate a breakdown of depression-free scores for STG Cycle 3 in Uganda, which runs from September through December.

AVERAGE REDUCTION IN DEPRESSION

STG GOAL: -12 points ✓
PTG GOAL: -10 points



*Based on the PHQ-9 Depression Screening Tool

** -4 points considered clinically significant reduction in depression score in US



IMPACT & DELIVERY

Teletherapy enables us to safely treat people in need and rapidly expand support to new populations.

TELETHERAPY

By the close of Q2, we completed extensive efforts to innovate a new depression treatment model for Uganda/Zambia in light of the pandemic and the inability of our team and clients to meet in person for the foreseeable future. To our knowledge, this is the first telephone-based group therapy for depression and anxiety in Africa and is adapted from our original in-person group interpersonal therapy model, with some key differences:

- 1) The phone-based therapy curriculum was reduced from 10 or 12 sessions to eight sessions and adapted to focus on the connections between COVID-19 and clients' mood and behavior. In Uganda, we are testing a once-weekly session model, while in Zambia we are piloting a twice-weekly model.
- 2) Group sizes have been reduced to five members, allowing the MHFs to give more personalized attention, work more comfortably with the phone conferencing technology, and ensure flow of the discussion.
- 3) MHFs received teletherapy training to help facilitate trust and bonding within phone groups. For example, because important physical cues to a client's behavior and well-being are unable to be observed, MHFs are learning new techniques to prompt clients to share information. More emphasis is put on open-ended questions that will allow for learning and engagement by group members.


MENTAL HEALTH CAMPAIGN

StrongMinds made significant strides in its first mental health awareness campaign. The campaign serves to educate the general population to help them to manage their pandemic-related mental health challenges. The effort also serves to identify new depressed clients for our teletherapy model by connecting prospective clients with a StrongMinds team member for a phone screening consultation.

In Q2 we rolled out more than a dozen mental health coping tips on social media that were shared by partners.

We also implemented a coordinated campaign with the Uganda Ministry of Health (MOH) to promote good mental health. The campaign involved five MOH-StrongMinds co-branded radio ads running in five languages, across six major radio stations. In total, these mental health messages were broadcast 330 times over 30 days, reaching tens of thousands of listeners.

At the same time, the MOH posted four StrongMinds co-branded social posts on its Twitter and Facebook pages, resulting in more than 10,000 engagements.

A close-up portrait of Peter Okwi, a Black man with a beard and mustache, wearing a dark suit jacket, a light blue shirt, and a patterned tie. He is smiling slightly and looking towards the camera. The background is blurred, showing what appears to be an office setting.

Peter Okwi joins us as our new Uganda Country Director.

ORGANIZATIONAL CAPACITY

Peter Okwi joins StrongMinds as our Uganda Country Director, leading all operations in-country to shape StrongMinds' growth and scale across the region. Peter comes to us with 18 years of experience in the public health, international development, and finance sectors, most recently as Ag. Director for the SADC Malaria Elimination Eight Secretariat based in Windhoek, Namibia.

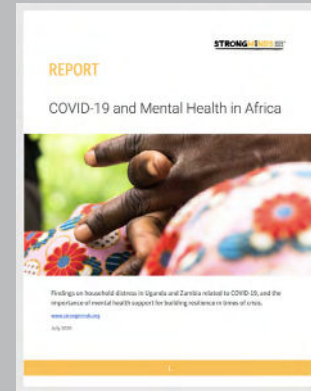
Dena Batrice has taken on a new role as Director of Technical Learning and Innovation. In this role she draws upon her years of clinical experience to ensure our therapy programs meet or exceed best practices and develops new techniques for delivering therapy at scale across sub-Saharan Africa..

Christina (Tina) Ntulo joins us as Deputy Country Director for Uganda, serving as the technical lead for implementation, quality and reach of our programs. She is a mental health and development professional with 23 years professional experience, having worked as a consultant for NGOs in the fields of mental health, people-centered advocacy, women and child rights. Christina also served BasicNeeds for 13 years in various capacities including Director for Africa and Director of New Initiatives.

Andrew Ngeseyan is our new Finance and Administration Manager in the US. He brings over ten years of non-profit finance experience, having served as Director of Finance and Administration in the education sector, providing financial guidance and leading long-term economic forecasting, budgeting, analysis, and strategy.

Hellen Mwale has joined our Zambia Board of Directors. Helen is a media expert for Southern Africa, with fifteen years of experience as a journalist, news editor, and communications professional for private, public and not-for-profit organizations. She brings us experience in policy and human rights advocacy, capacity building development, gender mainstreaming and development and reporting.

Our new report details how COVID-19 has affected mental health and household well-being in Uganda and Zambia.



KEY LEARNINGS

NEW REPORT SHOWS HOUSEHOLD DISTRESS IS ON THE RISE DUE TO PANDEMIC

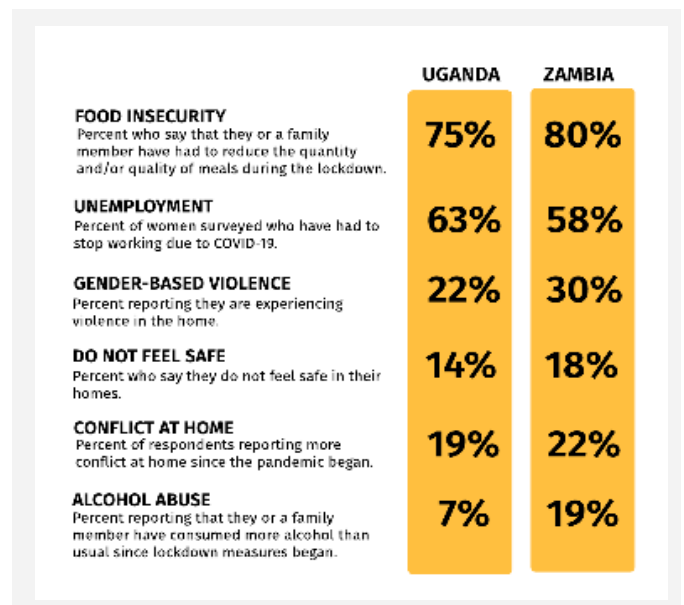
We released results from our ground-breaking survey of 12,000 former StrongMinds clients in low-income communities in Uganda and Zambia. These clients were all treated between 2016 and 2019.

We learned that former clients who completed the screening had, on average, lower PHQ-9 scores than we would expect under typical circumstances. We have previously confirmed that the effects of StrongMinds therapy are sustained well past the end of treatment; these new findings suggest that these positive effects have extended into the early days of the COVID-19 crisis.

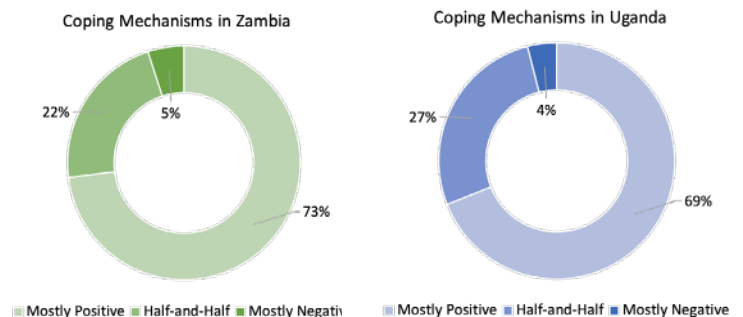
The report, entitled **COVID-19 and Mental Health in Africa**, reveals that the coronavirus pandemic has nonetheless introduced new stressors alongside increased stress, anxiety, and depression symptoms.

Nearly a quarter of the women surveyed reported experiencing heightened mental distress due to recent world events, citing increased unemployment, food insecurity, household violence, and substance abuse stemming from the pandemic.

Encouragingly, nearly 100% of these former clients reported using positive coping mechanisms learned in StrongMinds therapy to respond to this crisis situation. Nearly 87% reported having someone in their lives to turn to for support. In Uganda, 72% of former clients were still meeting with their therapy groups many months and years later.



These results reveal that the benefits of StrongMinds therapy are long-lasting, helping our clients to cope with adversity brought on by COVID-19. The research supports the need for broad-based mental health support to create community resilience during the pandemic and beyond.



StrongMinds is considered one of the world's most effective organizations

COMMUNICATIONS & FINANCE

COMMUNICATIONS & MARKETING

In July, Sean Mayberry was interviewed by Inciting Altruism in the story: [StrongMinds for a Stronger Africa](#). Inciting Altruism also listed StrongMinds as one of the [world's most effective charitable organizations](#).

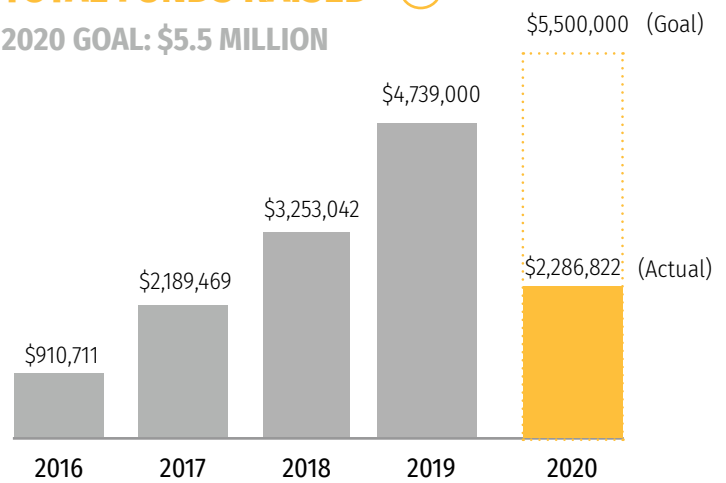
In Zambia, our work was widely featured on radio, TV and print, including one-hour interviews with our country team on Ask Muvi TV, Millenium Radio (90.5 FM), KBN news, ZNBC Radio 2, and the Times of Lusaka.

FINANCE

To view our latest financial statements, [click here](#).

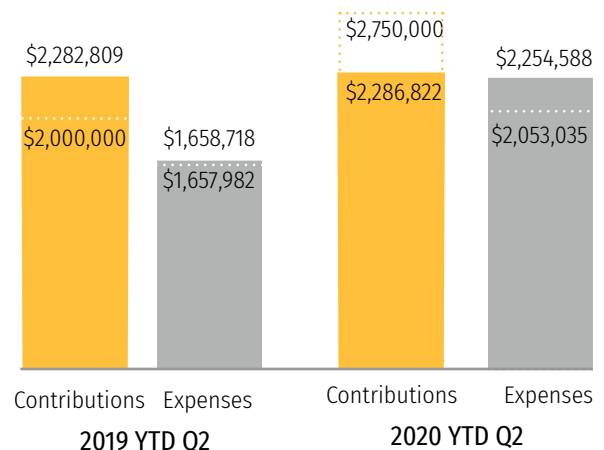
TOTAL FUNDS RAISED 🕒

2020 GOAL: \$5.5 MILLION



*Funds received through Q2 against 2020 goal

CONTRIBUTIONS & EXPENSES 🕒



Budgeted Actual