

Q2 APR  
MAY  
JUN

## 2019 REPORT

**STRONGMINDS** MENTAL<sup>®</sup>  
HEALTH  
AFRICA

The mission of StrongMinds is to improve the mental health of women in Africa. We are guided by our goal to treat two million African women with depression by 2025.



## QUARTER HIGHLIGHTS

- As of July 1st, StrongMinds has treated 13,747 women in 2019, putting us on track to meet our goal of treating 25,048 women by the end of this year.
- This quarter we kicked off our adolescent pilot— in partnership with local schools and Save the Children— with a pre-assessment and baseline survey of adolescents in 25 schools and communities in Wakiso district, outside of Kampala. Therapy groups commenced in May, with 472 adolescents currently enrolled in our pilot round.
- StrongMinds Zambia was officially registered by the Zambian government in April, and is already at work delivering therapy to nearly 500 depressed women in Lusaka.
- We have updated our metrics page in this quarterly report; depression-free scores and costs per patient are now reported separately for StrongMinds-led Therapy Groups and volunteer Peer Therapy groups.

*\*StrongMinds uses Group Interpersonal Psychotherapy (IPT-G), a simple, proven and cost-efficient community-based model to treat depression that focuses on relationships among group members. IPT-G was first tested in Uganda by Johns Hopkins University (JHU) in a randomized controlled trial in 2002 using lay community workers with only a high school education; it was found to be successful.*

# METRICS TO DATE



Met target



In progress

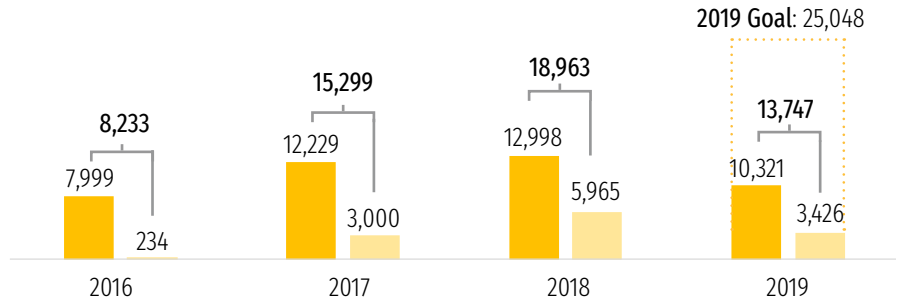


Did not meet target

## TOTAL TREATED PER YEAR

2019 GOAL: 25,048 TREATED Ⓛ

- STG | StrongMinds-led
- PTG | Peer-led

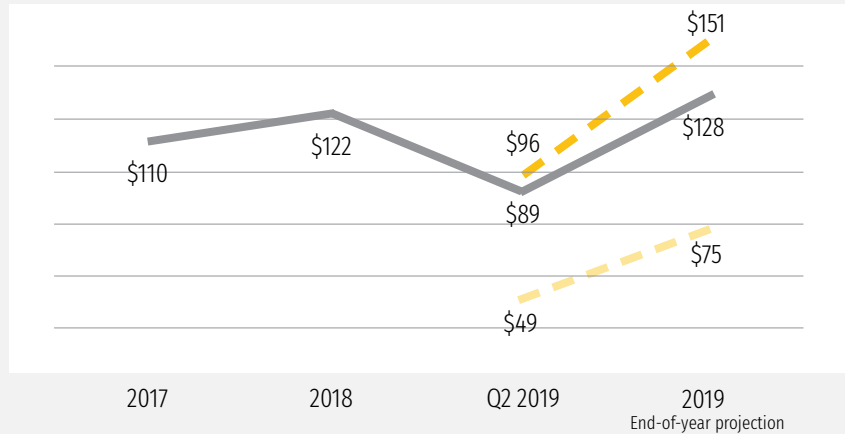


## COST PER PATIENT

2019 GOALS:

Overall: \$128 Ⓛ  
 STG: \$151  
 PTG: \$75

- Overall cost per patient
- - - STG | StrongMinds-led
- - - PTG | Peer-led



## PERCENTAGE DEPRESSION-FREE

STG | 2019 GOAL: 75% DEPRESSION-FREE ✔

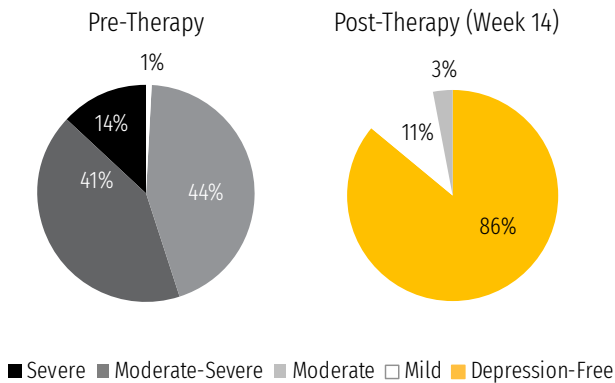
	Immediately Post-Therapy	6-Months Post-Therapy
2017	74%	63%
2018	80%	75%
2019	86%	TBD

PTG | 2019 GOAL: 65% DEPRESSION-FREE Ⓛ

	Immediately Post-Therapy
2017	40%
2018	64%
2019	TBD*

\* PTG scores compiled annually

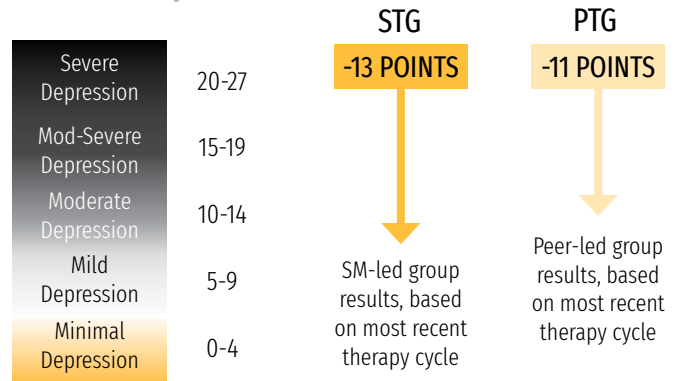
## MOST RECENT THERAPY CYCLE\*



\*Pie charts illustrate a breakdown of depression-free scores for STG.

## AVERAGE REDUCTION IN DEPRESSION SCORE

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



Women who are depression-free are able to spend more time at work.

# IMPACT & DELIVERY

## Introducing Our New Well-being Indicators

StrongMinds is committed to understanding the downstream impacts of alleviating depression for African women and their families. Since the first women treated, we have administered questionnaires to clients to assess their well-being prior to—and six months after—treatment, across several categories. But not all questions provided meaningful information, and it was a challenge to summarize all the data succinctly and consistently across cycles.

In 2018, we reviewed these indicators and, in an effort to maintain transparency and avoid the possibility of only reporting positive impacts, we have narrowed them down to four key indicators. These indicators correspond to broader evidence linking depression recovery to other life improvements. We have implemented a new reporting system, and will now report consistently on these same four indicators of well-being for women who have become depression-free and their children: work productivity, household food security, child school absenteeism and social support.

Our first follow-up data from this revised well-being tool show encouraging results, as detailed in the inset.

### WELL-BEING INDICATORS

↑ 12%	<b>WORK PRODUCTIVITY</b> Percent increase in women who report they have not missed significant work or economic activity over the past seven days.
↑ 13%	<b>FOOD SECURITY</b> Percent increase in women who report that they and their children consumed three or more meals in the past 24 hours.
↓ 22%	<b>SCHOOL ABSENTEEISM</b> Percent decrease in women who report their children missed school over the past week.
↑ 15%	<b>SOCIAL SUPPORT</b> Percent increase in women who report having someone to turn to for social support.

Note: All metrics taken between pre-therapy (baseline) and 6-months post-therapy (9-months from baseline) from therapy groups that took place in 2018 and are statistically significant.



In Q2 we trained our first team of Mental Health Facilitators in Zambia.

# ORGANIZATIONAL CAPACITY


## Zambia

We are rapidly building momentum in Zambia. After just six months, we are moving forward on schedule on a number of fronts:

- StrongMinds Zambia Board of Directors is now constituted, and has held two meetings to date. We are pleased that a member of the Ministry of Health has chosen to serve on our Board.
- Eight Mental Health Facilitators (MHFS) have been hired and trained, and have begun operating groups.
- We are currently running our first 48 groups with nearly 500 depressed women in the Misisi compound (neighborhood) of Lusaka.

## Uganda

In support of the pilot adolescent therapy program, StrongMinds Uganda trained 20 new adolescent MHFs and four supervisors. These MHFs use specific techniques developed in consultation with community-based focus groups and the human-centered design firm, PHB, for improving emotional literacy in adolescents. See the next page for details.



PHB Development helped us develop new tools to improve emotional literacy in adolescents.

## KEY LEARNINGS

### Adolescent Program

Recognizing that adolescents may differ from adults in how they engage with therapy, we hired a human-centered design firm, [PHB Development](#), to help us modify our group talk therapy in a way that is appealing and engaging for depressed young people. PHB Development brought together 48 Ugandan adolescents (both in and out of school), as well as numerous teachers, in a series of qualitative discussions in March and April. Building on insights gleaned from these discussions, PHB then worked with a select group of young people to develop and test specific tools and incentives designed to optimize how depressed teenagers respond to the group therapy. Some key learnings and recommendations from this study include:

- All of the young people involved in this exercise said they would want to join a group like StrongMinds if it was offered in their school or community.
- Teens in Uganda are incredibly busy. The average student reported that she studies and helps with chores and income-generating activities until nearly midnight, only to rise again at 5am to do more schoolwork. StrongMinds must be mindful of how therapy can best fit into her schedule.
- Specific ‘ice breaker’-type games and supplemental exercises integrated into the therapy can help adolescents build emotional literacy and trust in order to open up to peers and support the therapy process.
- Small, inexpensive incentives, such as certificates or treats, offered throughout therapy can help motivate adolescents.



In Q2 StrongMinds is more than half-way toward its total fundraising goal for 2019.

# COMMUNICATIONS, FINANCE & FUNDRAISING

## COMMUNICATIONS & MARKETING

### Q2 MEDIA COVERAGE

May was Mental Health Awareness month. To mark the occasion, StrongMinds partnered with Tumblr to create a campaign on mental health in Africa, including a live Q&A with our Program Director, Kari Frame. The campaign resulted in 23.5 million impressions of the StrongMinds brand on Tumblr.

Sean Mayberry also gave a [presentation](#) to Effective Altruism in Stockholm at EAGxNordics in April.

## FINANCE

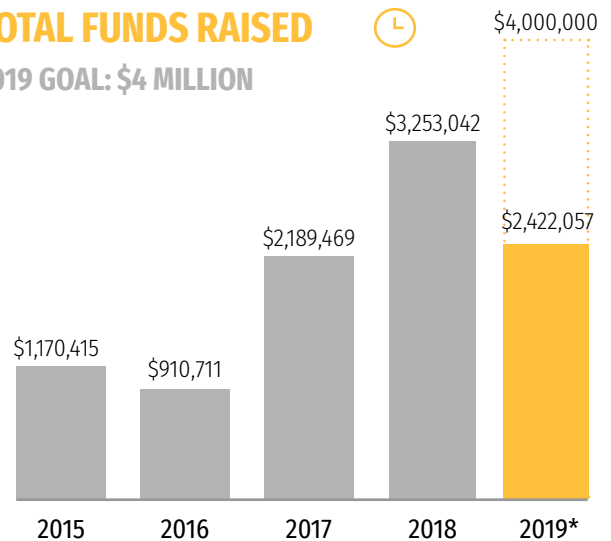
To view our latest financial statements, [click here](#).

To view our 2018 audited financial statements, [click here](#).

## TOTAL FUNDS RAISED

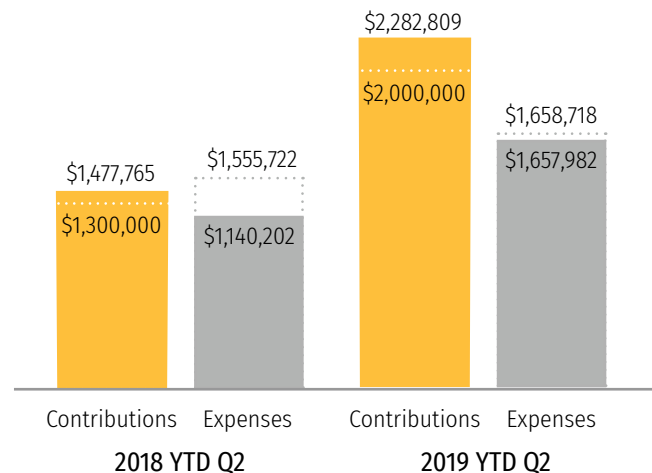


2019 GOAL: \$4 MILLION



\*Funds received through Q2 against 2019 goal

## CONTRIBUTIONS & EXPENSES



..... Budgeted      — Actual