



THE UPDATE

BLUE PRINT GROUP

ON GLOBAL MENTAL HEALTH

News on global mental health advocacy, campaigning and messaging

May 2019

BPG meets in New York: Reaffirms Agreed Activities for 2019

The Blue Print Group held a fourth face to face meeting at Unicef in New York on May 7. Over 50 people attended representing international organisations, governments, CSOs, academia and the private sector.

There were expert panels on topics including improving mental health in cities and securing political and financial support for mental health through a focus on Universal Health Coverage. Representatives from the governments of the US, Canada, the Netherlands and Japan attended and contributed to the discussions. A wide variety of campaigners updated the group on their work at national and international level and opportunities for collaboration with other members of the BPG. Advocates from Nigeria and India participated along with speakers on the 'phone from South Africa, Canada, Switzerland and the Netherlands.



Workshop sessions discussed plans for the year on various issues including the mental health of children and young people and supporting the launch of the new WHO Mental Health Special Initiative. There was a conversation on communications including joint messaging for BPG members to use and potential ideas for communications for World Mental Health Day this year (which has a focus on suicide prevention).

The group concluded the BPG would:

- Share **campaigns and initiatives to encourage further engagement and cross-campaign support**: see new campaigns folder on the google drive (*all*)

A comprehensive list of mental health related events that are happening at WHA has been compiled by the UN Foundation and can be found here: <https://unfoundation.org/world-health-assembly-event-guide/>. The NCD alliance has also created a calendar which is regularly updated with WHA side events: <https://ncdalliance.org/news-events/event/wha72>.

- Develop new suggested joint, messaging (*comms call planned to follow up*)
- Support the idea of **40 second activities and messaging** for WMH Day to mark the fact every 40 seconds someone dies by suicide (*WHO, World Federation and UnitedGMH to follow up*)
- Continue work on **priority themes for 2019** including: UHC, emergencies/ conflict settings, the Global Fund replenishment, children and young people, the 'how to' agenda including support for the WHO Special Initiative and linking the CSO and private sector (*all through smaller groups*)
- Continue work towards activities at **key moments** including the World Health Assembly, UNGA, World Mental Health Day, the Dutch summit (*all*)
- **Keep expanding** the membership and networks of the BPG especially including education and child protection networks and representatives from LMICs (*all*)
- Keep looking for and sharing **mapping** on funding and interventions that we can promote to encourage greater action: [see new folder on the google drive](#) (*all*)

To help support BPG members to network between themselves it was agreed that a **contact list** with space for people to include a **short summary of their areas of expertise/interest** would be created on the google drive. And a simple **list of events** for information would be created.

BPG members are encouraged to go ahead and fill these out!

Latest list of Members of the Alliance for Global Mental Health and Wellbeing

The Canadian government have shared the latest list of members of the Alliance: Argentina, Armenia, Australia, Bangladesh, Belgium, Belize, Brazil, Canada, Chile, France, Jamaica, Netherlands, New Zealand, Norway, Peru, United Kingdom, United States and Uruguay. The Canadian government is keen to encourage other governments to join. A meeting is due to take place at the World Health Assembly. Please contact marlie.melo@canada.ca for more information.



Update on Dutch MHPSS High Level Conference

At the latest BPG in person meeting the Dutch government provided an update on the forthcoming High Level Conference Mental Health and Psychosocial Support (MHPSS) in Emergency Settings. The conference takes place on October 7-8. The three priorities for the conference are advocacy for better integration of MHPSS in humanitarian response; capacity development and scaling up of services; and mobilisation of more financial support for MHPSS.

There is a steering committee chaired by the Government of the Netherlands and including representatives from WHO, World Bank, OECD, the Carter Center, Harvard University and the UK Government. There are also 8 working groups covering: scaling up MHPSS during and after emergencies; mobilising and supporting displaced and host populations; a just and inclusive society; children, adolescents and their families/carers; research and innovation; workforce development and staff support; investment in mental health; and MHPSS and disease outbreaks.

For more information contact: margriet.blaauw@minbuza.nl or martine-vander.does@minbuza.nl

Young People Will Transform Global Mental Health: A call to prioritise global action on mental health for young people

BluePrint Group member Chantelle Booyen is the executive committee representative for the Global Mental Health Peer Network and a Youth Leader on the The Lancet Commission for Global Mental Health. Here she gives an update on the work of the youth leaders, and how other BPG members can get involved.

On 23 May 2019, the Youth Leaders for the Lancet Commission on Global Mental Health will present key mental health recommendations for young people to policy makers in Geneva. The Policy Brief, that was initiated and developed by young people, will be disseminated at the NCD Child Side Event as part of the World Health Assembly (WHA72) this year.

We are excited to use this platform as part of the #mymindourhumanity campaign, to promote global mental health for young people by:

1. Elevating the voices of youth in health in particular mental health;
2. Addressing a high level plenary that includes policy makers and public officials that would respond to this policy brief;
3. Collaborating with NCD Child and NCD Alliance to ensure mental health continues to be an active priority under Non-Communicable Diseases;

We are calling on our global mental health advocates to help us amplify young voices, to reach the heads of states for urgent action. The Policy Brief will be made public on 23 May and will be circulated to all BPG members by the end of May.

If you are attending the WHA72 in Geneva and are interested in attending, please contact ncdchild@aap.org for details.

For more information on the work of the young leaders, please visit: <https://globalmentalhealthcommission.org/youth-campaign/>. Please follow us on social media @mymindourhumanity for more updates: [Instagram](#), [Facebook](#)

Quality Rights Initiative

WHO held 2 meetings in South Korea during the week of April 30. The first gathered professionals working on mental health from the Western Pacific region and the second was a meeting of international experts on good practice community based mental health services. The meetings were part of WHO's Quality Rights programme which seeks to increase the human rights focus of mental health services and interventions.

WHO is now moving ahead with the Quality Rights initiative at both national and international level. WHO is conducting country wide roll outs of the QualityRights e-training in 10 countries - Ghana, Indonesia, Philippines, Turkey, Kenya, Romania, Estonia, Bosnia Herzegovina, Armenia, Czech republic. WHO is also planning to publish a guidance document by early 2021. There is an online consultation seeking inputs to this guidance document. For more information see the [WHO website](#).

Speak Your Mind Campaign to Launch at WHA

The Speak Your Mind campaign will be launching in Geneva and globally at the beginning of the World Health Assembly week. This nationally driven, globally unified campaign has been designed by service users and CSOs from 14 different countries around the world.

On the 19th May Speak Your Mind Campaigners will be taking part in the WHO organised [Walk the Talk: The Health Challenge For All](#) event. BluePrint Group members who will be in Geneva during this time are encouraged to join United for Global Mental Health and country campaigners on the walk. After the walk there will be speeches on the main stage from special guests from around the world as well as an African dance troop encouraging all Walk the Talk participants to join in with their energetic drumming and dancing. If you would like to be a part of this then you can meet the campaigners at 9:30am at the Speak Your Mind stand in front of the Palais des Nations. There will also be someone in a white Speak Your Mind t-shirt under the broken leg of the chair sculpture to show you the way. If you plan to attend the Walk the Talk and would like to join the Speak Your Mind campaigners, and receive Speak Your Mind merchandise please [fill in this form](#), or email anna@unitedgmh.org with any questions.

Following this event there will be a reception which will mark the beginning of a worldwide campaign to catalyse government action on mental health. The campaign aims to improve the accessibility and quality of mental health services nationally and globally. To achieve this, we will raise the voice of people with lived experience in decision making. We also aim to increase levels of political and financial support for mental health both nationally and internationally.

If you would like to receive the invitation for this reception please email anna@unitedgmh.org.

A comprehensive list of mental health related events that are happening at WHA has been compiled by the UN Foundation and can be found here: <https://unfoundation.org/world-health-assembly-event-guide/>. The NCD alliance has also created a calendar which is regularly updated with WHA side events: <https://ncdalliance.org/news-events/event/wha72>.

FROM THE FACILITATOR

Thank you to all the BPG members who have contributed to this newsletter.

We have summarised the discussion at the recent BPG face to face meeting in New York. It was our fourth face to face meeting and over 50 people attended from a wide range of organisations and governments. You can find the full meeting notes on the google drive. The meeting concluded with plans to continue our collective work to drive advocacy and communications at key moments.

This month we are focusing on the World Health Assembly - one of the priority moments for the BPG this year - and the opportunities to raise the profile of mental health and secure greater political support. The WHA will see the launch of the WHO's new [Special Initiative on Mental Health](#); a policy brief on key mental health recommendations for young people; and a new CSO-led global campaign Speak Your Mind. It will also see another meeting of the Alliance for Global Mental Health and Wellbeing and events organised by BPG members including the World Economic Forum and the NCD Alliance. BPG members will be calling on governments to ensure mental health is part of UHC national and global plans; and for greater funding to be devoted to mental health under plans for the Global Fund replenishment later this year.

To share your news throughout the month upload the information to the google drive.

Blue Print Group Facilitators

Sarah Kline
sarah@unitedgmh.org

Anna Watkins
anna@unitedgmh.org

Nigeria campaign design workshop

The first capacity building workshop for the Speak Your Mind campaign took place in Lagos over the weekend. United for Global Mental Health facilitated a participatory workshop on 10-12 May, to collaboratively design a people-powered advocacy campaign for mental health in Nigeria.

With 30+ stakeholders from 10+ partner groups, attendees worked to collaboratively designed strategies and tactics for Nigerians to speak up to reduce stigma and call on their government to implement more funding, better systems, laws and policies to create a mentally healthy Nigeria.

Participants generated more than 200 ideas, developed targeted calls to action to activate key audiences, forged multi-stakeholder relationships, built capacity in campaigning skills, and designed concrete partner action plans ready for launch in May.

Together the campaigners are set to build a national mental health campaign that will be the largest and first of its kind in the country.



BPG members call on Global Fund to increase mental health funding

Members of the BPG have produced a new policy briefing paper calling on the Global Fund to increase financing for mental health. The Global Fund is in the midst of a replenishment round in which it has asked donors for \$14 billion to help end AIDS, TB and Malaria by 2030. The policy briefing paper, produced by global experts in HIV and mental health and TB and mental health, outlines the arguments for why the Global Fund needs to update

its policies in line with WHO guidelines and acknowledge that investment in mental health will help deliver its core goals. BPG members are all encouraged to share the paper and make the case for more support for mental health in the coming months. The replenishment summit takes place on World Mental Health Day, October 10, 2019.

Spotlight on: Mariwala Health Initiative, India

New member to the Blue Print Group, Rajvi Mariwala, of the Mariwala Health Initiative, India updates us on the recent work her organisation has been doing in the mental health sphere.

It's been a landmark 2019 for us as mental health saw clear mention and provision in two national political party manifestos. This, the first time mental health has been a manifesto priority - happened due to a public lobbying campaign called [Bridge The Care Gap](#) run by a coalition including Mariwala Health Initiative. This was a public advocacy campaign asking citizens to sign a petition saying that their vote will be influenced by the political attention paid to mental health. For this, we leveraged a mixed bag of communication tools, including generating a buzz on social media, radio interviews with stakeholders, [video-documentaries of first-person accounts from user-survivors](#), and [influencer voices](#). Using these materials and a kit on mental health, we met with political representatives of multiple parties to explain our demands and provide inputs for use in political manifestos. This petition is the most signed petition on Mental Health in India with over 10,700 signatures and counting.

Bridge The Care Gap involved civil society beyond organisations working on mental health, we - including those who work on child rights, livelihood, women's rights. Thus, in the coming months, we will work with the coalition to ascertain ways to monitor implementation of mental health promises and to leverage the intersectoral collaboration on mental health. Alongside this, we continue to build capacity around mental health concerns of marginalised communities - our 6 day certificate course on ['Queer Affirmative Counselling Practices Course'](#) has trained over 60 mental health professionals in Bombay, [Bangalore](#) and [Delhi](#) on how to do LGBTQ+ affirmative work and continues to expand.

Blue Print Group Resources

Blue Print Group Google Drive: <https://drive.google.com/drive/folders/13YNt-IwRI2n9TtOlpNuOHqml4l8itqik?>

The BPG Google Drive contains the Grid calendar, meeting documents and presentations; background information; and articles and [reports shared by members](#).

We have created a **list of all of the members of the BPG**, which is in the google drive (https://drive.google.com/open?id=1bytx6ESIX2KIU_JGeZtCazhehZDppPnLdsOSSutb_oY). This spreadsheet is editable so please feel free to add any contact details, short bios, or just key interest points into this spreadsheet so that other BPG members can know who else is in the group.

If you, or a colleague would like to be included in the google group and receive updates from the Blue Print Group then please email anna@unitedgmh.org

BPG meeting notes

The notes from the 4th in person BPG meeting can be found [here](#).

Links Referred to in Articles:

Mariwala Health Initiative: [Bridge The Care Gap](#)

UNF list of WHA events: <https://unfoundation.org/world-health-assembly-event-guide/>

NCD Alliance WHA calendar <https://ncdalliance.org/news-events/event/wha72>

[Sign up to participate in Walk The Talk with the Speak Your Mind Campaign](#)

WHO's new [Special Initiative on Mental Health](#);

WHA side events:

17th May: GPDDR Innovation Platform Session-Resilience and AI, Tech Tools & Robotics (contact drjudyk@aol.com for details, see event info [here](#))

19th May: [Walk the Talk: The Health Challenge For All](#)

23rd May: Policy Brief Presentation from Youth Leaders for the Lancet Commission on Global Mental Health (contact ncdchild@aap.org for more info)

23rd May: WHO technical briefing on mental health

NEW MEMBERS

New members that have joined the Blue Print Group since our last newsletter include:

Vivien Pender: Columbia University

Elizabeth Magill: Columbia University

Timna Gorber: Public Health Canada

Shadille Estepan: Born This Way Foundation

Meghan Simon: ICRC

Michaela Baker: Global Health Strategies

Lynsey Bilsland: Wellcome Trust

Carmen Valle-Trabadelo: Save

BPG member Barbara Van Dahlen has asked to highlight the Campaign to Change direction, specifically the Week to Change Direction which will be occurring from June 9th - June 15th.

For more information please see [here](#). The toolkit to get involved can be found [via this link](#).

CALENDAR

May

G7 Health Ministerial
16th & 17th May
Paris, France

Walk The Talk

19th May
Geneva, Switzerland

World Health Assembly

20th - 28th May
Geneva, Switzerland

June

Women Deliver
June 3rd - 6th
Vancouver, Canada

G20 Finance and Health Ministers joint meeting on health finance

June 28th
Osaka, Japan

PMNCH Board Meeting

June 28th

July

High level political forum
July 9-18th 2019
New York, USA

August

G7
August 25th-27th

September

UNGA
September 17th-30th
New York, USA

October

Global Ministerial Mental Health Meeting
October 7th and 8th
Amsterdam, Netherlands

World Mental Health Day
October 10th