



## GOVERNMENT OF SIERRA LEONE

### Mental Health Secretariat

1. Awareness of Mental Health and Drug Abuse
2. Possible Signs and Symptoms
3. Prevention
4. Safety and Protection Measures
5. Treatment / Care
6. Stigma
7. Authorities to Contact

#### Key Message Checklist

7 Cs of Communication	Message
Command attention	Does the message stand out?
Clarify the message	Is the message simple, easy to understand?
Communicate a benefit	Is the benefit from doing the action clear?
Consistency counts	Are all messages consistent? Can they be conveyed across different channels?
Create trust	Is the message and channel credible
Cater for head and heart	Does the message contain logical information? Does the message use emotion?
Call to action	Does the message clearly communicate what the audience should do?



<b>Audience Segmentation</b>	
Primary Audience 1	Examples include youth and adolescents, as well as specific high-risk populations such as individuals with a history of addiction, homeless individuals, and sex workers.
Primary Audience 2	Health care workers and psychosocial workers
Primary Audience 3	Security Forces (Police and RSLAF)
Influencing Audiences 1	Parents and caregivers, teachers and school staff, Community stakeholders, Religious Leaders, Journalists and Bloggers
Influencing Audiences 2	Government MDAs and partners



## Theme 1: Causes of Mental Health Disorders

Audience	Key message 1 and supporting messages	Key message 2 and supporting messages	Key message 3 and supporting messages
<p>Youths and adolescents, as well as specific high-risk populations such as individuals with a history of addiction, homeless individuals, and sex workers.</p>	<p><b>Areas of mental health: Emotional, psychological and social well-being of an individual.</b></p> <p>Probable Causes of Mental Health Disorders and/or Drug abuse</p> <ul style="list-style-type: none"> <li>• Emotional/psychological</li> <li>• Trauma</li> <li>• Domestic Violence</li> <li>• Physical abuse</li> <li>• Sexual abuse</li> <li>• Neglect</li> <li>• Poverty</li> <li>• Biological</li> <li>• Social and environmental factors</li> </ul>	<p><b>Underlying mental health issues, such as depression, anxiety, or trauma, may contribute to drug abuse as individuals may turn to drugs and/or alcohol as a way to self-medicate or cope with emotional pain, self-harm, suicidal feeling.</b></p> <p>While this may provide temporary relief, it often leads to dependency and worsens the underlying mental health condition over time.</p> <p>Experimentation with drugs during adolescence can increase the risk of developing mental health disorders later in life</p>	<p><b>Excessive and dependent use of drugs such as Kush, tramadol, narcotics, cocaine; and alcohol.</b></p>



<p>Health care workers and psychosocial workers</p>	<p><b>Areas of mental health: Emotional, psychological and social well-being of an individual.</b></p> <p>Probable Causes of Mental Health Disorders and/or Drug abuse:</p> <ul style="list-style-type: none"> <li>• Emotional/psychological</li> <li>• Trauma</li> <li>• Domestic Violence</li> <li>• Physical abuse</li> <li>• Sexual abuse</li> <li>• Neglect</li> <li>• Poverty</li> <li>• Biological</li> <li>• Social and environmental factors</li> </ul>	<p><b>Underlying mental health issues, such as depression, anxiety, or trauma, may contribute to drug abuse as individuals as a way to self-medicate or cope with emotional pain.</b></p> <p>Experimentation with drugs during adolescence can increase the risk of developing mental health disorders later in life.</p>	<p><b>Many individuals struggling with mental health issues and drug abuse have experienced trauma.</b></p> <p>Health care workers and psychosocial professionals play a pivotal role in providing trauma-informed care.</p> <p>Understanding the role of trauma in both the development of drug abuse and mental health disorders is essential for creating safe and supportive environments.</p>
<p>Security Forces (Police and RSLAF)</p>	<p><b>Areas of mental health: Emotional, psychological and social well-being of an individual.</b></p> <p>Probable Causes of Mental Health Disorders and/or Drug abuse:</p> <ul style="list-style-type: none"> <li>• Emotional/psychological</li> <li>• Trauma</li> <li>• Domestic Violence</li> <li>• Physical abuse</li> <li>• Sexual abuse</li> <li>• Neglect</li> <li>• Poverty</li> <li>• Biological</li> </ul>	<p><b>Underlying mental health issues, such as depression, anxiety, or trauma, may contribute to drug abuse as individuals may turn to drugs and/or alcohol as a way to self-medicate or cope with emotional pain.</b></p> <p>Supporting messages: Experimentation with drugs during adolescence can increase the risk of developing mental health disorders later in life.</p>	<p><b>Mental health issues linked to drug abuse can significantly impact operational effectiveness within security forces.</b></p> <p>Drug abuse may impair decision-making, cognitive functions, and emotional well-being, compromising the ability to respond effectively to security challenges.</p> <p>Recognizing and addressing mental health concerns within</p>



	<ul style="list-style-type: none"> <li>Social and environmental factors</li> </ul>		our ranks is crucial for maintaining a strong and resilient force capable of fulfilling its duties.
Parents and caregivers, teachers and school staff, Community stakeholders, Religious Leaders, Journalists and Bloggers	<p><b>Areas of mental health: Emotional, psychological and social well-being of an individual.</b></p> <p>Probable Causes of Mental Health Disorders and/or Drug abuse:</p> <ul style="list-style-type: none"> <li>Emotional/psychological</li> <li>Trauma</li> <li>Domestic Violence</li> <li>Physical abuse</li> <li>Sexual abuse</li> <li>Neglect</li> <li>Poverty</li> <li>Biological</li> <li>Social and environmental factors</li> </ul>	<p><b>Underlying mental health issues, such as depression, anxiety, or trauma, may contribute to drug abuse as individuals may turn to drugs and/or alcohol as a way to self-medicate or cope with emotional pain.</b></p> <p>Experimentation with drugs during adolescence can increase the risk of developing mental health disorders later in life</p>	<p><b>Many individuals struggling with mental health issues and drug abuse have experienced trauma.</b></p> <p>Health care workers and psychosocial professionals play a pivotal role in providing trauma-informed care.</p> <p>Understanding the role of trauma in both the development of drug abuse and mental health disorders is essential for creating safe and supportive environments.</p>
Government MDAs and partners		<p><b>Underlying mental health issues, such as depression, anxiety, or trauma, may contribute to drug abuse as individuals may turn to drugs and/or alcohol as a way to self-medicate or cope with emotional pain</b></p>	<p><b>Many individuals struggling with mental health issues and drug abuse have experienced trauma</b></p> <p>Understanding the role of trauma in both the development</p>



		<p>Experimentation with drugs during adolescence can increase the risk of developing mental health disorders later in life</p> <p>Addressing the causes of mental health issues associated with drug abuse requires data-driven solutions and cross-sectoral collaboration.</p>	<p>of drug abuse and mental health disorders is essential for creating safe and supportive environments.</p> <p>Government MDAs and partners should work together to collect and analyze relevant data, enabling evidence-based decision-making.</p>
--	--	---	--

2.Theme: Signs & Symptoms			
Audience	Key message 1 and supporting messages	Key message 2 and supporting messages	Key message 3 and supporting messages
Youth and adolescents, as well as specific high-risk populations such as individuals with a history of addiction, homeless	<p><b>It's essential for youths and adolescents to be aware of potential signs and symptoms for mental health conditions, drug abuse.</b></p> <p>Changes in behavior, mood swings, declining academic performance, foot ulcer, loss of appetite, for Kush- greyish chapped lips, petty stealing, drowsy insomnia/sleeplessness, red eyes, weight loss, intense craving, social</p>	<p><b>Those with a history of addiction should remain vigilant about potential signs of relapse and mental health challenges.</b></p> <p>Sudden changes in mood, increased irritability, isolation, or neglecting self-care may indicate the need for</p>	<p><b>Homeless individuals and sex workers face unique challenges that may contribute to both drug abuse and mental health issues.</b></p> <p>Signs such as persistent fatigue, changes in hygiene, or increased reliance on drugs for coping may indicate underlying</p>



<p>individuals, and sex workers.</p>	<p>withdrawal, and alterations in sleep patterns can indicate underlying problems.</p> <p>If you or someone you know is experiencing these signs, reaching out to a trusted adult, counselor, or mental health professional is a proactive step towards getting the necessary support and guidance.</p>	<p>additional support.</p> <p>Seeking help from a drug abuse counselor or mental health professional can play a crucial role in preventing a relapse and addressing the underlying mental health concerns. Remember, asking for help is a sign of strength.</p> <p>Consequences: increased irritability, vulnerability, family dysfunction, stealing and financial loss.</p>	<p>struggles.</p> <p>Community outreach programs, access to mental health services, and non-judgmental support can make a significant difference.</p> <p>Recognizing these signs and providing empathetic assistance helps create a path towards stability and recovery.</p>
<p>Health care workers and psychosocial workers</p>	<p><b>Health care workers and psychosocial professionals are frontline observers in detecting signs of drug abuse and mental health issues.</b></p> <p>It's essential for Health Care and Psychosocial workers to be aware of potential signs and symptoms for mental health conditions, drug abuse.</p> <p>Paying close attention to changes in behavior, mood, sleep patterns, and social interactions is vital.</p> <p>Early identification allows for timely intervention and support, preventing further escalation of both drug abuse and mental health concerns.</p>	<p><b>When assessing individuals, take a holistic approach that considers both physical and psychological aspects.</b></p> <p>Unexplained physical symptoms, sudden weight changes, or recurrent health issues may be indicators of underlying mental health issues linked to drug abuse.</p> <p>Integrating mental health assessments into routine healthcare practices helps to identify co-occurring disorders and ensures a more comprehensive and effective treatment plan.</p>	<p><b>Creating a supportive and non-judgmental environment is key in encouraging individuals to disclose their struggles with drug abuse and mental health.</b></p> <p>Your role as a health care or psychosocial professional involves fostering trust and providing a safe space for open communication.</p> <p>By actively listening to patients and clients, you contribute to reducing stigma and facilitating early intervention, promoting better outcomes for both drug abusers and mental health challenges.</p>



<p>Security Forces (Police and RSLAF)</p>	<p><b>Security forces play a critical role in maintaining public safety, and recognizing Mental health</b> conditions, substance and drug abuse is paramount.</p> <p>Changes in behavior, such as increased aggression, withdrawal, or erratic actions, may indicate underlying concerns.</p> <p>Timely identification allows for early intervention, ensuring the well-being of both the individual and the effectiveness of the force.</p>	<p><b>Awareness of signs and symptoms is essential in recognizing signs of drug abuse and mental health conditions, substance &amp; drug issues among security forces.</b></p> <p>Exposure to traumatic events can impact mental well-being, leading to substance use as a coping mechanism.</p> <p>Security personnel should be trained to identify signs of trauma, such as hypervigilance or emotional numbness, and understand the connection with drug abuse.</p> <p>A trauma-informed approach ensures a more empathetic and effective response to the complex interplay of mental health and substance use in high-stress profession.</p>	<p><b>Security forces operate in high-stakes environments, and the mental well-being of personnel is crucial for mission success.</b></p> <p>Encouraging a culture that destigmatizes seeking help for mental health concerns is essential.</p> <p>Providing confidential avenues for reporting and seeking assistance helps overcome barriers to disclosure.</p> <p>By promoting mental health support as an integral part of the profession, security forces contribute to the resilience and effectiveness of their teams.</p>
<p>Parents and caregivers, teachers and school staff, Community stakeholders, Religious Leaders, Journalists and Bloggers</p>	<p><b>Parents and caregivers play a pivotal role in recognizing signs of drug abuse and mental health issues in their children.</b></p> <p>Sudden changes in behavior, declining academic performance, withdrawal from social activities, or unexplained physical symptoms may indicate underlying concerns.</p> <p>Open communication, active listening, and seeking professional guidance empower parents</p>	<p><b>Teachers and school staff are essential observers in identifying signs of drug abuse and mental health issues among students.</b></p> <p>Academic decline, changes in behavior, increased absenteeism, or sudden mood swings can be indicators.</p> <p>Establishing a supportive and non-judgmental environment, fostering</p>	<p><b>Teachers and school staff are essential observers in identifying signs of drug abuse and mental health issues among students.</b></p> <p>Academic decline, changes in behavior, increased absenteeism, or sudden mood swings can be indicators.</p> <p>Establishing a supportive and non-judgmental environment, fostering open</p>





	<p>to provide necessary support and intervention.</p> <p>Early detection enhances the likelihood of positive outcomes for their children's well-being.</p>	<p>open communication with students, and collaborating with parents contribute to a holistic approach in addressing these concerns.</p> <p>Early intervention in the school setting enhances the overall well-being of students.</p>	<p>communication with students, and collaborating with parents contribute to a holistic approach in addressing these concerns.</p> <p>Early intervention in the school setting enhances the overall well-being of students.</p>
Government MDAs and partners	<p><b>Government MDAs and partners play a vital role in public health, and recognizing signs of drug abuse and mental health issues is pivotal for informed decision-making.</b></p> <p>By leveraging data to identify trends and hotspots, policy-makers can develop targeted interventions for early detection and intervention. Investing in research and data collection ensures that policies are not only evidence-based but also responsive to the evolving landscape of drug abuse and mental health challenges.</p>	<p><b>Providing integrated services is key to addressing the complex interplay of drug abuse and mental health issues.</b></p> <p>Government MDAs and partners should collaborate across sectors to establish seamless pathways for individuals to access both drug abuse and mental health services.</p> <p>A holistic approach ensures that those in need receive comprehensive care, addressing the root causes and promoting sustained recovery and mental well-being.</p>	<p><b>Government MDAs and partners have a responsibility to engage communities and raise public awareness about the signs and symptoms of drug abuse and mental health issues.</b></p> <p>By fostering community dialogue, destigmatizing seeking help, and promoting awareness campaigns, stakeholders contribute to early identification and intervention.</p> <p>Collaborative efforts strengthen the government's role in building a more resilient and informed society.</p>



### 3. Theme: PREVENTION

Audience	Key message 1 and supporting messages	Key message 2 and supporting messages	Key message 3 and supporting messages
Youth and adolescents, as well as specific high-risk populations such as individuals with a history of addiction, homeless individuals, and sex workers.	<p><b>Youth and adolescents can protect their mental health by making informed choices.</b></p> <p>Building resilience, effective coping strategies, and maintaining open communication with trusted persons are vital.</p> <p>By fostering a supportive environment that promotes healthy alternatives and positive decision-making, we empower the younger generation/individuals to navigate challenges without resorting to drug abuse.</p>	<p><b>Preventing relapse and protecting mental health for those with a history of addiction requires ongoing support and proactive strategies.</b></p> <p>Engaging in continuing care programs, accessing support groups, and developing alternative coping mechanisms are essential.</p> <p>By addressing the underlying factors contributing to drug abuse, addiction and mental health issues, individuals can build a foundation for sustained recovery.</p> <p>Prevention is a lifelong journey, and seeking support is a sign of strength</p>	<p><b>Preventing drug abuse and mental health issues among high-risk populations, such as young generation, homeless individuals and sex workers, involves addressing systemic challenges.</b></p> <p>Providing access to stable housing, healthcare, and mental health services is crucial.</p> <p>Tailored outreach programs, harm reduction strategies, and community-based support contribute to prevention efforts.</p>
Health care workers and psychosocial workers	<p><b>Healthcare workers and psychosocial professionals are crucial pillars of support for others, but it's equally important to prioritize your own mental well-being.</b></p> <p>Implementing self-care practices, setting</p>	<p><b>Preventing drug abuse and mental health issues among healthcare and psychosocial workers begins with education and training.</b></p> <p>Continuous learning about the signs</p>	<p><b>Creating a supportive workplace culture is essential in preventing mental health conditions and drug abuse among healthcare and psychosocial professionals.</b></p> <p>Encouraging open communication, reducing stigma,</p>



	<p>boundaries, and seeking support when needed contribute to personal resilience.</p> <p>By taking care of your mental health, you enhance your ability to provide effective care and support to those in need</p>	<p>and symptoms, risk factors, and effective intervention strategies is key.</p> <p>Building a resilient workforce requires ongoing professional development that equips you with the knowledge and skills to navigate the complexities of mental health conditions and drug abuse issues in both your professional and personal life</p>	<p>and providing access to mental health resources contribute to a healthier society and work environment.</p> <p>By fostering a culture that values mental well-being, organizations empower their staff to seek help when needed and contribute to a more resilient and effective workforce</p>
Security Forces (Police, RSLAF and Prison Officers)	<p><b>Security forces can protect their mental health by receiving comprehensive training on the risks of drug abuse and strategies for maintaining psychological well-being.</b></p> <p>Increasing awareness about the potential impact of stress, trauma, substance and drug use is essential.</p> <p>By providing ongoing education, we empower our personnel to make informed decisions and prioritize their mental health."</p>	<p><b>Building a culture of peer support and mental resilience is crucial for preventing mental health issues and drug abuse within security forces</b></p> <p>Encouraging open communication among colleagues, fostering a sense of camaraderie, and providing access to mental health resources contribute to a resilient team.</p> <p>By prioritizing mental well-being as a collective effort, security forces create a supportive environment that helps prevent the negative impacts of stress, substance and drug use.</p>	<p><b>Prevention is enhanced when security forces have easy access to mental health resources and counseling services.</b></p> <p>Creating confidential and accessible avenues for seeking help is essential</p>
Parents and caregivers, teachers and school staff,	<p><b>Parents and caregivers can foster a protective environment by maintaining open communication with their children.</b></p>	<p><b>Teachers and school staffs are frontline advocates in the prevention of mental health issues</b></p>	<p><b>Community leaders and influencers hold the power to shape perceptions and promote prevention</b></p>



<p>Community stakeholders, religious leaders, journalists and bloggers</p>	<p>Establishing strong connections, setting clear expectations, and educating children about the risks of drug abuse contribute to prevention.</p> <p>By being actively involved and supportive, parents/caregivers play a vital role in building resilience and guiding their children toward positive choices."</p>	<p><b>related to mental health conditions, drug abuse.</b></p> <p>Creating a safe and nurturing learning environment, implementing drug abuse education, and identifying early warning signs are critical.</p> <p>Collaborating with parents/caregiver and mental health professionals ensures a comprehensive approach.</p> <p>By fostering a school culture that prioritizes mental health, we contribute to the overall well-being and success of our students."</p>	<p>By actively engaging in community discussions, raising awareness about the signs of drug abuse and mental health issues, and supporting evidence-based prevention initiatives, you contribute to building a resilient community.</p> <p>Collaborative efforts can help reduce stigma, increase access to resources, and create a culture that prioritizes mental well-being</p>
<p>Government MDAs and Partners</p>	<p><b>Addressing mental health conditions drug abuse requires comprehensive policies, strategies and programs.</b></p> <p>Government MDAs and partners should collaborate to develop evidence-based strategies that address the root causes, risk factors, and protective factors associated with drug abuse and mental health challenges.</p> <p>By implementing holistic prevention initiatives, we can create a healthier and more resilient population.</p>	<p><b>Education is a powerful tool in preventing mental health conditions drug abuse.</b></p> <p>Government MDAs and partners should invest in public awareness campaigns, civic education, school-based education programs, and community outreach initiatives</p> <p>By increasing awareness about the risks of mental health conditions drug abuse, we empower individuals to make informed decisions and foster a culture that values</p>	<p><b>Prevention efforts are most effective when there is cross-sectoral collaboration and adequate resource allocation.</b></p> <p>Government MDAs and partners should work together to coordinate prevention activities across health, education, justice, and social services.</p> <p>Allocating resources for prevention programs, treatment services, and research ensures a unified and impactful response to the complex challenges of mental health conditions substance and drug abuse</p>



		prevention	
--	--	------------	--

#### 4. Theme: SAFETY/PROTECTION MEASURES

Audience	Key message 1 and supporting messages	Key message 2 and supporting messages	Key message 3 and supporting messages
Youth and adolescents, as well as specific high-risk populations such as individuals with a history of addiction, homeless individuals, and sex workers.	<p><b>Understanding the risks associated with mental health conditions, drug abuse, enables one to make informed choices, and prioritize mental well-being.</b></p> <p>Supporting messages: Seek support from trusted persons, friends, or counselors when needed.</p> <p>By building resilience and making positive choices, you can protect your mental health and future.</p>	<p><b>Preventing relapse and promoting mental health for those with a history of addiction involves ongoing support.</b></p> <p>Supporting messages: Engage in recovery programs, build a strong support network, and develop healthy coping mechanisms.</p> <p>By addressing the root causes of addiction and prioritizing mental health, individuals can break the</p>	<p><b>Prevention for youth and younger generation starts with education and open communication.</b></p> <p>Supporting messages: Understand the risks associated with mental health conditions, drug abuse, enables one to make informed choices, and prioritize mental well-being.</p> <p>Seek support from trusted persons, friends, or counselors when needed.</p>



		cycle of drug abuse and maintain a healthier, and a more stable life time	
Health care workers and psychosocial workers	<p><b>Healthcare workers and psychosocial professionals should prioritize their mental well-being.</b></p> <p>Implementing regular self-care practices, setting boundaries, and seeking support when needed are vital steps.</p> <p>By taking care of themselves, professionals enhance their resilience, reduce burnout, and contribute to a healthier work environment</p>	<p><b>Addressing the stigma surrounding mental health within the healthcare and psychosocial professions is key to prevention.</b></p> <p>Encourage open communication about stressors, emotions, and the challenges of the job.</p> <p>Creating a supportive culture reduces the fear of judgment and promotes early intervention.</p> <p>By fostering an environment where professionals feel comfortable discussing mental health, we contribute to prevention efforts</p>	<p><b>Prevention is strengthened with organizational support.</b></p> <p>Ensure that healthcare institutions and psychosocial agencies prioritize mental health initiatives.</p> <p>Provide access to counseling services, mental health resources, and training on stress management.</p> <p>By investing in the well-being of healthcare and psychosocial professionals, organizations contribute to a resilient and effective workforce</p>
Security Forces (Police, RSLAF, Prisons)	<p><b>By prioritizing mental health in training programs, we enhance the resilience of our forces and reduce the risk of drug abuse and mental health challenges</b></p>	<p><b>Creating a culture of peer support and open dialogue is crucial for prevention within security forces.</b></p> <p>Encourage colleagues to watch out for one another, promote an environment where individuals feel comfortable discussing stressors, and establish confidential avenues for seeking help.</p>	<p><b>Prevention requires accessible mental health support services for security forces.</b></p> <p>Ensure that personnel have easy access to confidential counseling, mental health professionals, and resources.</p> <p>By reducing barriers to seeking help, we empower our forces to address stressors and challenges early on, preventing the negative impacts of drug abuse and mental health issues</p>



		By fostering a supportive community, we can prevent the escalation of mental health issues and contribute to the overall well-being of our personnel.	
Parents and caregivers, teachers and school staff, Community stakeholders, religious leaders, journalists and bloggers	<p><b>Start early conversations with your children about the risks of drug abuse, nurture open communication, and provide a supportive home environment.</b></p> <p>Engage in your child's life, be aware of their activities, and guide them towards healthy coping mechanisms.</p> <p>Prevention begins at home, and your involvement makes a significant impact.</p>	<p><b>Teachers and school staff are frontline guardians in prevention efforts.</b></p> <p>Foster an environment that supports emotional well-being and resilience.</p> <p>By actively engaging with students, you contribute to their mental health and resilience, preventing the onset of drug abuse.</p>	<p><b>Community leaders and influencers play a vital role in shaping community narratives</b></p> <p>Collaborate on prevention initiatives, raise awareness about the signs of drug abuse and mental health issues, and support evidence-based programs.</p> <p>By fostering community discussions and reducing stigma, you contribute to building a resilient and informed community that prioritizes the well-being of its members</p>
Government MDAs and partners	<p><b>To ensure the safety of individuals affected by drug abuse and mental health issues, government MDAs and partners must establish a comprehensive policy framework.</b></p> <p>The policies should include regulations that prioritize the safety and well-being of individuals accessing treatment, support, or intervention services.</p>	<p><b>Integrating mental health and drug abuse services to routine health services is essential for the safety and protection of individuals facing these challenges.</b></p> <p>Government MDAs and partners should collaborate to ensure seamless coordination between mental health and drug abuse treatment programs.</p>	<p><b>Creating a supportive community is a key safety measure for individuals affected by mental health condition, drug abuse.</b></p> <p>Government MDAs and partners should invest in community-based support programs, raising awareness and reducing stigma.</p> <p>A community that understands and supports individuals facing these challenges provides a protective environment, fostering recovery and reducing the risk of harm.</p>



	By creating a robust policy foundation, we can protect individuals and provide an environment conducive to recovery.	This integration helps address the complex needs of individuals comprehensively, promoting their safety and enhancing the effectiveness of interventions.	
--	--	---	--

5. Theme: TREATMENT			
Audience	Key message 1 and supporting messages1	Key message 2 and supporting messages 2	Key message 3 and supporting messages 3
Youth and adolescents, as well as specific high-risk populations such as	<p><b>Early medical and psychosocial intervention is crucial.</b></p> <p>Report to the nearest health facility or psychosocial support center if you observe</p>	<p><b>Recovery for individuals with a history of addiction is a journey that demands comprehensive support.</b></p> <p>Engage in counseling, and connect with</p>	<p><b>Treatment is available for people with mental health conditions seeking treatment can get you back to your normal self (consider as the first key message to promote*)</b></p>





individuals with a history of addiction, homeless individuals, and sex workers.	<p>signs or symptoms of mental illness.</p> <p>Seek professional help and support from family, friends and community networks.</p> <p>Seeking treatment is a sign of strength, not weakness.</p>	<p>peer support groups while you are on the recovery process</p> <p>Recognize that relapse may be a part of the process, and seek help promptly if needed.</p>	<p>Treatment can take the following; medical prescription, psychosocial counseling, self-care and self-education.</p>
Health care workers and psychosocial workers	<p><b>For health care workers and psychosocial professionals, addressing both mental health and drug abuse is essential for comprehensive treatment.</b></p> <p>Seek integrated care that simultaneously targets the root causes of mental health challenges and drug abuse issues.</p> <p>A dual focus allows for a more holistic approach, contributing to sustained recovery and improved overall well-being.</p>	<p><b>Health care and psychosocial professionals often face unique stressors in their roles.</b></p> <p>Engage in peer support networks and professional groups to share experiences and coping strategies.</p> <p>Creating a supportive community allows for the exchange of valuable insights, reduces feelings of isolation, and promotes a culture of understanding within the professional realm. Peer support is a vital component of a robust treatment plan.</p>	<p><b>Treatment for high-risk populations, such as homeless individuals and sex workers, requires a compassionate and tailored approach.</b></p> <p>Access to stable housing, healthcare, and mental health services is essential.</p> <p>Harm reduction strategies, community outreach, and non-judgmental support contribute to successful treatment.</p>
Security Forces (Police and RSLAF)	<p><b>Security forces, including the Police and RSLAF, deserve confidential and supportive treatment services for addressing mental health conditions, drug abuse issues.</b></p> <p>Access to specialized care that understands the unique stressors of your profession is essential.</p>	<p><b>Recognizing the potential impact of trauma in your line of duty, seek trauma-informed mental health care.</b></p> <p>Treatment should address both the mental health aspects and potential drug abuse concerns resulting from exposure to traumatic events.</p> <p>Trauma-informed care ensures a</p>	<p><b>For effective treatment, security forces should have access to integrated support programs that address both mental health conditions and drug abuse issues.</b></p> <p>Tailored interventions, counseling services, and rehabilitation programs should be designed to align with the unique demands of your profession.</p>



	<p>Seek help without fear of judgment Your well-being and sustained effectiveness in your roles</p>	<p>supportive and understanding approach that acknowledges the challenges that you may face in performing your service to the nation.</p>	
<p>Parents and caregivers, teachers and school staff, Community stakeholders, Religious Leaders, Journalists and Bloggers</p>	<p><b>In supporting individuals facing drug abuse and mental health challenges, cultivate an environment of compassion and non-judgmental support.</b></p> <p>Encourage open conversations, active listening, and understanding.</p> <p>By fostering an atmosphere free of stigma, you contribute to creating a space where individuals feel safe seeking treatment and support.</p>	<p><b>Treatment for drug abuse and mental health issues is most effective when individuals have access to professional services.</b></p> <p>Encourage the utilization of mental health professionals, counselors, and support groups.</p> <p>Advocate for the availability and accessibility of treatment resources within your community.</p>	<p><b>Report to the nearest health facility or psychosocial support center if you observe signs or symptoms of mental illness.</b></p> <p>Encouraging individuals to seek help is key.</p> <p>collaborate with community leaders, religious figures, and media outlets to promote understanding and destigmatize treatment.</p>
<p>Government MDAs and partners</p>	<p><b>Invest in comprehensive treatment programs that address both drug abuse and mental health issues.</b></p> <p>Prioritize evidence-based interventions, counseling services, and rehabilitation programs.</p> <p>By supporting holistic treatment approaches, you contribute to the overall well-being and recovery of individuals in need.</p>	<p><b>To make treatment effective, ensure that services are accessible and affordable for all.</b></p> <p>Government MDAs and partners should work to reduce barriers to treatment, including geographical, financial, and cultural obstacles.</p> <p>By prioritizing accessibility, you contribute to reaching a broader population and facilitating timely intervention for those in need.</p>	



## 6. Theme: STIGMA

Audience	Key message 1 and supporting messages	Key message 2 and supporting messages	Key message 3 and supporting messages
Youth and adolescents, as well as specific high-risk populations such as individuals with a history of addiction, homeless individuals, and sex workers.	<p>Break the silence and challenge stigma.</p> <p>If you or someone you know is facing drug abuse or mental health challenges, remember that seeking help is a sign of strength.</p> <p>Reach out to friends, family, or professionals without fear of judgment.</p> <p>By fostering open conversations, we can dismantle stigma and create a supportive environment for everyone's mental well-being.</p>	<p>Stigma should never be a barrier to seeking help.</p> <p>If you have a history of addiction, experiencing homelessness, or work as a sex worker, know that support is available without judgment.</p> <p>Challenge stereotypes, educate others, and advocate for a more inclusive and understanding society.</p> <p>By breaking down stigma, we pave the way for accessible and non-discriminatory support services.</p>	<p>Stigma creates false ideas and misunderstandings.</p> <p>Embrace empathy and inclusivity in your community.</p> <p>Learn about the challenges faced by individuals dealing with drug abuse and mental health issues.</p> <p>By fostering understanding, you contribute to a culture that rejects stigma, creating an environment where everyone feels valued and supported, regardless of their circumstances.</p>
Health care workers and psychosocial workers	<p><b>In healthcare and psychosocial work, being professional means treating everyone with dignity and compassion, no matter their mental health or substance use history.</b></p> <p>It's important to avoid using language</p>	<p><b>Healthcare and psychosocial professionals deal with unique stress.</b></p> <p>It's important to see seeking help for mental health challenges as a strong choice, not a weakness.</p> <p>By promoting open discussions and making</p>	



	<p>or having attitudes that stigmatize, and to remember that everyone deserves understanding and care.</p> <p>When you act professionally, you help create an environment without stigma.</p>	<p>mental health resources available, we create a work culture that values well-being and makes seeking help normal.</p>	
Security Forces (Police and RSLAF)	<p><b>In the security forces, facing mental health challenges is not a sign of weakness.</b></p> <p>Supporting messages: Promote the idea that seeking help and addressing mental health concerns is a demonstration of strength and resilience.</p> <p>By acknowledging and supporting mental well-being, we contribute to a stronger and more effective force.</p>	<p><b>In the security forces, it's important to talk openly about mental health and substance use.</b></p> <p>Supporting messages: Create a culture where individuals feel okay discussing these challenges without being judged.</p> <p>By promoting understanding and empathy, we can break down stigma and make an environment that supports everyone's mental well-being.</p>	<p><b>Education is a powerful tool in reducing stigma.</b></p> <p>Supporting messages: Provide training and resources to security forces on mental health awareness.</p> <p>By increasing understanding of mental health challenges and substance use, we empower individuals to support their colleagues and seek help when needed.</p> <p>Knowledge is key to dismantling misconceptions and reducing stigma.</p>
Parents and caregivers, teachers and school staff, Community stakeholders,	<p><b>As parents, community stakeholders and caregivers, it's crucial to understand that mental health challenges and drug abuse are not a</b></p>	<p><b>Teachers and school staff play a vital role in shaping a stigma-free environment.</b></p>	<p><b>If you're a community leader, religious figure, journalist, or blogger, use your influence to challenge myths about mental health and drug abuse.</b></p>



religious leaders, journalists and bloggers	<p><b>reflection of personal failure.</b></p> <p>Avoid judgment and embrace open communication with your child.</p> <p>By approaching these issues with empathy and support, you break down stigma and create a home environment where seeking help is encouraged.</p>	<p>Encourage understanding and open conversations about mental health in the classroom.</p> <p>By fostering an atmosphere where students feel safe discussing their struggles without fear of judgment, you contribute to reducing stigma and promoting overall well-being.</p>	<p>Share accurate information and encourage compassionate conversations.</p> <p>By doing this, you help decrease stigma and create a community that cares about everyone's mental well-being.</p>
Government MDAs and partners	<p><b>Government offices and partners can set a positive example by creating policies and programs that include everyone.</b></p> <p>Make sure initiatives for mental health and drug abuse are free from judgment.</p> <p>By doing this, you help build a society that values everyone's mental well-being without discrimination.</p>	<p><b>Combatting stigma requires widespread awareness.</b></p> <p>Government MDAs and partners should invest in public education campaigns to challenge stereotypes and myths surrounding mental health and drug abuse.</p> <p>By disseminating accurate information, you contribute to fostering a more informed and understanding community.</p>	<p><b>To address stigma effectively, integrate mental health considerations into public policies.</b></p> <p>Government MDAs and partners should work towards creating a supportive environment within communities.</p> <p>By acknowledging the importance of mental well-being in policy frameworks, you contribute to reducing stigma and building a healthier society.</p>

## 7. Theme: AUTHORITIES TO CONTACT



Audience	Key message 1 and supporting fact	Key message 2 and supporting fact 2	Key message 3 and supporting fact 3
Youth and adolescents, as well as specific high-risk populations such as individuals with a history of addiction, homeless individuals, and sex workers.	<p><b>If you observe signs and symptoms of mental health issues, please dial 117 or visit the nearest health facility for assistance.</b></p> <p>Your well-being matters.</p> <p>If you're experiencing signs of mental health challenges, reaching out for help is a brave and important step.</p>	<p><b>You deserve support and understanding.</b></p> <p>Seek help if you're struggling with your mental health don't hesitate</p> <p>You are not alone. Many people experience mental health issues, and there is support available to guide you through your journey.</p>	<p><b>Early intervention is key</b></p> <p>Addressing mental health issues promptly increases the likelihood of successful treatment and recover.</p>
Health care workers and psychosocial workers	<p><b>If you observe signs and symptoms of mental health issues, please dial 117 or visit the nearest health facility for assistance.</b></p> <p>Your well-being matters.</p> <p>If you're experiencing signs of mental health challenges, reaching out for help is a brave and important step</p>	<p><b>You deserve support and understanding.</b></p> <p>Seek help if you're struggling with your mental health don't hesitate</p> <p>You are not alone. Many people experience mental health issues, and there is support available to guide you through your journey.</p>	<p><b>Early intervention is key</b></p> <p>Addressing mental health issues promptly increases the likelihood of successful treatment and recover.</p>
Security Forces (Police and RSLAF)	<p><b>If you observe signs and symptoms of mental health issues, please dial 117 or visit the nearest health facility for assistance.</b></p> <p>Your well-being matters.</p> <p>If you're experiencing signs of mental</p>	<p><b>You deserve support and understanding.</b></p> <p>Seek help if you're struggling with your mental health don't hesitate.</p> <p>You are not alone. Many people experience mental health issues, and</p>	<p><b>Early intervention is key.</b></p> <p>Addressing mental health issues promptly increases the likelihood of successful treatment and recover.</p>



	health challenges, reaching out for help is a brave and important step	there is support available to guide you through your journey.	
Parents and caregivers, teachers and school staff, Community stakeholders, religious leaders, journalists and bloggers	<p><b>If you observe signs and symptoms of mental health issues, please dial 117 or visit the nearest health facility for assistance</b></p> <p>Your well-being matters.</p> <p>If you're experiencing signs of mental health challenges, reaching out for help is a brave and important step</p>	<p><b>You deserve support and understanding.</b></p> <p>Seek help if you're struggling with your mental health don't hesitate</p> <p>You are not alone. Many people experience mental health issues, and there is support available to guide you through your journey.</p>	<p><b>Early intervention is key.</b></p> <p>Addressing mental health issues promptly increases the likelihood of successful treatment and recover.</p>
Government MDAs and partners			