

embrace

**ANNUAL
REPORT
2022**



TABLE OF CONTENTS

04 FOREWORD

05 WHO WE ARE

06 THE LIFELINE

27 THE NATIONAL MENTAL HEALTH
EMERGENCY RESPONSE
MECHANISM (NMHERM)

31 EMBRACE COMMUNITY
MENTAL HEALTH CENTER
(ECMHC)

42 WHAT WE HAVE BEEN UP TO IN 2022

51 COMMUNICATIONS

62 EMBRACING SUSTAINABILITY

76 AWARENESS AND OUTREACH

80 STRATEGIC PARTNERSHIPS



**"IF EVERYONE HAS TO THINK
OUTSIDE OF THE BOX, MAYBE
IT IS THE BOX THAT NEEDS
FIXING."**

MALCOLM GLADWELL



FOREWORD

I write this foreword for our 2022 annual report, while we embark on 2023, the year which will mark the 10th anniversary of Embrace's launching and the beginning of its mission to serve the mental health of all those living in and for Lebanon. 2022 also marks the 2nd year since Embrace expanded its mental health services and launched its Beirut Community Mental Health Center, the 2nd year of continued expansion of our dedicated team and volunteers, and the 5th year of operating the Lifeline, Lebanon's National Suicide Prevention Hotline.

While this year marks more growth, it also came with growing pains. Medically, growing pains refer to aches or throbs that children between the ages of 3 and 12 experience in their legs, thighs and calves. Even though there is no evidence that growth hurts, these pains can come and go, and when they do occur, they can often impact both legs, and the pain can awaken or keep children awake all night. They are more common in girls and can also result from overuse of activities during the daytime. There is no particular treatment, but some warm heating pads, and a parent's massage.

In 2022 we came to understand that with overuse of our legs and energy to keep up with the mission of serving those in need of mental health services, in a country with ever-diminishing resources, comes growing pains. Pains of keeping things running amidst power cuts, medication shortages, staff turnover and immigration of our best and most talented human resources, hunting for new talent, responding to mental health emergencies, and keeping up with our own mental health. We also came to understand that with hard impactful work, comes the pain of external hostilities, and claims to deliver more or deliver better when you are delivering your best in a non-functional system. However, we embraced these pains, with no treatment, but with some warm heating pads, and the support coming from the warm hearts of a growing team of dedicated members and volunteers whose values and commitment to mental health in Lebanon rise above all obstacles, shortages, and hostilities.

In 2022, we have responded to 12,481 calls to the Lifeline, Lebanon's National Suicide Prevention Hotline in collaboration with the National Mental Health Program, a 1.3 times higher volume of calls compared to 2021. We provided 5370 free mental health consultations to 423 persons through our Beirut based community mental health center. We served as a site for and provided a rigorous one-year clinical training program education to 11 Psychologists in training graduating to become licensed mental health professionals in the field. We reached 4,076 individuals from all age groups, nationalities and regions across Lebanon through direct awareness and outreach efforts. We responded to 60 mental health and suicide emergencies on the field through our specialized medical team in collaboration with the Lebanese Red Cross, Civil Defense and ISF team members. We introduced mental health packages into 10 new organizations who embarked on investing in mental health in the workplace.

We worked closely with all our partners including Agence Francaise de Developpement (AFD), GIZ, the World Bank and International Rescue Committee, Medglobal, the Japanese Embassy, the World Health Organization (WHO), UNOCHA, Unicef, and Stichting Vluchteling and many other individual donors to ensure that we are continuously serving the mental health priorities of Lebanon.

With so much that has been done, so much more to do, and with so much support around us, we promise to keep advocating for mental health in 2023, stronger and louder. Our growing pains will only push us forward.

We promise you more breaking the stigma, more outreach and awareness to those who are still struggling or unaware, and always more warmth to fight through the ongoing adversities.

Mia Atoui
President, Managing Director



OUR STORY SO FAR

MISSION

To ensure that mental health and access to care is positioned as a basic human right that must be met for all persons, through awareness, advocacy, and dignified mental health services across the spectrum of care.

VISION

All persons in Lebanon pursue a better mental health and can reach dignified access to care without social, personal and structural barriers

PILLARS

- **THE LIFELINE 1564**
- **THE EMBRACE COMMUNITY MENTAL HEALTH CENTER - ECMHC**
- **AWARENESS AND OUTREACH**
- **RESEARCH HUB & CEDARS**





WWW.EMBRACELEBANON.ORG

2022

ONGOING GROWTH

Moving towards sustainability

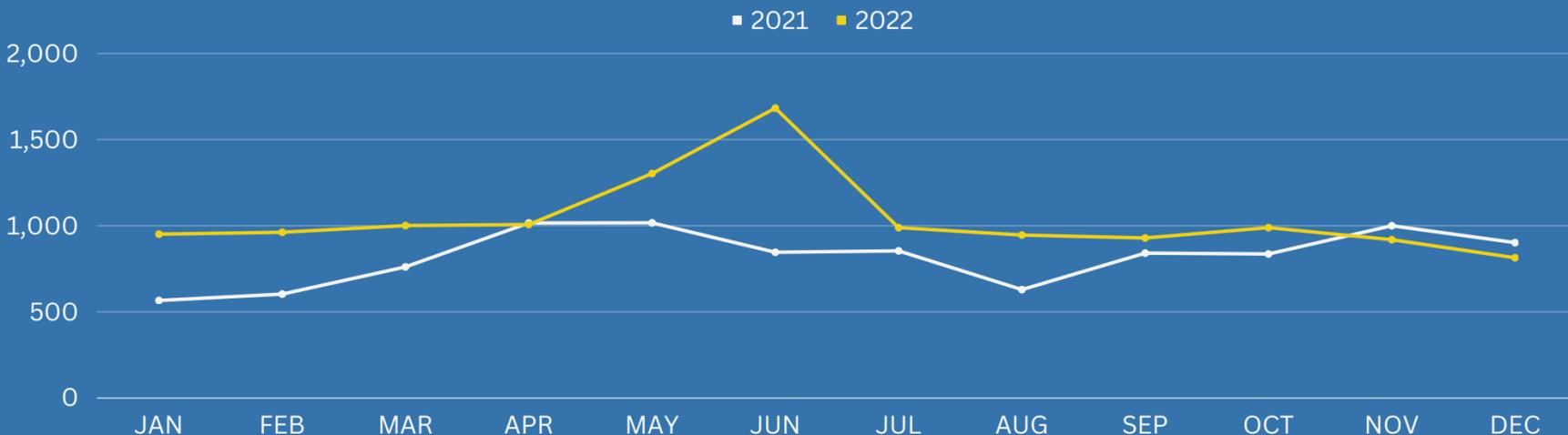


On the 5th year of operations, The National Lifeline became available around the Clock 24/7

2022 marked the 5th year of operation for the Lebanese National Lifeline (1564), which provides emotional support and suicide prevention services in collaboration with the National Mental Health Programme.

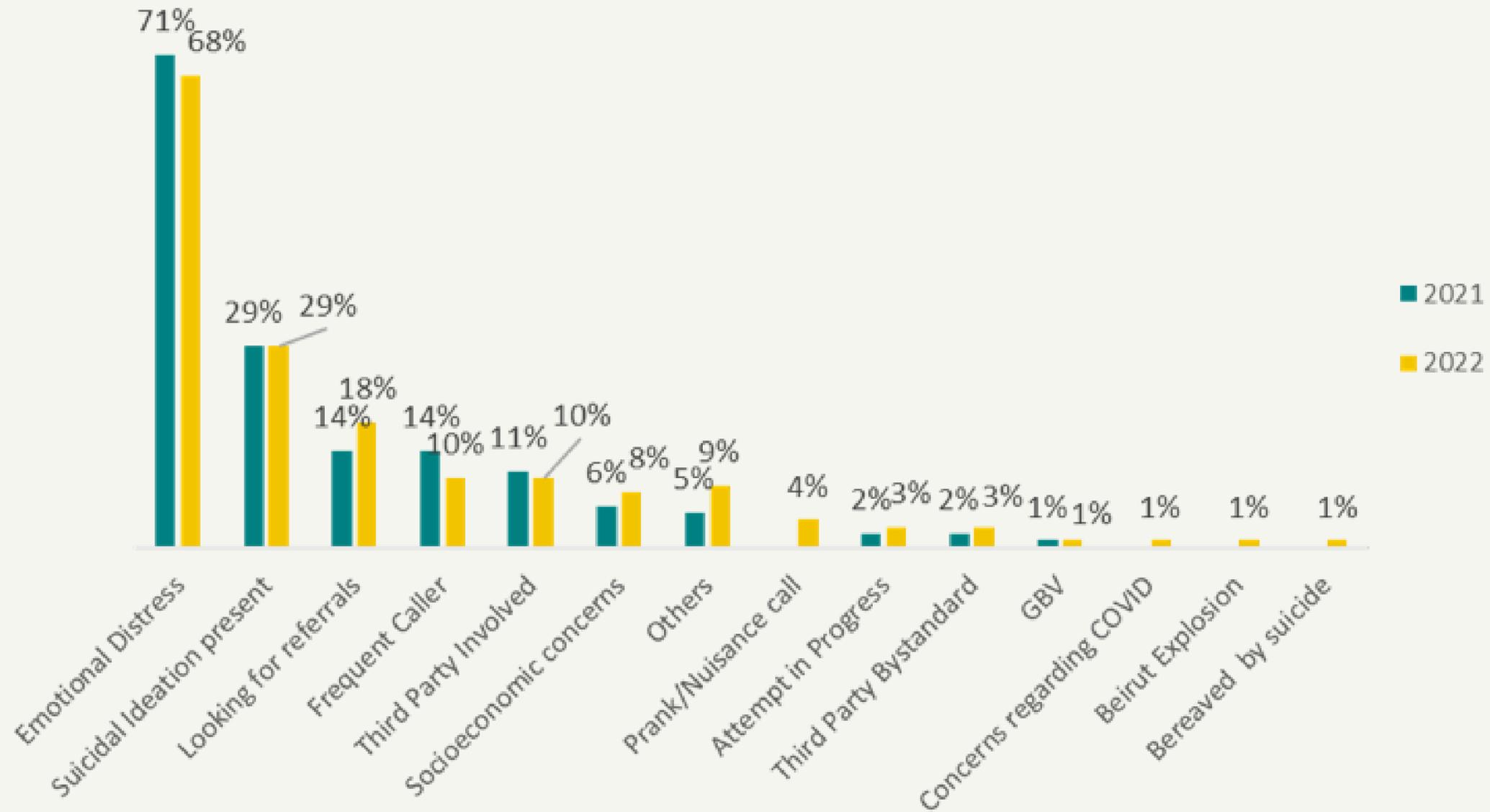
On March 18th, 2022, Embrace in collaboration with the National Mental Health Programme officially launched the 24 hours a day service of the National Lifeline, ensuring that it is available to assist anyone in need at any time holding true to our mission of preventing suicide, and providing dignified mental health services support and contributing to the well-being of our society.

THE LIFELINE IN 2022 TOTAL NUMBER OF CALLS RECEIVED TO THE NATIONAL LIFELINE IN 2022 12,481 (9859 CALLS IN 2021)





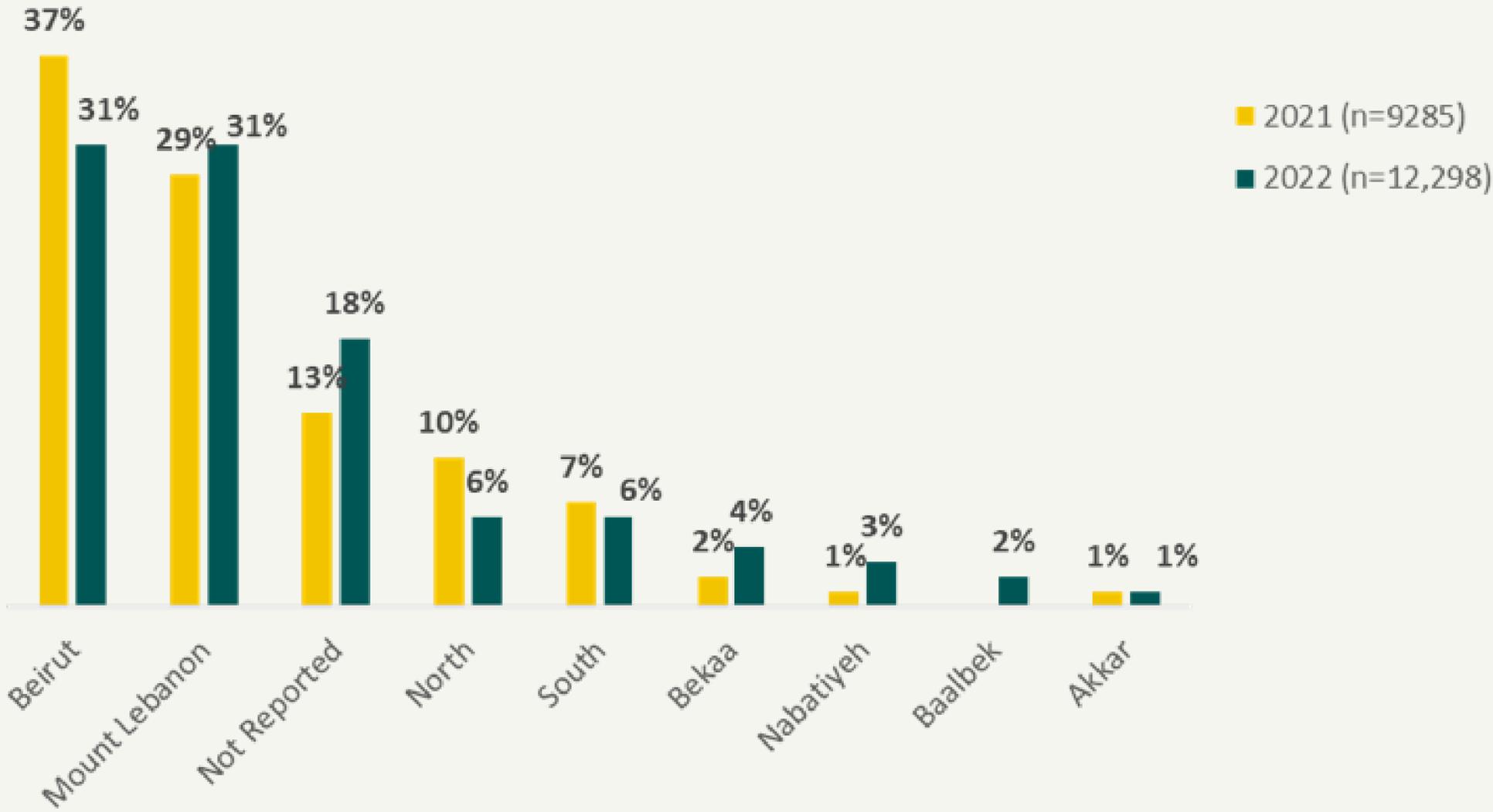
Types of calls received



The % may not add up to 100% as one call can be classified under different categories such as 'emotional distress' and 'looking for referrals.'

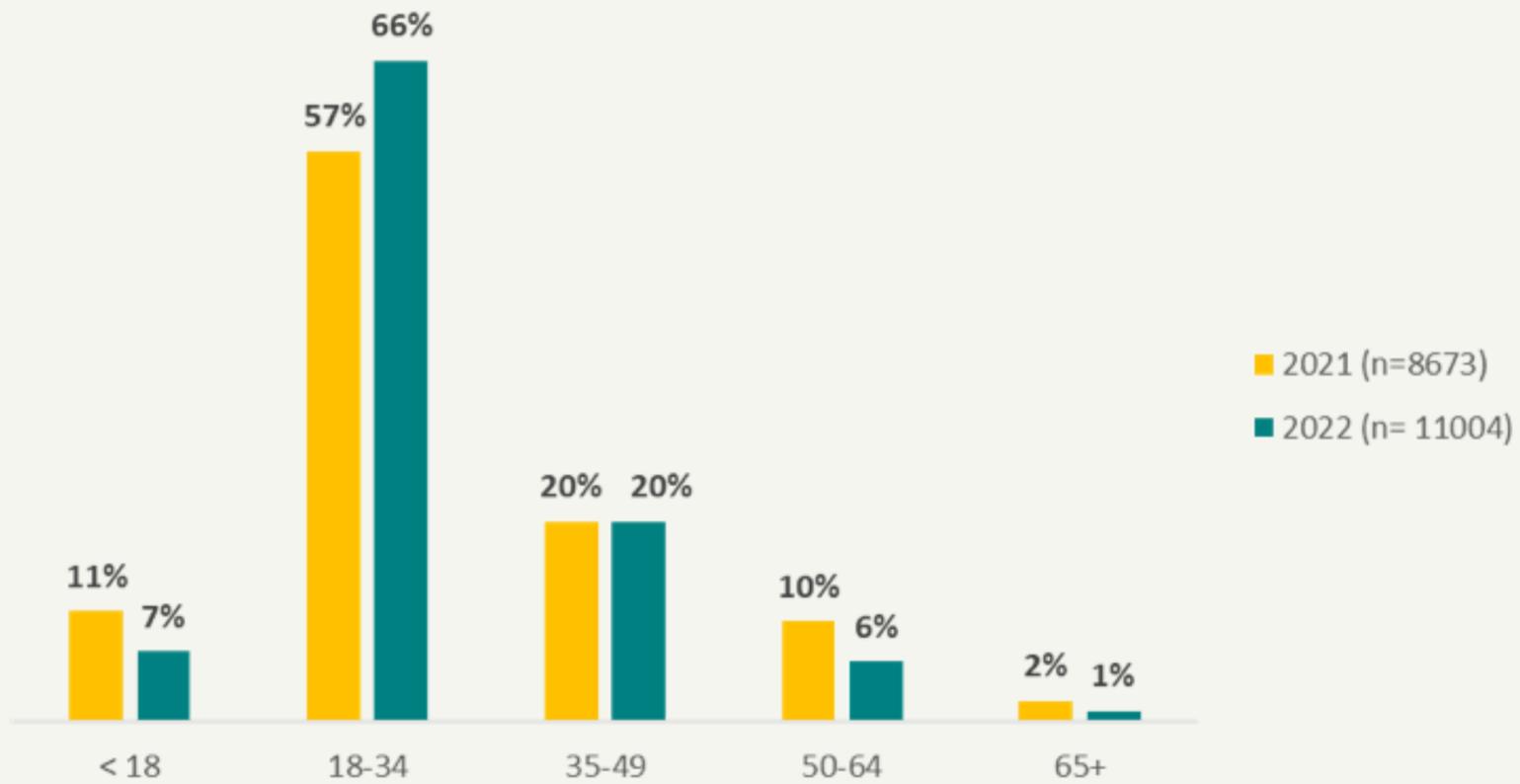


Region of the callers



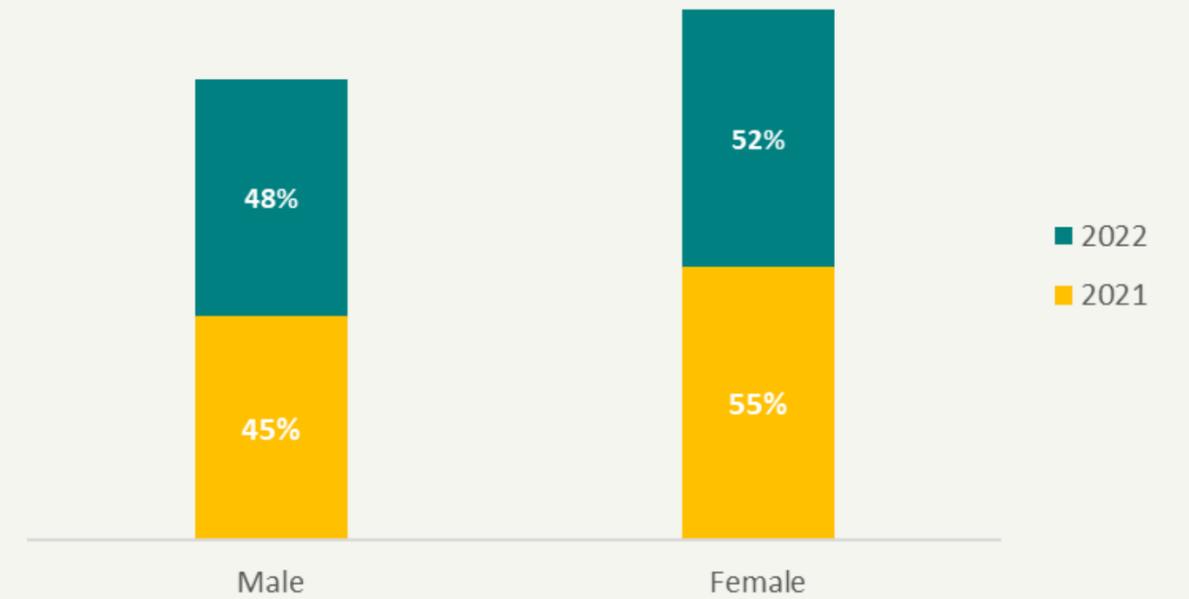


Age of the Callers



Across both years, the majority of registered calls were from individuals between the ages of 18 and 34, followed by those between 35 and 49

Sex of the Callers



NUMBER OF QUALITY ASSURANCE CALLS

In 2022,

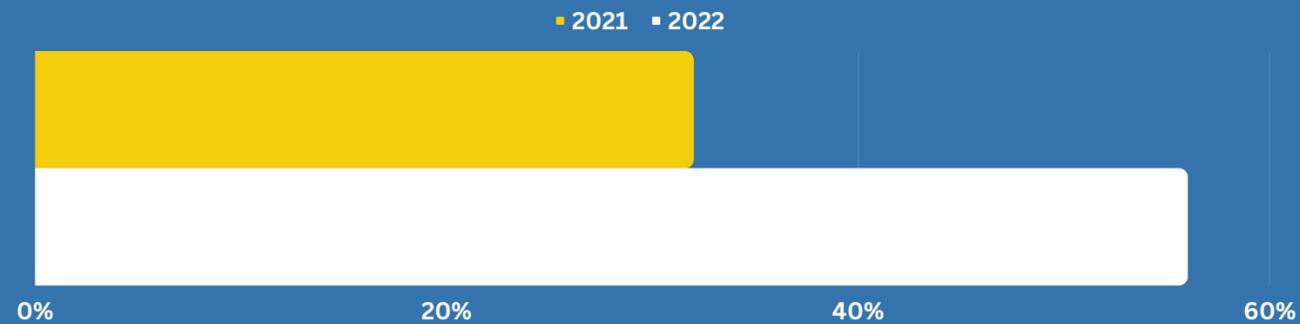
410 quality assurance calls were conducted with the Lifeline callers who granted their permission to be contacted again by the Monitoring & Evaluation Officer (n=903) to assess the quality of the call.

The average satisfaction rate was reported at 4.58/5

90% of calls in 2022 with available data (n=4244) are from individuals who reported a decrease in the level of distress from the beginning of the call to the end



2022 WITNESSED AN INCREASE IN CALLERS WITH SUICIDAL CONCERNS



In 2022, **56%** of callers reported active thoughts of suicide with intention to end their life; in comparison to 2021 which was 32%.

Active suicidal thoughts increased by 24% compared to 2021.

374 calls that reached the Lifeline were from individuals who were engaging in an on-going suicide attempt





**Heartwarming Messages
from the National
Lifeline callers**



**I felt that I am supported,
my thoughts are validated
and not wrong. When I
talked, it is as if someone
drew my problem on a
paper and now, I can think
clearly about it.**

**"All the thanks to you all
because you helped me"**

كثير ارتحت بالاتصال
لأنو كان في حدا عم
يسمعلي وكنت قادرة
إحكي يلّي بقلبي.
حسّيت حالي بأمان
ومن حقي
حسّ هل شي

I am very happy that they listened and guided me. It was very beneficial. Thanked you for your efforts. I wish I knew about you before.

I felt so much relief. Thank you, a lot. You always give me motivation and help me to stand on my feet again



**"COMING TOGETHER IS A BEGINNING,
STAYING TOGETHER IS PROGRESS, AND
WORKING TOGETHER IS SUCCESS."**

- HENRY FORD





416 VOLUNTEER OPERATORS JOINED THE NATIONAL LIFELINE IN 2022

We express our gratitude to the volunteers who have shown up, saved lives, demonstrated consistency, and spread hope, despite the challenging circumstances Lebanon is facing

1205

Total # of volunteers applying to the Lifeline in 2022

635

Total # of applicants interviewed

472

Total # of volunteers trained to become Lifeline operators

416

Total # of Lifeline operators recruited in 2022



WITH MAXIMIZATION OF OPERATIONS COMES TEAM GROWTH

Social Worker

whose role is to orient and support callers who are at imminent risk of suicide by connecting them with supportive community resources.

Monitoring and Evaluation (MEAL) Officers

responsible for implementing service evaluation and quality assurance measures.

3 Clinical Supervisors

to provide technical and supportive feedback to operators, with the goal of improving their knowledge and skills in handling Lifeline calls.

WELLNESS INITIATIVES ARE AT THE CORE OF THE LIFELINE ACTIVITIES

For better physical health
and mental health of our volunteers

**WE BUILD STRONG RELATIONSHIPS
WE BUILD A COMMUNITY**

Stress-free Day



STRESS FREE DAY

OUR "NO-RULES" RULES ARE:

Meetings and deadlines do not exist on the day

Come to the office whenever you can

Come as you feel like while lounge wear is highly encouraged!

Grab a cup of herbal tea or a healthy snack

Stretch with the group in the morning before sitting wherever you like

Time is just an illusion today - No Stress!

Grab your yummy lunches and eat with someone whose company you enjoy

Netflix and chill over an episode of your favorite series or maybe a movie in the afternoon

Take a walk around Hamra to take the edge off

Minimal use of cellphones

Good Vibes only!

embrace





We get comfy and bond on Movie nights



We befriend nature



Our new Book club

As written by one of our hope makers: "The time has come to embark on an adventure together! Destination unknown, opportunities limitless, an experience to behold! A magical bookcase has appeared at the Lifeline. Step through the portal to discover what adventures will unfold".



We are grateful together

Despite the challenging times, the Embrace Family continues to grow and show up to give back every day. Dinners were held to celebrate together, as we are thankful for the opportunity to work side by side in this journey and spend time in each other's company.





Lebanese Republic
Ministry of Public Health
National Mental Health Programme

1564
THE LIFELINE



WWW.EMBRACELEBANON.ORG

NATIONAL MENTAL HEALTH EMERGENCY RESPONSE MECHANISM - NMHERM

"Responded to the call at night and sent a professional team. I am very thankful, and I will encourage others to call you"



Lebanese Republic
Ministry of Public Health
National Mental Health Programme

THE PILOT OF THE NATIONAL MENTAL HEALTH EMERGENCY RESPONSE MECHANISM

In 2021, the National Mental Health Programme and Embrace collaborated to launch a milestone mental health project in Lebanon: the piloting of a national mental health emergency response mechanism (NMHERM). The NMHERM was designed and implemented as a pilot project in 2021 with the support of Agence Française de Développement (AFD) and is the first of its kind Mental Health Emergency Response Mechanism in the Middle East. It aims to ensure access to timely quality care for persons experiencing a mental health emergency while respecting human rights in compliance with applicable laws and best practices. The pilot evaluation conducted in January 2022 pointed to the effectiveness and feasibility of this mechanism.

The project, in line with the national mental health strategy addresses the absence of an appropriate mental health emergency response mechanism in order to attend to persons in a mental health emergency who need immediate support in a timely and effective manner. The operations of the NMHERM within Beirut continued and grew in 2022.



HOW DOES THE NMHERM OPERATE?



Calls are received to the National Lifeline 1564, whereby if a person experiencing a mental health emergency within Beirut area meets the criteria for a dispatch (imminent suicide risk resistant to lifeline interventions, acute psychosis with a safety concern to self or others, severe emotional distress with risk of escalation and harm to self or others), the lifeline proceeds to dispatch the Mobile Crisis Team-MCT



The MCT is dispatched to the location of a person going through a mental health emergency to support them on-site.



Each MCT unit is formed of
1) A psychiatrist or general physician trained on mental health emergencies management
2) A registered nurse. Team members are trained on mental health crisis management and de-escalation.



The team attends to the person in a mental health emergency at their location through:
a.Crisis de-escalation and management
b.Accompanying person to the hospital during transportation in Lebanese Red Cross ambulance in case hospitalization is required



Mental Health Emergency Responses might necessitate collaboration with other services in certain cases, including Lebanese Red Cross, Civil Defense Services, and Internal Security Forces



1564
THE LIFELINE

KEY ACHIEVEMENTS



Lebanese Republic
Ministry of Public Health
National Mental Health Programme

Recruitment and Training of New Team Members

- A total of 5 physicians and nurses were recruited and trained on de-escalating and managing mental health crises.
- The 39 hours training covered MhGAP- tailored to on-field interventions, training on emotional support, suicide risk assessment and de-escalation, collaborative problem solving and safety planning, training on medications in mental health emergencies, BLS (basic life support) and scene safety training, and orientation to clinical protocols and SOPs, in addition to integrating several roles plays throughout the training.

Response to Mental Health Emergencies (MHE)

- The MCT responded to 32 service users experiencing a MHE in 2022, which constituted 43 dispatches, as some service users needed the service more than once.
- 16% of service users were checked up on by the lifeline during the 48 hours post the dispatch as per the protocols of the emergency response mechanism.
- 72% of service users were transferred to a hospital with inpatient psych unit to continue their treatment.



"Guided me to the right decision and talked with me in a reasonable way. They responded in a calm way to my anger and high temper"

- Testimonial from a service user experiencing a mental health emergency



تَقَطُّلُوا
CHECK IN

**THE EMBRACE COMMUNITY
MENTAL HEALTH CENTER
& CLINICAL TRAINING PROGRAM**



TURNING 2 YEARS IN 2022

Embrace Community Mental Health Center (ECMHC) provides direct, affordable, and quality mental health care to persons experiencing a mental illness in Lebanon to all populations from children, adolescents, adults and the elderly. The mental health clinic at the ECMHC uses a person-centered, community-based, multidisciplinary model, to provide evidence-based mental health services for its beneficiaries.

The ECMHC was created as a response to the devastating Beirut Blast on August 4th 2020 and is in its second year of operations, continuing to offer free mental health services for those in need despite all the challenges.

Due to the high demand for mental health services that resulted in long waiting list for beneficiaries requesting appointments, the ECMHC team developed a triage model to assess and categorize the urgency of mental health service requests and a referrals system to accommodate all requests in the most efficient way possible. The ECMHC is continuously working to improve its services and ensure that those who need mental health support receive it in a timely and effective manner.

Total number of consultations in 2022:

5,371

Sessions include individual consultations with psychiatrists, staff psychologists, psychologists in training, social workers, and nurses. Group sessions and parental guidance group sessions are considered to represent 1 session.



Consultations distribution:

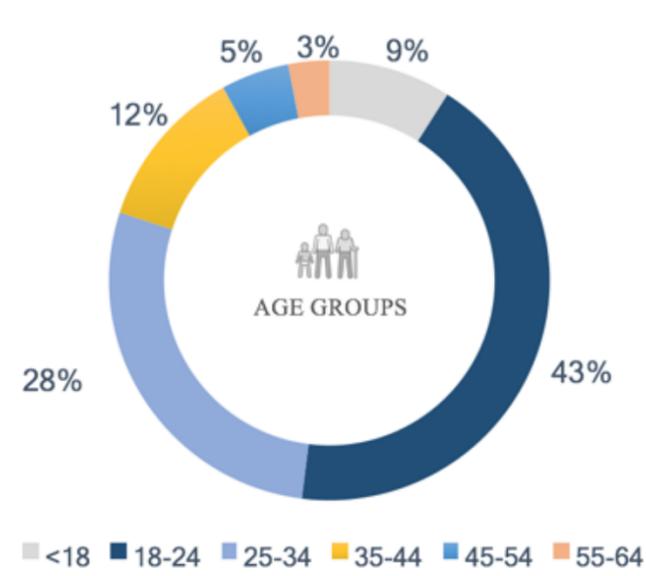
	TOTAL		TOTAL
INDIVIDUAL SESSIONS	4,596	GROUP SESSIONS	20
Psychiatrist	912	All group support sessions were led by psychologists. On average, there were around 6 participants/group session.	
Psychologist	1691		
Psychologist in Training	1993		
NURSING SESSIONS	550	PARENTAL GUIDANCE GROUP SESSIONS	13
SOCIAL WORK SESSIONS	192	All group support sessions were led by psychologists and psychiatrist. On average, there were around 6 participants/group session.	

AVERAGE NUMBER OF SESSIONS PER MONTH:

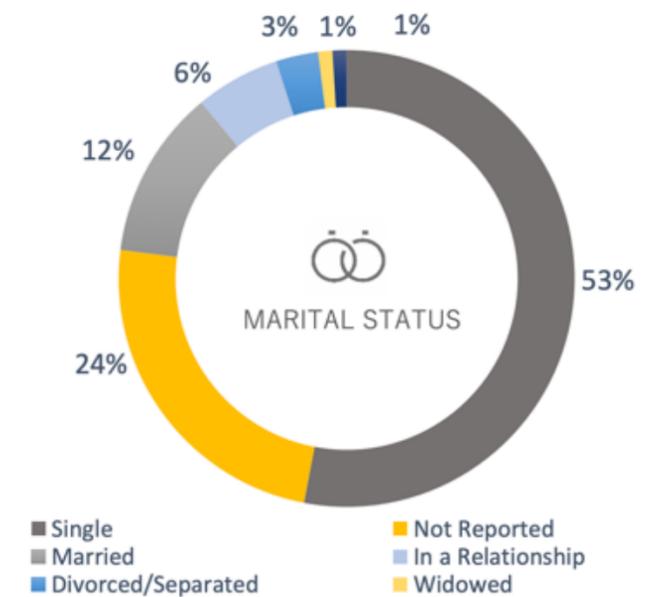
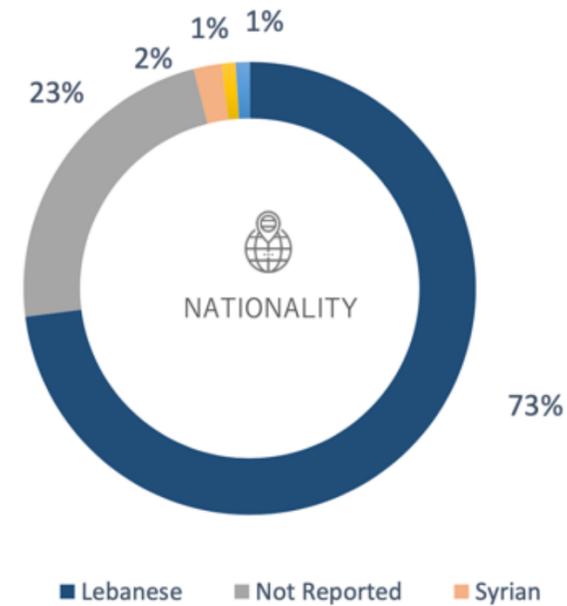
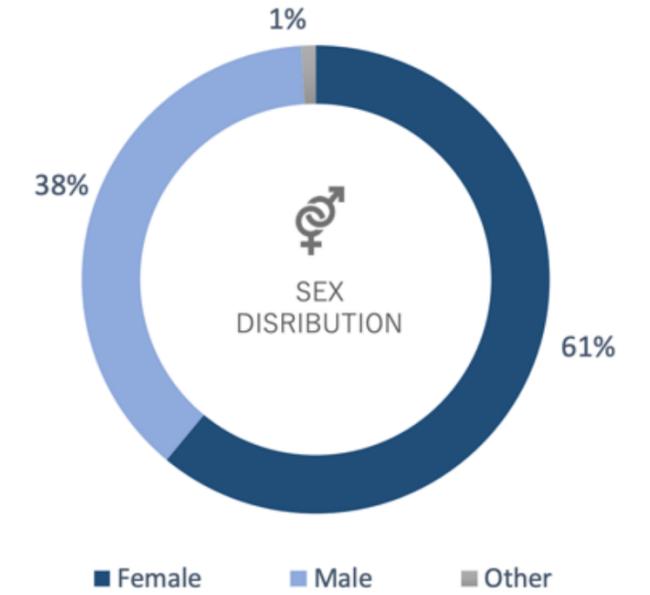
448

TOTAL NUMBER OF BENEFICIARIES IN 2022:

617



The mean age of beneficiaries was **27** years old.





MAXIMIZING PATIENT SATISFACTION

A SCORE OF

80%

**EXCELLENCE WAS ACHIEVED
ON ALL INDICATORS PERTAINING TO EVALUATION
OF SESSIONS**

INDICATORS

Willingness to listen carefully to beneficiaries

Taking the time to answer beneficiaries' questions

Understanding beneficiaries' problems and concerns

Clearly explaining the treatment process

Involving the beneficiaries in the treatment planning

The ECMHC

Supported
187

beneficiaries in acquiring their psychiatric medication free of charge.

Covered the cost of admission and stay at an inpatient psychiatric department for a total of

10
beneficiaries.

Covered the cost of medical lab testing for

35
beneficiaries.



MESSAGES FROM OUR BENEFICIARIES



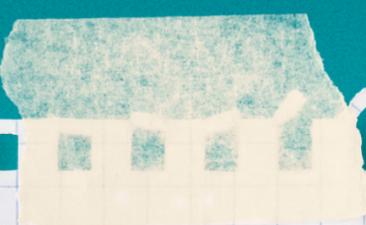
"Very special experience that is very vital at this point because of the consequences faced in Lebanon"

Anonymous Male 43 years old



"I don't feel alone, I feel I am in a non-judgmental environment. I always feel like there's someone there with me"

Anonymous male



"Just stay as you are, keep it up. Everyone here is helpful and amazing. I really appreciate it. Thanks a lot"

Anonymous Female, 34 years old

A MESSAGE WE RECEIVED ON INSTAGRAM

Hello! Hope all is well with you! Just wanted to tell you that I was in the psychiatry service at one of Beirut's hospitals where two of the patients were covered by embrace. One of them had depression and tried to commit suicide but fortunately thanks to you the patient was able to recover and leave the hospital in a better state. You saved a life, for real.

The other patient broke my heart as he's a drug addict and tried committing suicide. After staying for a few days at the hospital, he felt better and told us that he wont go back to consuming drugs. I hope so, really. Briefly, you saved two people I got to know and learn about their heartbreaking backstories. Thank you very much for everything and may God bless you in your mission. Sending you love



DURING 2022, THE ECMHC LAUNCHED:

The Parental Guidance Group

Which aimed to help parents with children diagnosed with ADHD (attention deficit hyperactivity disorder). Parents learned about the symptoms of ADHD and the skills needed to reduce challenging behaviors, as well as improve their relationship with their children.

The Emotional Regulation Group for Adults

Two groups were held in 2022; 8 sessions with 7 participants) going to 10 sessions with 6 participants. The emotion regulation group aimed at helping people in understanding their emotions and learning how to deal with them on daily basis.

13 sessions
were provided for
8 parents



THE CLINICAL TRAINING PROGRAM AT THE ECMHC

The goal of the Clinical Training Program at the ECMHC is to train competent, ethical, and reflective psychologists through the development of fundamental knowledge and skills, as well as gaining hands-on experience that contribute to professional development.

In the Clinical Training Program of 2021-22, a total of 11 graduate psychology students enrolled and graduated.

Over the course of the program, trainees received individual as well as group supervision by qualified Clinical Psychologists. Interns also participated in weekly case management meetings attended by the ECMHC multi-disciplinary team, and weekly didactic sessions. The didactic sessions are delivered by multi-disciplinary regional and international experts on various evidence-based treatments, professional ethics and biopsychosocial approaches to mental illness and treatment.





"My experience at Embrace provided me with all the essential theoretical and interpersonal skills to grow as a professional and individual. It also provided me with many opportunities to meet and learn from different professionals in the field of Psychology. I believe Embrace has helped me build a solid and invaluable base for my continuing education journey."

Hadi Abilmona



"My journey at Embrace was an enriching one. It is an integrative program motivated to provide the highest quality care to patients that seek treatment. This program allowed me to learn by example from expert clinicians, through hands-on experience with patients as well as formal learning environment with weekly didactic sessions. Through this comprehensive approach to learning through multiple modalities, I was able to leave my training year feeling confident that I could provide a safe and complete care for my patients. I am forever grateful for this experience. "

Farah Merdas



"My overall experience at EMBRACE was exceptional regarding the knowledge and resources provided (didactics, workshops, readings, lifeline); it also provided with opportunity to meet many professionals in the field who come from different backgrounds and have different approaches and philosophies".

Sarah Al Haber



WHAT WE HAVE BEEN UP TO IN 2022



EMBRACE SPREADING AWARENESS ON WORLD MENTAL HEALTH DAY- OCTOBER 10

WWW.EMBRACELEBANON.ORG

On World Mental Health Day and with the support of the European Union in Lebanon, the Embrace team and volunteers moved around different areas in Lebanon to raise awareness about the National Lifeline 1564 for emotional support and suicide prevention in collaboration with the National Mental Health Programme. The Embrace team and volunteers distributed flyers and explained about the different services provided by the Lifeline in Tripoli, Batroun and Byblos.





1564  **حكونا على**
خط الحياة

كلنا بحاجة لحدن يسمعنا



حكونا على
1564
خط الحياة

الخط الوطني
للدعم النفسي و الوصاية



www.1564.gov.ae

**SEPTEMBER
10 SUICIDE
PREVENTION
DAY-**

**INTO THE
DAWN WALK
2022**

embrace

WITH THE SUPPORT OF



Into the Dawn

walk 2022

#اليوم_العالمي_للوَاقاية_من_الانتحار

#WORLDSUICIDEPREVENTIONDAY

#JOURNÉEMONDIALEDELAPRÉVENTIONDUSUICIDE

الأحد 11 أيلول
SUN.SEP.11

5:00 AM الفجر
FROM BEIT WARD RESTAURANT
TO THE RAOUCHE ROCK



**SUICIDE IS
PREVENTABLE
ONLY WHEN
WE TAKE ACTION
TOGETHER**

For 8 years now and on World Suicide Prevention Day, Embrace has been walking "Into the Dawn" in memory of all the loved ones who lost their lives to suicide. As the socioeconomic crisis and the extremely difficult living circumstances are still deteriorating in Lebanon, mental health awareness and suicide prevention are critical needs in our society. In 2021, Lebanon lost 145 people to suicide varying from 7 to 16 deaths per month. Lebanon is also losing some of its youngest to preventable deaths such as suicide noting that most deaths to suicide in 2021 (39%) were among persons aged between 12 and 27 years old. These losses reflect the psychological stressors that people in Lebanon are experiencing and the need for mental health interventions for people who are suffering.

On World Suicide Prevention Day and every day, Embrace and its partners work hard to keep the discussion on suicide prevention open and ensure that quality mental health care is accessible to everyone in Lebanon.

INTO THE DAWN WALK 2022



We're here

embrace

embrace
صحة نفسية للجميع
HEALTH FOR ALL

WITH THE SUPPORT OF  **AFD**
AGENCE FRANÇAISE
DE DÉVELOPPEMENT



embrace
mental health for all **صحة نفسية لكل**

WWW.EMBRACELEBANON.ORG

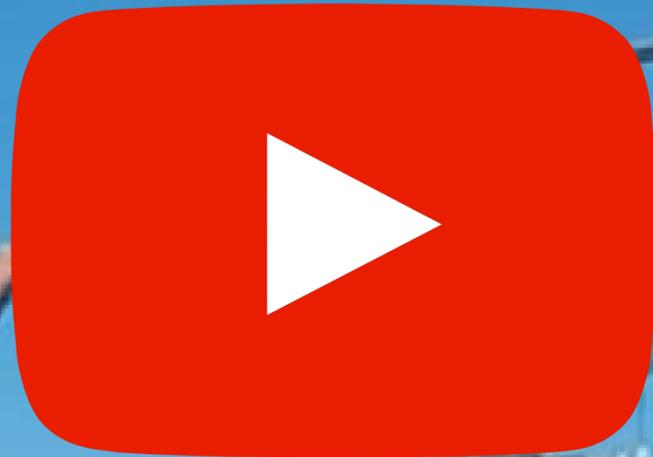


BRINGING BACK THE LIGHTS -

SUSTAINABLE ENERGY FOR BETTER MENTAL HEALTH

In mid-September 2022, the installation of solar panels at Embrace was completed. The installation marks an important milestone since the electricity crisis cuts affected daily Lifeline operations, led to phone interruptions, and prevented some people who needed support from calling the National Lifeline. The installation would not have been possible without our donors' support who showed immediate concern over the interruption of the Lifeline services.

BRINGING BACK THE LIGHT - GENERATOR & SOLAR PANELS INSTALLATION FOR EMBRACE



embrace





COMMUNICATIONS

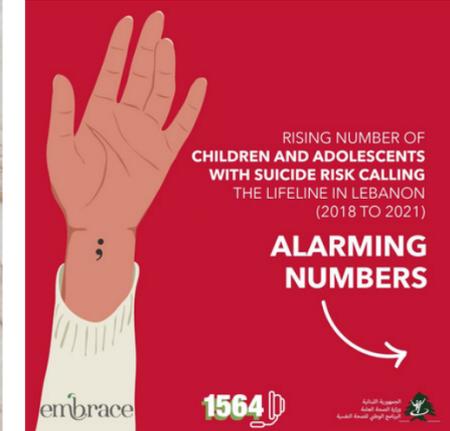
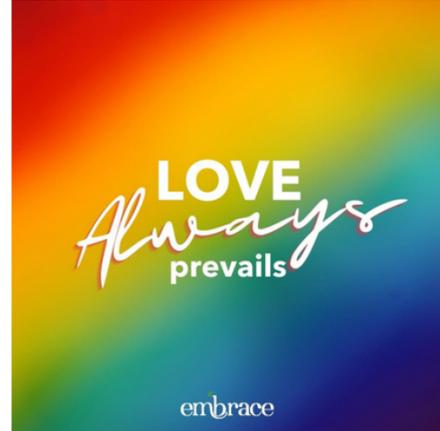
**BREAKING BARRIERS & DE-STIGMATIZING
MENTAL HEALTH AND SUICIDE**



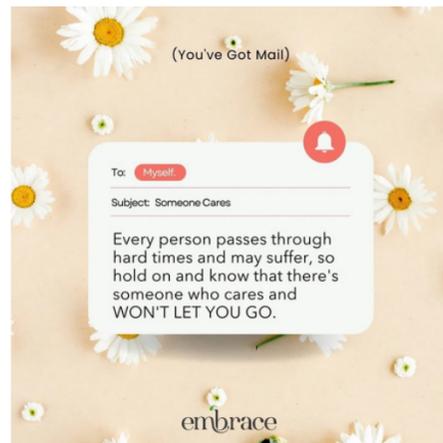
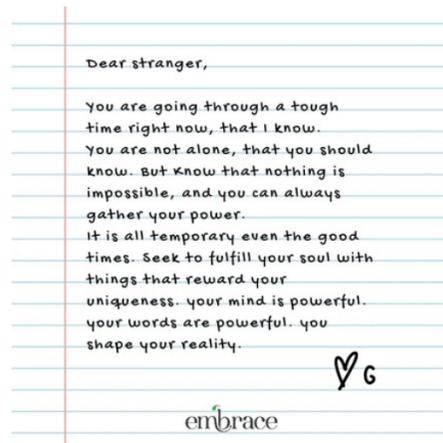
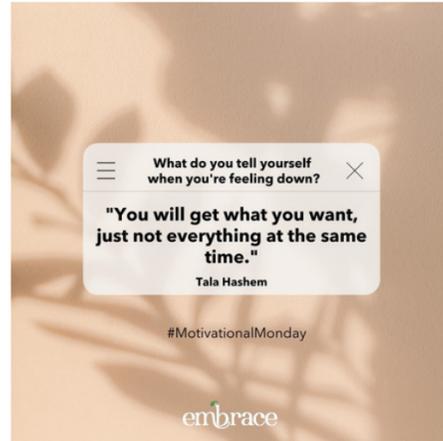
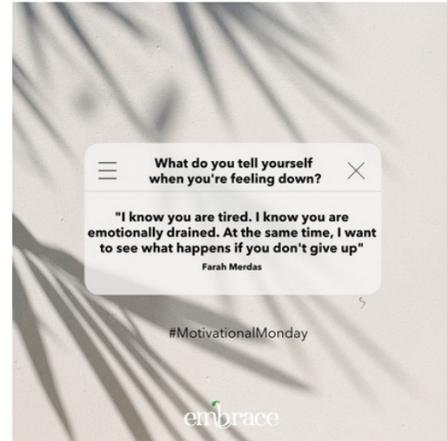
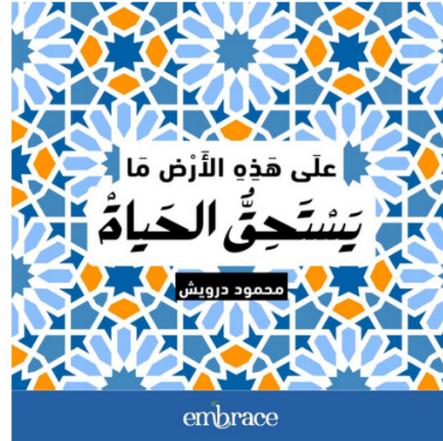
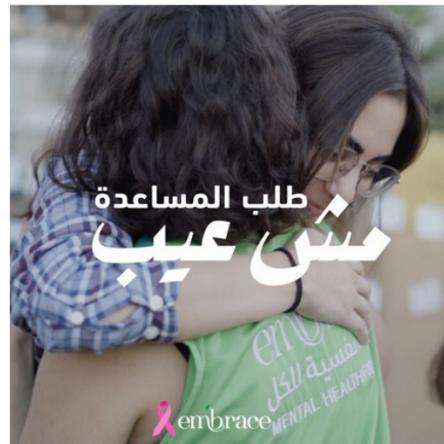


Online and offline communication on mental health has always been key to Embrace's mission as it is an effective tool to raise awareness and reach people in need of services. Embrace's communication strategy has been focused on creating a social impact, not only by promoting the mental health services provided by Embrace, but also showcasing the impact of the service on people's lives with an emphasis on storytelling, building a community and a sense of belonging, educating and normalizing the talk on mental health and suicide, and encouraging individuals to seek support.

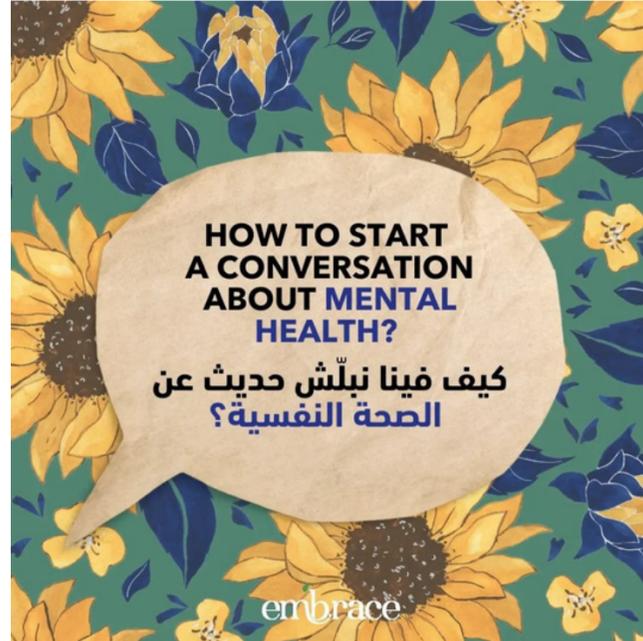
2022 TOP POSTS



POSITIVE AFFIRMATIONS POSTS



PRACTICAL TIPS FOR BETTER MENTAL HEALTH POSTS



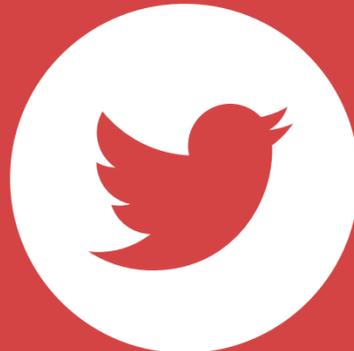
ONLINE REACH



20387



32206



2697



953

ONLINE DEMOGRAPHICS



75%



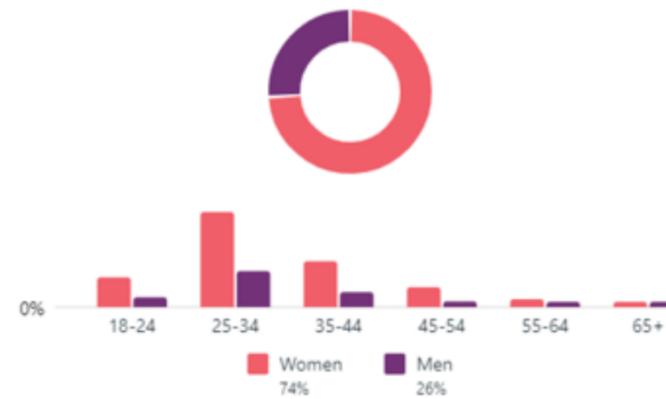
25%

On both Facebook and Instagram

Facebook Page likes ⓘ

20,387

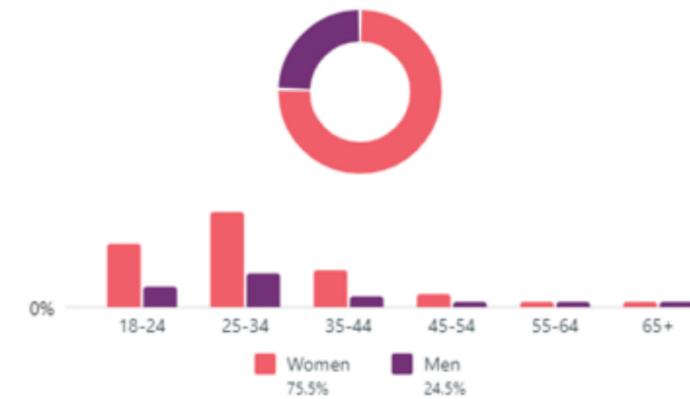
Age & gender ⓘ



Instagram followers ⓘ

32,206

Age & gender ⓘ



EMBRACE IN THE MEDIA/PRESS



TOTAL PRESS AND MEDIA APPEARANCES: 40

COUNT OF VIDEO/TV APPEARANCES: 16

COUNT OF ARABIC PRESS (WRITTEN) FEATURES: 12

COUNT OF FOREIGN PRESS (WRITTEN) FEATURES: 7

COUNT OF RADIO & PODCASTS IN 2021: 5

La Parole
La Parole

EMBRACE ou la parole libérée au service de la vie !

Embrace Lebanon est une ONG fondée en 2013 qui a pour mission de veiller à ce que la santé mentale et l'accès aux soins soient considérés comme des droits humains fondamentaux devant être respectés pour toutes les personnes, quels que soient leur statut social, leur religion, leur ethnie, ou leur nationalité. *Embrace* est fondée sur le respect, l'intégrité, la compassion, l'inclusivité, la collaboration et la responsabilité.

En 2017, le numéro 1564 fait ses débuts, en tant que **ligne nationale pour la prévention du suicide et le support émotionnel**. Cette initiative, une première au Liban, est née du besoin de prévenir les suicides achevés, vu que le suicide peut être prévenu lorsqu'il est pris en charge à temps.

Au Liban, en moyenne, une personne tous les 2,1 jours décède par suicide, et toutes les 6 heures, une personne passe à l'acte suicidaire.

« Talking Saves Lives » ou « **Parler Sauve des Vies** » est le slogan de la Lifeline. En effet, depuis l'inauguration de la Lifeline, aucun suicide n'a eu lieu en cours d'appel, malgré les nombreux appels reçus au cours de tentatives de suicide, et donc qui ont pu être heureusement avortées. De plus, les statistiques de 2021 ont montré que 75% des appelants pour idées suicidaires ont exprimé une disparition de ces idées à la fin de l'appel, qui parfois dure plusieurs heures... Le sentiment de détresse, coté de 0 à 10, 10 étant la détresse maximale, diminue de plus de 50% entre le début et la fin de l'appel. Tout ceci pour dire que **la parole a un pouvoir que nous ne devons pas sous-estimer**. Elle permet à la personne d'être libérée de ses émotions négatives, de se sentir écoutée, soutenue, et de se sentir moins seule dans sa souffrance.

La parole ne libère pas seulement les appelants en souffrance à l'autre bout du fil, mais



aussi les opérateurs, qui sont là 24 heures sur 24, 7 jours sur 7, pour écouter, apaiser, et orienter si besoin vers des services de santé mentale. Ce travail bénévole, fruit d'une formation intensive et rigoureuse, possède une dimension cathartique pour beaucoup de ces opérateurs. Voici un extrait d'un témoignage (*) d'une opératrice : « *Je ne me suis jamais sentie concernée par le suicide, jusqu'à ce que l'un de mes proches décède par suicide. J'ai eu du mal à faire mon deuil, j'avais un sentiment de*



culpabilité, comme quoi j'aurais dû agir pour prévenir sa mort. Depuis que j'ai rejoint Embrace, je comprends mieux le suicide, et parler avec les appelants au 1564 m'a donné de l'espoir. Ils pensent que c'est nous qui les aidons, mais ils ne savent pas qu'eux aussi m'ont aidée et inspirée. »

Voici quelques extraits de témoignages (*) de personnes ayant appelé la Lifeline 1564 :

- « *Je ne peux pas vous dire combien je suis contente qu'il y ait quelqu'un à mon écoute... vous avez un impact énorme... que Dieu vous donne la force ! »*
- « *J'ai senti comme si j'étais dans le noir et je cherchais ma route, et vous me l'avez éclairée »*
- « *En février 2018, j'ai décidé de mettre fin à mes jours. J'ai réservé une chambre d'hôtel et quelques minutes avant le passage à l'acte, j'ai ouvert Facebook pour écrire une lettre d'adieu, et la première chose que je reçois c'est l'annonce de la Lifeline avec le numéro 1564. Cette coïncidence bizarre m'a incité à appeler, malgré que je savais au fond de moi-même que ça n'allait rien changer. L'appel a duré longtemps, et bien que j'étais très déterminé à passer à l'acte, en fin d'appel je me retrouve prêt à me donner une nouvelle chance. Les paroles de l'opératrice m'ont marqué d'une façon*

indescriptible. Ne sous-estimez pas la parole, qui peut tuer mais aussi sauver... »

Un autre moyen d'action important d'*Embrace* est le **Centre de Santé mentale : EMHC (Embrace Mental Health Center)**. En réponse à l'explosion du 4 août 2020 à Beyrouth, *Embrace* a ouvert un Centre de Santé Mentale pour fournir des soins de santé mentale directs, abordables et de qualité grâce à une équipe multidisciplinaire. Elle accueille toute personne malade mentale, mais aussi les personnes déprimées, de mauvaise humeur ou anxieuses pour toutes sortes de raisons (traumatisme, chagrin, préoccupations...). Là encore, se vérifie l'idée que libérer la parole peut résoudre des souffrances parfois enfouies depuis longtemps.

De nos jours, les maux sont nombreux, mais les soigner avec les mots a un pouvoir inexprimable. Parler n'est peut-être pas la solution à tous les problèmes, loin de là. Mais cette capacité qu'a la parole d'apaiser la souffrance, peut parfois sauver des vies. Et qu'y a-t-il de plus précieux dans cette vie... que la vie elle-même ?

Dr. Yara CHAMOUN,
psychiatre et chef du personnel clinique de l'EMHC

(*) posté sur les réseaux sociaux.

Contact :
Tél : +961 1 346 226
embrace Lifeline : 1564
info@embracelebanon.org

EMHC : clinic@embracelebanon.org
ou 81 003 870 /01 346 226
https://embracelebanon.org

28
29

CLICK ON LOGOS FOR FULL ARTICLE



شباب لبنان ضحية الصدمات المتتالية...
وناشطون يحاربون دفاعاً عن الصحة النفسية



جمعية لبنانية تجعل الوقاية من الانتحار
شغلها الشاغل بعد تراكم الأزمات على الشباب اللبناني



ميا عطوي لـ«اللواء»: النساء أكثر عُرضة للانتحار
نتيجة تعدد مسؤولياتهن



في اليوم العالمي للوقاية من الإنتحار
المعالجة النفسية جويل جابر:
لا تترددوا في طلب المساعدة



في شهر التوعية للوقاية من الانتحار
ناجون يتحدّثون لـ"النهار":
"أنا اليوم الشخص الذي لم أجده"

PRESS FEATURES

CLICK ON LOGOS FOR FULL ARTICLE

**ALARABIYA
news**

**Calls to Lebanon's suicide hotline
grow due to impact of financial crisis**



**Lebanon in crisis: Emergency numbers
and suicide hotlines falter**

The Washington Post
Democracy Dies in Darkness

**-Massive hike in cell service fees cuts off
Lebanon's poor from the world**

961

**Embrace Lebanon
Issued Tips For A Healthier Self-Talk**

MEDIA FEATURES





EMBRACING SELF-SUSTAINABILITY

Be Well, Work Well

Launched in 2022, Embrace the workplace is a set of mental health and well-being programs aimed to enhance and bring meaning to today's overwhelming workplace improving how people live and work and give back to their organization, community and relationships. Embrace the workplace is a program that supports Embrace's mission to raise awareness about mental health to all wherever they are and improve accessibility to mental health services to all people in need.



POSITIVE

Authentic

COMPASSION

INTEGRITY

Inspired

SUPPORT

Embrace the workplace is a journey that aims to create a **positive relational energy** between colleagues.

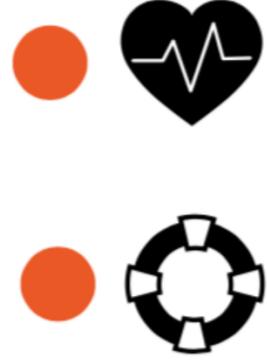
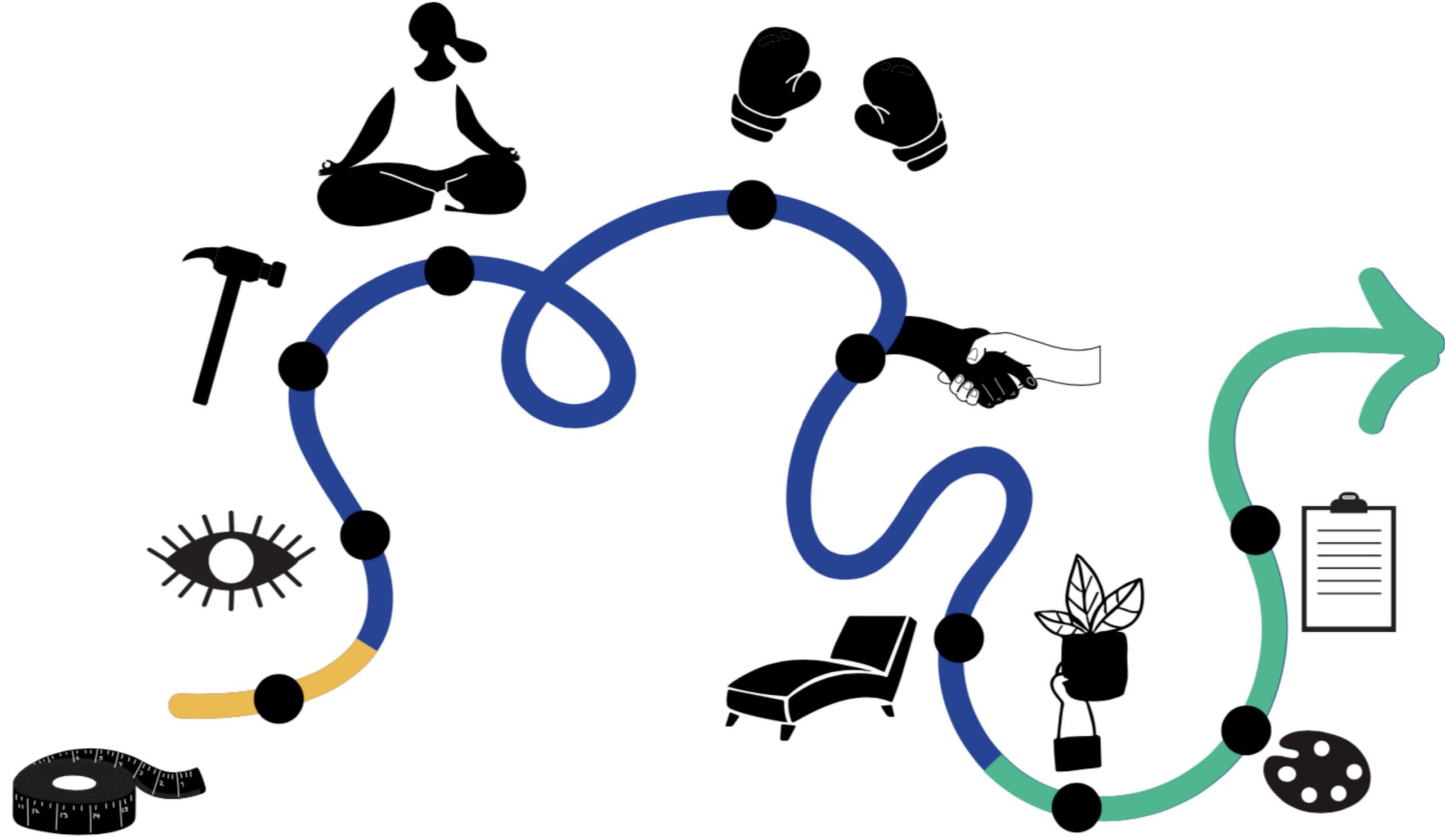
How? 

By promoting and activating **authentic, values-based leadership**

By demonstrating and applying **forgiveness, compassion, humility, trust, integrity & kindness**

By encouraging a culture of **recognition & support**

By creating an environment that is **connected, energized & inspired**





WWW.EMBRACELEBANON.O

THE 5Cs OF OUR WORKPLACE

We envision the workplace as a hub for

- COMMUNICATION
- COMFORT
- CREATIVITY
- CAPACITY BUILDING
- CONNECTION

**The best time to plant a tree
was 20 years ago.
The second best time is now.**

- Chinese Proverb





21,876 USD

Raised in the first year of launching Embrace in the Workplace.
Funds were directed towards the operating expenses of Embrace's free mental health services.

NGO'S WHO EMBARKED ON THE JOURNEY



WORKPLACES WHO EMBARKED ON THE JOURNEY



WHAT IS A BURN-OUT?

*It is a syndrome conceptualized as resulting from chronic workplace stress that has not been successfully managed.

It is characterised by three dimensions:

- feelings of energy depletion or exhaustion
- increased mental distance from one's job, or feelings of negativism or cynicism related to one's job
- reduced sense of professional efficacy



ONLINE CLINIC

The "One for One" Online Clinic was launched in May 2022 to cater exclusively to Arabic speaking individuals who are residing outside of Lebanon and believe in Embrace's mission and services.

Through this initiative, individuals abroad can receive high-standard therapy through Embrace's team of licensed psychologists and psychiatrists. 80% of the session fees is donated to Embrace Mental Health Center to provide people living in Lebanon with free mental health services.

\$1,690 was raised in the first year of launching the One for One Clinic.

Funds were directed towards the operating expenses of Embrace's free mental health services and providing free mental health consultations to beneficiaries who cannot afford treatment.



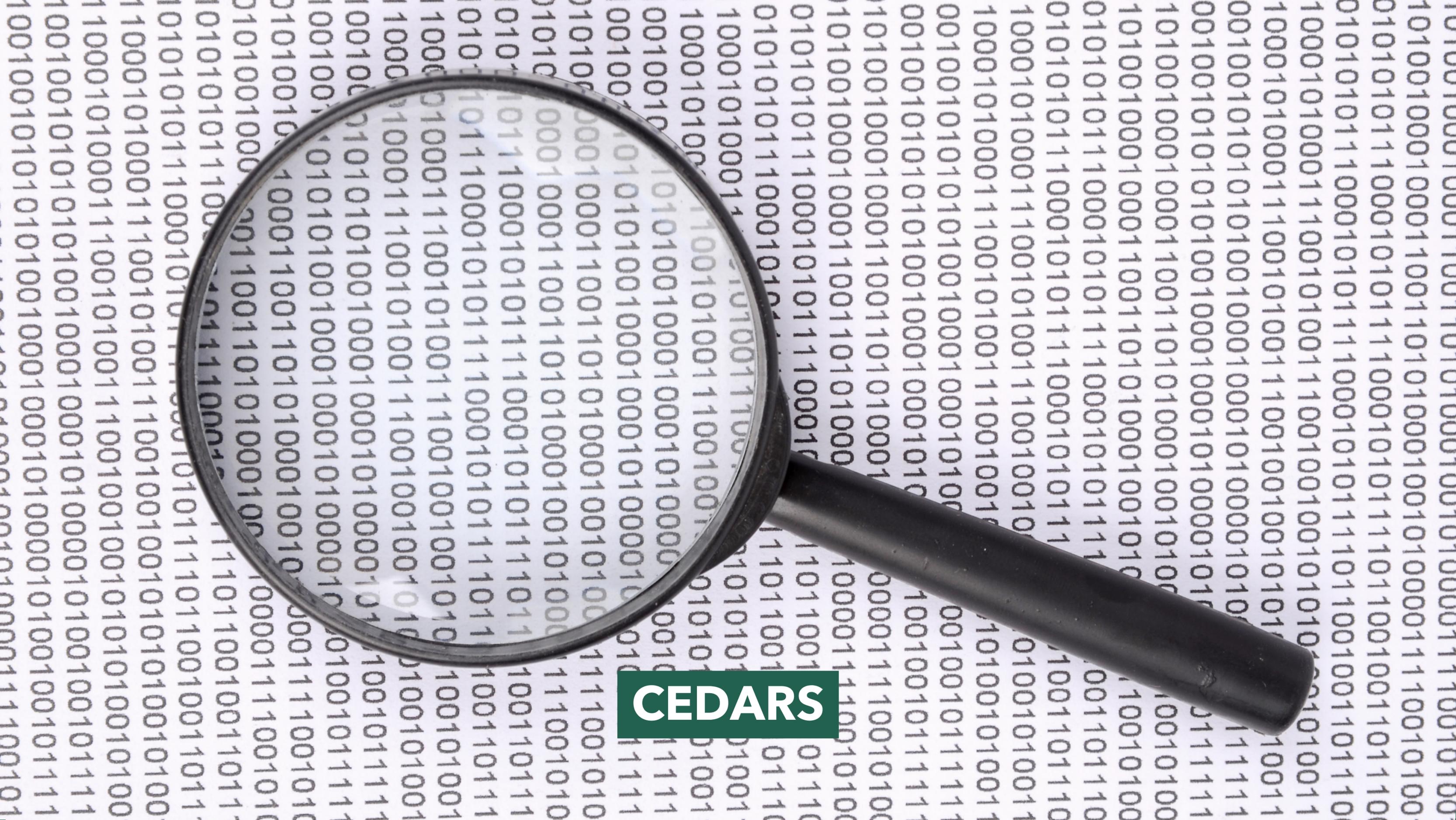
THE ONLINE CLINIC **ONE FOR ONE** تعالج لتعالج

SERVICES PROVIDED:

- Psychiatry consultations
- Medication prescriptions*
- Second opinions
- Adult psychotherapy
- Counselling and parental guidance

*Disclaimer: Please note that pharmacies in some countries might not accept non-local prescriptions. However, our psychiatrists can still provide second opinions.





CEDARS



HELPING US IDENTIFY MENTAL HEALTH GAPS AND NEEDS IN LEBANON

Embrace's research hub and CEDARS (Capturing and Expanding Data Analytics and Research on Suicide) department is comprised of dedicated researchers in the field of public health and mental health. The hub aims to push out research and insights on mental health gaps and needs in Lebanon and to advocate for evidence-based policies that will improve the lives of persons with mental illness in Lebanon.

Through a deep dive into the reported individual and social factors that contribute to mental illness, suicidal behavior, and distress, and by identifying the ways in which seeking support can have a direct impact on improving mental well-being, Embrace can inform policy makers and contribute meaningfully to national and international research and practice.

During 2022, the department issued several reports highlighting the impact of different service pillars at Embrace and can be found on Embrace's website <https://embracelebanon.org/OurImpact>



AWARENESS AND OUTREACH



AWARENESS & OUTREACH

The Awareness & Outreach Department supports Embrace's mission by responding to the mental health needs in Lebanon and implements community-based interventions to promote mental health across the country.

- Increasing the knowledge about mental health and mental illnesses
- Reducing stigma and misinformation about mental health and mental illness
- Normalizing the conversation about mental health and suicide
- Removing barriers to treatment
- Showing individuals what they can do to help others
- Enhancing early detection and prevention of mental illnesses
- Referring individuals to mental health services such as the Lifeline



Total people reached in 2022 through awareness:

4593

with a total of 107 interventions

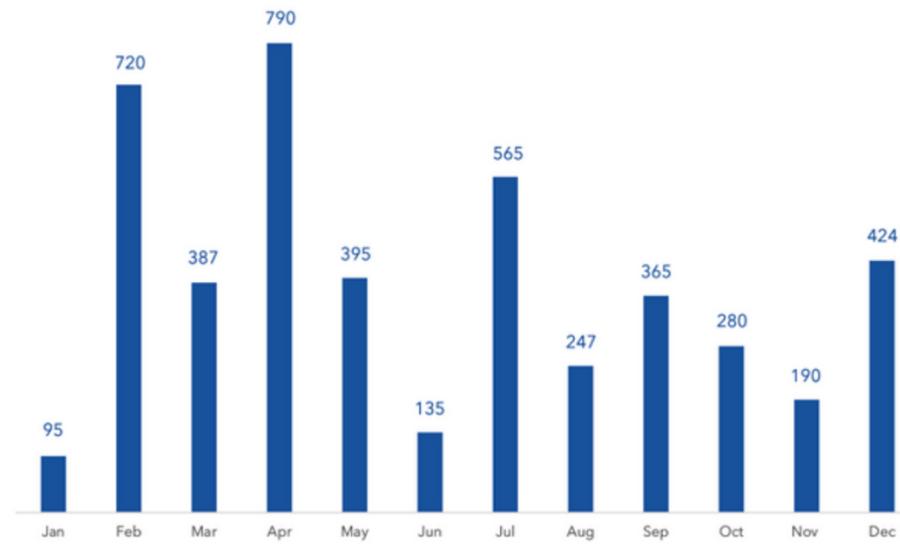




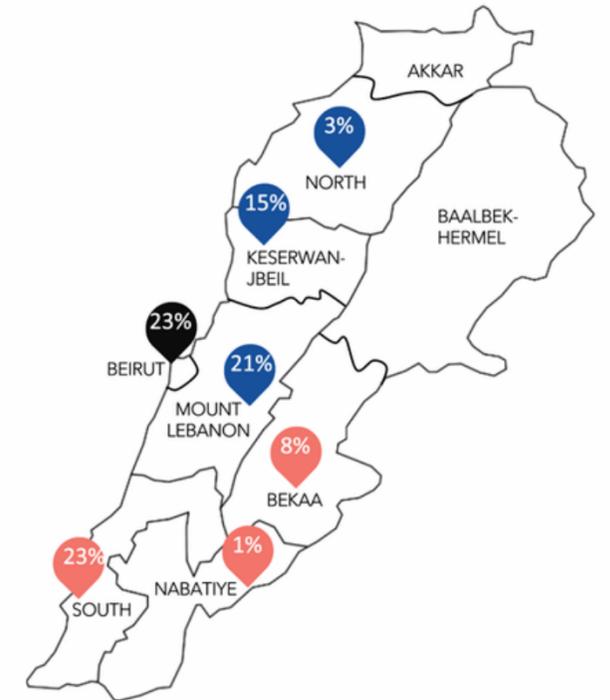
The awareness and outreach increased by **55.7% since 2021**

The number of people reached increased by **58.5% since 2021**

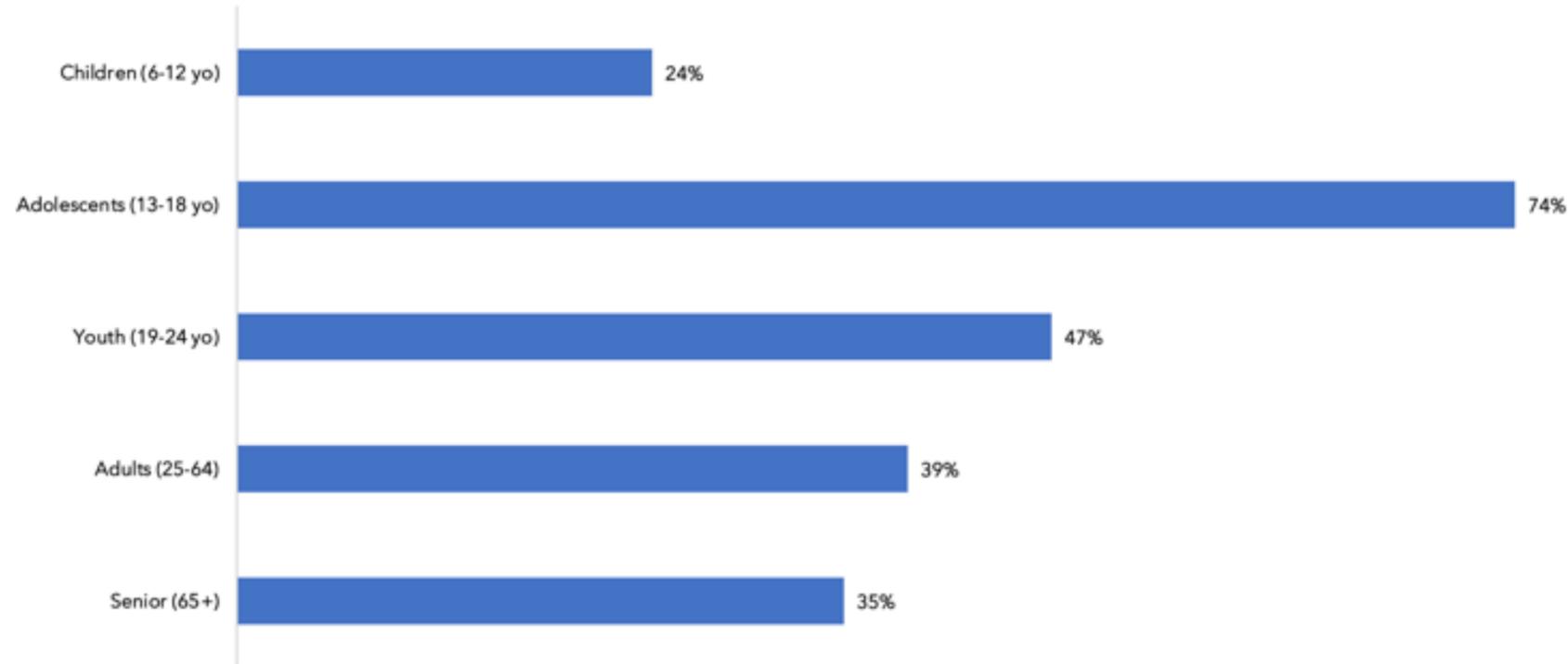
MONTHLY REACH



REGIONAL REACH



AGE GROUPS REACH



To note that percentages may not add up to 100% as different categories might attend one session*



ENHANCING THE CAPACITY OF OUR FACILITATORS AND GROWING THE TEAM

The A&O Department has organized several workshops for facilitators to enhance their skills and their abilities. These sessions included:

- Raising awareness among vulnerable communities
- Public speaking tips and tricks
- Mental Health activities for children
- Mental Health content for youth

6 new awareness and outreach officers were recruited to provide awareness sessions for the youth.





STRATEGIC PARTNERSHIPS



Embrace has demonstrated remarkable progress in fulfilling its mission, with grants increasingly aligning with our goals, strategic partnerships ensuring operational sustainability, and our brand positioning us as a pioneering force in the field of mental health and suicide prevention, both on a national and international level.

In the past year, the socioeconomic situation plaguing Lebanon has had a significant impact on people's access to basic needs such as electricity, food, medical care, water, education, health, and livelihood. As such, international funding for Lebanon in 2022 focused on addressing these urgent needs, including rapid response efforts to address fuel, water, and health care shortages and later in the year additional funding was allocated to protection and education due to the deteriorating socioeconomic situation. It is worth noting that approximately only 15-20% of funds received nationally are designated to local NGOs, with only a small fraction of health budgets allocated to mental health. Furthermore, the ongoing decline in the national situation places additional financial burdens on organizations, necessitating the securing of employee retention schemes and ensuring operational independence through alternative sources of electricity and internet connectivity.

Despite these challenges, Embrace's department of strategic partnerships has successfully secured a significant portion of our annual budget through fruitful collaborations with donors, a majority of whom are new or renewing partners.

The National Mental Health Program stands as Embrace's strongest local partner, endorsing the National Lifeline since 2017 and the National Mental Health Emergency Response Mechanism Unit, since 2020. This invaluable endorsement supports us in operational development, contextual implementation, and establishing new local and international partnerships. Additionally, we have established informal partnerships and strong collaborations with other local humanitarian organizations such as SKOUN, Himaya, Caritas, and SIDC ensuring a comprehensive care approach for our beneficiaries.

On the international front, our partners play a vital role in funding and implementation. Current partners include the French agency Agence Francais de Development (under a consortium led by Medecins du Monde), UNICEF, OCHA, and the World Bank (through local acting partners, the International Rescue Committee) who sustain the 24-hour model of our National Lifeline 1564—the first of its kind in the Middle East—and support the National Mental Health Emergency Response Mechanism. Other notable international donors include Foundation de France (FdF), UNOCHA through Lebanon Humanitarian Fund (LHF), the German Development Agency (GIZ), Medglobal, and the Embassy of Japan, who fund the Community Mental Health Center clinic and its extension model, the Mobile Mental Health Unit, which will be launched in 2023 to extend mental health services to remote areas lacking access and provide information, assessments, and guidance to primary health care centers with integrated mental health services.

The dynamics of donor interests and investment priorities are influenced by global public health urgencies and international treaties such as the Sustainable Development Goals (SDGs). However, Lebanon's insolvency and limited foreign exchange reserves underscore the critical role of international aid and private investment in its recovery. The pace and scale of aid and investment mobilization hinge upon the authorities and the Lebanese government's ability to implement much-needed reforms. Against this backdrop, one of Embrace's key focuses for 2023 is sustainability. We hope in the future to reduce our dependency on international aid by embracing social entrepreneurship and cultivating self-sustainability through the endorsement of mental health products tailored for financially capable settings.

At Embrace, we remain steadfast in our commitment to making a lasting impact in the field of mental health and suicide prevention. With our strong partnerships, proven track record, and unwavering dedication to addressing our community's needs, we remain committed to our mission of delivering accessible, quality and dignified mental health services and awareness to everyone in Lebanon. able settings

Lea Zeinoun

Director of Strategic Partnerships

PROJECTS SUPPORTED BY OUR PARTNERS

A huge thank you to all our donors who also trusted us, our work and our mission.

2022-2023 PROJECTS

PARTNERS	Embrace Mental Health Center	Lifeline& NMHERM	Awareness & Outreach- Capacity Building& Advocacy	Research	Communications	Training Program	Operational Support& Organisational Development
	X		X				X
							X
	X				X		
	X	X	X	X	X		
		X		X			X
	X	X	X	X	X		
		X		X			
	X		X	X	X		

PROJECTS SUPPORTED BY OUR PARTNERS

A huge thank you to all our donors who also trusted us, our work and our mission.

PARTNERS	Embrace Mental Health Center	Lifeline& NMHERM	Awareness & Outreach-Capacity Building& Advocacy	Research	Communications	Training Program	Operational Support& Organisational Development
	X		X				
							X
	X			X			X
PRIVATE DONORS	X			X	X	X	X

2021-2022 PROJECTS

	Embrace Mental Health Center	Lifeline& NMHERM	Awareness & Outreach-Capacity Building& Advocacy	Research	Communications	Training Program	Operational Support& Organisational Development
	X					X	
		X	X		X		X
	X						

ANNUAL REPORT 2022

WWW.EMBRACELEBANON.ORG

embrace