<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>04</td>
<td>Foreword</td>
</tr>
<tr>
<td>05</td>
<td>Who We Are</td>
</tr>
<tr>
<td>06</td>
<td>The Lifeline</td>
</tr>
<tr>
<td>27</td>
<td>The National Mental Health Emergency Response Mechanism (NMHERM)</td>
</tr>
<tr>
<td>31</td>
<td>Embrace Community Mental Health Center (ECMHC)</td>
</tr>
<tr>
<td>42</td>
<td>What We Have Been Up To In 2022</td>
</tr>
<tr>
<td>51</td>
<td>Communications</td>
</tr>
<tr>
<td>62</td>
<td>Embracing Sustainability</td>
</tr>
<tr>
<td>76</td>
<td>Awareness And Outreach</td>
</tr>
<tr>
<td>80</td>
<td>Strategic Partnerships</td>
</tr>
</tbody>
</table>
"IF EVERYONE HAS TO THINK OUTSIDE OF THE BOX, MAYBE IT IS THE BOX THAT NEEDS FIXING."

MALCOLM GLADWELL
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 5,370 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
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
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

- **Beirut**: 37%
- **Mount Lebanon**: 31%
- **Not Reported**: 29%
- **North**: 18%
- **South**: 13%
- **Beqaa**: 10%
- **Nabatiyeh**: 7%
- **Baabda**: 6%
- **Batroun**: 4%
- **Akkar**: 3%
- **Ether**: 2%

**2021** (n=9285)

**2022** (n=12,298)
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.
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"
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

WWW.EMBRACELEBANON.ORG
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

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!
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”.

WWW.EMBRACELEBANON.ORG
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.
"Responded to the call at night and sent a professional team. I am very thankful, and I will encourage others to call you"
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.
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
THE EMBRACE COMMUNITY MENTAL HEALTH CENTER & CLINICAL TRAINING PROGRAM
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.

<table>
<thead>
<tr>
<th>Consultations distribution:</th>
<th>TOTAL</th>
<th>GROUP SESSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INDIVIDUAL SESSIONS</strong></td>
<td>4,596</td>
<td></td>
</tr>
<tr>
<td>Psychiatrist</td>
<td>912</td>
<td>All group support sessions were led by psychologists. On average, there were around 6 participants/group session.</td>
</tr>
<tr>
<td>Psychologist</td>
<td>1,691</td>
<td></td>
</tr>
<tr>
<td>Psychologist in Training</td>
<td>1,993</td>
<td></td>
</tr>
<tr>
<td><strong>NURSING SESSIONS</strong></td>
<td>550</td>
<td></td>
</tr>
<tr>
<td><strong>SOCIAL WORK SESSIONS</strong></td>
<td>192</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>20</td>
<td>PARENTAL GUIDANCE GROUP SESSIONS 13</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>13</td>
<td>All group support sessions were led by psychologists and psychiatrist. On average, there were around 6 participants/group session.</td>
</tr>
</tbody>
</table>
AVERAGE NUMBER OF SESSIONS PER MONTH:

448

TOTAL NUMBER OF BENEFICIARIES IN 2022:

617
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.

WWW.EMBRACELEBANON.ORG
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
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 won’t 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 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 multidisciplinary 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 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 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 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
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.
SEPTEMBER 10 SUICIDE PREVENTION DAY-

INTO THE DAWN WALK 2022

WWW.EMBRACELEBANON.ORG

Into the Dawn walk 2022

اليوم العالمي للوقاية من الانتحار
#WORLDSUICIDEPREVENTIONDAY
#JOURNEEMONDIALEDELAPREVENTIOND-USUICIDE

الأحد بـ 11 أيلول
SUN.SEP.11

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

WITH THE SUPPORT OF
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

WITH THE SUPPORT OF AFD
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
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
PRACTICAL TIPS FOR BETTER MENTAL HEALTH POSTS
On both Facebook and Instagram

- Facebook Page likes: 20,387
- Instagram followers: 32,206

Online Demographics:
- Women: 75%
- Men: 25%

Facebook Age & Gender:
- 18-24: 8%
- 25-34: 12%
- 35-44: 17%
- 45-54: 26%
- 55-64: 19%
- 65+: 6%

Instagram Age & Gender:
- 18-24: 79%
- 25-34: 15%
- 35-44: 4%
- 45-54: 1%
- 55-64: 0.1%
- 65+: 0.1%
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
شاب لبنان ضحية الصدمات المتتالية...
وناشطون يحاربون دفاعاً عن الصحة النفسية

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

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

ناجون يتحدثون لـ"النهار": أنا اليوم الشخص الذي لم أجد...

في شهر التوعية للوقاية من الانتحار: المعالجة النفسية جويل جابر: لـ"لا تترددوا في طلب المساعدة"

نداء الوطن

PRESS FEATURES

CLICK ON LOGOS FOR FULL ARTICLE
Calls to Lebanon’s suicide hotline grow due to impact of financial crisis

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

Lebanon in crisis: Emergency numbers and suicide hotlines falter

Embrace Lebanon
Issued Tips For A Healthier Self-Talk
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.ORG
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.
**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
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.
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](https://embracelebanon.org/OurImpact)
AWARENESS AND 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

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children (6-12 yo)</td>
<td>24%</td>
</tr>
<tr>
<td>Adolescents (13-18 yo)</td>
<td>74%</td>
</tr>
<tr>
<td>Youth (19-24 yo)</td>
<td>47%</td>
</tr>
<tr>
<td>Adults (25-64)</td>
<td>39%</td>
</tr>
<tr>
<td>Senior (65+)</td>
<td>35%</td>
</tr>
</tbody>
</table>

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

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.

Lea Zeinoun
Director of Strategic Partnerships
# 2022-2023 PROJECTS

<table>
<thead>
<tr>
<th>PARTNERS</th>
<th>Embrace Mental Health Center</th>
<th>Lifeline &amp; NMHERM</th>
<th>Awareness &amp; Outreach Capacity Building &amp; Advocacy</th>
<th>Research</th>
<th>Communications</th>
<th>Training Program</th>
<th>Operational Support &amp; Organisational Development</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>LHF</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>AFD</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>unicef</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>LFF</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>MedGlobal</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>

A huge thank you to all our donors who also trusted us, our work and our mission.
<table>
<thead>
<tr>
<th>PARTNERS</th>
<th>Embrace Mental Health Center</th>
<th>Lifeline &amp; NMHERM</th>
<th>Awareness &amp; Outreach - Capacity Building &amp; Advocacy</th>
<th>Research</th>
<th>Communications</th>
<th>Training Program</th>
<th>Operational Support &amp; Organisational Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>INTERSOS</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>STICHTING VUlichteling 1939</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>PRIVATE DONORS</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

**2021-2022 PROJECTS**

<table>
<thead>
<tr>
<th></th>
<th>Embrace Mental Health Center</th>
<th>Lifeline &amp; NMHERM</th>
<th>Awareness &amp; Outreach - Capacity Building &amp; Advocacy</th>
<th>Research</th>
<th>Communications</th>
<th>Training Program</th>
<th>Operational Support &amp; Organisational Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>World Health Organization</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>forumZFD</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>

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